Phoenix Technology(Part 2)

Value Analysis

Phoenix Technology develops and distributes innovative and quality technological products and services that are beyond the clients’ expectations. Phoenix Technology integrates, reconfigures, and builds external, as well as internal competencies with the core objective of addressing the dynamic technological market and environment. In response to the dynamic market, the company modifies its short-term competitive positions with the intention of building a short, as well as long-term competitive advantage in the Nigerian market. The company has a well-trained workforce that is capable of quickly adapting to the changes in the dynamic market. Phoenix Technology integrates new technologies and customer feedback into its operations, a strategy that makes it respond to market changes and provide quality technological products to its customer base (Helfat et al. 124). Through its strategies, the organization senses and shapes threats and opportunities that exist in the technological market.

There exist various opportunities in the Nigerian PC market. Phoenix Technology has developed different strategies with the purpose of seizing these opportunities. For example, the firm continuously ventures into potential markets with the intention of increasing its sales through the provision of quality technology products and services. The organization aims at achieving an edge over its competitors by reconfiguring its intangible and tangible assets. Moreover, the firm ensures that it enhances its production technologies with the intention of maintaining an edge over its several competitors in the dynamic PC and technological market. Due to the fast-changing technological and PC market, Phoenix Technology develops processes that produce innovative and quality products at low costs (Helfat et al. 135). The ability of Phoenix Technology to adapt to various market changes enables it to achieve a competitive edge over its numerous competitors. The company has various researchers who play the crucial role in developing strategies that can enable it to respond to customers’ diverse needs. Such strategies enable Phoenix Technology to maintain a competitive edge and advantage over its rivals. It is worth mentioning that the company incorporates the use of modern technologies in the development of innovative and quality products that satisfy the customers’ diverse needs.

**Home Advantage Analysis**

The government is instrumental in encouraging the establishment and development of firms both internationally and domestically. It has a significant role in constructing infrastructure and investing in healthcare and other economic sectors (Porter 78). The Nigerian government has favorable policies that are favorable for IT firms such as Phoenix Technology. Additionally, the country has geographical IT advantages, and this has proved to be favorable for different IT firms in the country. The country’s level of education on IT has improved in the past, and this has provided a qualified and competent labor force to different IT firms including Phoenix Technology. It is for this reason that the country’s IT workforce is continuously growing and developing. The demand for PC and other related products and services has continued to increase and evolve due to the Internet (Porter 87). The growing number of persons who require and own PCs in Nigeria has also led to the development of various technological firms in the country.

 Due to Nigeria’s high population, there exists a market for various IT related products and services such as PCs and computer maintenance services. The Nigerian government has a plan to invest in IT and research and development, and this could prove to be significant for Phoenix Technology. Phoenix Technology can target the niche market through the continuous development, as well as advancement of PC technology.

Works Cited

Helfat, Constance et al. *Dynamic Capabilities: Understanding Strategic Change in Organizations*. John Wiley & Sons, 2009

Porter, Michael. *Competitive Advantage of Nations: Creating and Sustaining Superior Performance*. Simon and Schuster, 2011