



Business strategy & Supply chain

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

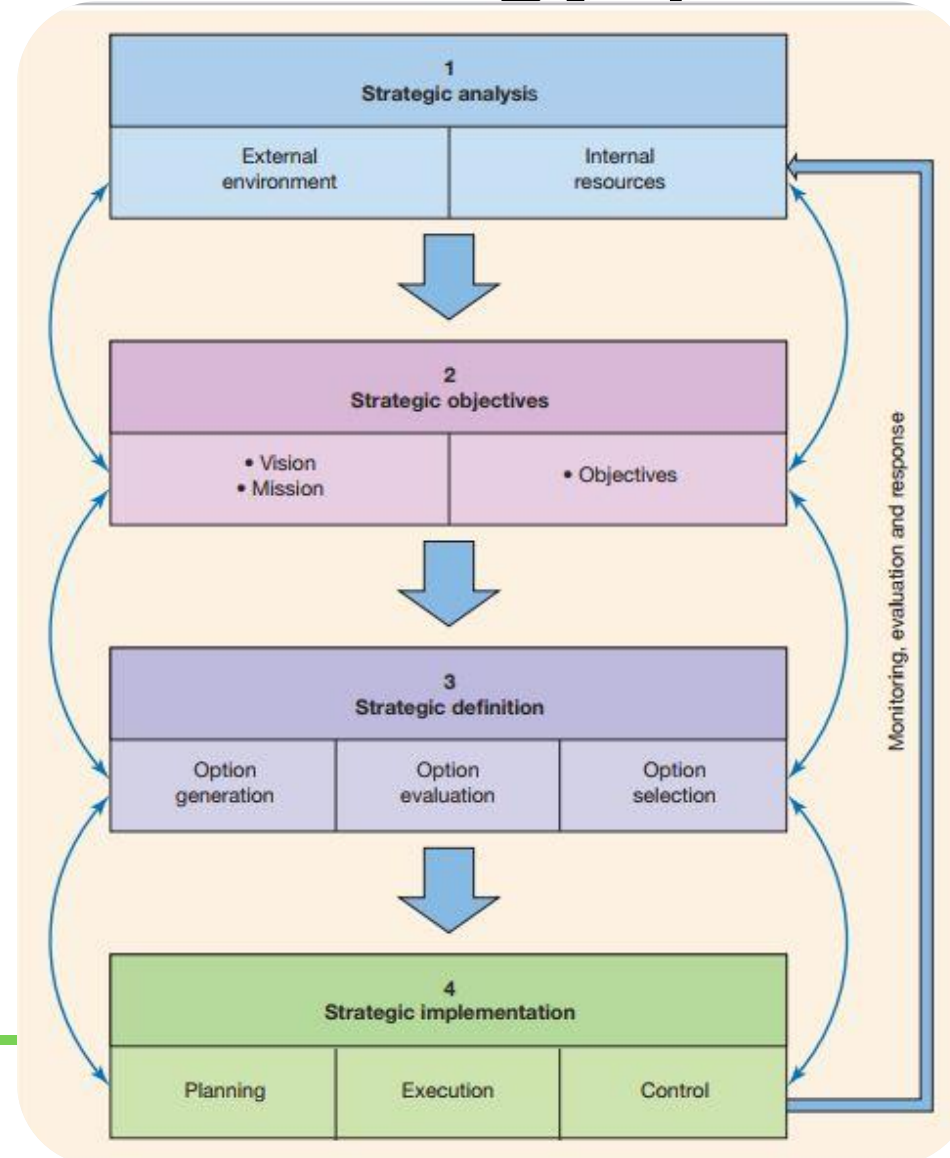
- Is based on current performance in the marketplace
 - Defines how we will meet our objectives.'
 - Sets allocation of resources to meet goals.'
 - Selects preferred strategic options to compete within a market.'
 - Provides a long-term plan for the development of the organisation.'
 - Identifies competitive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

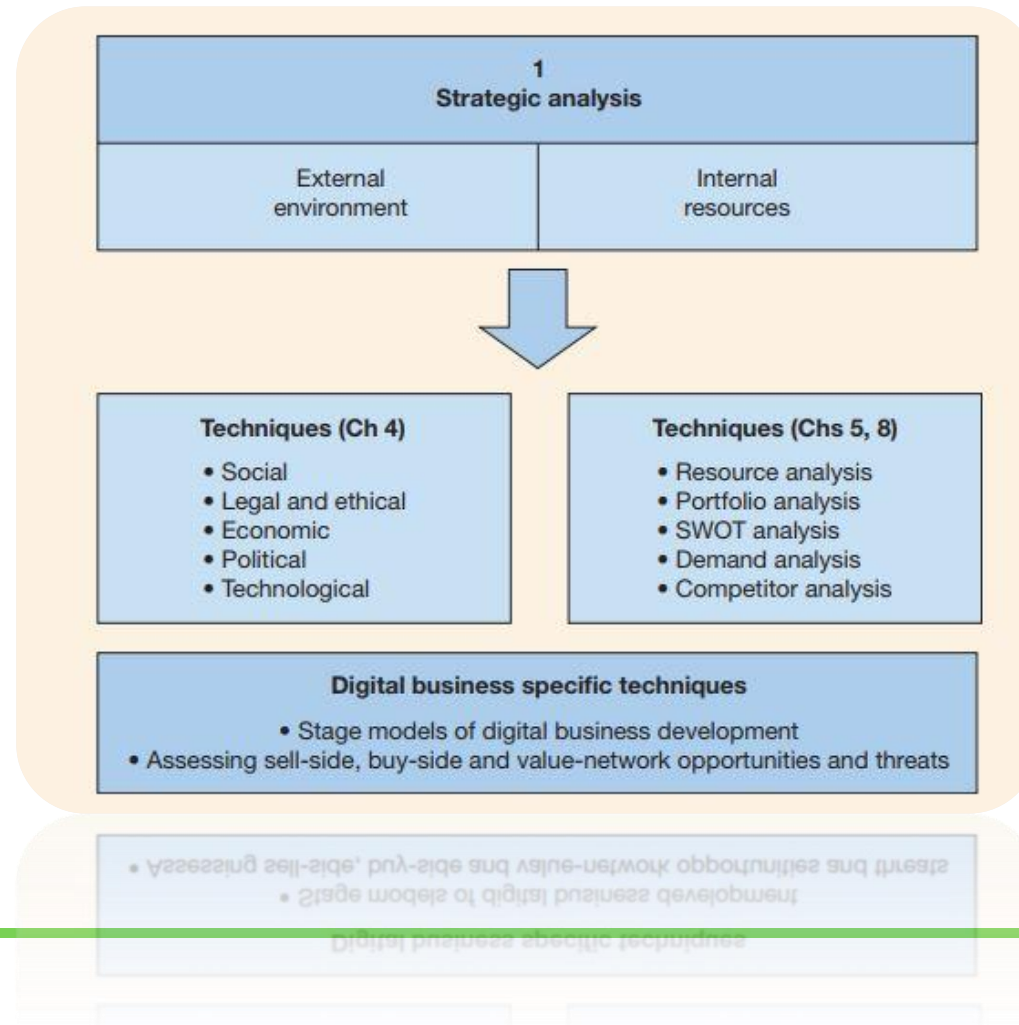
The approach by which applications of internal and external electronic communications can support and influence business strategy



A generic strategy process model



Elements of strategic situation analysis for the digital business

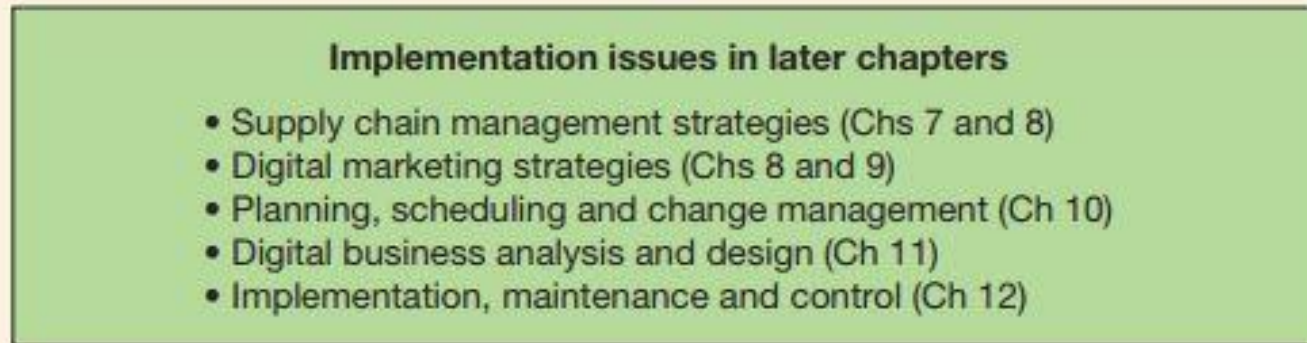


SWOT analysis

The organisation	Strengths – 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

4 Channel conflicts	= Defensive strategy	defensive strategy
3 New competitive products	minimise threats	= Build strengths for
2 New entrants		threats
1 Customer choice		Counter weaknesses and

Strategy implementation



- Implementation, maintenance and control (Ch 12)
- Digital business analysis and design (Ch 11)
- Planning, scheduling and change management (Ch 10)
- Digital marketing strategies (Chs 8 and 9)

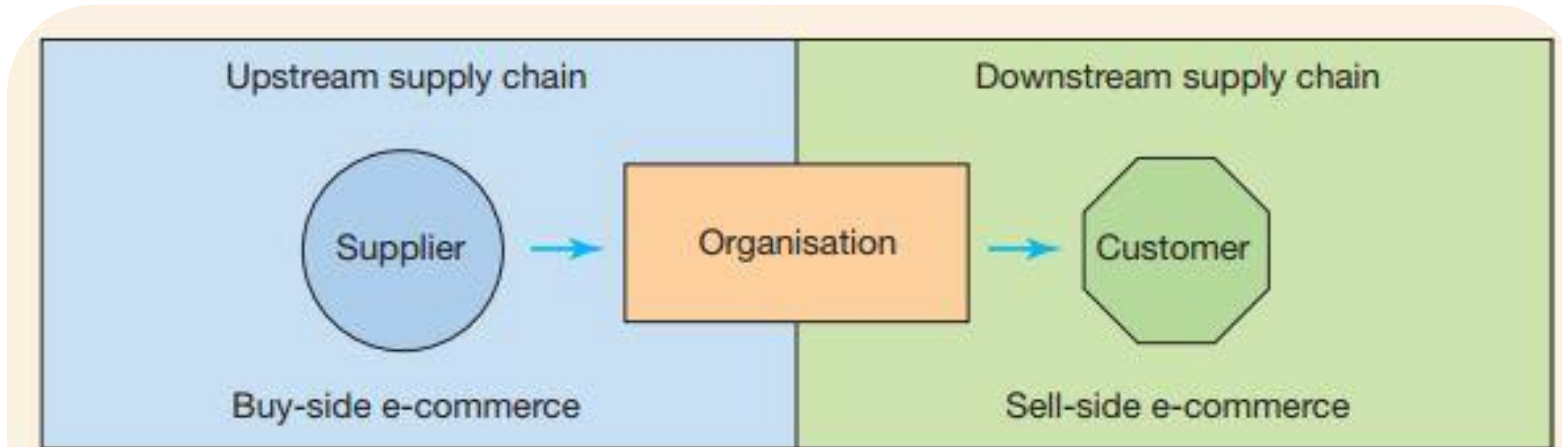
Supply chain management

- 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?

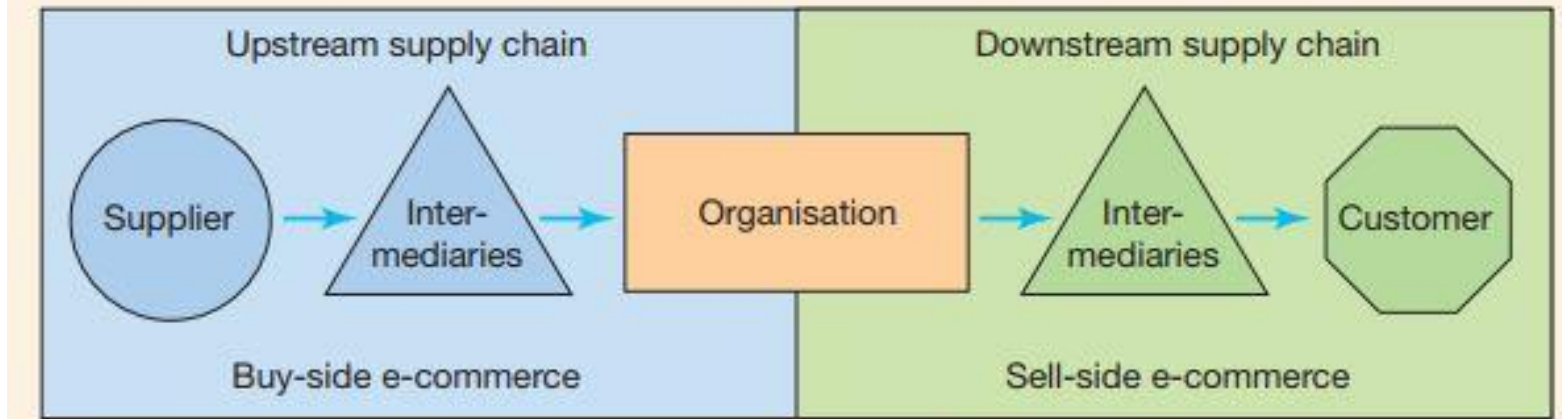


What is supply chain management?

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



(a)



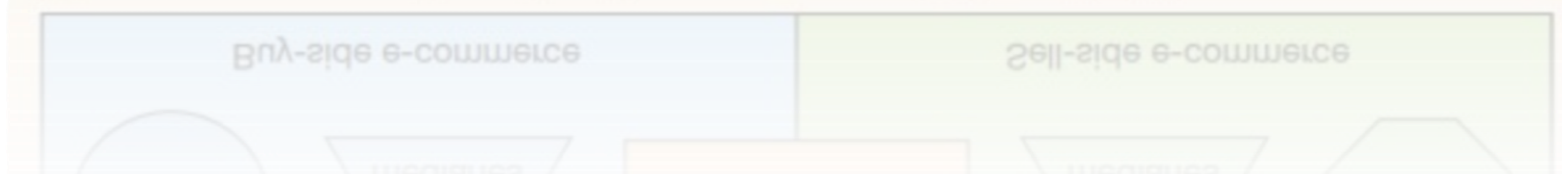
(b)

Inbound logistics Outbound logistics



(p)

Inbound logistics Outbound logistics

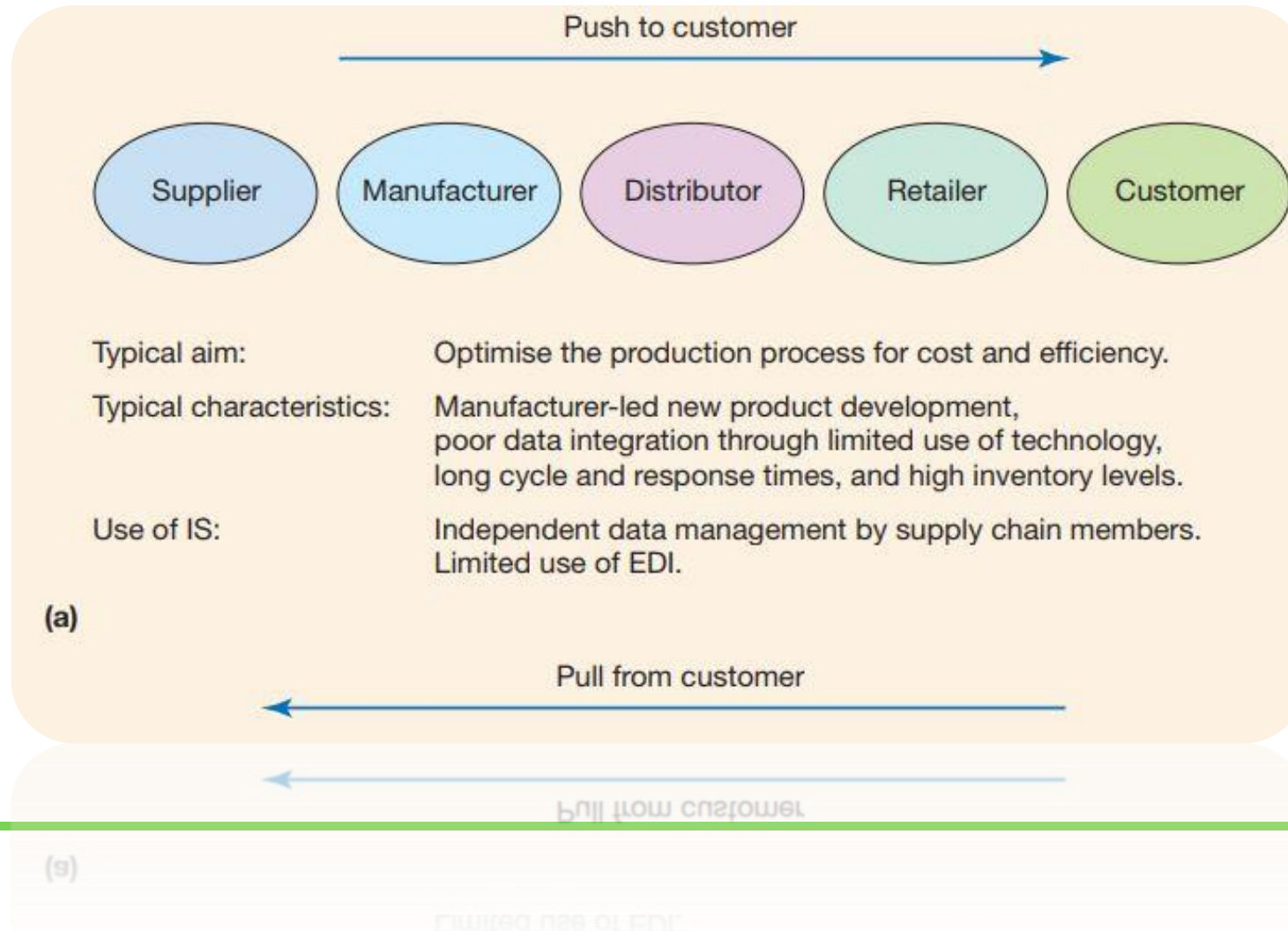


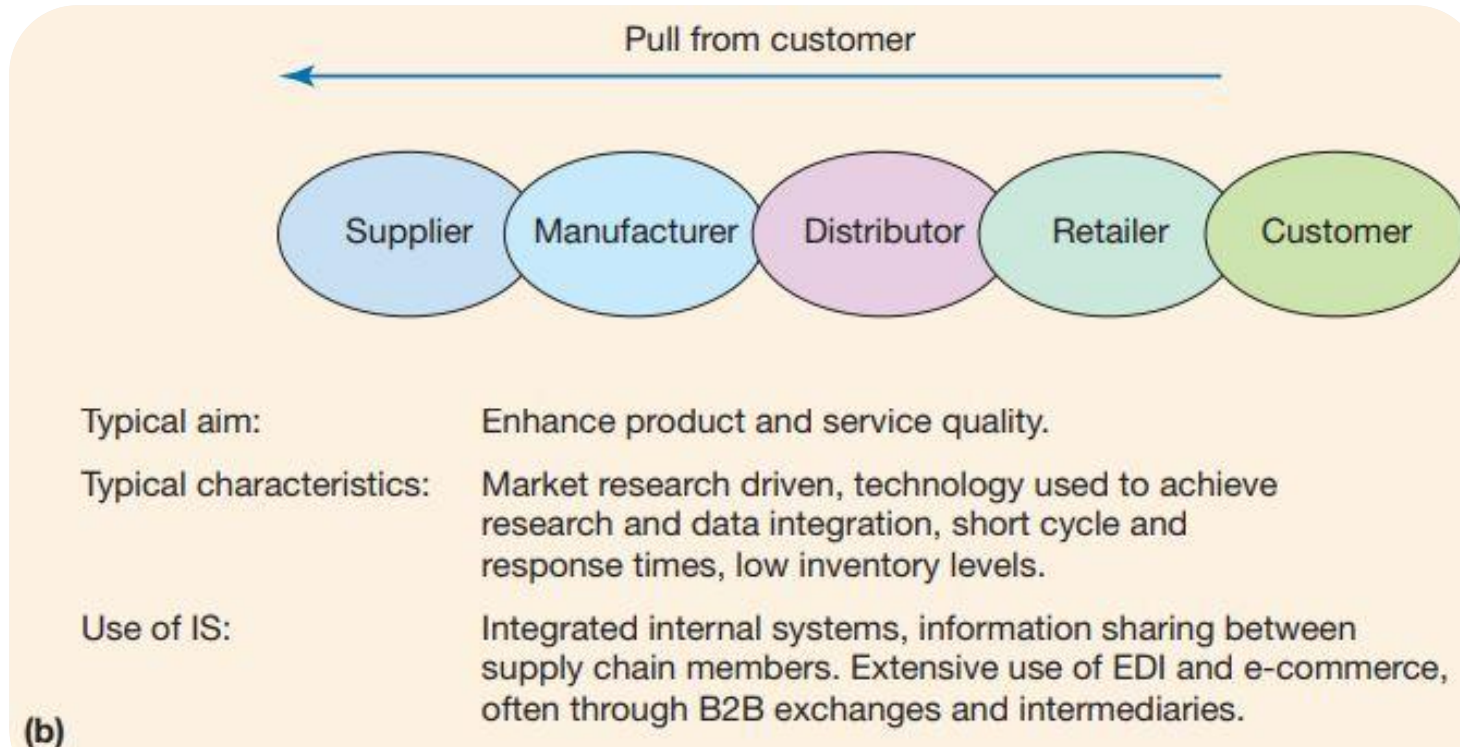
What is logistics?

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



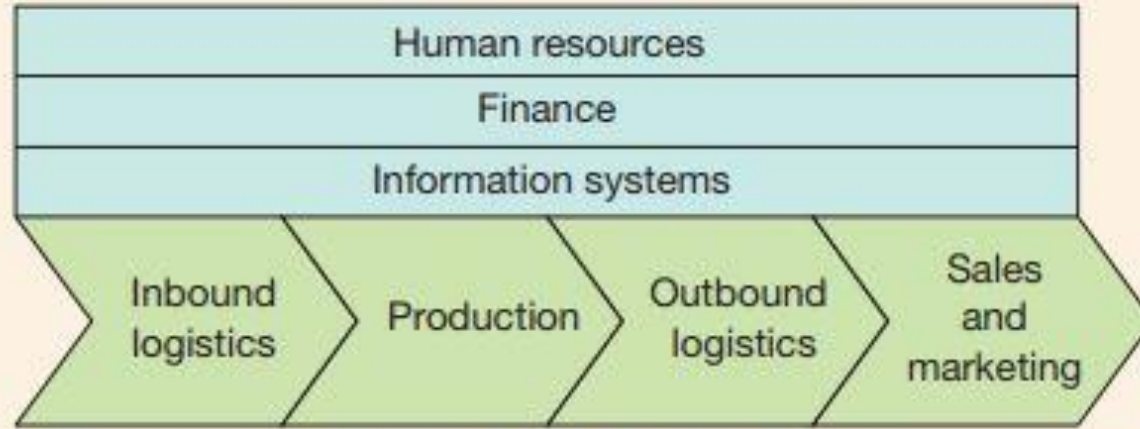


(p)

Use of IS:

often through B2B exchanges and intermediaries.
supply chain members. Extensive use of EDI and e-commerce,
integrated internal systems, information sharing between

Secondary value chain activities



(a)

Primary value chain activities



(b)

(p)



REFLEKSI

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 2. Manfaat penting dari informasi penting hari ini
 3. Tindak lanjut yang dapat saudara lakukan
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Thank You