

DIGITAL "SWOT" OF INDUSTRY

Identify industry to analyze:

Automotive

1. Strengths - In which of the strategic domains (customers, competition, data, innovation and value) is the industry moving quickly to adapt its strategy for the digital era?

Competition: The big automakers are partnering with technology-enabled companies to implement new features and data acquisition systems in cars in order to develop autonomous vehicles in the future.

2. Weaknesses - In which of the strategic domains (customers, competition, data, innovation and value) is the business having trouble adapting its strategic thinking for the digital era?

Value: The traditional market only manufactures cars. New value propositions are appearing, not only in the product functionalities such as complete automation of vehicles, but also in the delivery of value. People will no longer need to buy cars to transit, they can use services according to their need.

3. Opportunities -What new opportunities from digital technologies are now available to this industry that they didn't have before?

Systems of data acquisition and mapping of roads and cities. Big-data is very important for the development of autonomous vehicle technologies and has market value.

4. Threats - What disruptive threats do the incumbents (the businesses already in this industry) face from digital technologies?

The entry of major technology companies, such as Google and Apple, into the autonomous vehicle manufacturing market, which could replace the traditional car market.