Market Trend Analysis for Computer Integrated Software Design Industry

By: Min Yu Liou, Department of Business Administration and System, School of Management & Information Systems, University of Missouri – Rolla, Rolla, MO 65401

Faculty Advisor: Dr. Bih-Ru Lea, School of Management & Information Systems, University of Missouri – Rolla, Rolla, MO 65401

Abstract

This paper addresses what the computer integrated software design industry and the multi-axis planning design system are. Through examine the applications of Strengths, Weakness, Opportunities, and Threats (SWOT) analysis, Five Forces analysis, and Industry Trend analysis, the multi-axis planning design system will find a major impact on the computer integrated software design industry.

Reflections on the Learning Experience

My OURE experience provided me with a priceless chance to apply concepts I studied in Business Administration and System at UMR. Everyday provided an excitement with the little finding in the UMR Library business database, such as ABI, LexisNexis, and Business Source Premier that gradually pulled this research paper together. The objectives of the study was to investigate the major impact of a product named multi-axis planning design system (MAPDS) through the SWOT and Five Forces Analysis and to diagnose the computer integrated software design industry trend by comparing its major companies’ financial performances with the industry standards. With my advisor’s guidance, I have learned to interpret the results, such as using the industry’s profitability, efficiency, liquidity, and financial leverage to evaluate the positive and/or negative operation. Most of all, I have learned the research discipline that may lead me to another level of understanding in business.