

Business and Management

In the modern business environment, the use of technology in communication and production has been widely adopted. Improved technology has ensured that artificial intelligence/ machine learning has been used to replace human labor leading to high rates of unemployment in specific sectors (Ian). Communication between businesses and customers has also been improved due to advancements in technology. As a result, communication has helped companies by bringing them closer to their clients and markets (Customer relationship has been built). The use of technology has also connected various businesses and employees thus making the world to be a global village (Globalization) as per Ian's (Forbes) assertion. Constant firm to customer's relations and communication has led to their retention. Zara has applied the use of communication technology to retain and regularly communicate with their customers. Through communication, Zara Company has been able to meet customers' demands and preferences (The Secret of Zara's Success).

Technology has also led to increased productivity and efficiency hence the growth in businesses. Zara's success has been recorded due to its policy of making the customers their focal point. As a fashion company, the company must ensure that its customer demands are acted upon and changes made according to their tastes. Technology has also been used by Zara fashion company to create a platform where customers and company employee communicate on how to improve on their designs (The Secret of Zara's Success). However, for small firm owners, technology is somewhat more expensive to use and maintain. The more a company develops she more it must enhance its use of technology. In this case, it's evident that technology has been more helpful than of harm to business enterprises.

Work Cited

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