Pichurrín is an interactive case study which helps the student to understand the stages of strategic planning for the implementation of Information Systems and Information Technology (IS/IT). The example of a children’s clothing company is used.

The case has the following objectives:

- Analyse the strategic necessities of ICT
- Understand the investment in technology in coherence with company strategy
- Proposal of different methodologies and ICT tools
The student will complete exercises using the following tools to analyse the ICT:

- Competitive Strategy
- Core Business
- Technological environment IT/CT
- SWOT Analysis
- Virtual Value Chain
The student must make different strategic decisions in order to reach a final overview chart of the ICT strategies.