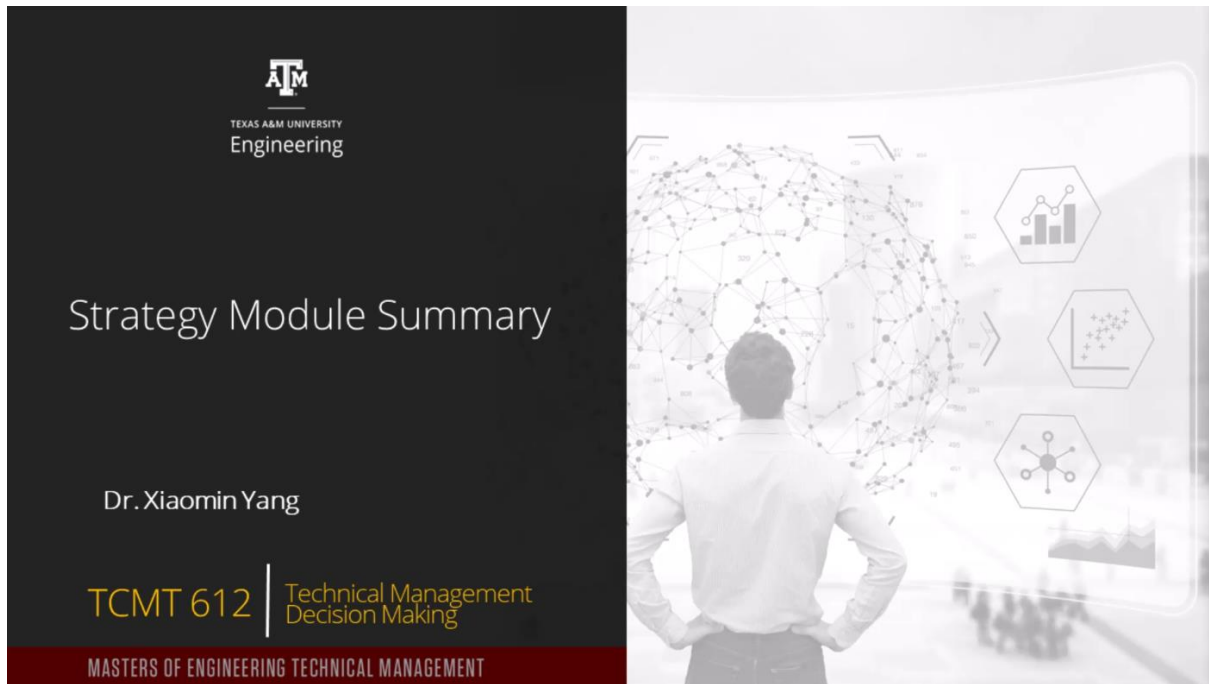


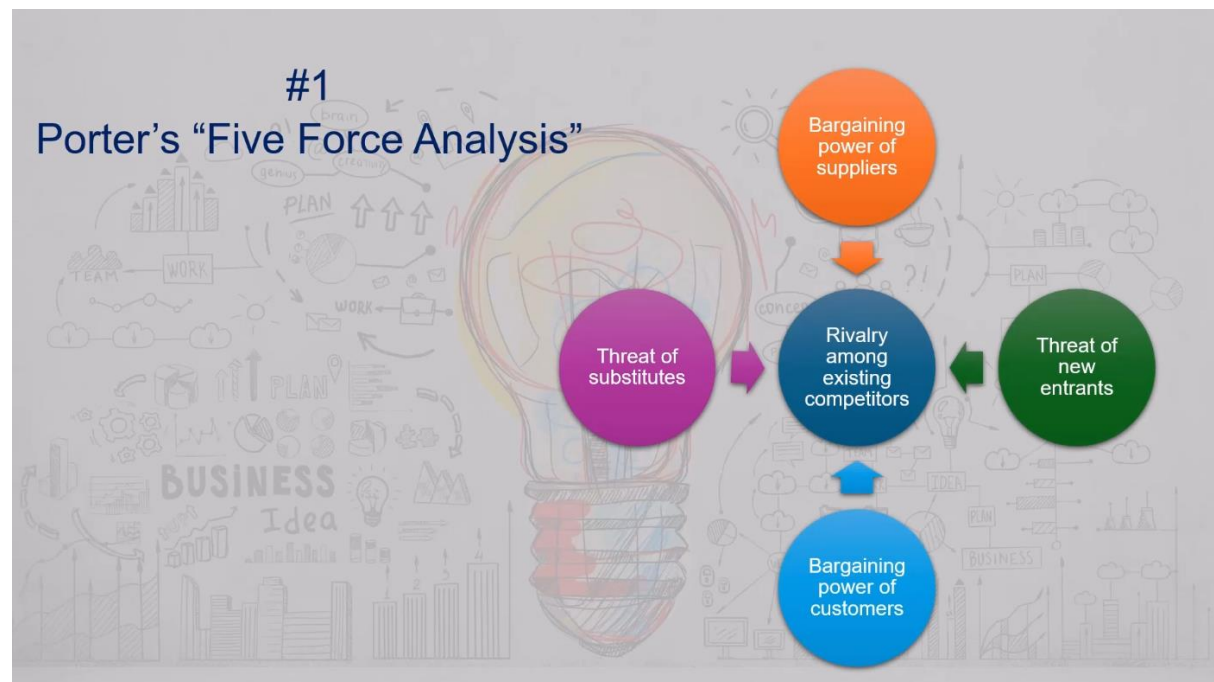
# M5L27. Strategy Module Summary

## Slide #1



Now we will summarize the strategy module.

## Slide #2



First, we discussed Porter's Five Forces Analysis to assess the profitability of an industry.

We can look at the profitability of an industry from five perspectives:

internal rivalry,

barrier to new entrant,

threat of substitute product,

the bargaining power of suppliers,

and the bargaining power of buyers.

### Slide #3



After that, we described competitive advantage that a company can create, particularly for technology companies.

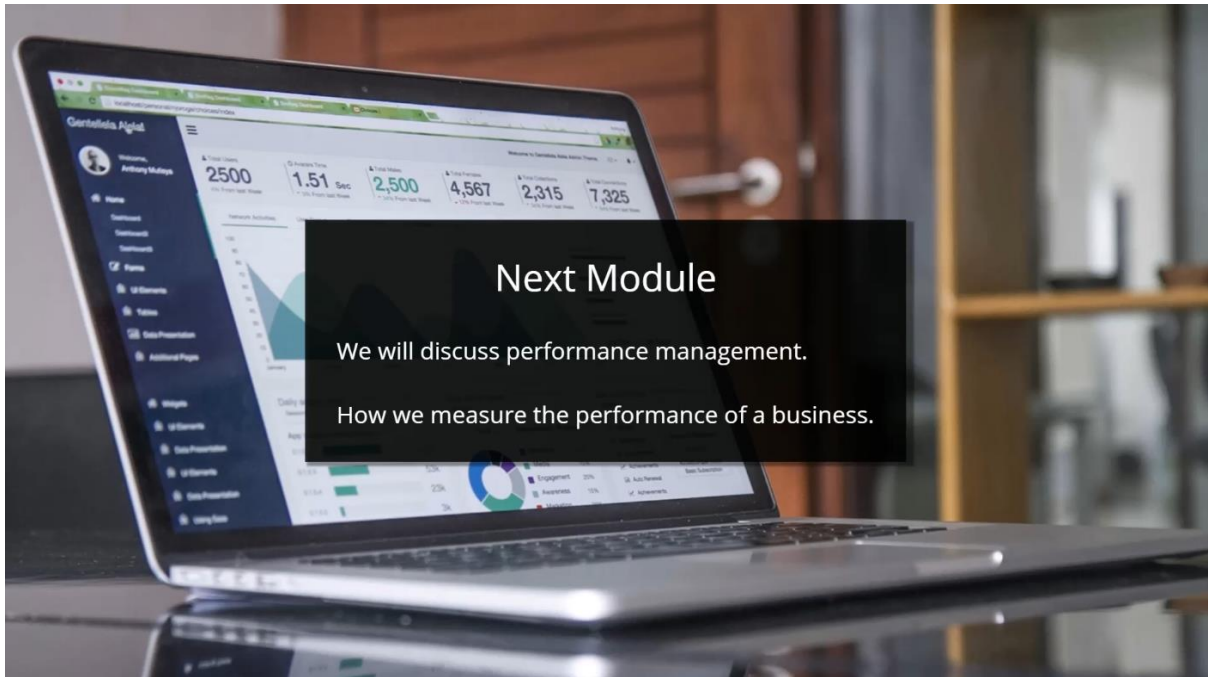
First mover advantage versus fast follower advantage are the two choices that a company needs to make when thinking about the timing of bringing their product to market.

## Slide #4



At the end, we illustrated how to align portfolio decisions with business objectives, how to define and design a portfolio management system, the objectives, the waiting system, and the review process to align portfolio decisions with the long-term objectives of our company.

## Slide #5



In the next module, we will discuss performance management and how we measure the performance of a business.