Discuss why aligning IT with business objectives is essential for strategic use of systems.

Step 1:

An organization's use of information technology (IT) to accomplish business goals, such as increased financial performance or competitiveness in the marketplace, is known as business-IT alignment (B/I alignment).

Step 2:

Focusing stakeholders on the aims of the business is a benefit of IT strategy alignment with business goals. Then, such business objectives can be successfully carried out via the IT systems.

IT strategy and business goals should be coordinated to ensure that everyone is on the same page and working toward the same objectives. This helps to guide and inform decision-making. IT systems are more likely to be useful, well-used tools when they are chosen and implemented in accordance with an organization's strategic goal. If a team is aware of how the IT systems relate to the corporate objectives, they are more likely to support the adoption and training of the new technology.

 It has been said that the advantage that leading-edge retailers such as Walmart have over competitors isn’t technology; it’s their management. Do you agree? Why or why not?

Step 1:

Competitive advantage is characterised as a quality that puts a corporation ahead of or in a better position than its rivals. Companies with a competitive advantage outperform their competitors in their industry in terms of earnings and customer growth. Anything from a patented technology to a cost-saving plan, clever marketing strategies, and the capacity to create high-quality items at competitive prices could qualify. anything that lasts for a longer time without being copied by others.

Step 2:

Once technology is developed, it becomes accessible to everyone and becomes everywhere. As a result, technology is available to all businesses. Management is distinct from other organisational functions and cannot be duplicated. Even if one business has more advanced technical skills than another, the latter can always access the technology by paying a fee. However, a business cannot dependably purchase flexible management. It needs to be cultivated, nurtured, and kept. Additionally, you need a strong management team that is knowledgeable on how to use technology effectively and wisely. In other words, successful technology advancements require a "good driver" in order to be effective.

Therefore, in the end, we can conclude that managers make the most difference rather than technology itself being the source of competitive advantage. Wal-management Mart's and personnel put to use the superior technical skills that have greatly increased its efficiency in the retail industry. Even still, this technology advantage is insufficient to operate internationally across several nations. Managers in those nations who are familiar with the local way of life and what draws people there are needed to create plans in order for that to happen. Good managers with experience are therefore essential for the success of global expansions.

What are some of the issues to consider in determining whether the Internet would provide your business with a competitive advantage?

Step 1:

Internet use for business

It offers businesses solutions that make internal and external communication and cooperation more efficient. There are several technologies you may utilise to improve efficiency, automate operations, and improve corporate interactions. High-speed connectivity enables you to operate at the top of your game for your business.

Step 2:

Information, cost, and relevance are a few of the problems. A cost is the amount of money that was expended during production and is now unavailable for use. In the case of an acquisition cost, the money spent on the acquisition is considered the cost. Relevance is the idea that two topics are related in a way that makes it advantageous to think about the first issue when thinking about the second. Data that has been processed in a way that makes it meaningful to the recipient is referred to as information. Take note of the two terms "processed" and "meaningful" that are highlighted in red.

We may state that in order to offer a good service in a cutthroat market, we need to spend the least amount of money possible on perfect information, first-rate customer care, and information that is pertinent to every aspect of the business. In that situation, the internet will unquestionably give your company a competitive edge, as competitive advantage is valued by the products, services, and information offered.

Therefore, the market and niche you choose to enter will determine whether you can gain a competitive advantage. The positioning of a website in Google is also influenced by the way it looks, by the terms it uses, and by the backlinks it has.