Business strategy & Supply chain

Aryan Eka Prastya Nugraha, S.E.,M.Pd
2021

OUTLINE

- What is digital business strategy?
- What is Strategic analysis ?

Strategy defines the future direction and actions of an organisation or part of an organisation. Johnson and Scholes (2006) define corporate strategy as:

“ the direction and scope of an organization over the long-term: which achieves advantage for the organization through its configuration of resources within a changing environment to meet the needs of markets and to fulfil stakeholder expectations”.

Digital business strategies share much in common with corporate, business and marketing strategies.

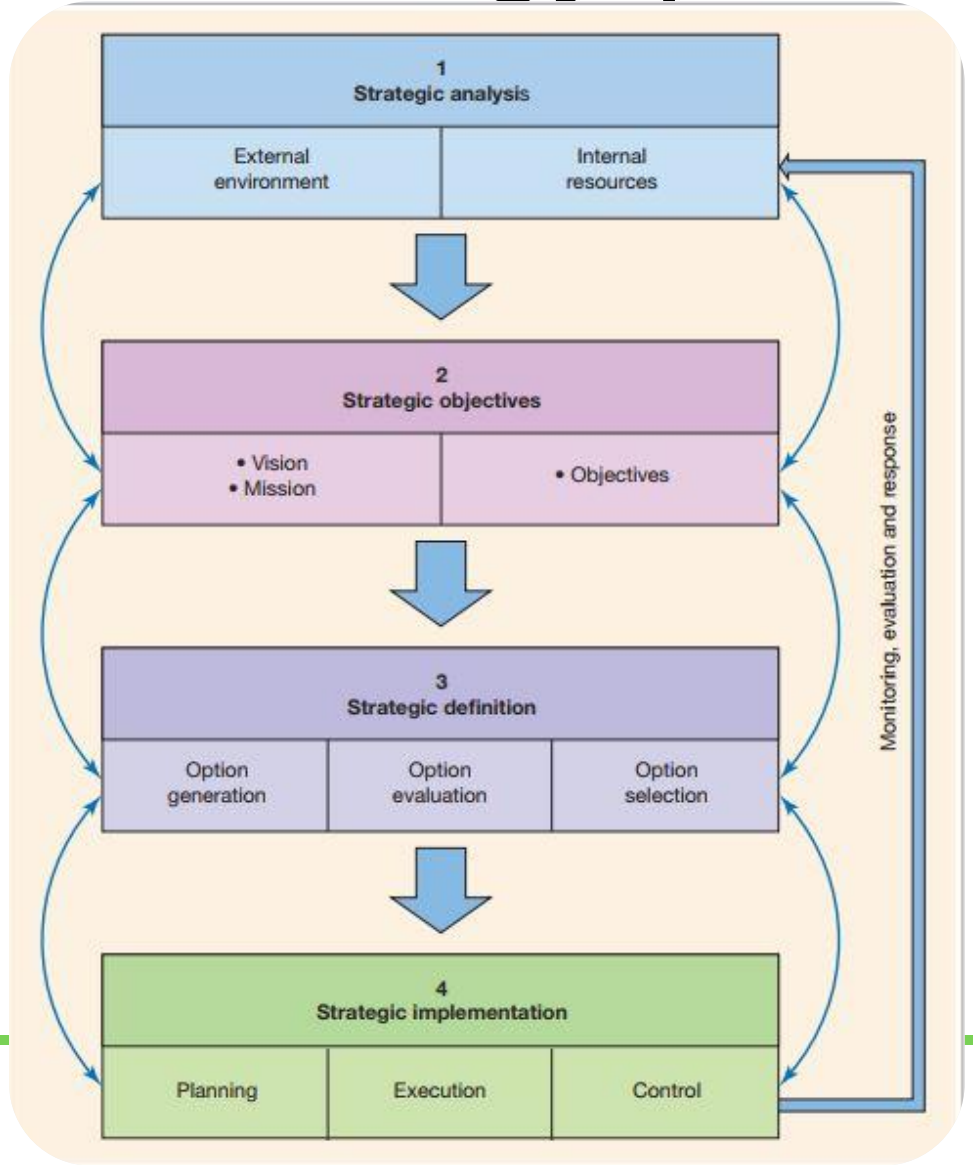
These quotes summarising the essence of strategy could equally apply to each strategy:

- Is based on current performance in the marketplace
- Defnes how we will meet our objectives.’
- Sets allocation of resources to meet goals.’
- Selects preferred strategic options to compete within a market.’
- Provides a long-term plan for the development of the organisation.’
- Identifes competitive advantage through developing an appropriate positioning relative to competitors defning a value proposition delivered to customer segments.

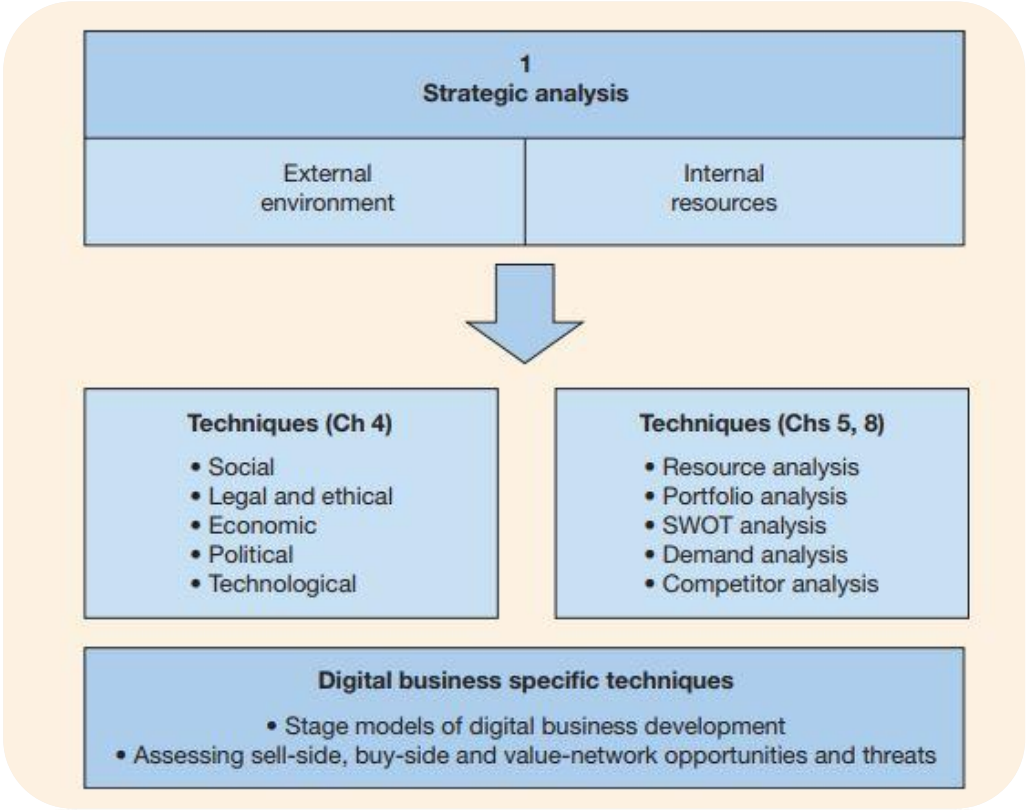
Digital business strategy

The approach by which applications of internal and external electronic communications can support and influence business strategy

A generic strategy process model



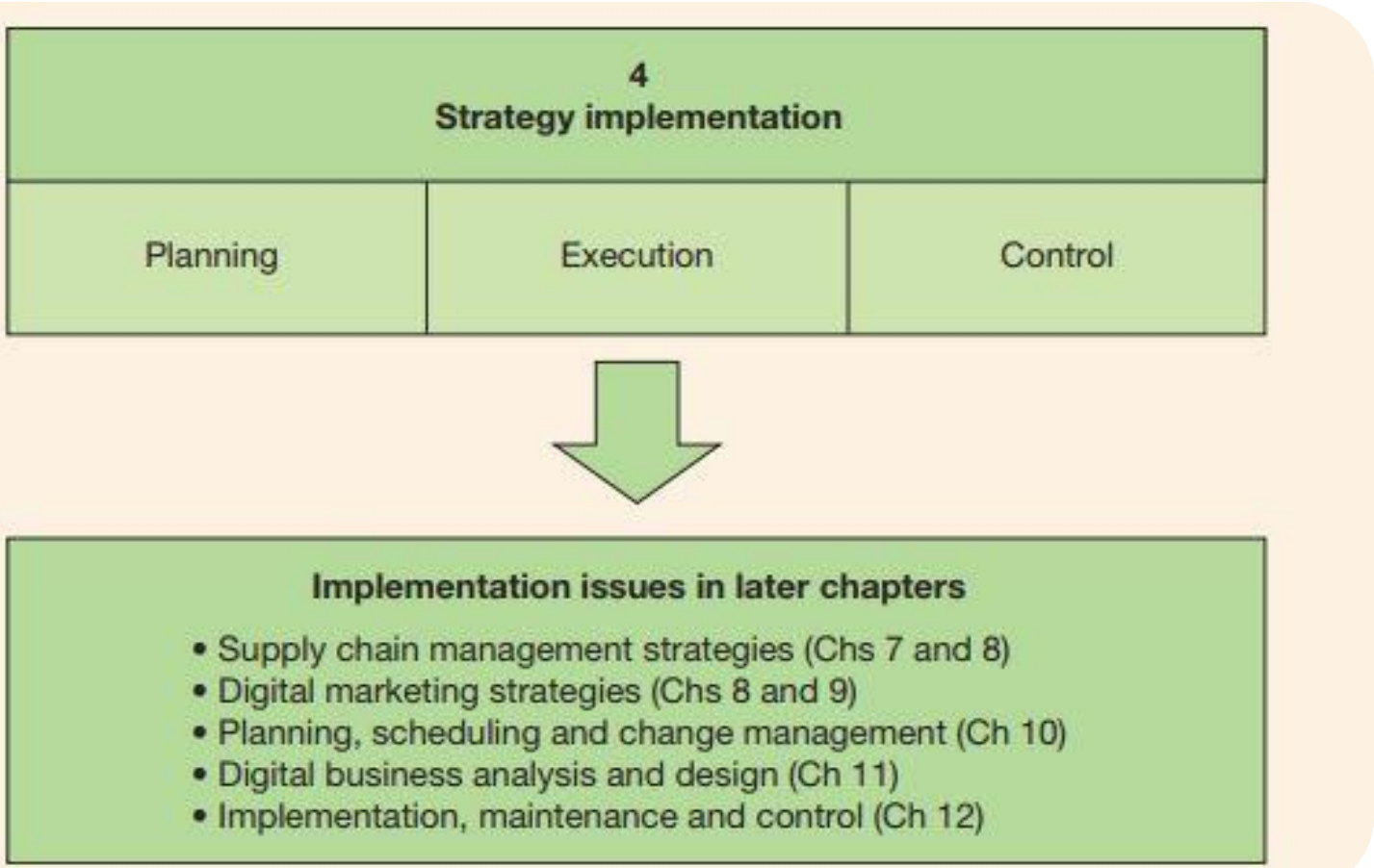
Elements of strategic situation analysis for the digital business



SWOT analysis

The organisation	Stengths – S 1 Existing brand 2 Existing customer base 3 Existing distribution	Weaknesses – W 1 Brand perception 2 Intermediary use 3 Technology/skills 4 Cross-channel support
Opportunities – O 1 Cross-selling 2 New markets 3 New services 4 Alliances/co-branding	SO strategies Leverage strengths to maximise opportunities **= Attacking strategy**	WO strategies Counter weaknesses through exploiting opportunities **= Build strengths for attacking strategy**
Threats – T 1 Customer choice 2 New entrants 3 New competitive products 4 Channel conflicts	ST strategies Leverage strengths to minimise threats **= Defensive strategy**	WT strategies Counter weaknesses and threats **= Build strengths for defensive strategy**

Strategy implementation

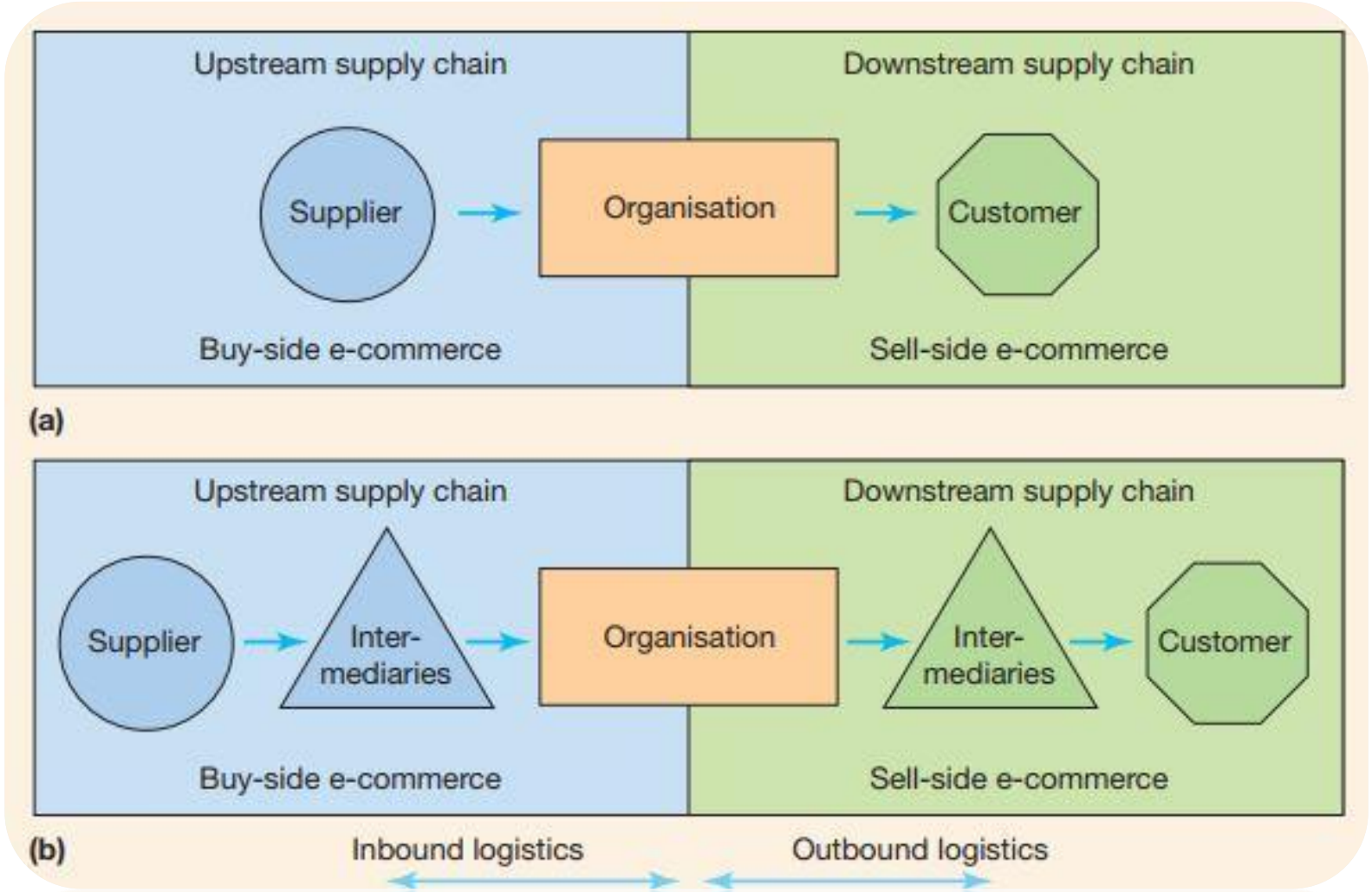


Supply chain management

- Which technologies should we deploy for supply chain management and how should they be prioritised?
- Which elements of the supply chain should be managed within and beyond the organisation and how can technology be used to facilitate this?

What is supply chain management?

Supply chain management (SCM) involves the coordination of all supply activities of an organisation from its suppliers and delivery of products to its customers.

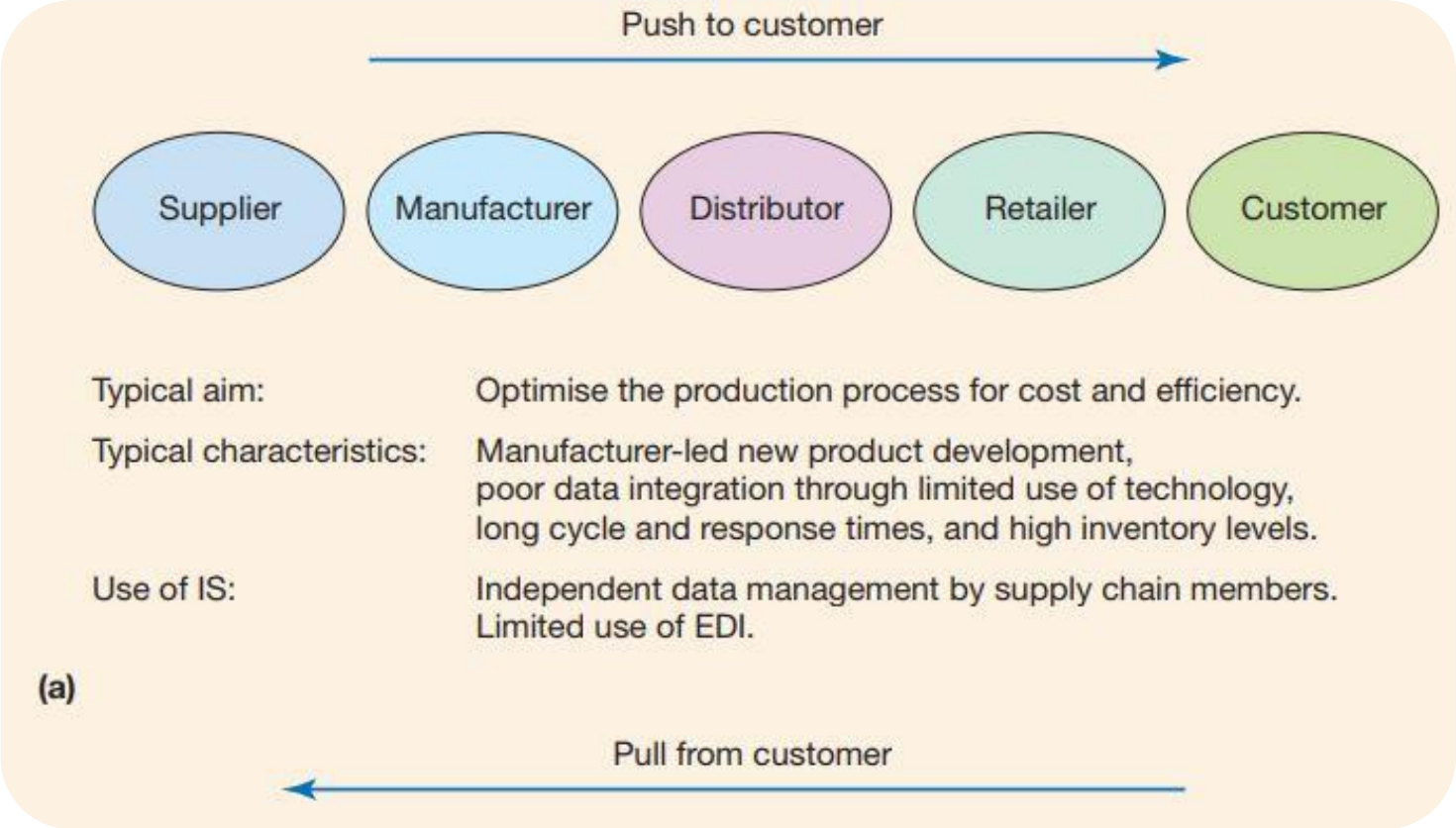

Upstream supply chain
Downstream supply chain
Supplier
Organisation
Customer
Buy-side e-commerce
Sell-side e-commerce
(a)
Upstream supply chain
Downstream supply chain
Supplier
Inter-mediaries
Organisation
Inter-mediaries
Customer
Buy-side e-commerce
Sell-side e-commerce
(b)
Inbound logistics
Outbound logistics

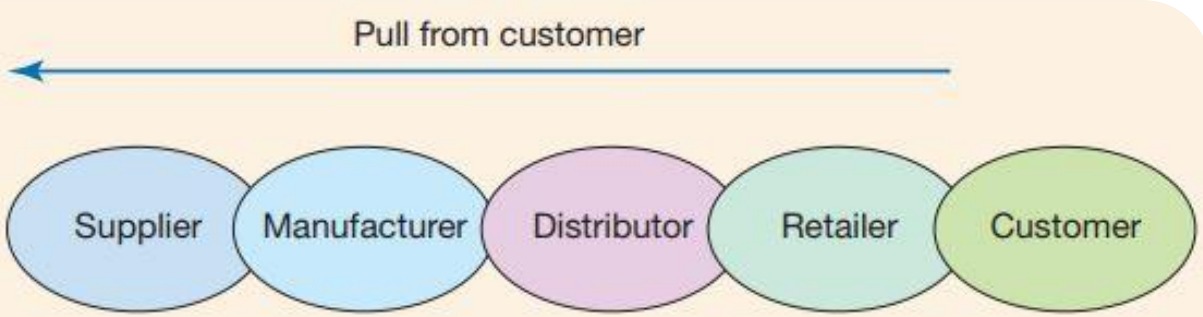
What is logistics?

Logistics is a concept closely related to supply chain management. According to the Institute of Logistics and Transportation (www.iolt.org):

Logistics is the time-related positioning of resource, or the strategic management of the total supply chain. The supply chain is a sequence of events intended to satisfy a customer. It can include procurement, manufacture, distribution, and waste disposal, together with associated transport, storage and information technology

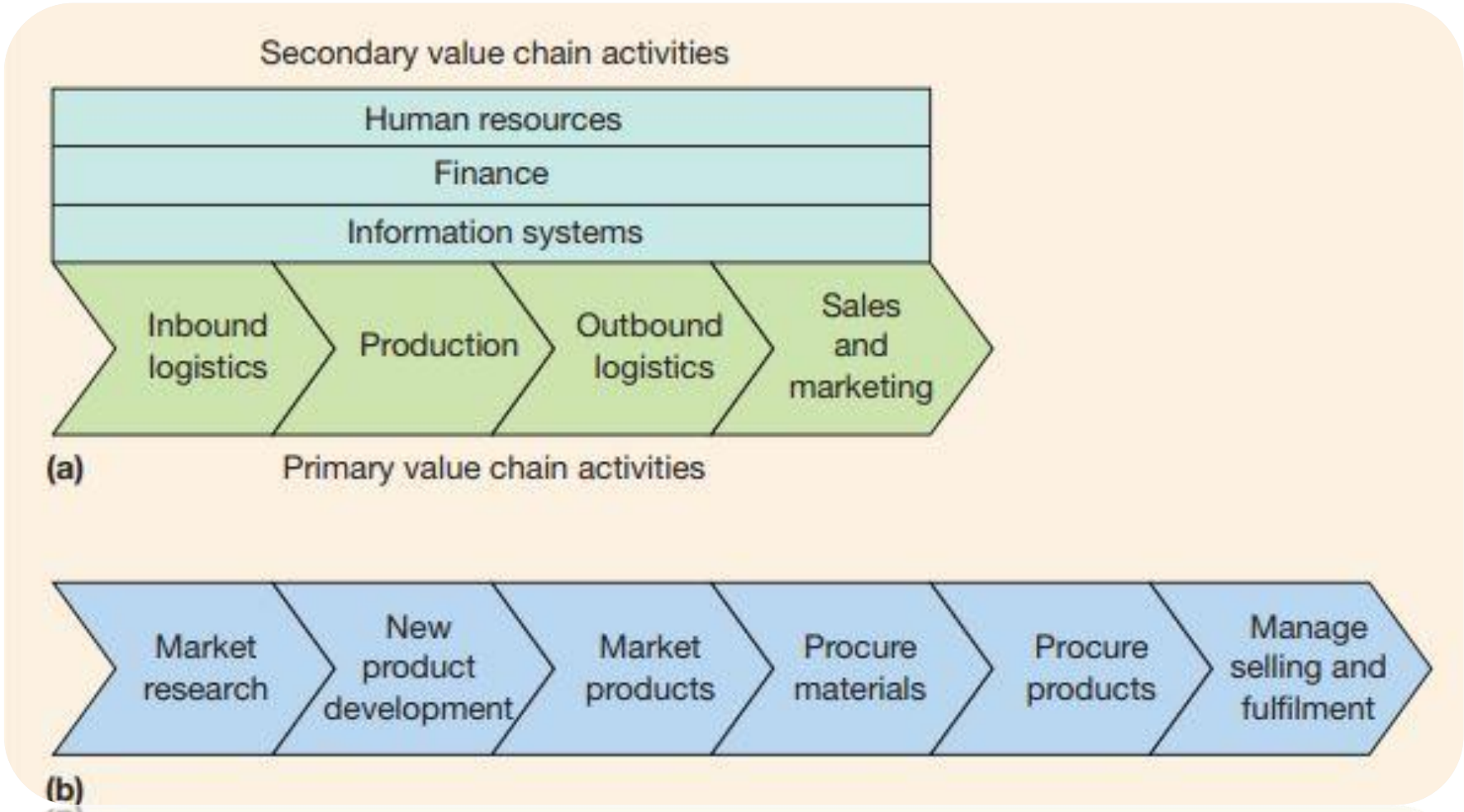
Push and pull approaches to supply chain management





Typical aim:	Enhance product and service quality.
Typical characteristics:	Market research driven, technology used to achieve research and data integration, short cycle and response times, low inventory levels.
Use of IS:	Integrated internal systems, information sharing between supply chain members. Extensive use of EDI and e-commerce, often through B2B exchanges and intermediaries.

(b)


Secondary value chain activities
Human resources
Finance
Information systems
Inbound logistics
Production
Outbound logistics
Sales and marketing
(a)
Primary value chain activities
Market research
New product development
Market products
Procure materials
Procure products
Manage selling and fulfilment
(b)

REFLEKSI

1. Informasi penting hari ini

2. Manfaat penting dari informasi penting hari ini

3. Tindak lanjut yang dapat saudara lakukan

Create

Thank You