Threats and Opportunities Matrix:

There are currently a lot of opportunities and threats in the mobile phone market

Research Samsung and list the opportunities and threats that it currently faces

Next to each opportunity or threat, make a note of what type of data manager would need to identify it, and suggest how/where they may obtain it

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| **Threats** | **Opportunities** |
| The market is changing very quickly | AI, Samsung could invest more into AI for its devices to improve user experience |
| Regulations are changing regularly | Electric vehicle batteries – EV batteries are growing in demand and Samsung could use its expertise in battery technology to develop for this sector |
| Geopolitical tensions, (e.g. between the U.S. and China) impacting supply chains. | Expansion in emerging markets like India and Africa, where demand for electronics is growing |

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|  | **Threats**  **(if we don’t change)** | **Opportunities**  **(if we do change)** |
| **Short Term** | Rising Component Costs – The cost of components is increasing, affecting profit margins | 5G Expansion – Capitalizing on the global rollout of 5G networks with compatible devices, offering faster speeds and new service possibilities |
| **Long Term** | Market Saturation – The smartphone market is very saturated, with fewer customers upgrading their phones often | Expansion into Emerging Markets – Growth opportunities in regions like India and Africa, where mobile phone adoption is increasing, and Samsung can offer affordable, high-quality smartphones |

Pick 2 major international companies from different sectors.

Complete a Threat/Opportunity Matrix for each

|  |  |  |
| --- | --- | --- |
|  | **Tesla** | **Starbucks** |
| **Threats** | Supply chain disruptions, especially in sourcing rare materials like lithium for batteries | Shifts in consumer preferences towards local or independent coffee shops |
| **Opportunities** | Electric vehicles are more in demand because people are more environmentally conscious, this increases sales, increasing profit | Growth in digital engagement, such as expanding the Starbucks Rewards app and mobile ordering |

Questions:

1. Identify 2 uses of data by an organization

* Understand customer preferences and improve products
* Optimize operations and improve efficiency

1. Identify 1 hardware and 1 software metric

* Hardware metric: CPU utilization
* Software metric: Error rate

1. Identify 1 way that an organization can collect customer data

* Organizations can collect customer data through surveys or questionnaires

1. At what level are operational decisions taken?

* Operational decisions are made at the lower management or operational level

1. What is meany by an ‘opportunity’?

* An opportunity refers to a favorable condition or situation that an organization can use to its advantage

The 6 V’s of big data:

* Volume
* Variety
* Velocity
* Veracity
* Value
* Variability