



Threat of Substitute Products or Services: an advertising campaign focused on emphasizing the total-comprehensive solution a personal computer offers. While cell phones, PDAs, and TVs may offer web-browsing and other features previously only offered on a computer, the personal computer offers voice communications, music, television, games, and a myriad of other features in a single technology.

Buyer Power: Overcome competition with other vendors by offering more features, services, and support. Build customer loyalty with proprietary software and incentives. Set up leasing and loan options to coax customers into dedicating themselves to a single personal computer for an extended period of time.

Supplier Power: Maintaining an edge in the ability to coordinate a large number of component and software suppliers is essential to this advantage.

Threat of New Entrants: Maintain a competitive edge by staying atop the latest innovations in component technologies for computers. Evaluate new softwares for bundling as preinstalled on systems offered. While suppliers are many, coordinating all the suppliers for all the parts that go into a personal computer is complex, IS innovations to manage these suppliers is crucial to maintaining this edge.