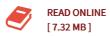




External Environmental Analysis - The U.S. Television Manufacturing Industry

By Christian Rodiek

GRIN Verlag Mrz 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research Paper from the year 2007 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: A, Western Illinois University, course: Business Strategy & Policy, 43 entries in the bibliography, language: English, abstract: IntroductionThe purpose of this report is to determine and identify the attractiveness of the U.S. television (TV) manufacturing industry, i.e. to analyze the opportunities and threats that a company and its industry face due to the external environment. This external environment project will therefore after defining some key terms, analyze the dominant economic characteristics, the driving forces, and the competitive environment of the U.S. television manufacturing industry. To simplify matters the analysis will be performed from the point of view of an audio and video equipment producer, who is planning on entering the television manufacturing industry. Key TermsFor a better understanding of the report this section will provides definitions of some important key terms used in the TV industry. CRT: cathode ray tube, the primarily technology used for TVs- LCD: liquid crystal display, newer technology used for flat panel TVs, called...



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