

Task 1 Part 2

Mr Kuzinka has requested you to investigate how 3 contrasting business organisations are responding/adapting to the competitive pressures imposed on them by the developments and trends in ICT and related technology.

He has requested that you present your findings in a formal report.

Your formal report must:

Explain how **two** of your chosen organisations **have responded** to the competitive pressures to force them to develop their use of e-business. (M2)

1.0 Terms of Reference

This report has been requested by Mr Kuzinka and will investigate Apple and Ryan Air, looking at how they have responded to the competitive pressures imposed on them by the developments and trends in ICT and related technology and how these competitive pressures forced them to develop their use of e-business.

This report has been requested on 6/11/15 and will be submitted to Mrs Traynor on 8/1/16.

2.0 Procedures

To investigate how these two businesses have responded to the competitive pressures to forced them to develop their use of e-business, the Apple and Ryan Air website will be analysed as well as group work being carried out.

3.0 Findings

Apple was founded in 1976 as a computer company. However, in the past decade the company has expanded into much more than a computer company and has become one of the most popular technology brands in the world. In 2007, Apple launched their first iPhone, the start of the company's global success. As competitive pressures are always acting upon this business, the business always be marketing their products and creating future technologies.

Ryan Air is a cheap and affordable airline company which was founded in 1984. Since its launch, it has grown to become one of Europe's most popular air lines. The company now has over 8,500 staff and over 1,200 pilots. Due to its affordability and low prices, the company has grown and grown over the last number of years. The company is constantly coming up with new ways to attract new customers and retain existing ones. Through developing their own use of e-business, the company is favoured by thousands of people.

Apple base higher prices than Ryan Air as they are a more luxurious brand. Ryan Air market their products more cheaply and affordably.