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TITLE

Business Strategy and Management Plan

Course: IT Management

Course Number: IT600-1903A-01

Name: Mukesh Reddy Kavadapu

Date:

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1).Walmart acquired stake of 77% of Flipkart in 2018 which is an Indian e-commerce company for $16 billion dollars. Flipkart initially wants to open an e-commerce for an online book sales in 2006 but later they have included all products through which a customer can choose and buy their products. Flipkart was a great hit in India in terms of e-commerce as the customers in India have accepted using of technology, buying things through online was made easy, customer feedbacks, return policy helped the company to become very active and famous among the Indian e-commerce companies. Let’s analyze how Walmart used porter’s five forces tool to get better understanding about the Flipkart.  
  
Porter’s five forces consist of Competition rivalry, Threat of new entrants, Threat of substitute products, bargaining power of supplier and buyer.  
  
i). Competition rivalry: Other than Flipkart there are many e-commerce companies like Amazon, Snap deal, e-bay, myntra, jabong and many more. Among all the e-commerce companies only Flipkart and amazon were best in India so there was a great competition among these companies. Flipkart was fighting with the global company amazon but still sustained to be at top by providing best to the customers like cash on delivery, 1 month return policy, fast cash back, discount on products, quality in products, on time delivery, warranty and guarantee are some of the points where Flipkart concentrated to get much connectivity between customers and the company.    
  
ii). Threat of new entrants: Flipkart was super hit in the Indian markets so seeing Flipkart many companies jumped into e-commerce business. All e-commerce companies which were competition to the Flipkart were failed to be ahead of it. Flipkart understood the new entry threats and act accordingly by analyzing the situation in the market.   
  
iii). Threat of substitute products: stores which are present in the market are real threat to e-commerce because sometimes customers wants buy things physically, some customers only pay with cash and some customers who does not have much knowledge about the technology. E-commerce companies may sometimes end up in providing quality less products or damaged products. Technology used by the Flipkart need to be updated and also the database of these company should be very good such that the customers can enter into the website. Payment methods to be advanced such that it would be easy for the customer. Many payment applications should be collaborated in the e-commerce website.   
  
iv). Bargaining power of supplier: Flipkart really need to have a good supplier to deliver the goods on time and also the companies which provide products or goods to the Flipkart. Customer’s satisfaction is important to the e-commerce companies. So supplier should be efficient in working to provide the best to the customers. The producer power declines because the customer does not choose all the products they would be much selective in the products. This would reduce the production of few company products as the customers does not want to buy them.   
  
v). Bargaining power of buyers:  Buyers have a great power because when a customer wants to buy a product he checks all the e-commerce sites for the better prize and quality. Buyer can choose the e-commerce site which provide the discount for the product which he wanted. By this way the buyer has a greater advantages than the e-commerce companies. Flipkart also faced the same problem so it started the $1 buy for any product on a specific days that helped the Flipkart to increase its reputation and also its business attracted the big boss like Walmart and amazon.   
  
Amazon and Walmart tried to buy the stakes of Flipkart initially later Flipkart sold its shares to Walmart acquiring almost of 77 percent of the Flipkart shares. Amazon bought snap deal to establish its business in India in more effective way. Walmart established its outlets in India and also was very strong in the e-commerce through Flipkart.

2). SWOT analysis consist of Strength, Weakness, Opportunity and Threats. SWOT analysis is a tool which evaluates the competition of an organization. Let’s evaluate the information system environment using the SWOT analysis system.

i). Strength:

1). More improved version of information technology is developed or upgraded for a better outcomes of the system.

2). Organization details and all projects or paper work is stored in a specialized database for the safety and security of the organization.

3). specially skilled people are hired for the better performance of the projects.

4). From Manager to employees everyone are supportive to each other for great results.

ii). Opportunity:

1). Creating a better environment in the organization can boost the employees to achieve big in their projects.

2). Developing a strategic plan can help the organization to be best in the market and being competitive to other companies.

3). Information technology employees need to be recognized for more outcomes from them and also they should be included in the design plan of the projects.

4). Developing new tools according to the software can help to test the process and also can help in reviewing the system for better performance. It comes under system testing and validation.

5). Developing a good communication between the employees and stakeholders can help the employees to understand the stakeholder requirement much efficiently.

6). Good transfer of knowledge between manager and employees can help the company to reach it goals with coordination.

iii). Weakness:

1). Lack of knowledge on the new electronic information systems.

2). Retrieving data from the database takes much time and also transferring of data is very slow which would affect the projects.

3). Lack of strategic planning can affect the company from its competitors.

4). Weak coordination among the employees and stakeholders can affect the project and the project does not finish in the given time.

5). Shortage of financial support would stop the projects, its planning and also the company reputation would be damaged.

6). Lack of experienced managers and employees can affect the projects and also the company would be collapsed.

7). Lack of communication among the teams in the project and also faults in the projects can be a big trouble for the employees and also to the organization.

iv). Threats:

1). Rapid growth in the software can bring more threats and risk to the organization.

2). Stakeholder not satisfied with the outcomes of the projects because the project does not matched with the stakeholder requirements.

3). Lack of financial support for the project is real risk to the organization.

4). Demand in the new technology can create a problem for an organization.

5). Security threat is another major issue for an organization. Hackers can break the security and can access the files if the security is not good.

6). Lack of technical knowledge employees can create a problem for the organization.

Porter’s Five Forces consist of following analysis methods:

1). Competitive Rivalry:

Change in technology is very rapid and new technologies are coming into the market that creates a big threat among the organizations in the market and also the company need to upgrade to the new technology can take much time. So the competition in the market is very though and companies need to understand the development of new technologies and act accordingly to the present market. The cost for upgrading would increase much because of the demand and supply of the new technology.

2). Bargaining power of the customer:

Stakeholder for an Information technology company is most important. All the funds and financial support would be from the stakeholder so the company need to understand the stakeholder requirement and should create the project until he gets satisfied with the project. Company need to complete the project within the time given by the stakeholder.

3). Bargaining power of supplier:

Company can buy some time if the project is not completed within the given time by the stakeholder. Company can demand more employees for the better development and quality of the project. The budget of the project may increase as per the stakeholder requirements and his satisfaction with the project.

4). Threat of new entries:

In software world the competition is heavy, so every company need to keep an eye on the market to know about any new technologies and company with new projects can become threat to the other companies because they may lose their projects. Technology change can create a havoc between the organization so every company would be attentive of new entries because the competition among the company increases and also the new entries would know all the strategies in the market so they come up with a new strategy to be successful in the market.

5). Threat of substitution:

A project can be divided into many sub-levels so many companies try to divide the projects and assign the projects to another companies to complete project and also in very effectively according to the stakeholder requirement. If the substitute company cannot complete the project within the time given by the stakeholder it would be big problem for the main company. So the organization should always check with the substitution company with the project such that they are matching with the stakeholder requirements.

Supplier Customer competitor

Differentiation Urges for the project to be completed as soon as possible. Stakeholder requirement need to be satisfied. Creating new technology or upgrading to attract the customers.

Cost Bargains for the less cost and quality project. The budget or cost would be reduced if the customer id not satisfied with the project. With new technology the cost in the market changes randomly. So company need to be more attentive.

Innovation Encourages innovation for the better competitive in the market. Asks for the innovative product in the projects such that the competition in the market can be increased. Hustles for the new innovation to be best in the market.

Growth Wants growth in the number of customers. Project success can help their company growth. Every company in the market wants the best growth in their organizations.

Alliance Connects with the main company and fulfills the stakeholder requirement within the given time. Stakeholder can meet the main company and its alliance to check with the project outcomes. Many companies try have an alliance for doing projects so it would be more competition among the companies to collaborate with small companies to do the project.

Strategic theory of thrust was developed by the Wiseman Rackoff and Ulrich. This theory consist of 6 phases to evaluate the organization strategy development and also assessment or analysis on the market.

Differentiation: This phase helps to analyze the unfilled data between the company and stakeholder requirements.

Cost: The cost of the project is analyzed because based on the customer requirement only the company would cost for the project. Sometimes the cost may decreased or increased depending on the Political, social and economy of the country where the company exist.

Innovation: Innovation in the projects helps the organizations on demand and also the competition in the market also increases.

Growth: Growth in company revenue can help its customers to be more strongly believe in the company and its projects.

Alliance: Alliance with companies to do projects helps the organization to do project in much efficient and giving the best to the stakeholder requirements and within the given time.

Strategic information system:

Organization uses strategic information systems to reach their goals and objectives in the project. As the technology with new innovations increasing rapidly so many company uses this model to combine all technology to have better solutions.

The opportunities are classified as:

1). To best in the market with the competitive advantage.

2). To improve productivity and customization.

3). To bring new techniques and process in management and among employees.

4). Developing new strategies for better business in the market.

Strategic information system planning:

1). Strategic business planning: Business planning is very important because in the market to be competitive the company need to obtain the strategy plan for the better business development otherwise the company has chance to collapse or bankrupt.

2). Information system assessment: Analyzing the business and the projects helps the company to understand the mistakes made by the company and can assess through many analyzing tools. This way the company can develop into one of the best company.

3). Information system vision: Every company need to have vision over creating a new innovative software or tools which helps the company to do the projects in more effective way also this built a strong development in the company and also in the market.

4). Information system guidance: Guidance can help the company to be in order and also to follow the rules and regulation can help the company to be more successful.

5). Strategic initiatives: Creating new strategy’s every interval can help the company to build more constructive and effective business in the market.

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3). Critical success factors for the IT manager

1). Guiding the coalition of executive support

Executive support helps the stakeholder to understand the innovation or new initiatives and creating more confidence on the project among the stakeholders. Coalition between the project executives and stakeholder executives helps to create a better communication between them and the project executives can determine key issues to support the project. Stakeholder analysis is must for any company to understand the project and to complete the project successfully.

2). Communication, training and education

Communication is key for any project. So, communication between the stakeholder and project team can help the project to be successfully. Project needs to be initiative so the organization need to hire new talents and should give proper training for a new talents for more success for the organization. Education in the training helps the new candidates to learn the new technologies in IT companies which helps the company and the project also.

3). Governance structure

Every company needs a leader to lead the project so the organization should have a good management team to make a good decisions and creating a great opportunities to the employees. Decision making is key for the any manager and his governance can help the project to complete successfully. Project manager skills can help the organization to gain more projects in future and the reputation of the company also increases.

4). Roles and responsibilities

Organization creates many roles to accomplish a project like manager and leaders. Project is divided into many sub-levels and each sub-level is assigned by a manger as a leader to complete their task on time. Each manager will be assigned with some roles and responsibilities like to do jobs in the project.

5). Measurement and reporting

Validation and verification is very important for any project and also the organization should try to test the project to understand the errors. Every organization try to satisfy the stakeholder requirements so to validate the stakeholder requirements verification is important for the project. By measuring the process of a project an organization can know the efficiency, adaption and modification in the project. Reporting in the project helps the find out the errors in the project and helps to rectify them.

6). Culture

Culture in an organization is very important because every employee needs to communicate with everyone in the organization for better performance. Good communication between leaders and the employees helps to project to complete successfully. Motivation among the employees create a great atmosphere among the employees to work.

A general strategy for how the IT department will determine congruence between the goals of the IT department and the goals and objectives of the case study organization.

1).Feedback is consistent

Feedback is very important aspect for any organization. Stakeholder feedback help the company to understand his requirements and also to know about his requirements have been satisfied. Manager should give feedback to his employees about their performance in the project can help the employees to work effectively and also helps them to concentrate on the issues in which they are not performing well. Feedback from the organization leaders helps the manager to understand the problems in which they are not performing and helps in improving it. Scrum meeting help the employees and manager to assess their work done

2). Tasks are properly assigned

A project is divided into many sub-levels and each sub-level is assigned by a manger to complete the task of the sub-level. Leaders and managers in the organization gives task to the employees to complete the project successfully. So the managers and leaders should choose the right employees for the task to complete job otherwise the task would not be completed and also the project cannot be finished on time.

3). Everyone gets recognized

Once the project is successful and the stakeholder requirement are satisfied then the company reputation would be increased in the market. The organization could get more new projects for their work in the previous projects and their performances. So everyone in the organization gets credit for the successful of the project and also everyone gets recognized for their hard work and contribution for completing the project successfully. So organization gives promotion and hike the employee’s salaries for their hard work.

A general strategy for how the IT department will support the goals and objectives of the case study organization.

1). Align IT objectives with the organization objectives

First the company should know its goals and objectives for any project. After finding out the goals and objectives of the organization it should align with the IT goals and objectives such that the project requirements are satisfied by the organization.

2). Establish IT Governance

By establish an IT governance helps the organization to understand, review and capture the goals which are been satisfied and also to know which are not been satisfied. Constant reviewing helps the organization to get best out of the employees. Leaders in the organization capture the best performed employees such that they could help the company in creating more innovative system or process to the software in the projects.

3). Manage Electronic Risk

Organization should take care of electronic risk and also they should upgrade the electronics with the new technologies. Electronic risks which an organization faces are virus, lack of licenses, not up to date software in the laptops and desktop systems, Anti-virus, Storage database and security for the data. Organization takes lots of care in building a great security for the storage such that the data in the company does not leak or gets hacked by the hackers.

4). Measure IT performance

Measuring the IT performance is very crucial in organization. By measuring IT performance it helps the company to access the problems faced by them while doing the project and can rectify by meeting the employees and understanding their job issues. By analysis they can get a clear understand of how innovative they with compared to the rivalry companies in the market. Organization always focus on the well performed employees in a project and they constantly encourage to be focused.

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1). Executive summary

Porter’s Five Forces and SWOT analysis tools are needed for the new acquisition company to know the competitive advantage in the market and also to understand the rivalry company’s strategies in the market. Creating a new organization systems and hiring new technical employees for the company can help the company for more innovations. Creating a strategic plan helps the company to move ahead with a clear goals. Stakeholder’s goals and objectives should be accessed in a proper manner such that stakeholder satisfaction is more important to the organization. Organization creates an executive team to work on the project and always setup a SCRUM meeting such that the employees do not forget their real goals and also to access the targets are reached by the employees. Executive makes sure that the employees are having a good communication among them and also with the stakeholder this helps the company in completing the project successfully. The organization always checks on their employees and their performances such that they can be promoted and also they could get many benefits from the company. Market strategy really helps the company to grow more and also it can attract many customers.

2). Market analysis

\* You should identify a target market

Identifying a market which is suitable for the company is very important because it gives the organization more customers and also more profits. So very organization creates a strategy plan for the market like lowering the cost or some advantages which attracts the customers more and also increase the growth of the organization. This strategic plan may be same or it may differ based on the market strategy too. Organization always access the market and it would have a separate team such that they always analyze the competitive advantage in the market and also sometimes they inspire the market strategy to attract the customers.

\* You should establish a strategy for acquiring a customer base

Business strategy plan is always to attract the customer in the market. Customers are key for any company so they put different business strategy plans to attract the customers. Customer satisfaction is very important to these companies so there would be lot of meeting or communication between the project team and the stakeholder to get clear understanding about the goals and objectives of the company. If the customer is not satisfied then there would be a lot of time wasted and also the stakeholder’s money. Company reputation in the market would decrease and many employees try to move to better company. There would more conflicts among the employees and executives over the project and the sometimes employees are fired from their respective positions to move the organization forward without any issues. Customer base is very important to the company for better growth and also for great innovations through projects. Customer like innovation so many companies invest a lot on the talent graduates in the market such that they could create an innovative projects for the customers and satisfy their goals and objectives.

3). Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis

Strengths: Information technology systems have great strengths because every organization have a competitive advantage when entering into a new market because the organization can access the market and the rivalry company’s strategy. Based on these strategy the company can give some advantages or reduces the cost such that the customers can choose the company for the projects. Competition in the market can be easy understandable and it helps the company to make a good business strategy to overcome the competition in the market.

Weaknesses: The rivalry company can get a clear understanding about the company strategy so they always be alert in altering the strategy to overcome the competition in the market. If any rivalry company created any new software or tool then it would be very difficult for the new company to overcome such competition.

Opportunities: Company have opportunities like hiring new talent from the market to create new technologies which helps the organization to be more competitive in the market. Employees needed to access such that the company can understand their problems and issues faced by them in the projects. Constant communication with the stakeholder gives a great idea for the company about the stakeholder requirements in the project.

Threats: Competition in the market and rivalry companies is the main threat for any organization. Employees trying to move for a new company would be a real threat to the company because the company need to hire new talents, train them for doing the project so it would take some time for an organization which affects the project a lot and the project would not be completed on time.

Financial Statements:

Financial statements consist of balance scorecard like revenue and expenditure of a company to complete a project in certain time. Company should be financially strong with many stakeholder investing in getting their projects done within the organization. Salaries for the employees should be given perfectly to overcome problems like not giving salaries on time then the employees try to move to good companies. Customer are the real investors for the project so the company should be very strong in the market such that there would be many clients and the organization would be financially strong.

Summary of the relevance of Porter’s Five Forces

Porter’s five forces help the organization to understand the competitive advantage and also gives the clear understanding about the rivalry company’s business strategy. Porter’s Five Forces consist of

Threat of new entry: Every new company which enter into market has a business strategy plan to overcome the competition and also many new companies try be innovative and create new technologies and tools which would affect the market a lot.

Industry rivalry: Based on the market the competition would be great like it depends on size of the company and the cost of the company. So there would be great rivalry among the companies to be top in the market and to attract the customers.

Threat of substitutions: Every company divides its project in many sub-divisions and it gives works to other substitute company to complete the project effectively and successfully. So if the substitution company does not communicate properly with the main company then the customer or stakeholder requirements are not satisfied.

Bargaining power of Buyer: Customer are key for any project because they are the real investors in the project so the company’s main goal is to satisfy the customer and objective’s to be completed within the time given.

Bargaining power of Supplier: The company should always support the customer with is project by constant reviewing the project making upgradations and also solving the issues which the customer faces while using the project. Constant technical support and feedback from the customer helps the organization to put forward the exact project which customer needed.

Conclusion:

Company’s main priority are understanding the stakeholder requirements, hire the right person at the job, constant communication among the employees and the stakeholder, communication among the employees and executive’s about the project, Competitive advantages and the business strategy plan to overcome the competition in the market.

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Initiating

Project Management Plan

Monitoring and Controlling

Executing

Planning

Closing

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Closing Phase

Monitor and Control Project

Direct and Manage Project Works

Develop Project Management Plan

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Plan Procurement Management

Perform Qualitative and Quantitative Risk Management

Identify Risk

Plan Risk Management

Plan Communication Management

Plan Resource Management

Plan Quality Management

Monitor Stakeholder Management

Manage Stakeholder Management

Determine Budget

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