

Midterm Case Study

Guide Questions:

1. What is the principal competitive strategy of Molson Breweries?

Molson Breweries use cost-leadership strategy by organizing a supply chain with the use of information systems to meet demands and avoid lowering product quality.

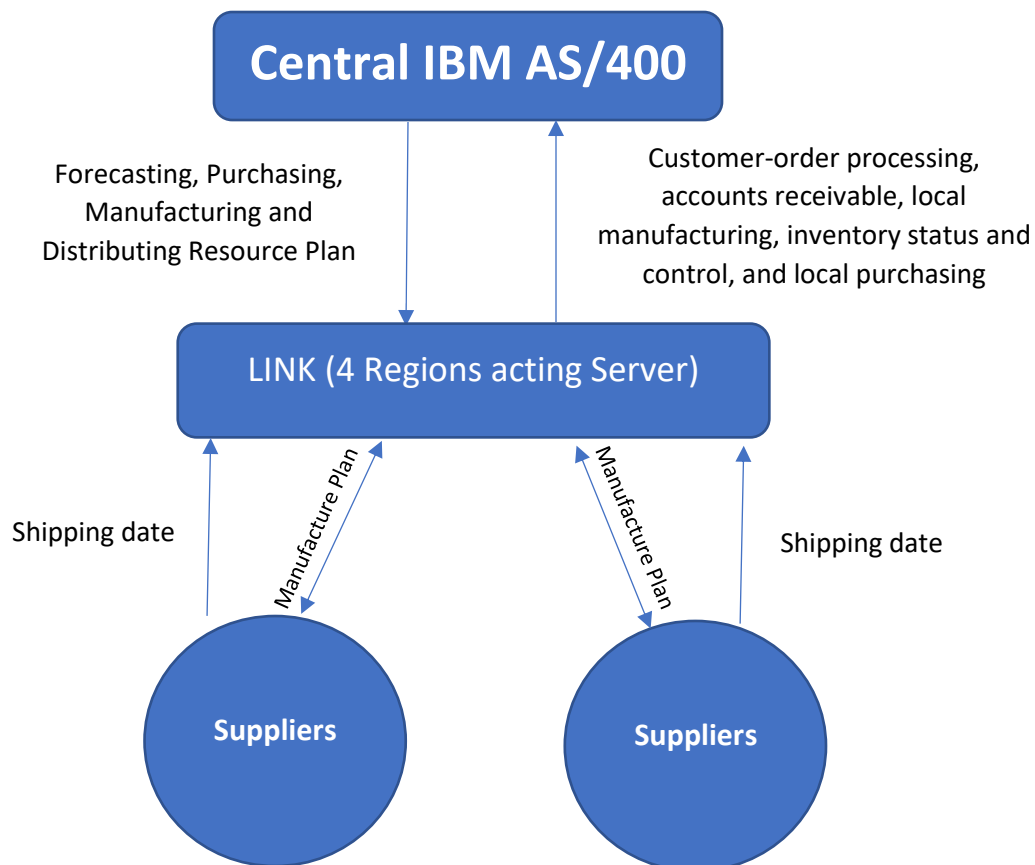
2. What are the principal competitive forces Molson has to contend with?

Most of their competition are the US Brewers who implements discount pricing as their strategy.

3. What capabilities of information systems does Molson exploit in pursuit of its competitive objective?

Molson uses the information gathered by information systems to help with their production. The information gives them visibility of the supply and demand of their product, which they will then share with their suppliers to meet demands.

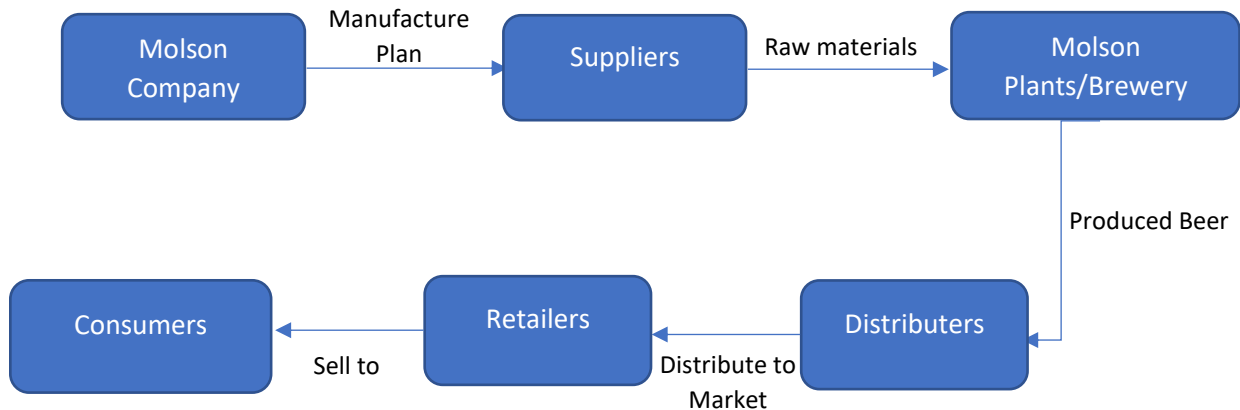
4. Sketch out the information system network of Molson, including its business partners.



5. How can you evaluate the nature of information technologies deployed by Molson? Is it the leading-edge technology?

For me, it is very good because it helped Molson achieve its principal objective of becoming the domestic low-cost producer. However, it does not mean it is leading-edge technology. Many companies today have better information technologies than Molson.

6. Sketch out Molson's value chain and the supply chain that Molson Breweries is part of.



7. What is the principal reason for Molson's success in achieving its competitive results with information systems?

The reason for Molson's success is because Molson was able to use information systems to predict their customer demands, and align their supply and production to meet those demands, making their product low-cost but not hurting their product quality.