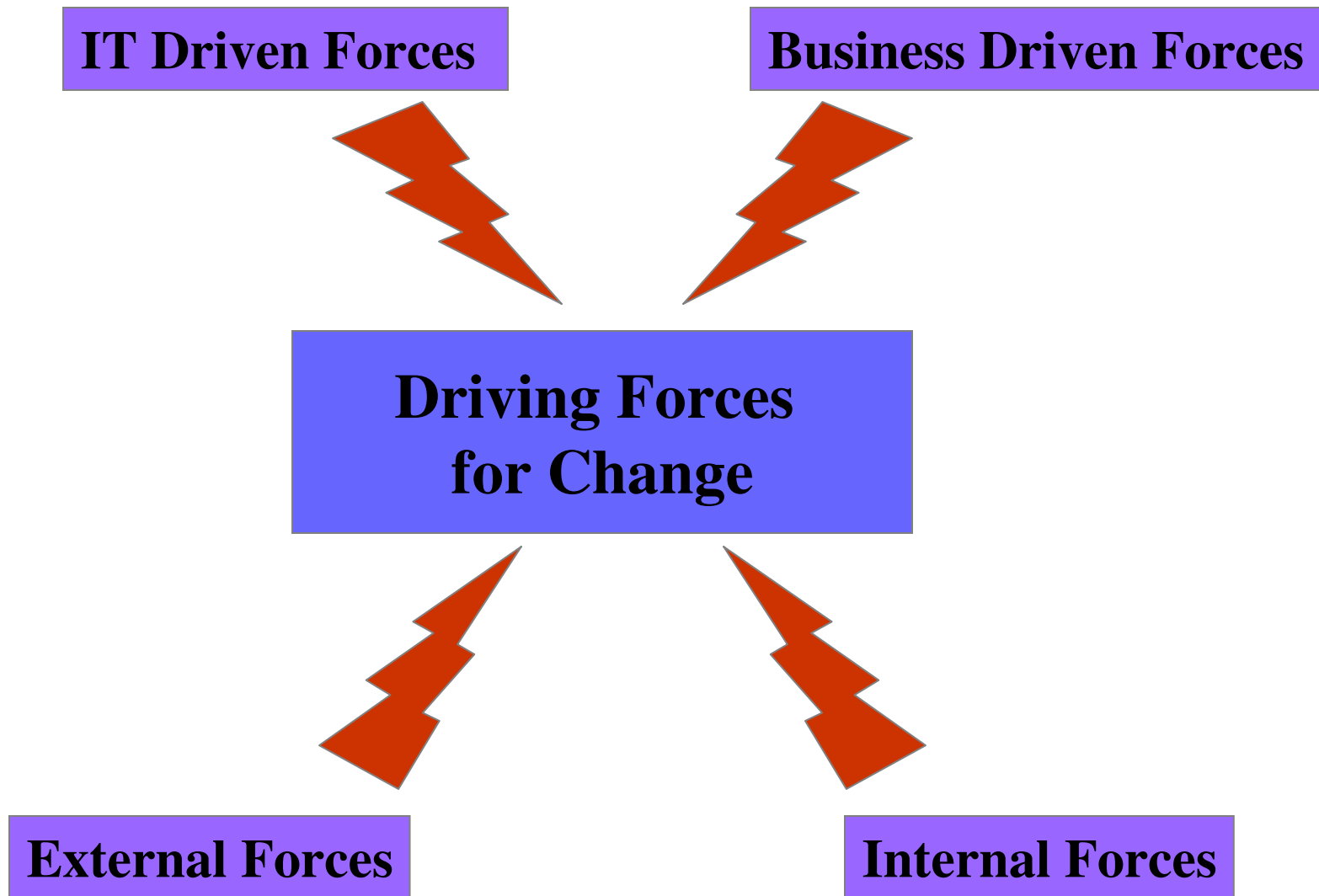


## 4.2. Driving Forces for Change

# Driving Forces for Change

- Why do organisations need to **change** the way they do business?
- What are the **driving forces** to change?



# IT Driven Forces

- *Internet & WWW*
- *Communication Explosion*
- *Technological advancement*
- *Information Revolution*
- *Virtual Connectivity*
- *No Geographical boundaries , etc.*

# Business Driven Forces

- *Bargaining power of buyers*
- *Bargaining power of suppliers*
- *Market Changes*
- *Strong Competition*
- *Adopting New Strategies*
- *Diversifying in to new products , etc.*

# External Forces

- *Government Regulations*
- *Pressure from business partners*
- *Pressure from Interest groups*
- *Market changes , etc.*

# Internal Forces

- *Adopting New Strategies*
- *Changes in business processes*
- *Changes in management*
- *Changes in staff/structure*
- *Changes in value systems , etc.*