REPORT

Student name

Allied university

Problem formulation

Research objective

The competiveness of the global industrial enterprises is unbalanced as enterprises are less focused on improving business process instead business functions (Rolstadas & Andersen, 2000). Therefore, the objective of this study is to improve the global industrial competitiveness through formulation of an enterprise modeling. this research paper focuses on improving the competitiveness of the global industrial enterprises through thorough analysis of the extent to which the consumers’ needs are satisfied, the extent to which the local resources of a company is used in an effective and economic manner (Rolstadas & Andersen, 2000). Furthermore, this paper also thoroughly examines the extent to which companies are ready to handle changes in the surrounding conditions as measurement of competition in the industry. The improvement of the competitiveness of the global industries is also focused on approaches such as the automation, computer control, cost cutting, quality, productivity, time, and human resource.

Many global industrial enterprises are focused on growing their business function in the industry rather than building their business process (Sirikrai & Tang, 2006). This is because focusing on building business processes aligns the company towards improving relationships with the consumers. This means that strong business process in a company focuses the company towards consumer satisfaction. For all businesses, the main objective is to add value to the consumer, which is the focus of business process (Sirikrai & Tang, 2006). In the business process framework, the engineering team focuses on providing technical descriptions and methods in manufacturing the product. The manufacturing team uses the information provides to make the actual product. The management team and its process focus on coordination and execution of all activities in the company (Rolstadas & Andersen, 2000). The business process framework focuses on kinds of operational flow within the industry, which justifies a specific competitive advantage. In this case, the engineer passes the technical information or documents to the manufacturing team, where the manufacturing team passes the information to the management for decision-making process before it is brought back for manufacturing process.

Conceptual model

The conceptual model is valid because it represents the enterprise business model that focuses on the different level of flows in the business process. In the product development phase, the engineer provides information to the manufacturer where the information is passed on to the management for decision-making process (Rolstadas & Andersen, 2000). The management uses the technical descriptive information to obtaining consumer commitment and improves consumer services before the product is brought back to be manufactured. At this point the management has finalized there decision to introduce the product into their market through order fulfillment phase.

Business model

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Service

Supplier

Manufacture

Assembly

Distributor

Customer

Recycler

Production

Marketing design

The model is valid as it can be used to redesign a production system or project management system. The model also consists of some input, which includes the product and the resources required for production process. The input data is changed and a different system is created to represent the design choices of the system. The design choices will also help in the measurement of the performance of the company. There was a substantial influence on the management and control of the manufacturing enterprises from the model. The model enables the manufacturing enterprise to focus on consumer satisfaction through the emphasis on efficiency, effectiveness, and adaptation to new conditions. At this point, the model is used to improve the competitive advantage in the global industry by focusing on improved business process. However, the adoption of the model also requires competence in both the academic and industrial domain. The enterprise model is a promising approach to instigating and improving the global industrial competitiveness. Companies within this model will be able to achieve cost minimization and be able to maximize on profitability of the industry.

# References

A, R., & B, A. (2000). *Enterprise Modelling: Improving Global Competitiveness.* Boston : Kluwer Academic Publishers.

Sirikrai, S. B., & Tang, J. C. ( 2006). Industrial competitiveness analysis: Using the analytic hierarchy process. *The Journal of High Technology Management Research*, 71–83.