

CS 3B

How IT has influenced business strategy and transformation: A Case Study of Jollibee Foods Corporation

I. *Introduction*

In the modern business landscape, Information Technology (IT) has become a crucial element in shaping business strategies and driving organizational transformation. The integration of IT tools and strategies has enabled companies to enhance operational efficiency, optimize customer experiences, and maintain competitive advantage. This paper examines the influence of IT on business strategy and transformation, focusing on the local company **Jollibee Foods Corporation** (JFC), a leading fast-food chain in the Philippines. The analysis will highlight how JFC leveraged IT to support its business objectives, enhance operational processes, and drive growth.

II. *Paragraph 1: IT's Role in Business Strategy*

IT has transformed the way businesses operate by enabling more efficient processes, improving decision-making, and fostering innovation. Companies can now harness data analytics, cloud computing, and automation to streamline operations and reduce costs. For instance, Jollibee Foods Corporation implemented an Enterprise Resource Planning (ERP) system to integrate its supply chain, finance, and human resources operations. This system allowed JFC to better manage its resources, respond to market demands more quickly, and maintain inventory levels efficiently, thereby aligning its operations with its strategic goals.

III. *Paragraph 2: IT's Impact on Business Transformation*

Beyond enhancing business strategies, IT has been instrumental in transforming entire business models. Digital transformation, driven by IT, has enabled companies to adapt to changing market dynamics and customer preferences.

Jollibee's adoption of a robust digital ordering and delivery platform is a prime example. By integrating mobile apps, online ordering, and digital payment systems, JFC not only improved the customer experience but also expanded its market reach. This transformation allowed Jollibee to continue thriving despite challenges posed by the COVID-19 pandemic, as the company quickly shifted to focus on digital channels to sustain revenue streams.

IV. *Conclusion*

The influence of IT on business strategy and transformation cannot be overstated. As demonstrated by Jollibee Foods Corporation, the strategic implementation of IT tools such as ERP systems and digital platforms has enabled the company to optimize its operations and navigate through significant market changes. IT's role in fostering innovation and driving business growth is vital for companies aiming to maintain competitive advantage in an increasingly digital world.

V. *References*

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