EXECUTIVE SUMMARY

The purpose of this paper is to evaluate how technologies could play a role in competing within the same industry, as well as to explore the stages of evolution and the organizational impacts of the technologies within the two organizations. Companies competing in similar industries can have very different strategies for achieving the competitive edge. The strategy is the organizations’ plan for accomplishing goals guided by the internal and external environments. Shalfi (2007) indicated an assorted range of initiatives within organizations such as training, communications, quality control, and functional activities depend on the technology. Organizations rely on technology to provide support for operations and growth in the global economy.

Keywords: Customization, Global Economy, Competitive Edge, Technology, Organizational Structure