

MIS779

Decision Analytics in Practice

Week 2 - Value Discipline Model

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Value Discipline Model



Source: Treacey and Wiersema (1993)



Value Discipline Model



Operational Excellence:

Superb operations and execution. Often by providing a predictive quality at the lowest possible price.

What would be a typical example of a car manufacturing company with this type of strategy?



Source: Treacey and Wiersema (1993)

Toyota

Value Discipline Model

Product Leadership;

Very strong in innovation and brand marketing. The focus is on development, innovation, design, time-to-market, high margins in a short time frame.

What would be a typical example of a car manufacturing company with this type of strategy?

BMW or Mercedes



Source: Treacey and Wiersema (1993)



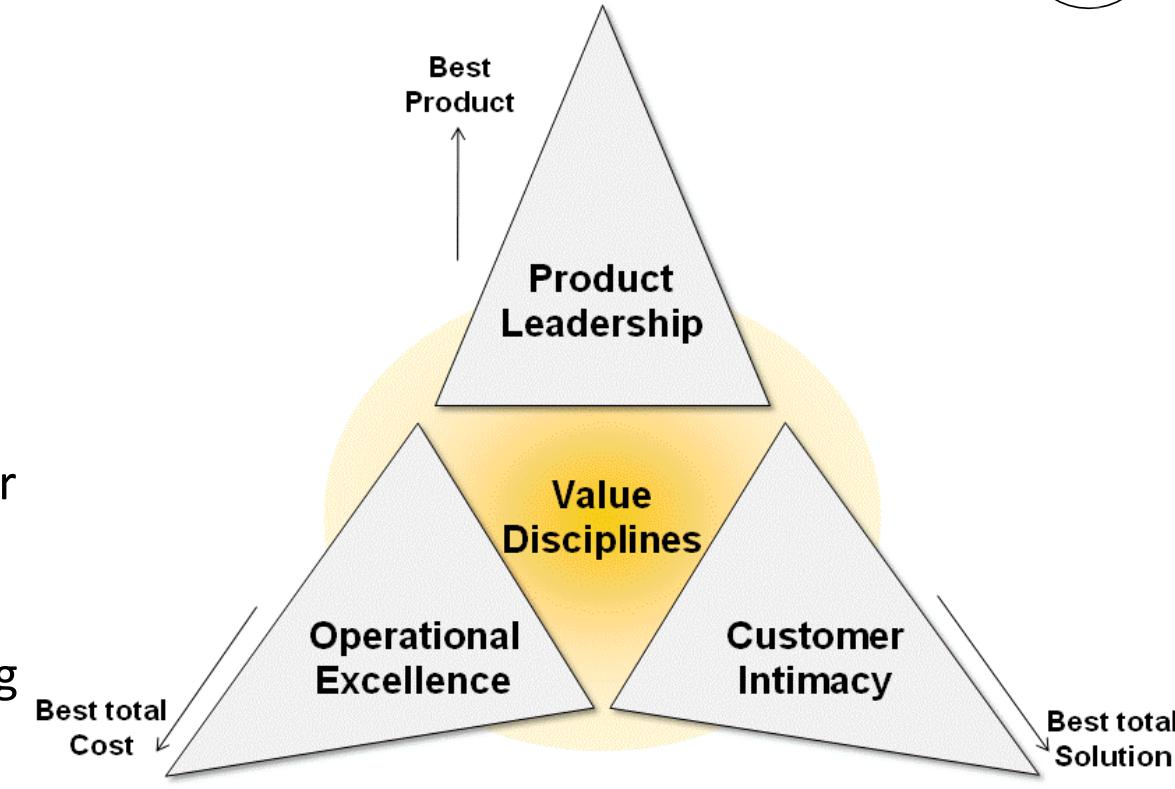
Value Discipline Model



Customer Intimacy;

Company excels in customer attention and customer service. Tailors its products and services to individual or almost individual customers.

What would be a typical example of a car manufacturing company with this type of strategy?



Source: Treacey and Wiersema (1993)

Rolls Royce



Value Discipline Model



Source: Treacey and Wiersema (1993)

Usually an organisation chooses to excel on one of the defined value disciplines to be successful. However, the other two cannot be neglected, and should score at least at the minimum/standard level.

Part A – Client Brief Template Discussion

