Declaration of Academic Integrity

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**Your Tutorial Answers will not be accepted without this declaration.**

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| I confirm that:   1. I have read and understood the University’s Shared Values & Honour Code, including the information on practices concerning the academic integrity (given in <http://academicintegrity.ntu.edu.sg/a-guide-to-academic-integrity/>) and that in the attached coursework submission I have worked within its expectations (<http://academicintegrity.ntu.edu.sg/shared-values-honour-code/>). 2. I am aware that failure to act in accordance with the University’s Shared Values & Honour Code may lead to the imposition of penalties which may include the requirement to revise and resubmit an assignment, receiving a lower grade, or receiving an F grade for the assignment; suspension from the University or termination of my candidature. 3. I consent to the University copying and distributing any or all of my work in any form and using third parties to verify whether my work contains plagiarised material, and for quality assurance purposes. |

**I have read, and I accept, the above.**



Chai Wen Xuan 17/2/2022

Name Date

1. In the case, it has already stated that Jonathan’s vision is to replicate the smart village model to the rest of Cambodia and subsequently to other parts of SEA. By using BCG Matrix, we can conclude that this is a STARS strategy as there are very less competitors in the world focusing on building smart-village. Hence, SEL has a high market share and high market growth.
2. First we need to define our mission and vision, in this case it is to replicate the smart village model.

Second steps, we need to define tactical plans and objectives, develop strategy map, define contingency plans& scenarios, and identify intelligence teams.

Third steps, we define operational goals&plans, select measures & targets, set stretch goals, and do crisis planning.

Fourth, we use MBO and performance dashboards to monitor the progress.

Lastly, we do planning and operational reviews.

1. The first competitive advantage SEL has is it has a previse target customers, which is the people in need in SEA. This creates a very great opportunities.

Besides, it also creates great value, the core value of SEL is to help people in need by building a smart village, this tackle problem such as financial, accommodation, hygienic and also environmental problem in the place where people living.

1. SEL has a virtual network structure initially. For example, in paragraph 2, “SEL was partnering with a network of corporations, venture capitalists and foundations who support their projects by donating funds and providing specialist know-how and/or by taking on such responsibilities as planning, designing, training, coordination and controlling both in Singapore and the rest of SEA.” Besides, in paragraph 5, “As the pilot smart village generating more revenue, Jonathan is considering transforming SEL from a not-for-profit organisation into a social enterprise to gain access to more business opportunities and partnership with a venture capitalist.” Both of this show that Jonathan is willing to expand the network by partnering with existing corporations.
2. The organizational structure that would serve SEL well is Matrix Structure

Diagram

Description automatically generated

1. This organisational structure will serve SEL well because SEL is planning to expand the corporation to the other parts of SEA. Hence, SEL is more flexible, adaptable to a changing environment. For disadvantage, SEL will have high conflict between two sides of the matrix.