- Strategic and Competitive advantages
- A competitive advantage is what makes an entity's goods or services superior to all of a customers other choices.
- This term is commonly used for business. The strategies work for any organization, country or individual in a competitive environment.
- Competitive advantage refers to factors that allow a company to produce goods or services better or more cheaply than its rivals.

- ## Strategies for Increasing OHP
- Just in Time Approach
- Teams in an Organization
- Information Partnership
- Timeless and Location less Operations
- The Transactional Firm
- The Virtual Organization
- The Learning Organization

- Determinants to create competitive advantage
- Benefit
  - It is something that your customer clearly need.
  - To get benefit you must know about your products features, advantages and how benefit your customers.
  - Owner must be up to date on the new trend that affect product.
- Target Market
  - Define who are targeted customer.
  - Make strategy to make demand and use digital platform to advertise product.
- Competition
  - Determine real competitors.
  - Make plan to compete with competitors.

- Competitive advantages are attributed to a variety of factors including:
  - Cost Structure.
  - Branding.
  - The quality of product offerings,
  - The Distribution Network.
  - Intellectual property, and
  - Customer Service.

- How Information Technology help Organization
  - By enabling perfect service.
  - Quality of daily operations.
  - Fast Services
  - Reliable Services
  - Accurate results
  - 24 by 7 operation
  - Easy to store for future use

- **How Do Company know its Competitive Advantage?**
- If a business can increase its market share through increased efficiency or productivity, it would have a competitive advantage over its competitors.
- **How Can a Company Increase Its Competitive Advantage?**
- Lasting competitive advantages tend to be things competitors cannot easily replicate or imitate.
- This can include strengthening one's brand, raising barriers to new entrants (such as through regulations), and the defense of intellectual property.
- **Why Do Larger Companies Often Have Competitive Advantages?**
- Competitive advantages that accrue from economies of scale typically refer to supply-side advantages, such as the purchasing power of a large restaurant or retail chain.
- But advantages of scale also exist on the demand side—they are commonly referred to as network effects.

- Strategies for Increasing OHP
- Just in Time approach

What is just in time approach ?	The just in time approach is producing or delivering a product or service when the customer wants it.
What is Just in time do?	In increases Flexibility. It reduces inventory levels. It increases quality.
How does just in time affect OHP?	It increases organizational speed by decreasing the time to respond to a customer. The increased speed increases OHP.
How is Just in time IT enabled?	The just in time approach is built on IT telecommunications and scheduling capabilities.

- # Strategies for Increasing OHP
- # Teams in an Organization

What are teams in an Organization?	A team is a group of people with a shared goal and task interdependence.
What do teams in an organization do?	They provide diverse perspective for a Collaborative effort.
How do teams in an organization affect OHP?	Team productivity greatly increases organizational force and speed which is OHP.
How are team in an organization IT-enabled?	Groupware supports working in team.

- # Strategies for Increasing OHP
- # The Information Partnership

What is an Information Partnership?	An information partnership is an agreement between organizations for the sharing of information to strengthen each partner.
What does an Information Partnership do?	It creates organizational synergy from complementary resources at participating organization.
How does an information partnership affect OHP?	It increases organizational force by reaching new customers or discovering new cost reduction techniques.
How is an Information Partnership IT enabled?	EDI forms the bedrock of the information partnership.

- # Strategies for Increasing OHP
- # Timeless and Location less Operations

What are timeless operations?	Timeless operations are operations that use IT to operate without regard to time.
What are location-less operations?	Location-less operations are operations that use IT to operate without regard to location.
How do timeless and location less operation affect OHP?	They increase organizational force by reaching more customer at the customer's location. Increase speed through independent work.
How are timeless and location less operations IT enabled	Timeless and location less operations require IT to tie the operations together.

- # Strategies for Increasing OHP
- # The Transactional Firm

What is the Transactional Firm?	A transactional firm is one that produces and sells products and services in countries all over the world in co-ordinated cooperation.
What does the Transactional firm do?	It expands the scope and breadth of a firm's operations.
How does the transactional firm affect OHP?	It geographically disperse operations to strengthen a firm's organizational force. It may positively or negatively affect organizational speed depending on implementation.
How is the transactional firm IT enabled?	Extensive use of IT networks facilitates coordination and synergy for the transactional firm.

- # Strategies for Increasing OHP
- # The Virtual Organization

What is the Virtual Organization?	A virtual organization is a network of independent organizations linked by IT to exploit market opportunities by sharing skills, costs, and market asses.
What does the Virtual Organization do?	It extends the concept of location less operation beyond the organization's boundaries.
How does the virtual organization affect OHP?	It facilitates the greatest organizational speed or any strategy except for the learning organization.
How is the Virtual Organization firm IT enabled?	Organization participating in the virtual organization are linked through telecommunications, as in telecommuters.

- Strategies for Increasing OHP
- The Learning Organization

What is the Learning Organization?	A learning organization is an organization whose people are continually discovering how to learning together wile at the same time altering their as a result or what they learn.
What does the learning organization do?	It provide organizational structure that can change rapidly as customers' need.
How does the Learning Organization affect OHP?	It provides more potential than any other strategy by creating new strategies. It increases organizational speed by learning from the past experience the true cause of eliminating them.
How is the Learning Organization IT enabled?	Organizational learning only occurs when IT system acquire and disseminate information among all employees.

- Process of Selecting Organizational Horsepower
- How do your customers define perfect service? When, where and how do your customers expect delivery of your product or services?
- Does your organization have a strategic plan? If, so how do your strategic goals translate into organizational force and speed? How do your organization goals for IT development translate into organizational force and speed.
- Based on your customer's definition of perfect service and your strategic plan which organizational strategies best fit with the IT systems required for your chosen strategy?
- Does your organization have the resource to adopt the strategy you've selected?

How to adopt Organizational Horsepower Strategy?

- First, determine which aspects of the selected strategy will be applied. Each strategy may be applied comprehensively or partially.

- Second, Determine which technology the selected strategy requires. Are the available to implement this technology.

- Third, Determine the most appropriate process by which to adopt the selected strategy.

Above process are used to change process radically using business process engineering.

Business Process Re-Engineering

- It is the reinventing of processes within a business. Many OHP strategies require a reinvention of processes.

- Steps for Business Process Engineering
  - Defining the OHP strategy you wish to adopt.
  - Identifying the affected processes that need to be reengineered.
  - Identifying the goal for each process.
  - Identifying process participants and a facilitator for each process.
  - Mapping the "as-is" process
  - Mapping the "to-be" Process

Business Process Re-Engineering Principles

- Organize around outcomes, not tasks.

- Identify all the processes in an organization and prioritize them in order of redesign urgency.

- Integrate information processing work into the real work that produces the information.

- Treat geographically dispersed resources as though they were centralized.

- Link parallel activities in the workflow instead of just integrating their results.

- Put the decision point where the works is performed and build control into the process.

- Capture information once and at the source.

Factors affecting Business Process Re-Engineering

- Inadequate Knowledge
- Wrong direction and Irregularity in implementation
- Unsuited Team Formulation
- Insufficient and incorrect Placement and Resources
- Unsound analysis and Lack of support