

Proposal for the role IT in business

To : The hardware and paint store owner

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Re : Role of new technology in your business

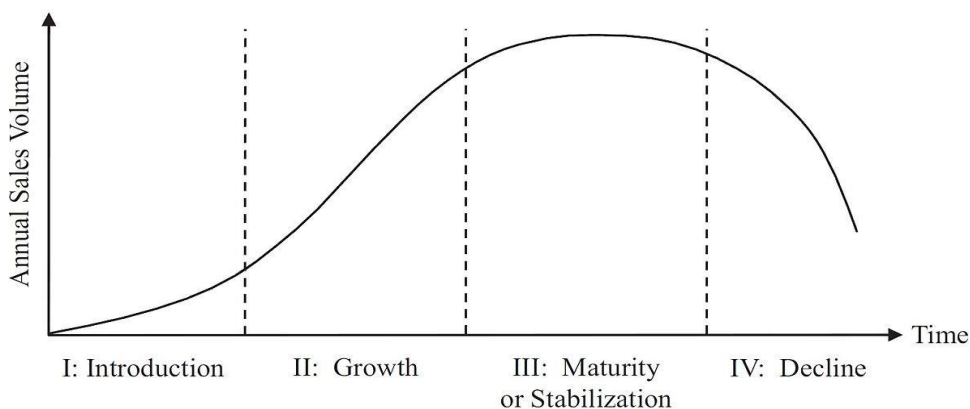
Choosing technology is a right way to gain a strategic advantage for your business. On the following I will be introducing and explaining digital transformation which is the modern way of growing businesses.

Digital transformation is the process of using digital technologies to create new or modify existing business processes or culture and customer experiences to meet changing business and market requirements so this reimagining of business in the digital age is digital transformation.

.Determine the role of information technology in industry structure.



The graph below shows the Annual sales volume of businesses as danger if they don't transform:



As you have introduced and grown your businesses then you are in more danger than ever if you don't transform immediately. Your business has reached its maturity stage but the lack of transformation will lead your business into decline or denial because people nowadays use technology for information, ordering and etc.

.An owner should allow the company to gain competitive advantage by exploiting changes in competitive scope which is:

.Lowering cost.

.Enhancing differentiation

.Assess information intensity

.Determine the role of information technology in industry structure.