

Case study – intel this is a strategic management case

[Business](#), [Strategic Management](#)



Craig Barrett, appointed executive vice president in January 1990, believes that " the world changes and the centre of gravity shifts. We need to shift with it. " . Intel recognizes the need for continually analyzing and reviewing its strategies in order to meet the changes and challenges that come from the external environments so as to meet the stakeholders' expectations. Intel strives for business renewal and revitalization as a way of dealing effectively with the Impact of the Information society on today's dynamic industry.

Therefore, Intel Is an Innovation- driven organization that strongly believes that competitive advantage can be achieved by choosing the right option at the right time so as to create value to Intel's key stakeholders: Its customers. To achieve this Intel uses the following key drivers (which are discussed In detail In Question 2): *Marketleadershipand Innovation *Research and Development *Strategic Alliances *Good Human Resource Management *Benchmarking Branding KEY INNOVATIONS Innovation has always been a key feature in Intel's history.