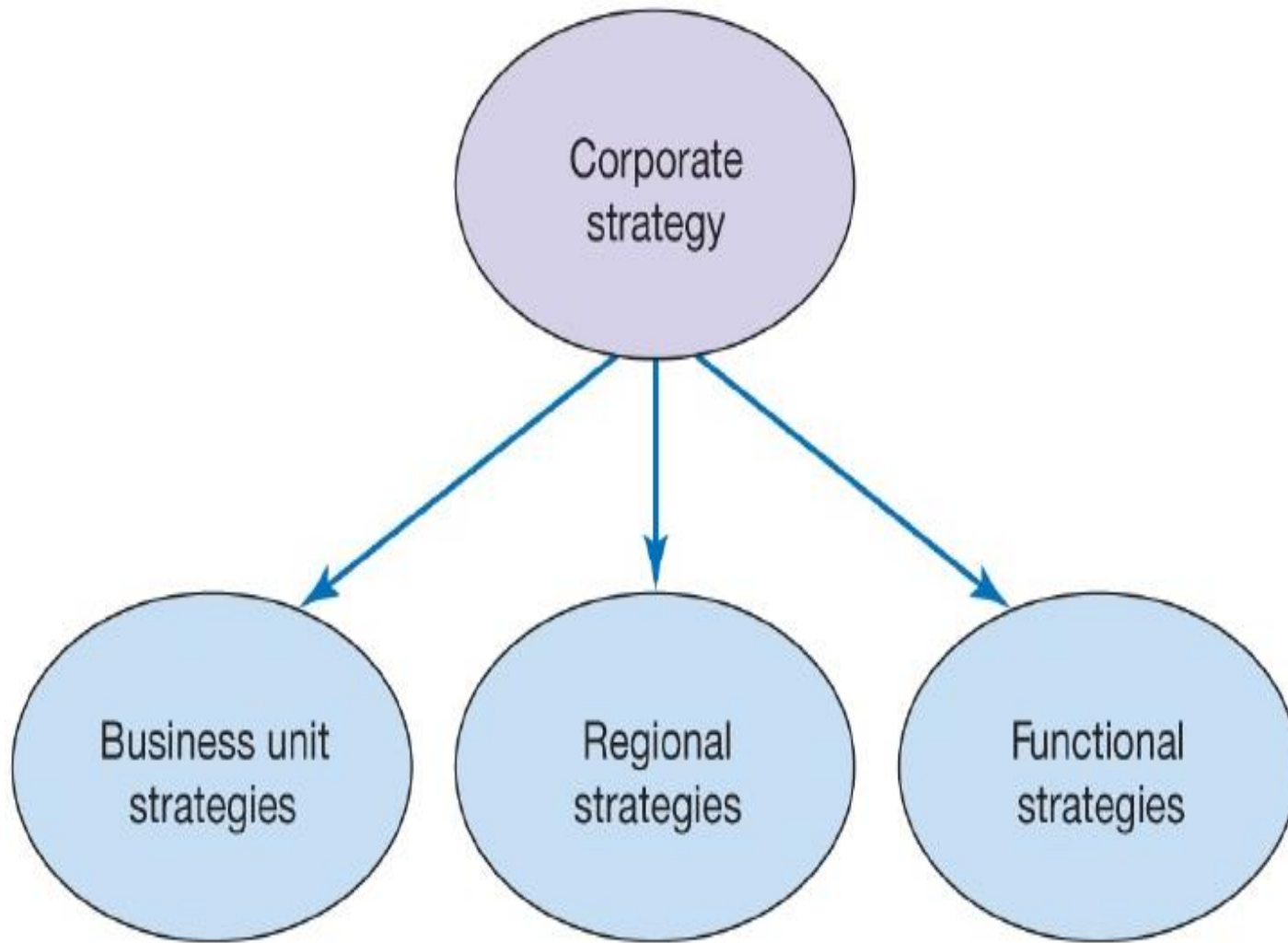


# E - BUSINESS

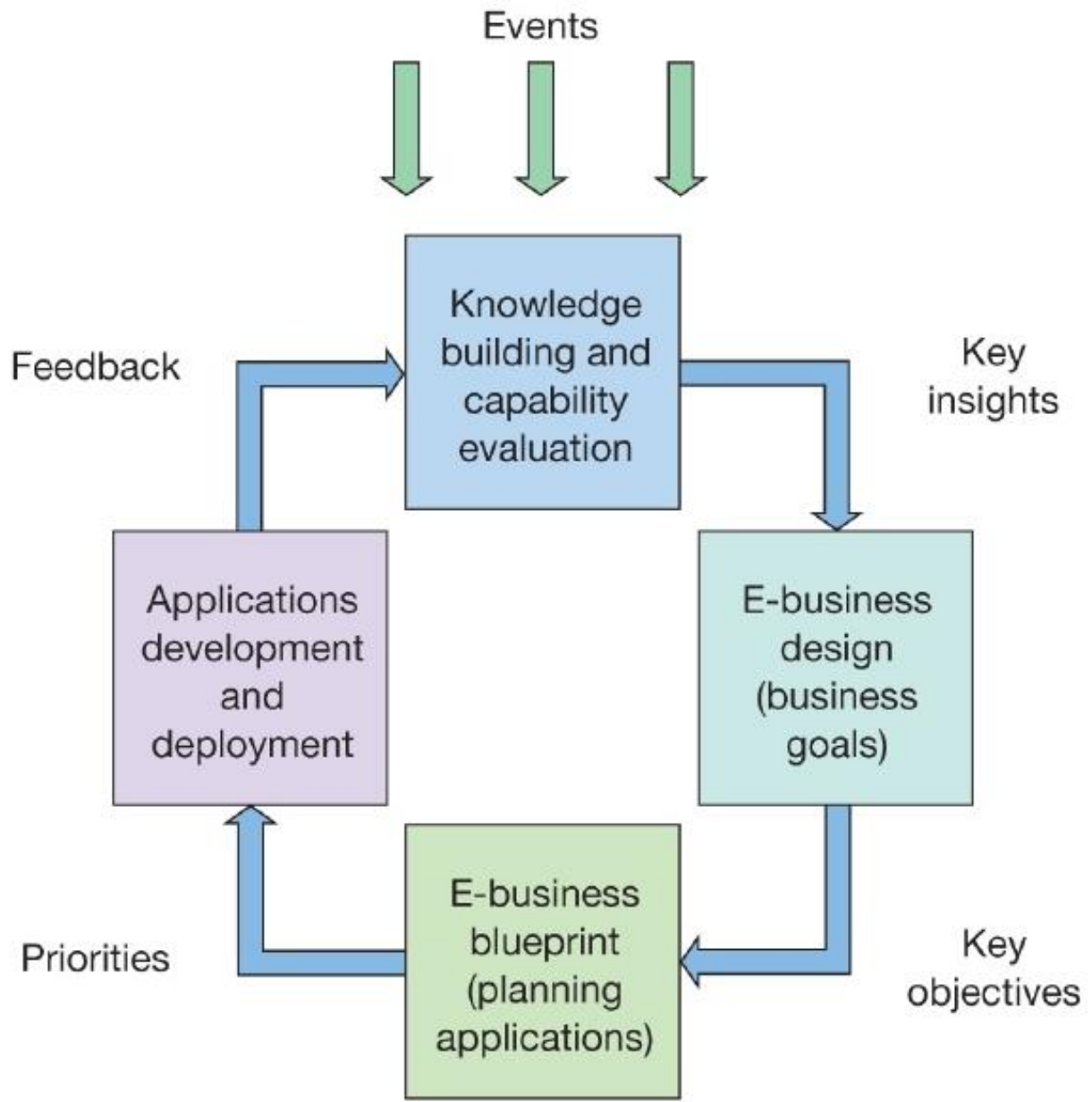
# E - BUSINESS STRATEGY

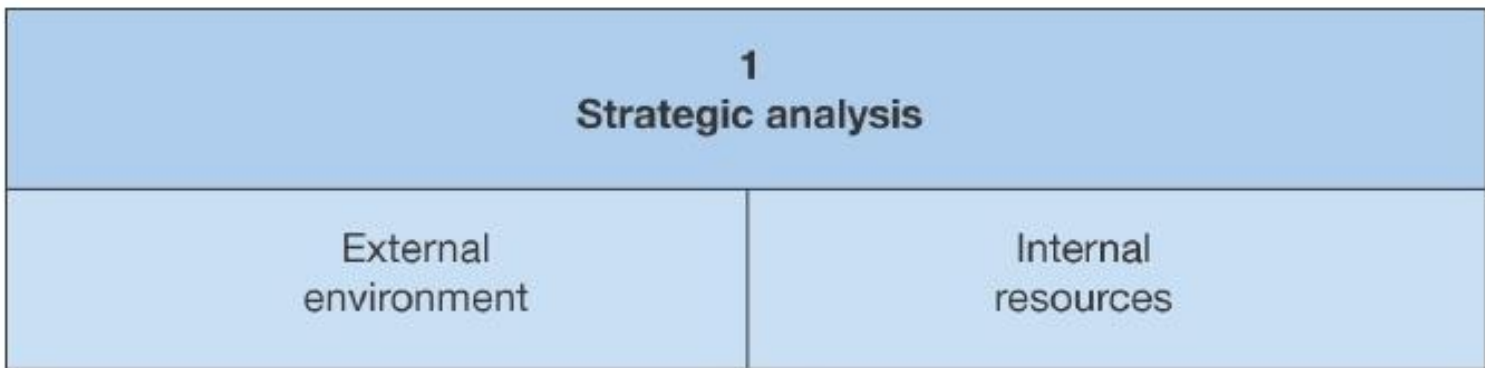
In the leather industry



Typical e-business  
planning



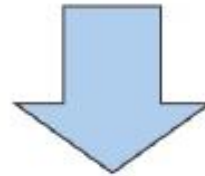




# 1 Strategic analysis

External environment

Internal resources



## Techniques

- Social
- Legal and ethical
- Economic
- Political
- Technological

## Techniques

- Resource analysis
- Portfolio analysis
- SWOT analysis
- Demand analysis
- Competitor analysis

## E-business specific techniques

- Stage models of e-business development
- Assessing sell-side, buy-side and value-network opportunities and threats

# Decision on marketing services

- Level 0: No web site or presence on the web
- Level 1: Basic web presence
- Level 2: Simple static informational web site
- Level 3: Simple interactive site
- Level 4: Interactive site supporting transaction with users
- Level 5: Fully interactive site supporting the whole buying process

# Product sourcing development (Buy-side E-Commerce)

- Level I: No use of the web
- Level II: Review and selection from competing suppliers using intermediary web
- Level III: Orders placed electronically through EDI
- Level IV: Orders placed electronically with integration of company's procurement system
- Level V: Orders placed electronically with full integration of company's procurement, manufacturing requirements planning and stock control system



**Future strategic importance of information systems**

*High*

**High potential  
(Beware)**

- Electronic catalogue
- E-commerce system
- Customer intelligence and CRM systems

**Strategic  
(Attack)**

- Procurement system
- Stock control system
- Distribution systems

*Low*

**Support  
(Safe)**

- HR systems
- Finance systems

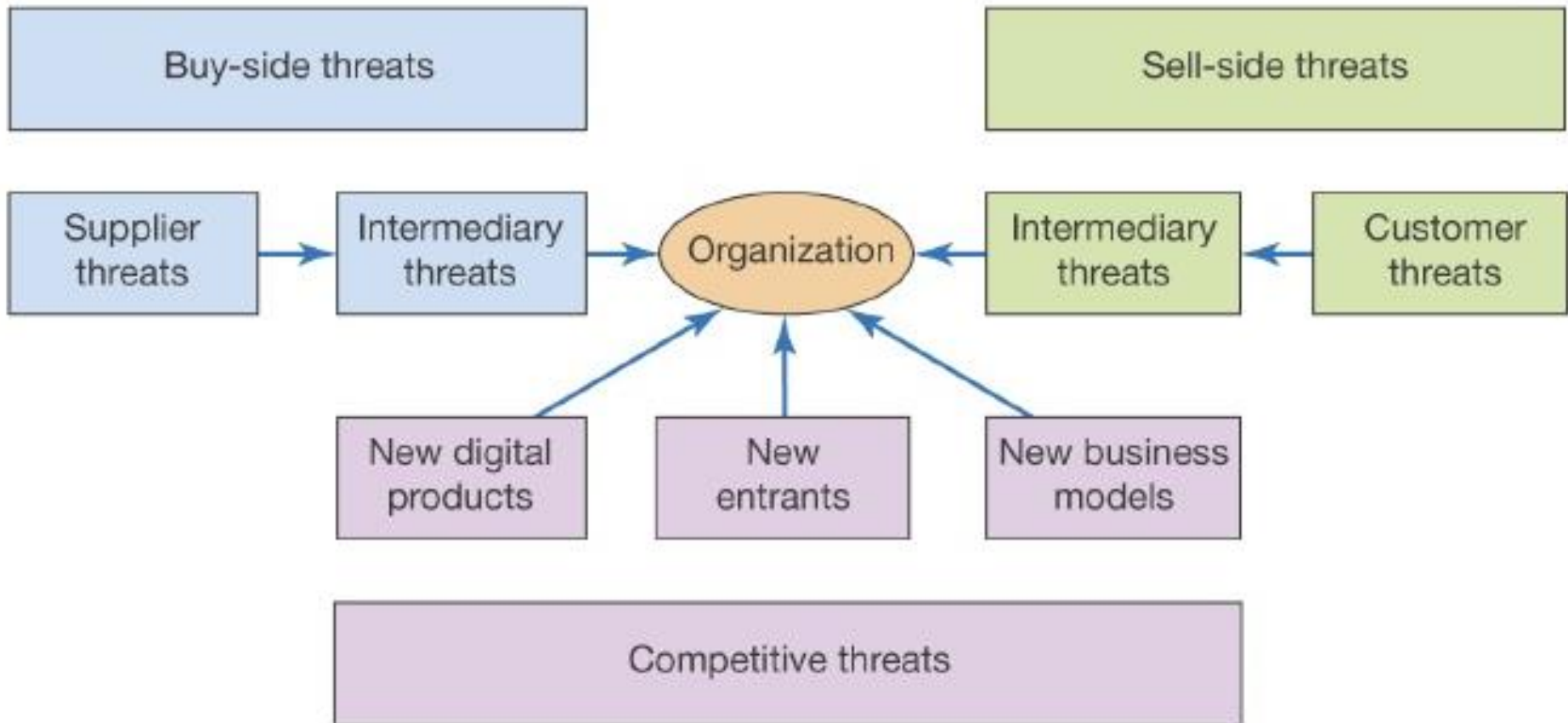
**Key operational  
(Explore)**

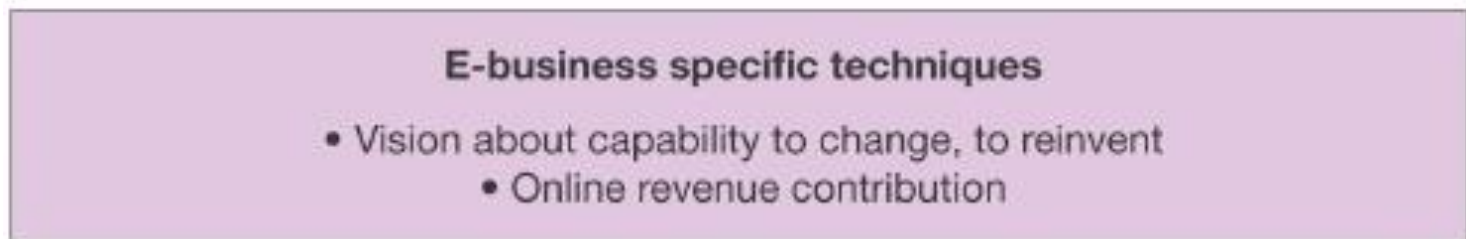
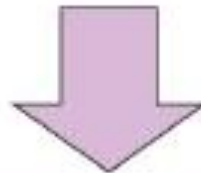
- Production line systems

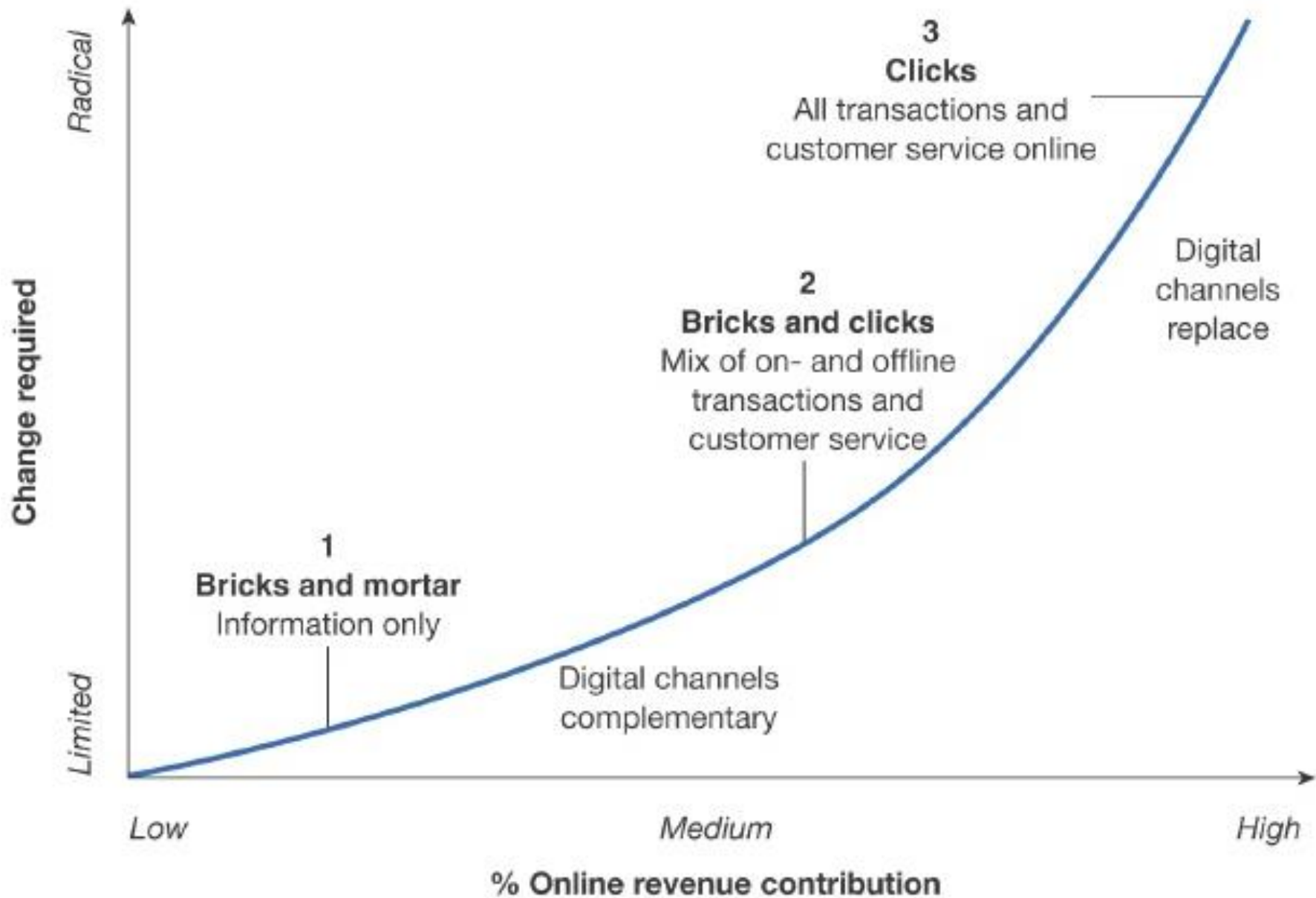
*Low*

*High*

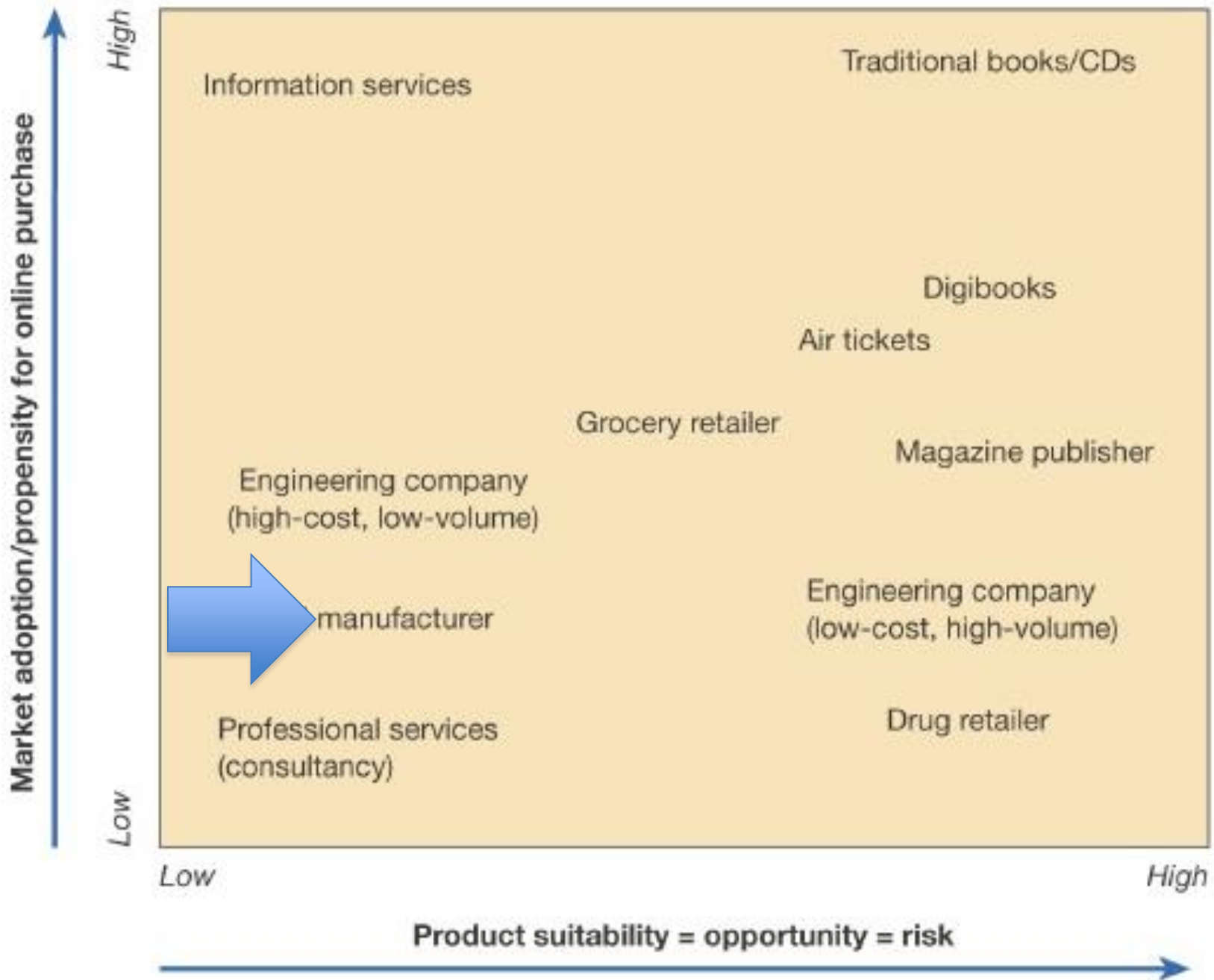
**Current strategic importance of information systems**









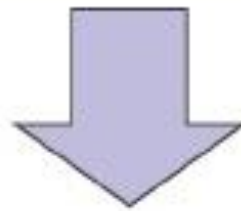


### 3. Strategy definition

Option  
generation

Option  
evaluation

Option  
selection



#### **Six key e-business strategic decisions**

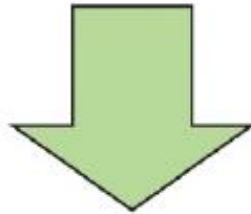
- Decision 1: E-business channel priorities
- Decision 2: Organizational restructuring and capabilities
- Decision 3: Business, service and revenue models
- Decision 4: Marketplace restructuring
- Decision 5: Market and product development strategies
- Decision 6: Positioning and differentiation strategies

## 4. Strategy implementation

Planning

Execution

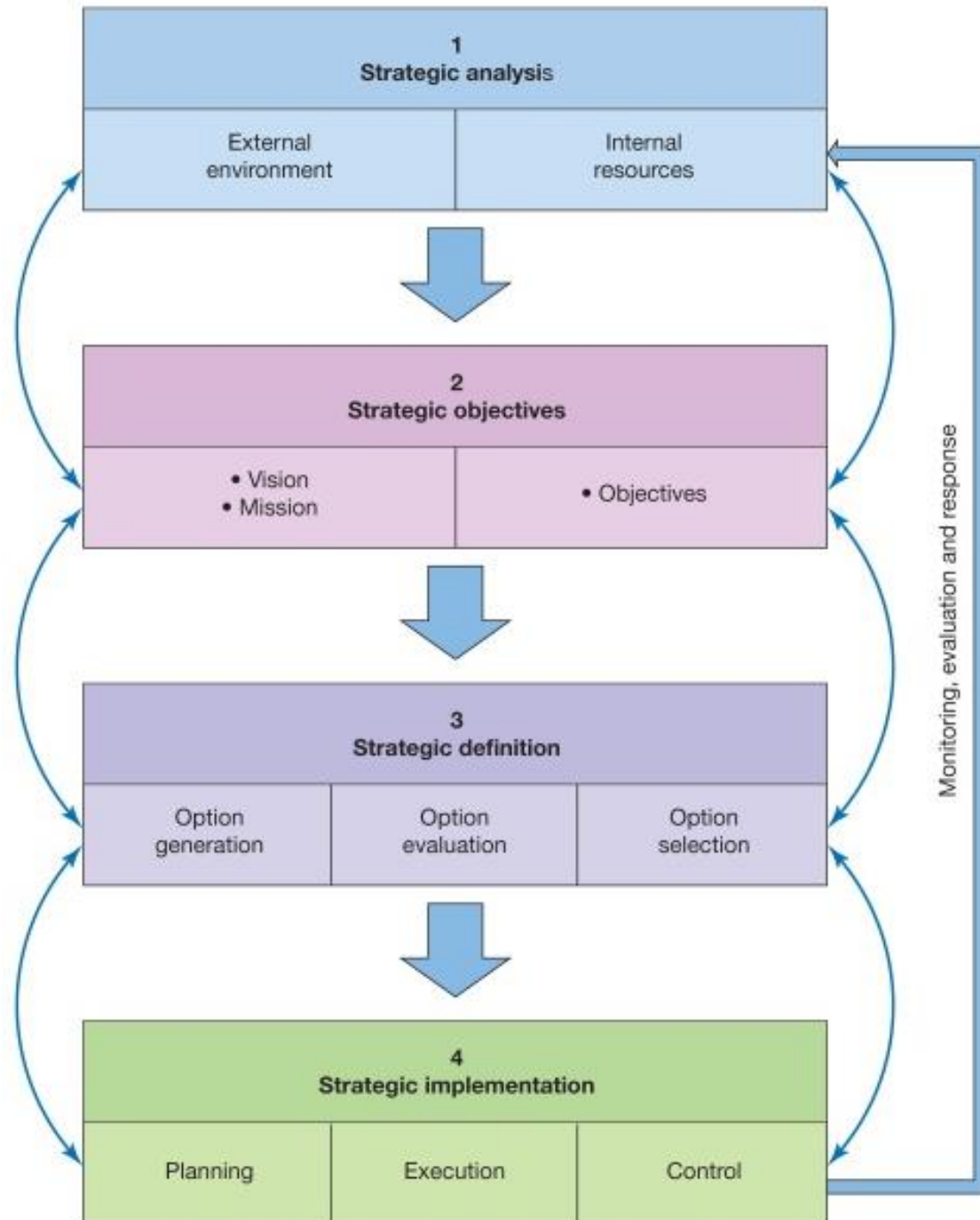
Control



### Implementation issues

- Supply chain management strategies
- E-marketing strategies
- Planning, scheduling and change management
- E-business analysis and design
- Implementation, maintenance and control





# EB Strategy Implementation Success

1. Content
2. Convenience
3. Control
4. Interaction
5. Community
6. Price sensitivity
7. Brand image
8. Commitment
9. Partnership
10. Process improvement
11. Integration