1. Select a case study, megatrend or topic that will allow you to apply what you have learnt to a corporate entity or market, E.g. miniaturisation of electronics,

Megatrend: Social Networks

1. Identify the Key result areas, using an affinity diagram,

KRA discussed on 8/04/11

* Administration
* Human Resources
* Sales & Marketing
* Research & Development
* Technical Support & Implementation

1. Identify and describe scenarios that may occur in that area over a twenty year horizon.

Scenario: By 2040, the use of Social Networks will become a powerful tool for companies to share information within similar groups, and its use will increase by 200%.

1. Analyse the risks and opportunities for that scenario that will drive an entity or market affected by that scenario.

I made this fishbone diagram that includes all the risks and opportunities we discussed last week.



1. Develop a maturity model and determine a current level of maturity for that entity or market opportunity.

Administration

Human Resources

Sales & Marketing

Research & Development

Technical Support & Implementation

Please use the table needed for the maturity model to develop these aspects( the table have been attached in the example file ).

1. Develop a systems model for delivery of engineering services to that market or markets, identifying the reinforcing functions and balancing functions.

Engineering Service: Consult and implementation of interface systems between the current MRP in a company (SAP, AS/400, other) and social networks, focusing of information transfer (data). I believe this can apply specially to consumer products companies, for example.

Delivery Model: Develop software solutions tailored to the information requirements and MRP of the Client.

What do we need?

* Personnel (Consultants, Technicians, Web Developers)
* R&D department. Qualifications in several developing software, process analysis, computer interfaces, Security software and protocols.
* Infraestructure: Server, Computers, software licenses, offices.
* All other departments

I think the focus must be in either “what” we need, or “how are we going to implement a solution of a client”

Need to identify how many customers, the estimated man-hours of work (including consultants, technicians, and developers), investment in assets. In the consulting companies, the first and foremost most important assets are the Consultants and Developers. So we might focus part of our “go to market” strategy in qualifications and training of personnel.

1. For balancing functions, identify several strategies (min 2) that your organisation could use to leverage your capability in that area of engineering services.( Please draw them as illustrated in the example attached).

Balancing functions:

* Innovation: Develop interesting new interfaces, with added functionalities like cellphone integration
* Quality of service: Technical department 24/7 and solving problems in record time.
* Cost: Efficient implementation, high Cost/Benefit to client.

1. Develop an outline strategic plan setting out your actions and 5 year targets to supply services to that market.

Please more details about this