



# DAD-P

## [Do-it-Digital Project]

We had enough talking and listening, and now it's time for us to do it and see the result. Hence, continuous assessments will be entirely on practical aspect of doing a business. In this assignment, you will utilize the knowledge you have gathered in all the subjects and the experience gained by doing projects.

### **What's to be done?**

Find a functioning business of your choice or if you are really enthusiastic, you can start your own fresh business. The decision is up to you. Then do the following:

- Business analysis (Phase 1)

Analyze the existing business to gain a complete understanding. In this phase, you may not be able to gather all the information from the businessman as he/she may be myopic in doing the business. You must identify what the core business is and what exactly the value sought/delivered to the customers. You must also study the existing business model (the way of doing the business) and the business processors. It is very important to identify who your customers, suppliers and their suppliers are and so on (supply chain) and decide how you are going to reach your customers. How suppliers operate is also as important as the business. As a part of the analysis, it is important to study the environment to identify both the micro factors and macro forces.

You must start doing this from your customers. You will have to conduct some interviews to identify the customers' real requirements and rank the requirements as well as identify the associations among them. A similar thing must be done for the other stakeholders in seeking the requirements.

- Carryout a TOWS analysis. (Phase 2)

After identifying the business and the environment in which it operates, the next step is to identify the opportunities out there for you. Then relate the opportunities with the strengths you have and choose what opportunities to be used in your business. Most importantly, you must prioritize the opportunities and decide which ones you are going to take. You must not forget the weaknesses you have and how vulnerable they make your business against the external threats of the business. Then decide how to mitigate such vulnerabilities to be more immune.

It is also imperative to identify the core-competencies and distinct competencies the business currently (if they are aware of such) resting on. This also will lead to comprehensive analysis of industries underline profitability. In other words, answering the question "where has the money gone?"

- Determine the strategic direction of the business. (Phase 3)

You have to develop the strategies to take the business to the intended directions. Most of the time businessmen do not have a clear idea when you talk of new strategic directions. Hence, try to be communicative on such issues. Your strategies must generate greater value to customers of your business.

- Design an eBusiness model for the existing/new business. (Phase 4)

Design an eBusiness model that is aligned with your strategic directions. Here, the integration among the stakeholders (i.e suppliers, customers, partners, distributors, etc) is very important. In other words, discuss how you are going to redesign your business processors to work with your stakeholders in an integrated manner. Remember, your design must bring win-win solutions to all the parties. You must focus on both the frontend and backend of the business and the way the value to the customer (both internal and external) can be enhanced. In this phase, your managerial skills will come into play.

- Implement the design. (Phase 5)

Now it is time to lay down the plan for implementing your design and the expected results. In this phase, your focus must be on systems integrations, web pages, database designs, customer interactions, and customer trafficking are to name a few. In this phase, your technical skills will significantly come into play.

- Carry a post-implementation audit. (Phase 6)

Carry a post implementation audit to see the impact of the new model to the operations of the business. In this phase, you will have to carry small interviews with the customers, suppliers and other business partners to get their views and feedback in addition to looking at the financial records. You must not forget the internal stakeholders of the business and to get their concerns as well.

This assignment is a group assignment and the number of members in each group will be **5-8**. You must submit the following reports as follows:

Due on	Report to be submitted
6 <sup>th</sup> Week	Analysis Report (Stage 1 and 2)
10 <sup>th</sup> Week	Business Report (Stage 3 and 4)
13 <sup>th</sup> Week	Implementation Plan (Stage 5)
12 <sup>th</sup> Week	Oral Presentation (All stages)

Happy Business!!!

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