

# Engineering Economics & Management

Globalization & Global Environment  
Product Life Cycle & Analysis Technique

6<sup>th</sup> April 16

# Globalization & Global Environment

6<sup>th</sup> Apr 16

# Globalization

6<sup>th</sup> Apr 16

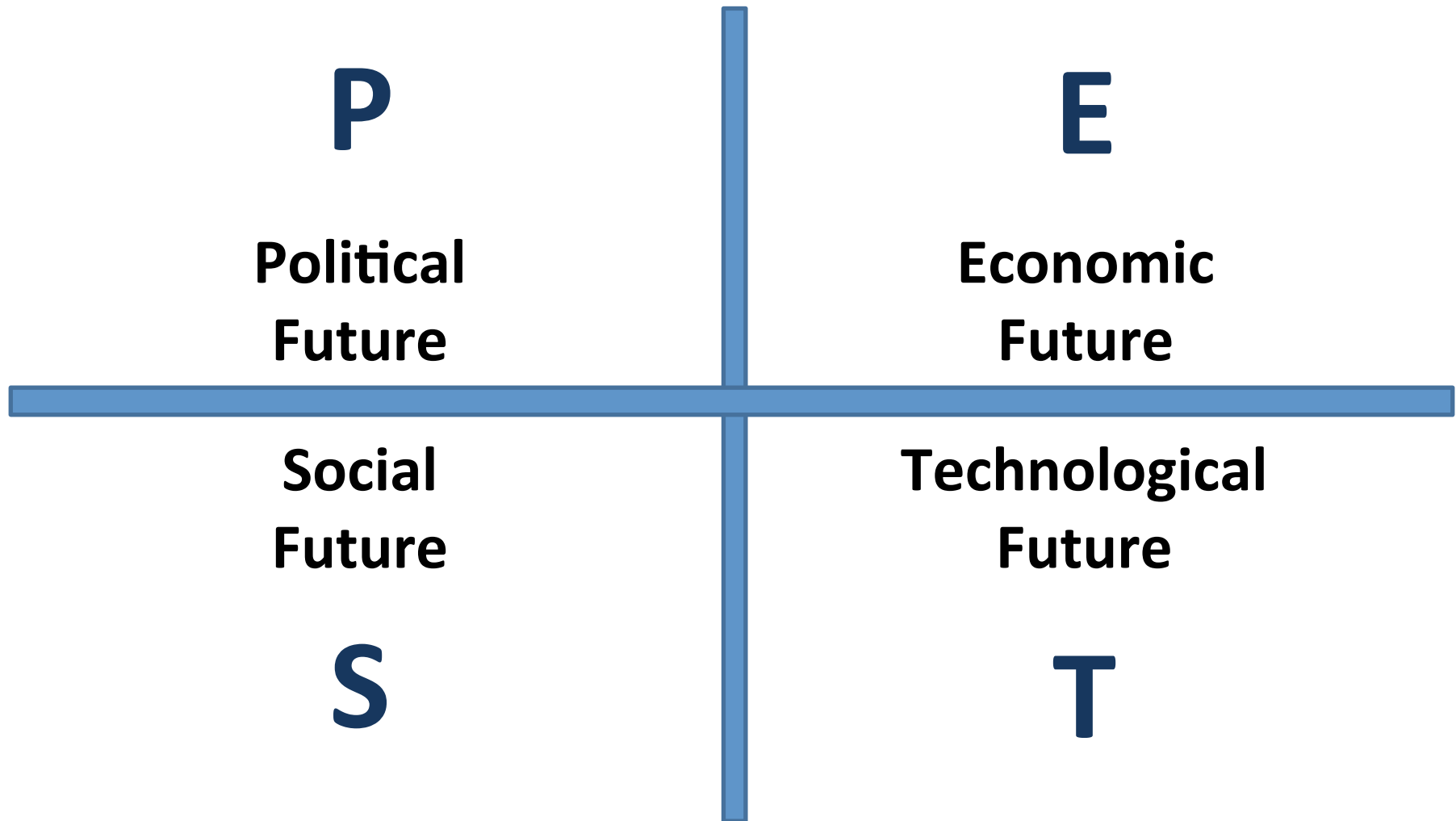
- **Globalization** is a process of integration among the people, companies, and governments of different nations. Information technology is the aid that connects all these in one global unit.
- Globalization has brought new opportunities and possibilities for the all the companies, organizations and entrepreneurs.

# Product Life Cycle & Analysis Technique

6<sup>th</sup> Apr 16

# PEST Analysis

6<sup>th</sup> Apr 16



# PEST Analysis

6<sup>th</sup> Apr 16

## Political Future

- Tax policy
- Labor law
- Environmental law

## Economic Future

- Interest rates
- Exchange rates
- Inflation rates

- Cultural aspects
- Population growth rates
- Age distribution

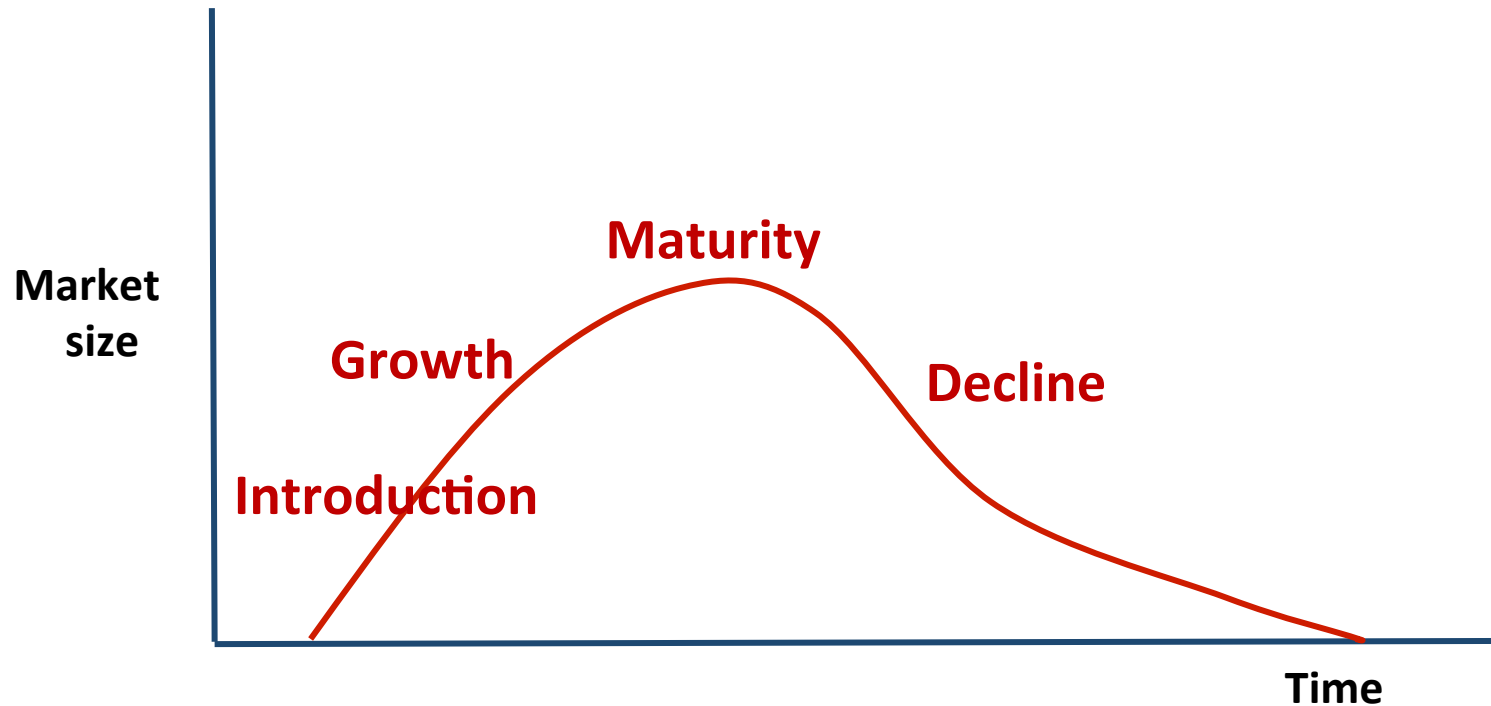
## Social Future

- R & D activity
- Automation
- Rate of technological change

## Technological Future

# Product Life Cycle PLC

6<sup>th</sup> Apr 16



# Stages of Product Life Cycle

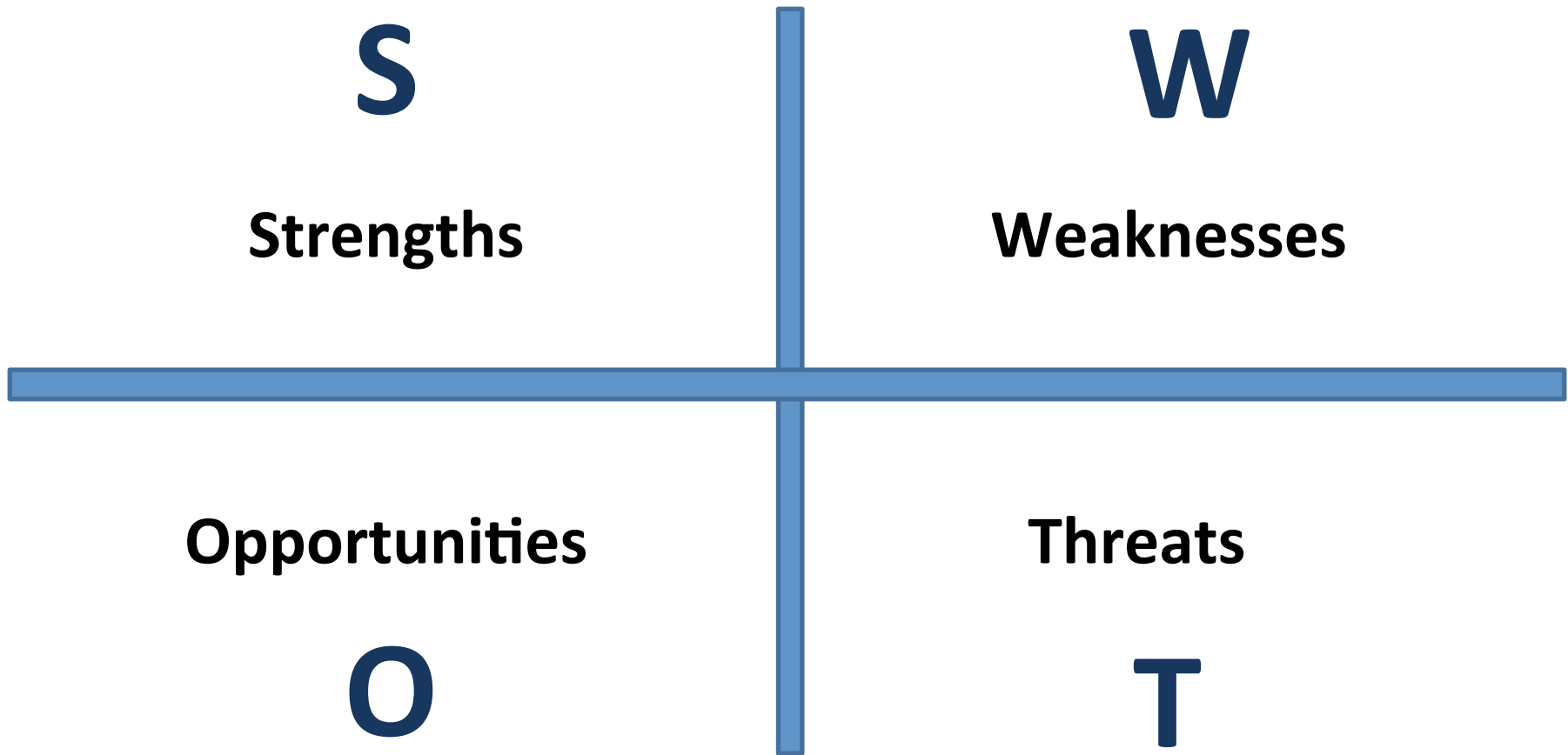
6<sup>th</sup> Apr 16

- **Introduction**
  - Newly launch product, high risks, low profits.
- **Growth**
  - Growing share, increasing profits
- **Maturity**
  - Established product, low costs, maximum profit
- **Decline**
  - Eroding market, new competitor, reduced needs



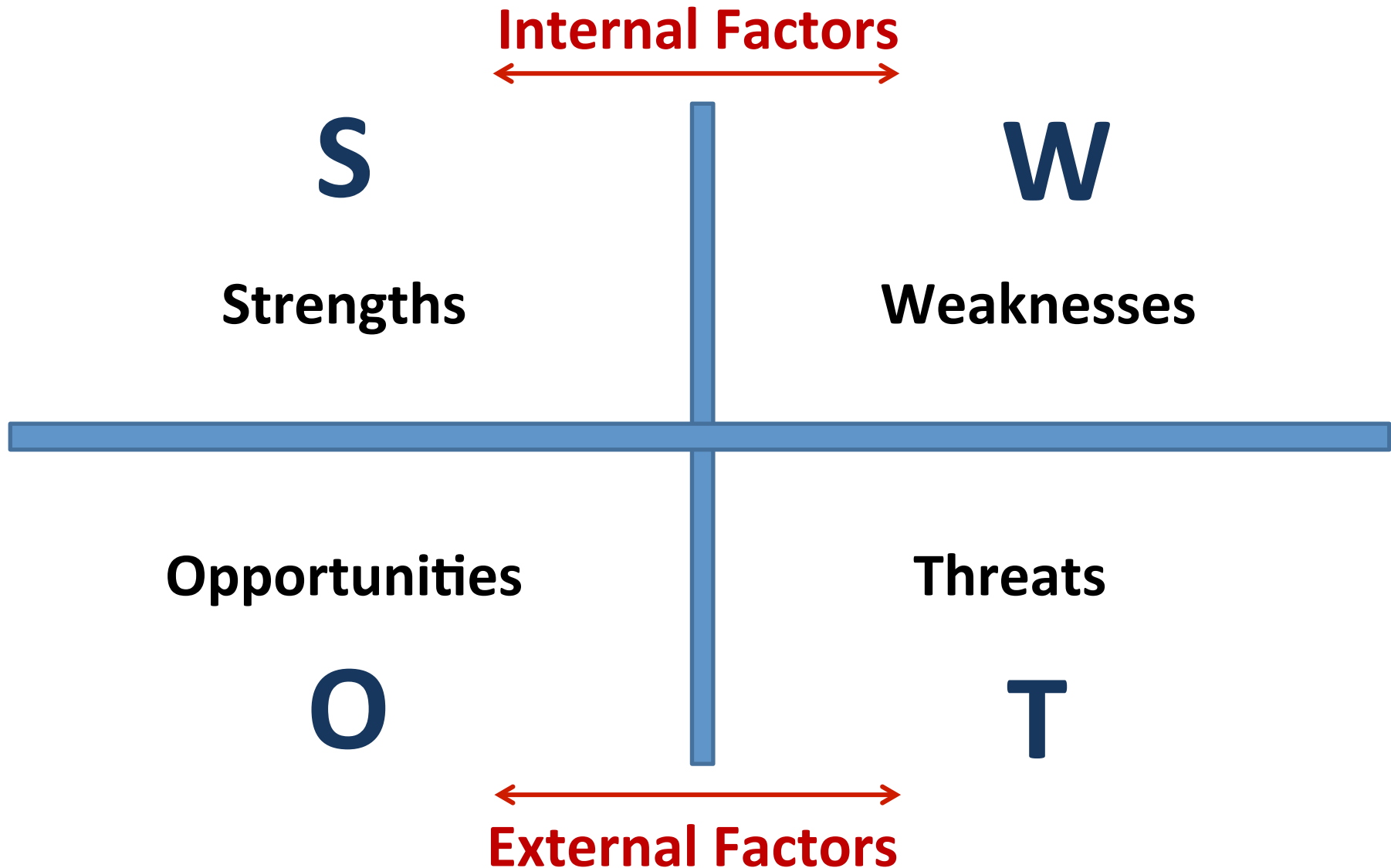
# SWOT Analysis

6<sup>th</sup> Apr 16



# SWOT Analysis

6<sup>th</sup> Apr 16



# SWOT Analysis

6<sup>th</sup> Apr 16

- **Strengths**

- What advantages does organization have?
- What low cost resources you can draw?
- What factors can get you sale?
- What is your organization unique selling proposition?

- **Weaknesses**

- What could you improve?
- What should you avoid?
- What factors lose you sale?

# SWOT Analysis

6<sup>th</sup> Apr 16

- **Opportunities**

- What good opportunities can you avail?
- What changes in policy help your business?
- What local events can help you?

- **Threats**

- What obstacles you face?
- What are your competitors doing?
- What changing technology threatening your market position?

# Thankyou

6<sup>th</sup> Apr 16