

## E2 Enterprise renewal (innovations) – Solutions

### 1

Enterprises exist in a constant state of competition among each other. Innovations are important for the long-term survival of an enterprise. Both environmental spheres and the concerns and interests of its stakeholders change over time. In order to respond to these changes, an enterprise needs innovation in products, processes and organizational and management systems.

### 2

Individual solutions. Suggestion:

<b>Innovations of the past</b>	<b>Innovations of the present</b>
- Computer, laptop	- Smartphones
- Cell phones	- Google Earth
- Internet	- Facebook
- Digital cameras	- Snapchat
- Steam engine	
- Electrification of industry	
- Mass production, assembly line	

### 3

Individual solutions. Suggestion:

<b>Reasons</b>	<b>Dangers</b>
- Cost savings	- Customers' "chocolate experience" will likely be affected (for customers, a bar of chocolate belongs in foil!)
- Reduced environmental impact	- Shelf life of the chocolate affected
	- Adverse effect on taste

### 4

Individual solutions. Suggestion:

- Information technology (mobile phones, laptops, Internet) in recent years has enabled process innovation in many areas.
- The just-in-time logistics concept as a process innovation has brought with it significant restructuring of operational processes for enterprises around the world.
- The invention of container transport was a new way of thinking: Ships should not only be regarded as a means of transporting freight but also as a hub for the handling of freight. Loading and unloading essentially determines the amount of idle time a vessel must remain in port; however, this time should also be designed to be as short as possible for cost reasons. The introduction of containers greatly reduced these idle times and increased by leaps and bounds the productivity of the ship as a means of transport.
- Working in three shifts for better utilization of capital-intensive equipment.
- Assembly line production of Henry Ford's Model T.

5

If an enterprise exists in a state of competition with other enterprises, than it must either accept this or seek out close cooperation. Buying up other enterprises represents a source of innovation.

6

Individual solutions. Suggestion:

Problem: Building an innovative table				
Sub-problem	Partial solutions			
table legs	1	5	3	4
material	glass	wood	plastic	metal
color	white	yellow	blue	red
shape	tiangular	round	square	rectangular
Alternative solutions	1	2	3	4

7

Individual group results.

8

Individual group results.

9

Individual solutions. Suggestion:

<b>Technology</b>	<b>Advantages</b>	<b>Disadvantages</b>
<b>Mobile technology</b>	<ul style="list-style-type: none"> <li>- Accessibility</li> <li>- Independence</li> </ul>	<ul style="list-style-type: none"> <li>- Risk of isolation</li> <li>- Electro-pollution</li> </ul>
<b>Genetic engineering</b>	<ul style="list-style-type: none"> <li>- Desired changes to genetic material can be made possible (e.g., rice that is resistant to pests)</li> </ul>	<ul style="list-style-type: none"> <li>- As-yet unknown consequences of modified DNA on the environment</li> </ul>