



Introduction to Digital Transformation

(ZZ-1103)

Disruption
Digital Business Models & Competitive Advantage

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(2025 Aug-Nov)

- **Enabling Business Models?**
 - <https://www.coursera.org/learn/digital-disruption/lecture/3xXkT/enabling-business-models>
 - Answer [2024 Quiz 6 \(Business Models\)](#) in CANVAS
- **What is a Strong Business Plan?**
 - <https://www.coursera.org/learn/launching-your-online-business-strategies-for-success/lecture/EtVte/unveiling-the-components-of-a-strong-business-plan>
- **Targeting the right audience – competitive advantage with information capabilities**
 - <https://www.coursera.org/learn/launching-your-online-business-strategies-for-success/lecture/t1rKy/targeting-the-right-audience-with-precision>

- Opportunities and challenges presented by the digital landscape
- Erased geographical boundaries and global reach
- E-commerce platforms, social media, and digital marketing redefining market entry and reach
- Intensified competition and the need for adaptability and trend understanding

- Business plan as a navigational tool from conceptualization to fruition
- Components of a business plan:
 - Mission and vision
 - Industry analysis, competitors, and target market
 - Understanding customers and their preferences
 - Offerings and value proposition
 - Strategies for customer engagement and market presence
 - Financial projections and growth forecasting
 - Plan objective harmony and alignment with business vision
 - Realism of financial projections
 - Unique value proposition and flexibility in response to market shifts

- Organizations like Ibis World <https://www.ibisworld.com/> for industry reports and insights.
- Platforms like SEMrush <https://www.semrush.com> and Similarweb <https://www.similarweb.com/> for competitor analysis.
- Tools like Survey Monkey <https://www.surveymonkey.com/> and Google Forms <https://www.google.com/forms/about/> for gathering customer insights.
- Industry-specific associations for research reports and market analysis.
- Sources like Trendwatching.com <https://www.trendwatching.com/> and Springwise <https://springwise.com/> for spotting emerging consumer trends.