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BSIS 4B Ms. Mary Rose Columbres

**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.

Shipping date

Shipping date

Manufacture Plan

Manufacture Plan

LINK (4 Regions acting Server)

Customer-order processing, accounts receivable, local manufacturing, inventory status and control, and local purchasing

Forecasting, Purchasing, Manufacturing and Distributing Resource Plan

**Central IBM AS/400**

1. 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.
2. Sketch out Molson’s value chain and the supply chain that Molson Breweries is part of.

Sell to

Distribute to Market

Produced Beer

Raw materials

Manufacture Plan

Consumers

Retailers

Distributers

Molson Plants/Brewery

Suppliers

Molson Company

1. 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.