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**1. Competitive Advantage in Organisations**

1. **Strategic Advantage**: IS helps organisations to develop long-term plans that position them ahead of competitors. It supports innovation, assists in entering new markets, and enhances decision-making at the executive level.
2. **Tactical Advantage**: IS helps managers make informed, mid-term decisions that improve efficiency, reduce costs, and optimise resources. Tools like ERP systems, business intelligence, and CRM systems assist in aligning the organisation’s activities to achieve objectives.
3. **Operational Advantage**: IS enhances daily operational efficiency by automating routine tasks, improving communication, and reducing errors. It speeds up processes, which is vital in industries where time and accuracy are crucial.
4. **Customer Relationship Advantage**: IS enables companies to build stronger relationships with their customers by offering personalized experiences and improving customer service. Customer data is analyzed to anticipate needs, enhance loyalty, and drive repeat business.

**2. Primary Value Chain Activities Inbound Logistics**

1. **Operations**: This refers to the processes involved in transforming raw materials into finished products. Efficient operations are key to producing high-quality products at lower costs. IS helps streamline manufacturing processes, automate tasks, and monitor quality control.
2. **Outbound Logistics**: This activity focuses on delivering the finished product to customers. Effective outbound logistics ensures that products reach customers on time, in good condition, and at minimal cost. IS helps with tracking, managing inventory, and coordinating distribution channels.
3. **Marketing and Sales**: Activities related to promoting the product and generating sales, such as advertising, promotions, and pricing strategies. IS helps track customer behavior, design targeted marketing campaigns, and optimize pricing strategies.
4. **Service**: This includes after-sales support like maintenance, customer service, and warranties. Providing excellent service helps enhance customer satisfaction, loyalty, and retention. IS helps monitor service requests, track customer feedback, and improve service quality.

**3. Fourth Era of IS – IS Capability and Organisational Performance**:

1. **Innovation and Competitive Advantage**: IS capability helps organisations leverage technology to innovate, improve products, or create new services. By fostering innovation, businesses can differentiate themselves from competitors and capture new markets.
2. **Operational Efficiency**: Strong IS capabilities allow organisations to optimize their internal processes, reduce waste, and cut costs. This improves overall productivity and profitability.
3. **Data-Driven Decision Making**: IS capabilities allow organisations to collect, store, and analyse large amounts of data, which can inform better decision-making. This leads to more accurate forecasts, better resource allocation, and improved strategic planning.
4. **Adaptability and Growth**: IS capabilities enable organisations to quickly adapt to market changes, technological advancements, or customer preferences. This agility helps businesses maintain growth and stay relevant in competitive markets.