

**Introduction**

The technology industry is composed of companies producing electronic components, scientific and technical instruments, computer hardware and software, and computer services. It is a very fast paced, competitive industry in which innovation is the key to success.



**Industry Leaders and Fragmentation**

The amounts are given in Billion USD

Company	Country	Sales	Profits	Market Value
Acad	Taiwan	\$16.01	\$0.39	\$7.60
Adobe Systems	United States	\$2.95	\$0.39	\$19.29
Advanced Micro	United States	\$5.40	\$0.39	\$5.52
Altera	United States	\$1.20	\$0.20	\$7.44
Amphenol	United States	\$2.02	\$0.32	\$7.35

**Industry Composition**



**Profitability and Demand Drivers**

**Primary Demand Drivers**

- Increase of customers
- Increasing customer sophistication
- Profitability of business customers

**Profitability Drivers**

- Developing and marketing new products
- Gaining expertise in a particular field of knowledge
- Achieving access to capital
- Creating a faster time-to-market process