

## E-Business Strategy - 2018

Date

No

- 1)
- (a) Strengths : Connected with local raw material suppliers  
A dedicated customer base

Weakness : No online presence  
Limited target market.

Opportunities : Growing market  
~~Low~~

Threats : Growing competition  
Well established competitors (Embark, supermarkets)  
People of Sri Lanka ~~are~~ do not treat other pets like <sup>in</sup> other countries

- (b) Rivalry among competitors : There is heavy competition among the sellers.  
High.

Bargaining power of customers : High. Since the target demographic is a small group, and there are many competitors.

Customers are very particular of the products

Bargaining power of suppliers : Low. There are an abundant number of suppliers for the raw material for the pet food.

Threat of new entry : Low, the market is growing but there is heavy competition among the already well established competitors

Threat of ~~substit~~ substitute : Low, The local customers are very particular about the products and so, will not be interested in substitutes.

ProMate

Business model - Subscription service: Provide petfood on a subscription service so that it will be periodically delivered to the customers for a annual / monthly subscription.

- Direct to Customer: sell products online directly to the customers effectively cutting out the middleman.

c)

Online pet stores: Pet stores that sell products online ?



2)

a) ii) Multiple companies get together on large projects that <sup>they</sup> might <sup>not</sup> be able to do alone. This way smaller companies can get together to form large and accomplish tasks than they ~~can~~ single handedly cannot do.

Ideal: A number of small companies, and availability of large projects.

(ii) There are partnerships and collaborations between nodes in the supply chain. Here competitors will work together, successfully defending against foreign competition.

Ideal: High foreign competition, local Organizations working together to keep market.

b) i) True. - When a single company provides all the services, Threat of new entrants is reduced because most people will prefer to buy from this company. And because the customer rely on a single organization for many different services they will have good relationship with the customer, thereby reducing Bargaining power of buyers.

ii) False: When rivalry is high this model cannot be used because this model depends on the co-existence of their competitors as they work together to perform larger scaled projects as smaller companies working together and reduce Bargaining power of suppliers.

c) i) e-Readiness: It is checked to identify major barriers and issues related to change management. ~~measures~~ Identifying the barriers will help in overcoming them.

ii) e-Transformation Road map: The current position is mapped in the eTransformation roadmap to develop a step-by-step path to proceed <sup>with</sup> the transformation process.

iii) e Systems - Deals with the post implementation support and provides policies, support and maintenance procedures for the new systems

iv) Evolution: Manages the change in an evolutionary manner. Changes in structure, systems, styles, strategies, values, staff & skills are addressed using McKensey's 7S model.

3) a) i) False: E commerce refers to commercial transactions over internet, E business refers to conducting business over internet

ii) True

iii) ~~False~~ False: Intranet is mostly used for oneway communication. Since two way sharing is needed an internet solution may be ideal.

iv) True

v) ~~False~~ False, Keywords let Google see you, Backlink lets Google trust you

b) Long tail SEO

2. Build backlinks

3. Reporting and analytics

4. Optimize for voice search

5. Technical Optimization



4) a) Intranet : It is used to communicate with the internal part of the university. It is mostly used for one way communication

b) 1. Different users - Intranet users are mostly internal parties of the company whereas website users are customers, so intranet does not have to be visually attractive

2. Speed : Intranet should focus on speed so it can facilitate quick access.

3. Access : Can use a local host : Since intranet is used locally there is no need to host it in a public host. Hosting in the local network is suitable.

4. Content : The content of an intranet is ~~more~~ different from the website

c) —