Bab 4a: INFORMATION SYSTEM AND BUSINESS STRATEGY

[LAUDON] chap 3

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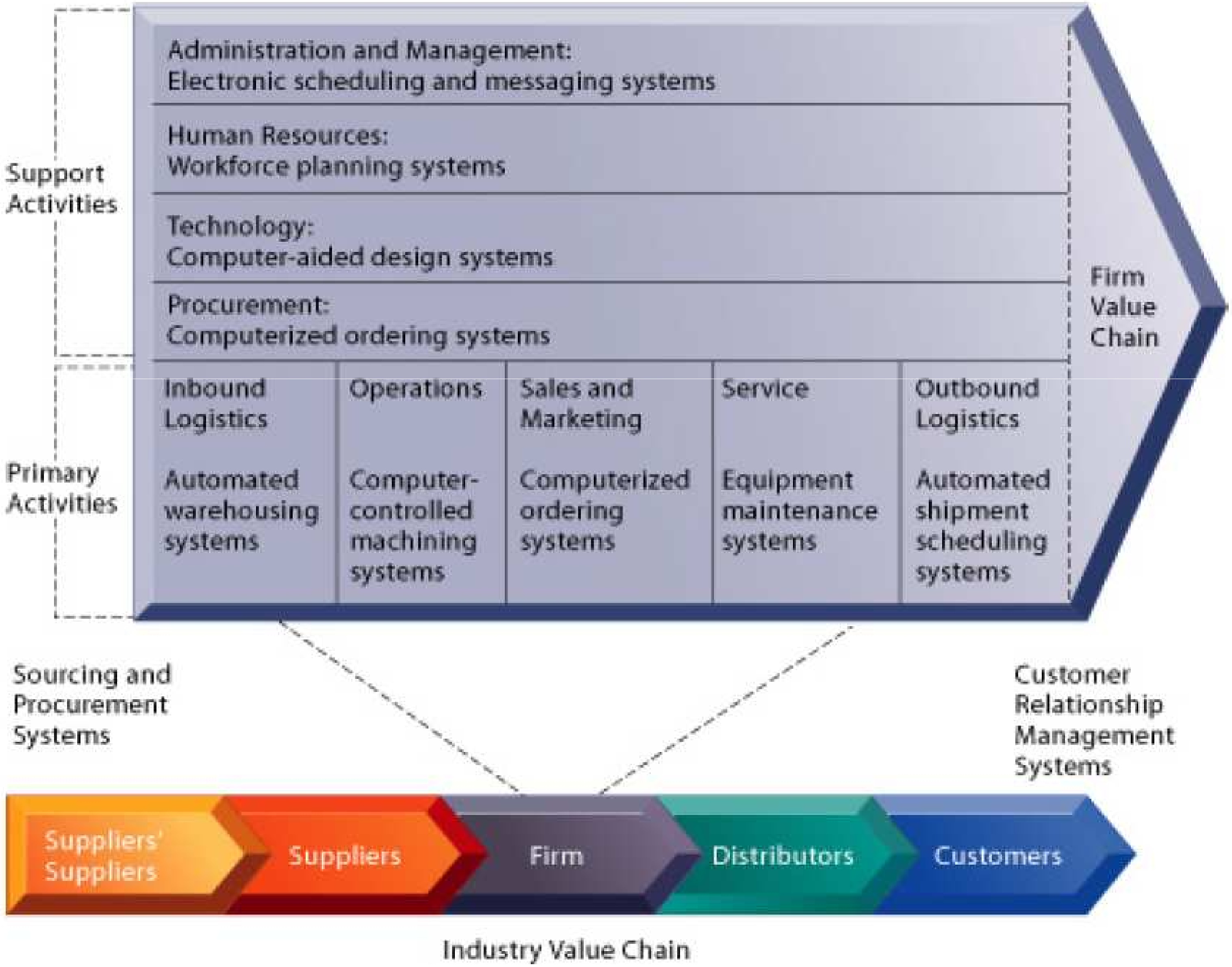
Business strategy is a set of activities and decisions firms make that determine the following:

- Products and services the firm produces
- Industries in which the firm competes
- Competitors, suppliers, and customers of the firm
- Long-term goals of the firm

Strategy usually takes place at three different levels

- **Business.** A single firm producing a set of related products and services
- **Firm**. A collection of businesses that make up a single, multidivisional firm
- **Industry**. A collection of firms that make up an industrial environment or ecosystem

Business-Level Strategy: The Value Chain Model



organisational value chain

Support activities

Infrastructure – Information systems, legal, accounting, financial management

Human resource management – personnel, pay, recruitment, training, manpower planning

Product and technology development – product and process design, market testing, R&D

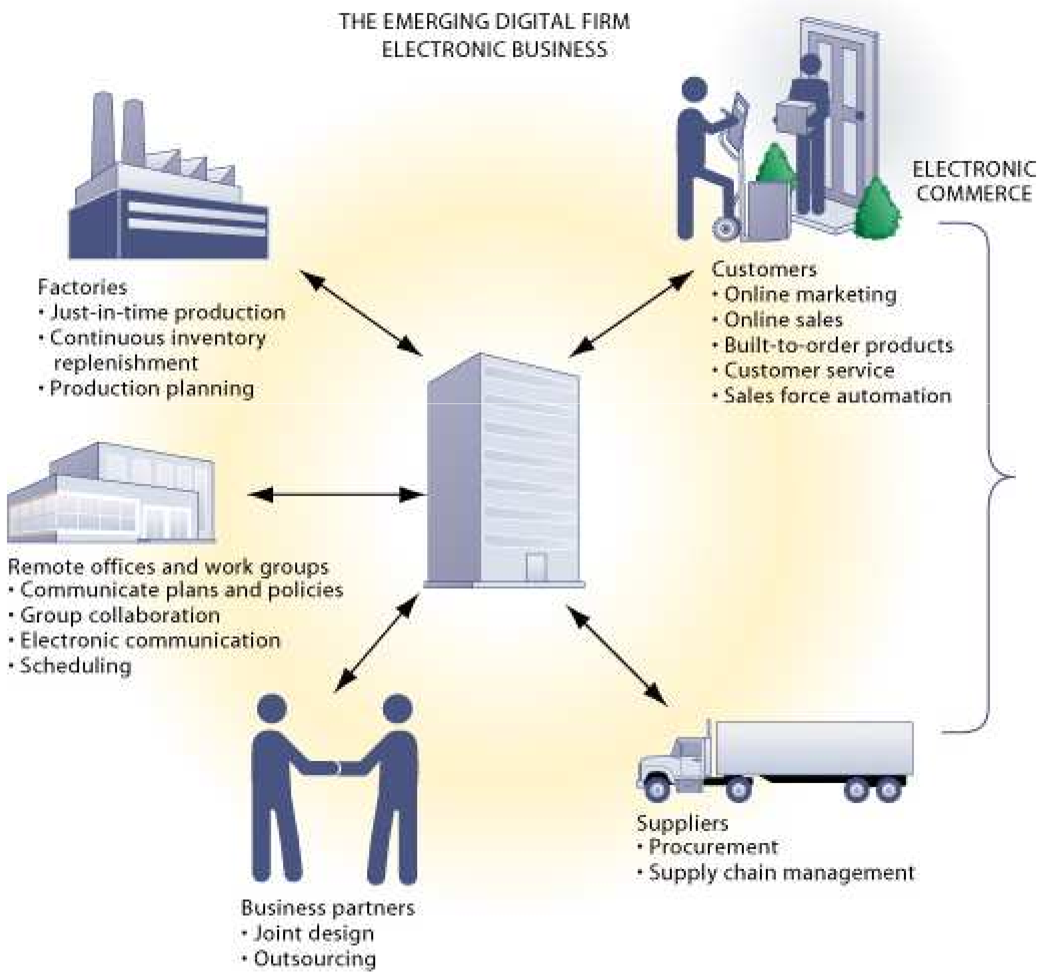
Procurement – supplier management, resourcing, subcontracting

Inbound logistics	Operations	Outbound logistics	Sales and marketing	Servicing
Quality control Receiving Control of raw materials	Manufacturing Packaging Production control Maintenance	Finished goods Order handling Dispatch Delivery Invoicing	Customer management and order taking Promotion sales analysis Market research	Warranty Maintenance Education and training

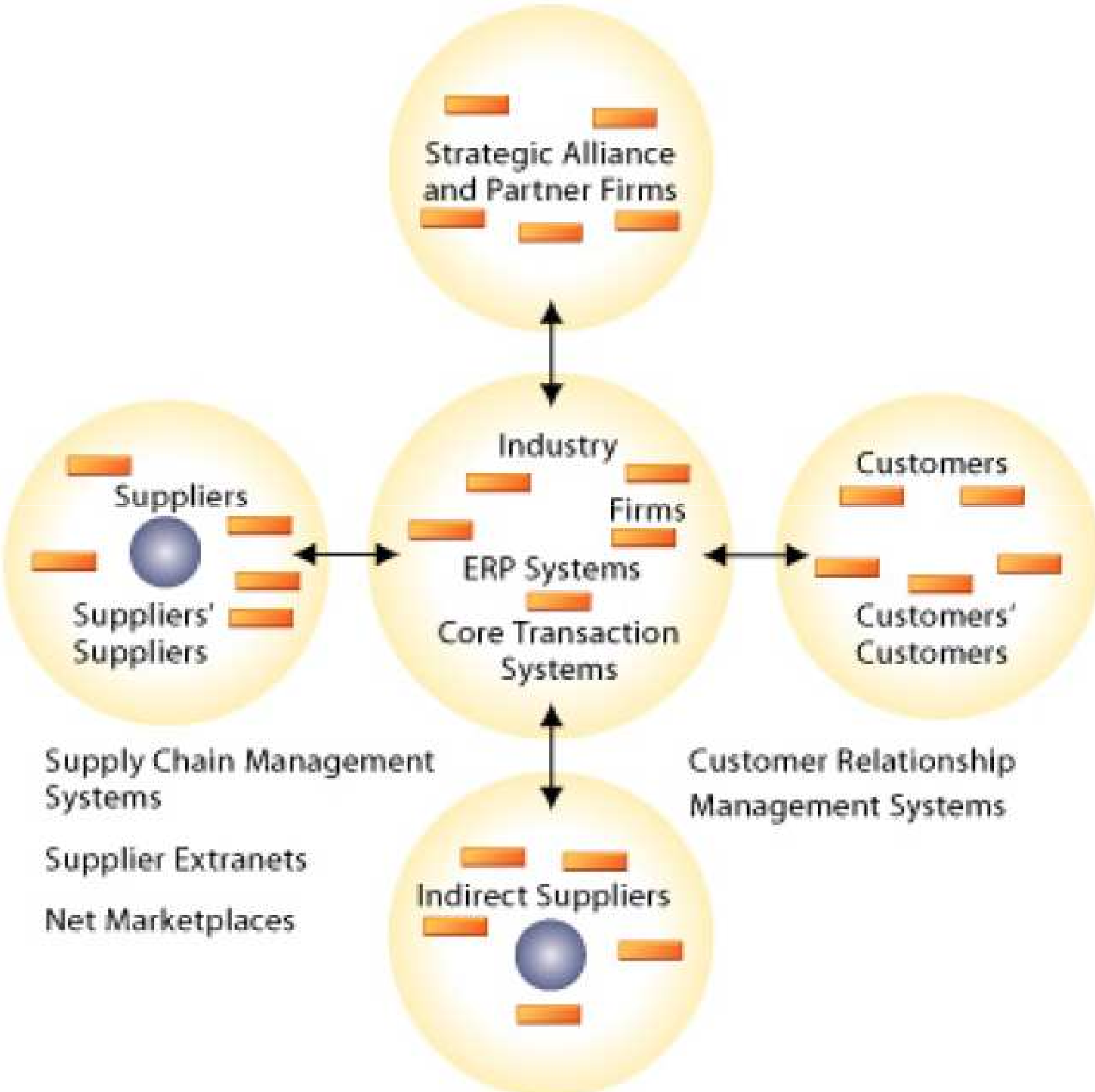
Value added – cost = profit

Primary activities

Electronic business and electronic commerce in the emerging digital firm



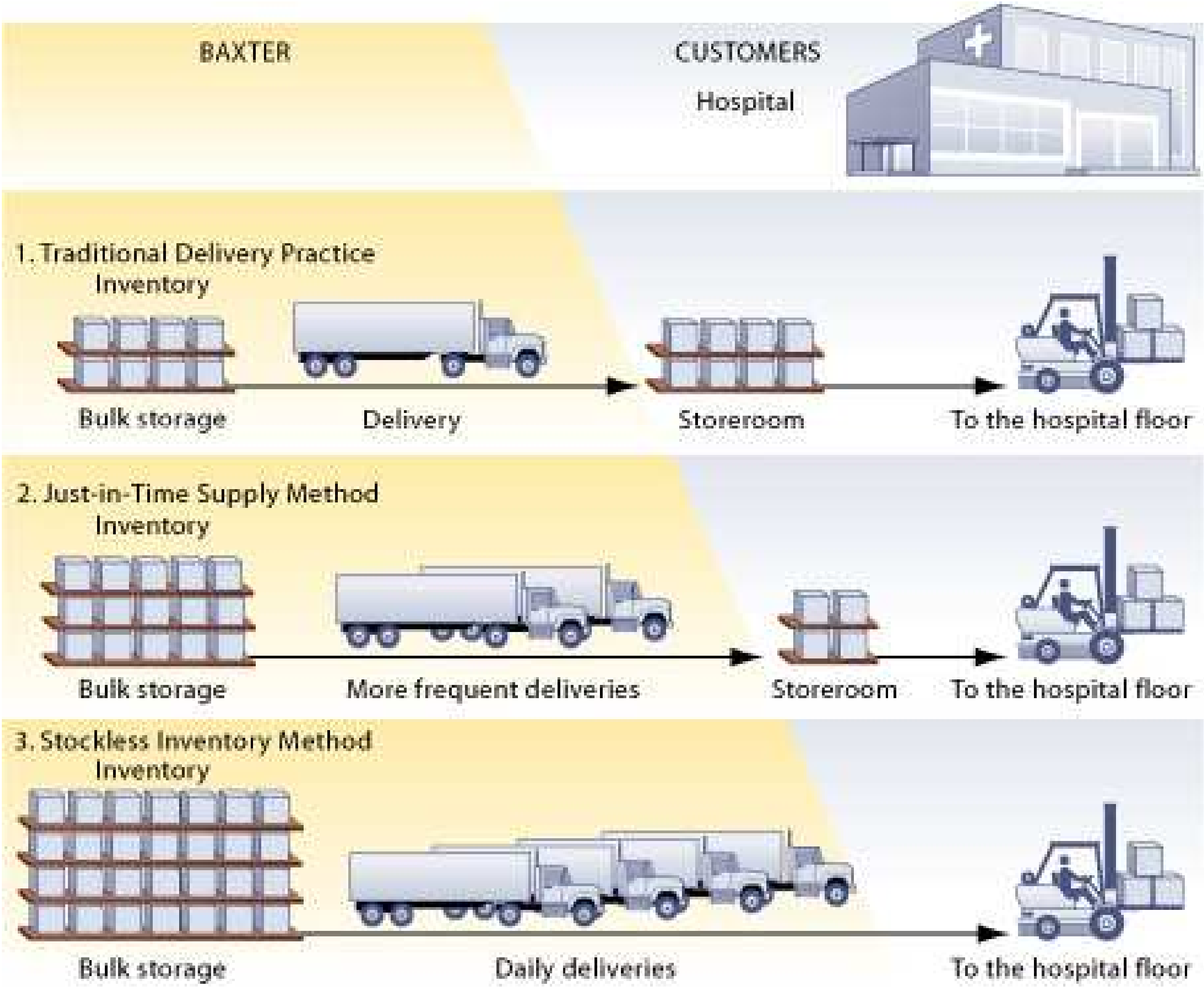
The value web



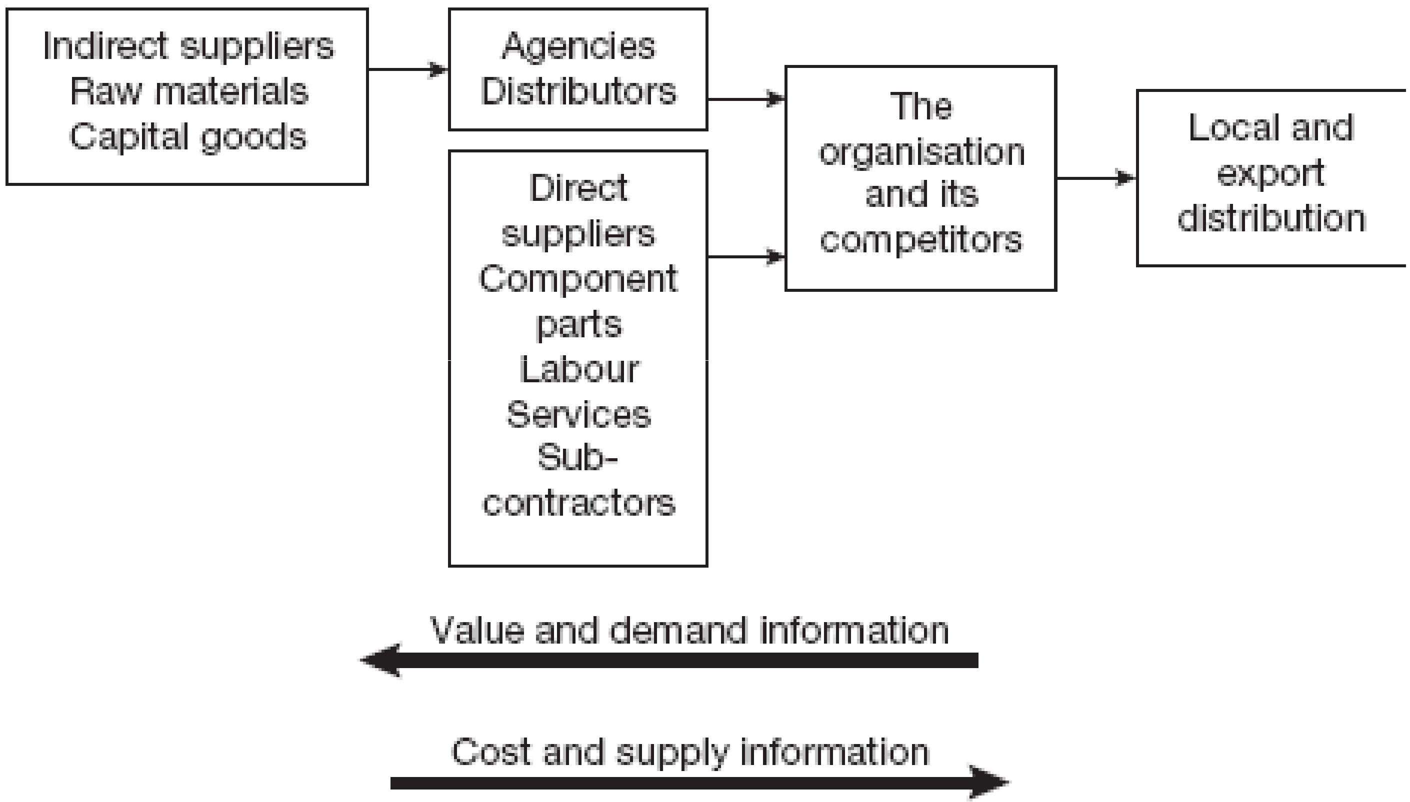
BUSINESS STRATEGY

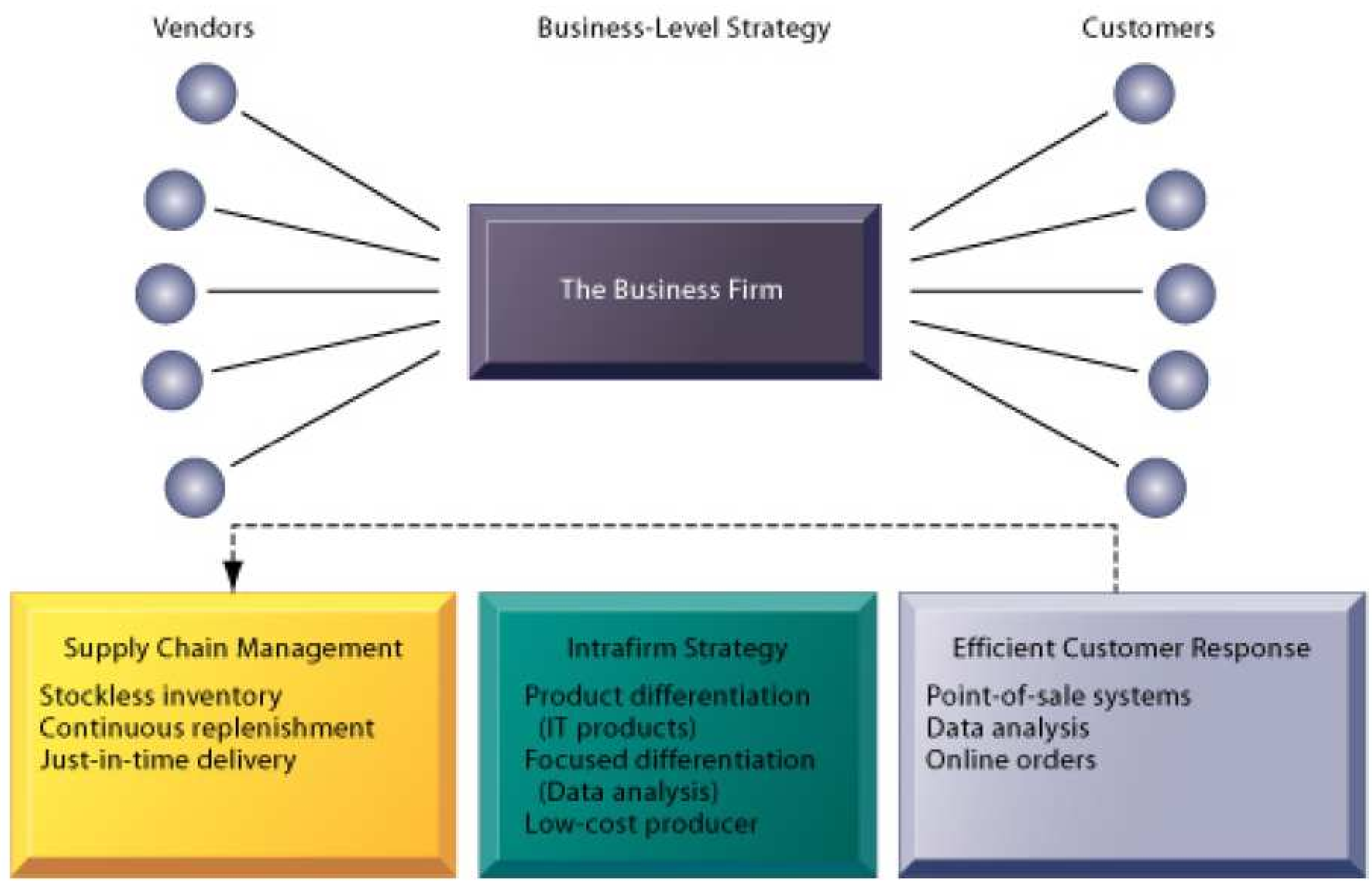
- LEVERAGING TECHNOLOGY IN THE VALUE CHAIN
- INFORMATION SYSTEMS PRODUCTS AND SERVICES
- SYSTEMS TO FOCUS ON MARKET NICHE
- SUPPLY CHAIN MANAGEMENT AND EFFICIENT CUSTOMER RESPONSE SYSTEMS

Stockless inventory compared to traditional and just-in-time supply methods



The industry value chain

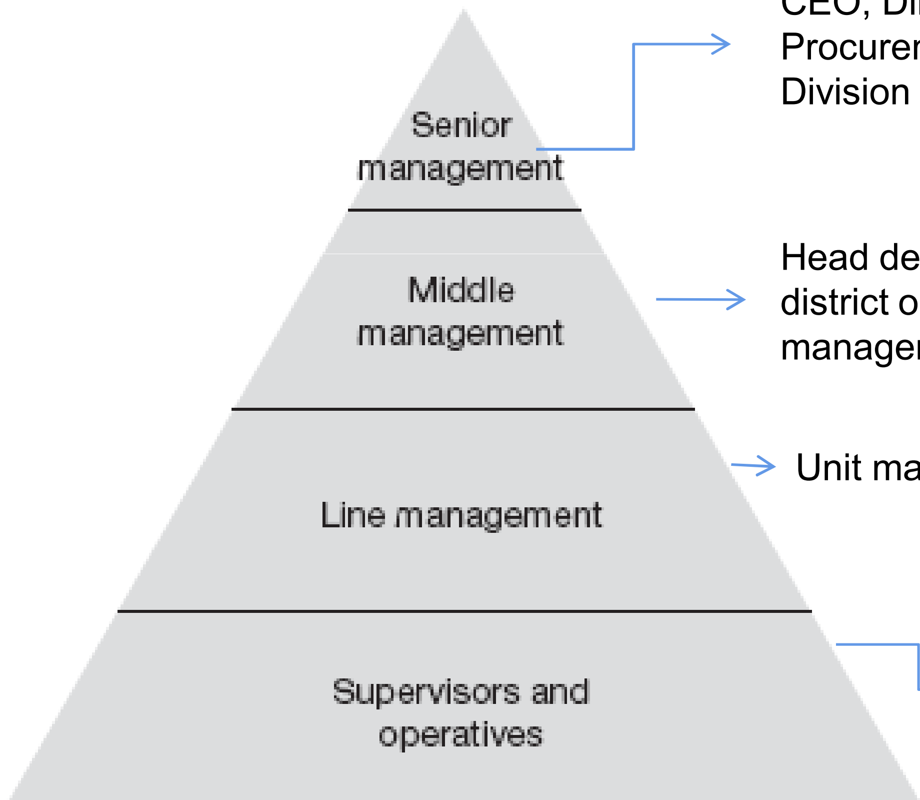



Vendors
Business-Level Strategy
Customers
The Business Firm
Supply Chain Management
Stockless inventory
Continuous replenishment
Just-in-time delivery
Intrafirm Strategy
Product differentiation
(IT products)
Focused differentiation
(Data analysis)
Low-cost producer
Efficient Customer Response
Point-of-sale systems
Data analysis
Online orders

Organization Principle

- One plan is better than no plan at all
- If no goal, business only waste time or waste resources
- Plan, do, check and act (PDCA) cycle

Level of Organisation



CEO, Director R&D, Procurement Division Manager → Establish Objectives, policies and strategies

Head department, district or division manager → Translate Objectives into specific objective, preparing report and meeting

Unit manager → Responsible on specific objectives

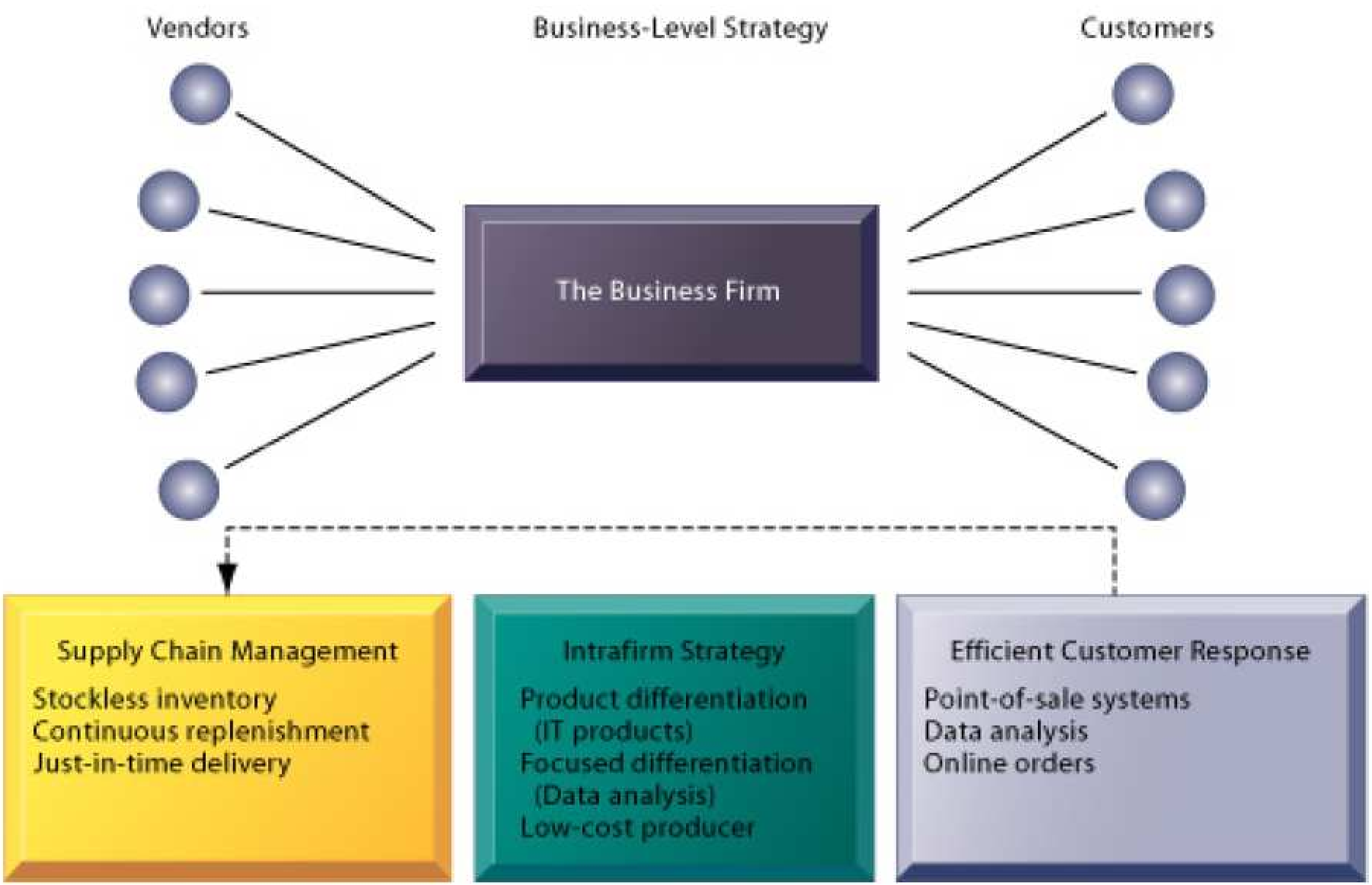
Not manager

Who are managers?

- Manager set and monitor organisational objectives by allocating human and material resources and directing operations.
- They bring together the individuals in an organisation with its goals and needs, establishing individual and collective responsibilities to achieve what is necessary for the business
- Managers have a variety of organisational roles and perform a number of functions, but essentially they are all decisionmakers.

What do managers do

- Planning → Strategic, tactical, operational
- Control→ Centralized/delegation, formalisation/informalisation, degree of personal supervision
- Check
- Act and Evaluation→ Decision making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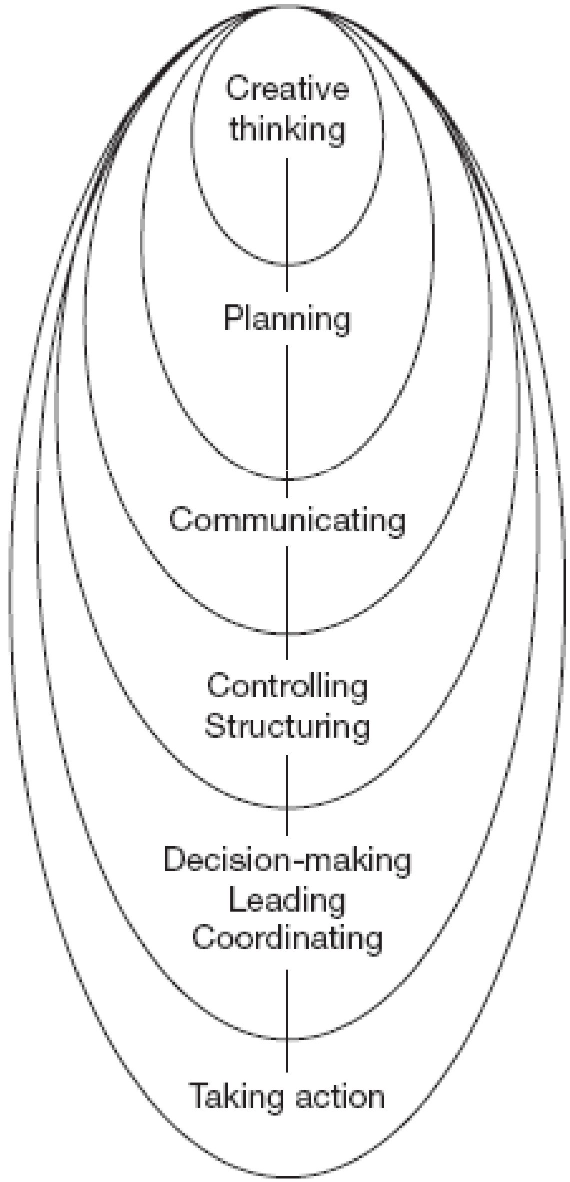
Management Role

- Interpersonal role
  - **Figurehead roles**
  - **Leadership roles: hiring, promoting, training, motivating, diciplining staff**
  - **Liaison roles**
- Informational role: monitor, disseminator, spokes person
- Decisional role
  - **Entrepreneurial manager**
  - **Disturbance handler**
  - **Resouce-allocator**
  - **Negotiator**

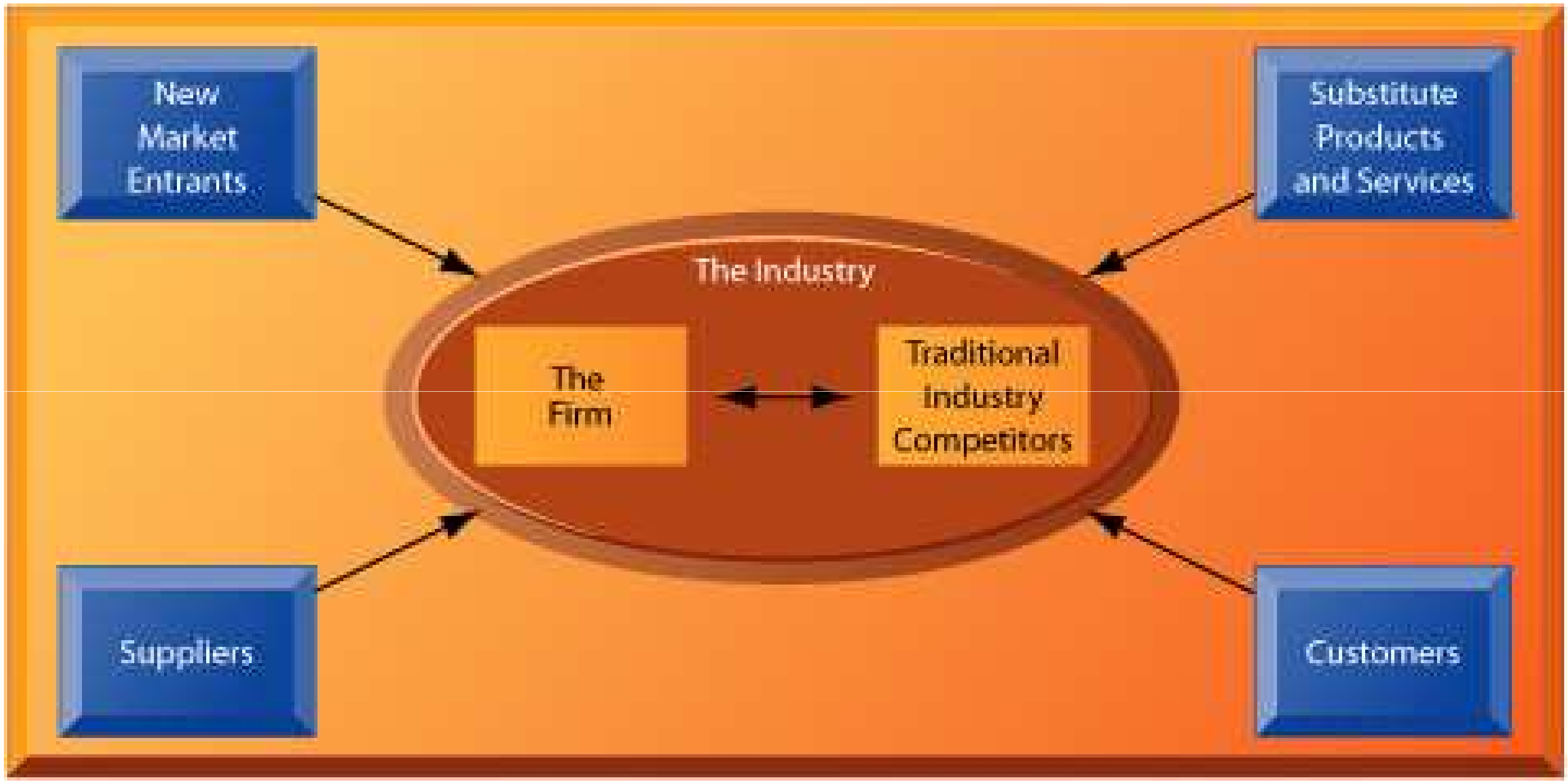
Table 3.2 Management roles and information needs

Management roles	*Information needs*
Interpersonal: figurehead leader liaison	Personal and organisational communication (email, conferencing, presentation charts and graphs).
Informational:	
monitor disseminator	Information access, clarity, availability, analysis, such as spreadsheets, models, charts.
spokesperson	Communication of organisational aims and objectives.
Decisional: entrepreneur disturbance handler resource allocator negotiator	Information for decision making and to explain decisions, exception and regular reports, investment appraisal and resource availability.

Managerial function and IS roles (Mintzberg, 1994)



THE COMPETITIVE FORCES MODEL



Impact of the Internet on Competitive Forces and Industry Structure

Competitive Force	Impact of the Internet
Substitute products or services	Enables new substitutes to emerge with new approaches to meeting needs and performing functions.
Customers' bargaining power	Availability of global price and product information shifts bargaining power to customers.
Suppliers' bargaining power	Procurement over the Internet tends to raise bargaining power over suppliers. Suppliers can also benefit from reduced barriers to entry and from the elimination of distributors and other intermediaries standing between them and their users.
Threat of new entrants	The Internet reduces barriers to entry, such as the need for a sales force, access to channels, and physical assets. It provides a technology for driving business processes that makes other things easier to do.
Positioning and rivalry among existing competitors	Widens the geographic market, increasing the number of competitors, and reduces differences among competitors. Makes it more difficult to sustain operational advantages. Puts pressure to compete on price.

BUSINESS ECOSYSTEMS: KEYSTONE AND NICHE FIRMS

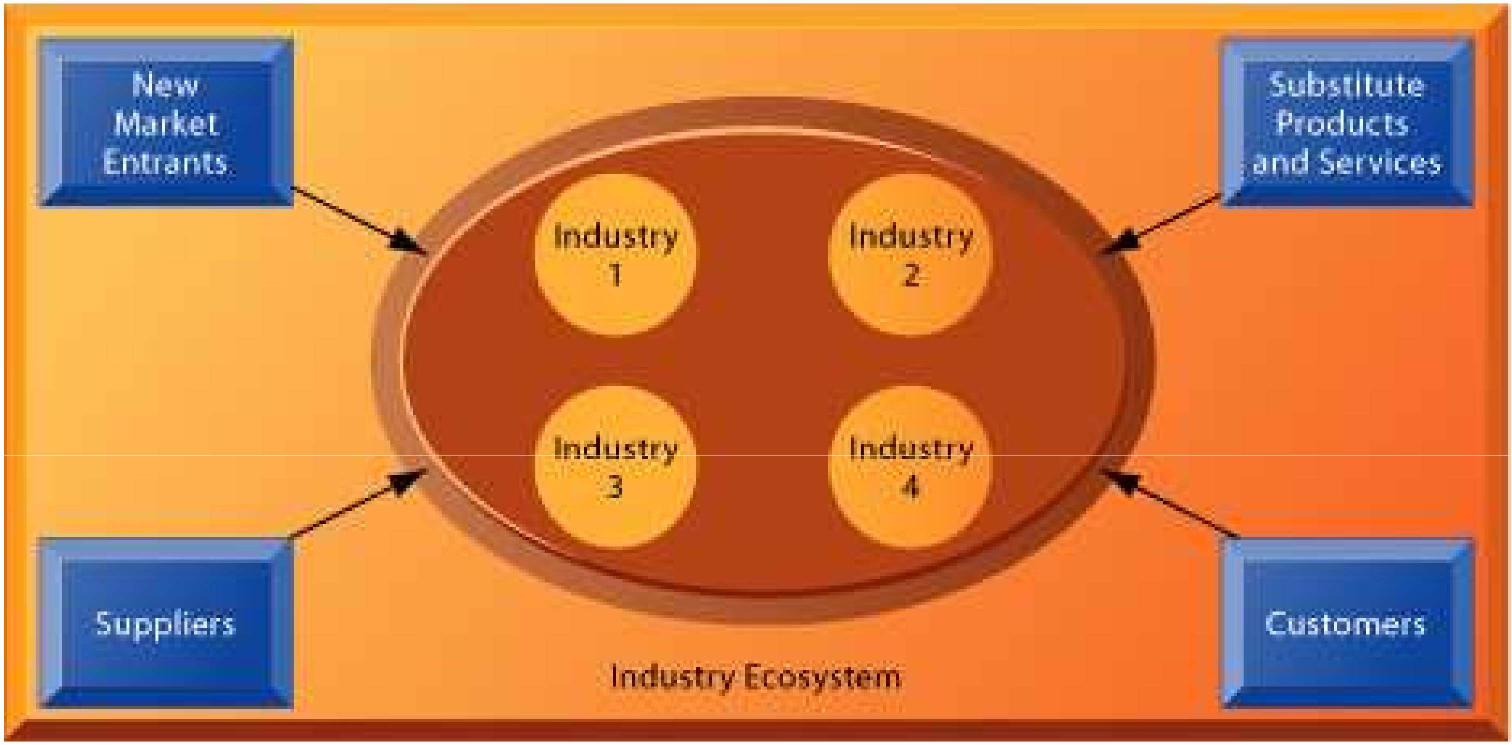


FIGURE 3-16 An ecosystem strategic model

The digital firm era requires a more dynamic view of the boundaries among industries, firms, customers, and suppliers, with competition occurring among industry sets in a business ecosystem. In the ecosystem model, multiple industries work together to deliver value to the customer. IT plays an important role in enabling a dense network of interactions among the participating firms.

NETWORK ECONOMICS