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BSHTM4

WEEK 8 LAB-EXAM QUESTIONS

**Part A: Question 1 - With reference to Michael Porter’s five forces model, identify 10 ways the Internet has impacted on the individual forces. (30 marks)**

**Michael Porter’s force model is a tool used to help a business identify their strengths and weaknesses. It provides a general view if the firm, its competitors, and environment.**

**There are five components that make up Porter’s competitive force model:**

1. **Traditional Competitors**
2. **New Market entrants**
3. **Substitute products and services**
4. **Customers**
5. **Suppliers**

**There are then four generic strategies used for addressing the components outlined in the Porter’s competitive force model. These are enabled by using the internet. These are:**

1. **Low-cost leadership**
2. **Product differentiation**
3. **Focus on market niche**
4. **Strengthen customer and supplier intimacy**

**Ten ways that the internet has impacted on the individual forces would be the following. I have come to these reasons due to analysing the competitive force and the strategies used in the Porter’s Model in which I have outlined above.**

1. **Using Information Systems to focus on a single market niche provides a company with a competitive advantage. E.g. Hilton Hotels have a primarily focused market niche.**
2. **The use of highly synchronized IT to coordinate value chains to produce better products and services.**
3. **Customer focused. With the use of cookies, marketing etc., companies can target their niche more effectively with the use of IT services.**
4. **Information Systems can improve performance within organisations, impacting the inputs to other organisations. E.G. The purchase of YouTube by Google.**
5. **Networking: the use of Networking enables organisations to use Network economics, Virtual company model and Business ecosystems. Companies can communicate internally, and externally to supply chains. This saves time and costs rather than meeting.**
6. **Sustaining Competitive Advantage: Performing competitive research. Researching their competitors in order to be prepared to compete.**
7. **Performing strategic systems analysis: Improving their systems when needed is important to stay relevant. Conducting analysis using IT is the solution to identifying needs for updates.**
8. **Customer feedback: Organisations outputting surveys for their customer’s after a service is provided is a fantastic way to analyse performance.**

**Part B: Question 2 - Compare and Contrast two contemporary Hardware’s and three Software’s that carry out a cyber-security planning analysis on a company of your choice. (20 marks)**