

Chapter 6 Assessment

Company Z is a Wood Furniture manufacturing company. Currently, it is producing FIVE types of products (Product 1, 2, 3, 4 and 5). Product 1 requires Technology A, B and C; Product 2 requires Technology C; Product 3 requires Technology A and B; Product 4 requires Technology B and C; and Product 5 requires Technology C. Rank the relative strength of the three technologies by using the Product-Technology Matrix



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Company S wants to strategize the technology in its firm but do not know the key areas. Explain the SIX (6) key areas in technology strategy.

