

# Exercise 1.2 – Mapping Strategic Drivers

Strategic Driver	Strategic Driver Description
<input type="checkbox"/> Technology	<input type="checkbox"/> Refers to the production of an economic good or service within an economy.
<input type="checkbox"/> Market Economic	<input type="checkbox"/> Owned by the governments that influence factors in the production of land, capital, and resources.
<input type="checkbox"/> Business Practices	<input type="checkbox"/> Different firms are in contention to provide goods or services the market demands, by varying price, product, promotion, and/or place.
<input type="checkbox"/> Industry	<input type="checkbox"/> Includes a set of guidelines, ethics, or ideas that represent the most efficient or prudent course of action.
<input type="checkbox"/> Command Economy	<input type="checkbox"/> The sum of techniques, skills, methods, and processes used in a science or craft to produce goods or services or in the accomplishment of objectives, such as scientific investigation.