



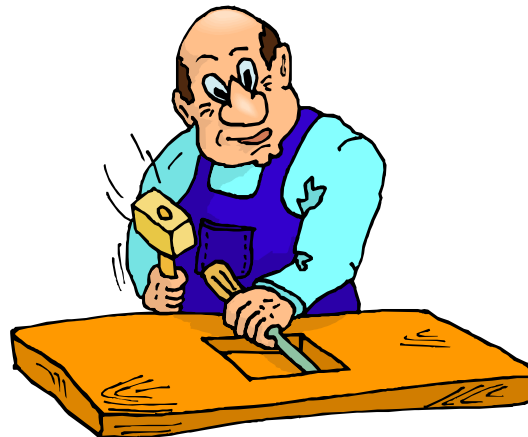
Technological Factors

- Technology is constantly changing
- This means that businesses must change in order to keep up
- This affects businesses in three ways:

PRODUCTION



WORKERS



MARKETING





Production

- New technology can be used to improve production in the following ways:

- **CAD/CAM and CIM**

- Automated factories mean that more can be produced in less time
- This means that there is less waste
- This means a business is more competitive

- **Robotics**

- Can work 24 hours a day if necessary
- Can do boring jobs
- Do not need regular breaks and are usually quicker
- They are consistently more accurate
- They can work in dangerous situations e.g. Bomb Disposal





Workers

- New technology can have both positive and negative affects upon workers:

+ ➤ POSITIVE

- Jobs should be less boring
- Safer working environments
- Higher pay levels – due to need for better skills

- ➤ NEGATIVE

- Some workers may lose their jobs
- Staff who don't like technology will become de-motivated
- Staff may need to be trained to cope with new technology





- New technology has changed the way that firms market their :

- **PRODUCT**

- New products are available
- Firms must keep up or go out of business

- **PRICE**

- Firms can now be more competitive
- So prices should be lower

- **PLACE**

- Distribution channels have changed
- Even small businesses can sell nationally via the internet

- **PROMOTION**

- New technology has created a wider variety of places to advertise

