



# Business DRIVERS

**ASSIGNMENT 1: GROUP 1**

**Felicity Oguntolu**

**Andrew Mark Dale**

**Andre Dallaire**

**Harshil Aneja**

**Sahil Khan**

**Ashutosh Pandey**



# CASE STUDY: TECHNOVATE INC.

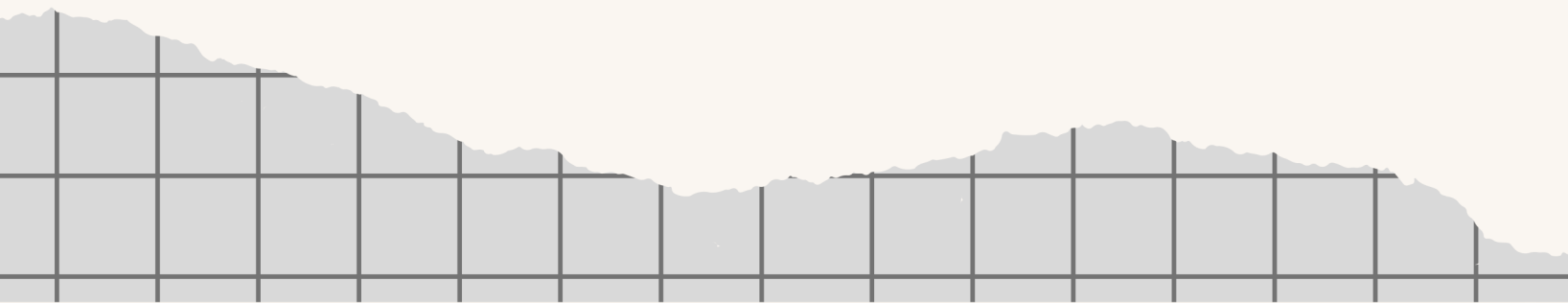


# FUNDAMENTAL BUSINESS DRIVERS

## Business Driver #1

### Innovation & Technological Advancements:

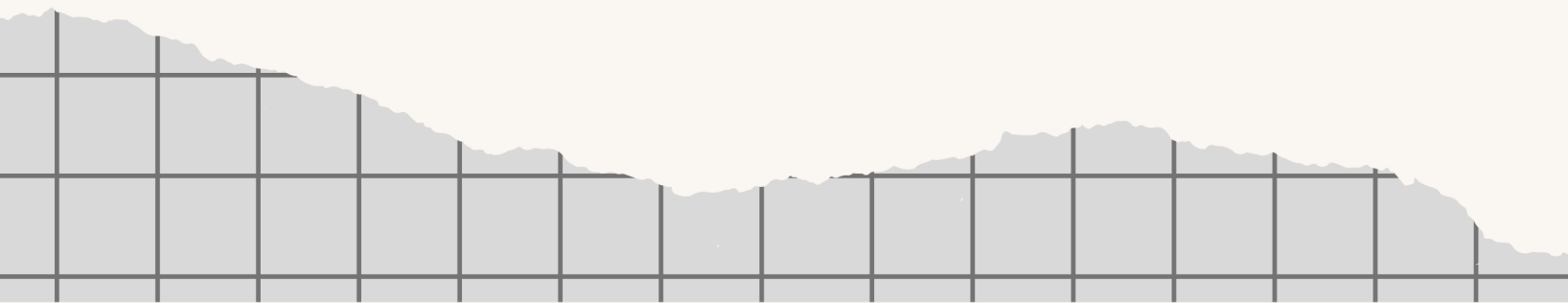
Due to the industry trends showing a rapid rise in AI technology, TechNovate has to keep up with the latest technological advancements to ensure it maintains their position as one of the global leaders in AI.



# FUNDAMENTAL BUSINESS DRIVERS

## Business Driver #2 Market Competition:

The emergence of new innovators in the sector has spurred TechNovate into a new era of innovation to ensure they can maintain their market position.



# FUNDAMENTAL BUSINESS DRIVERS

## Business Driver #3

### Customer Satisfaction & Loyalty:

With a growing diverse customer base, TechNovate prioritizes meeting the specific needs of each sector from healthcare to retail chains and financial institutions. As a known quantity, TechNovate can leverage goodwill.

