

E-BUSINESS & E-COMMERCE

Session #7

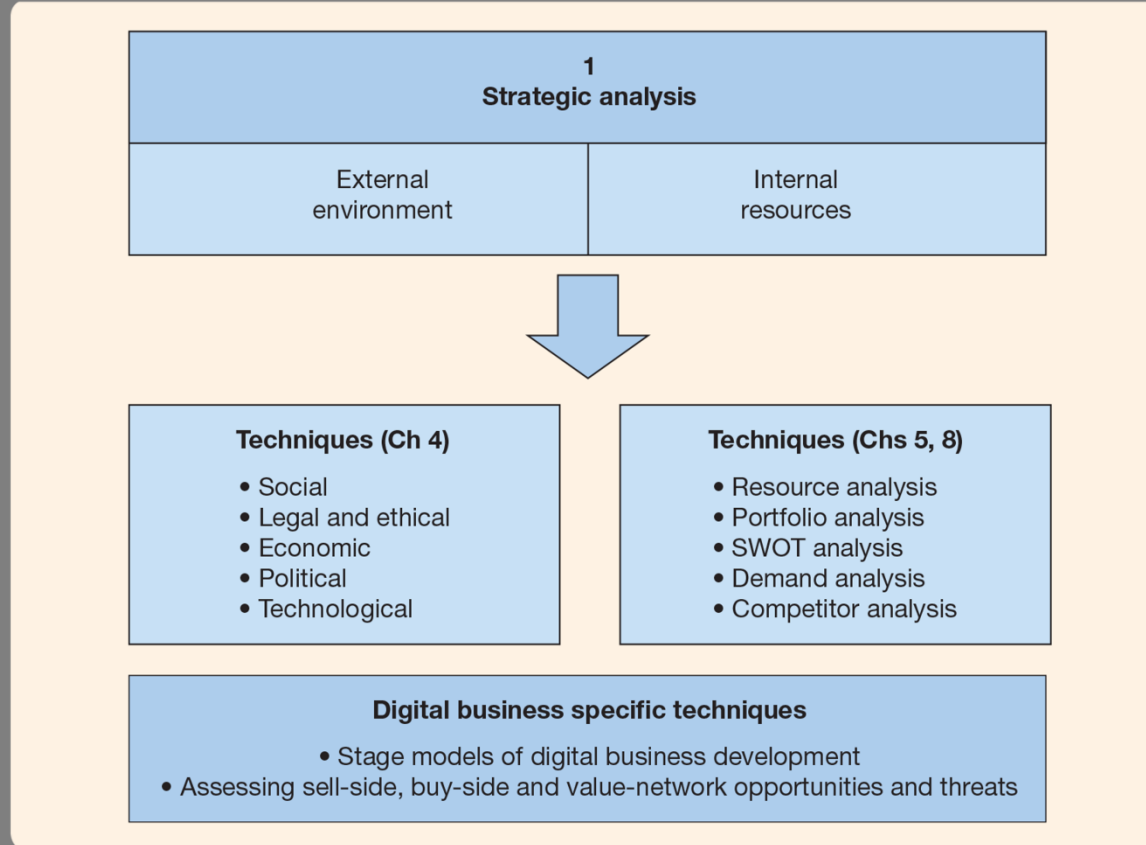
Digital Business Strategy

[Part 2 of 2]

Learning Objectives

1. Students able to *apply* tools to generate and select digital business strategies;
2. Students able to *outline* alternative strategic approaches to achieve digital business

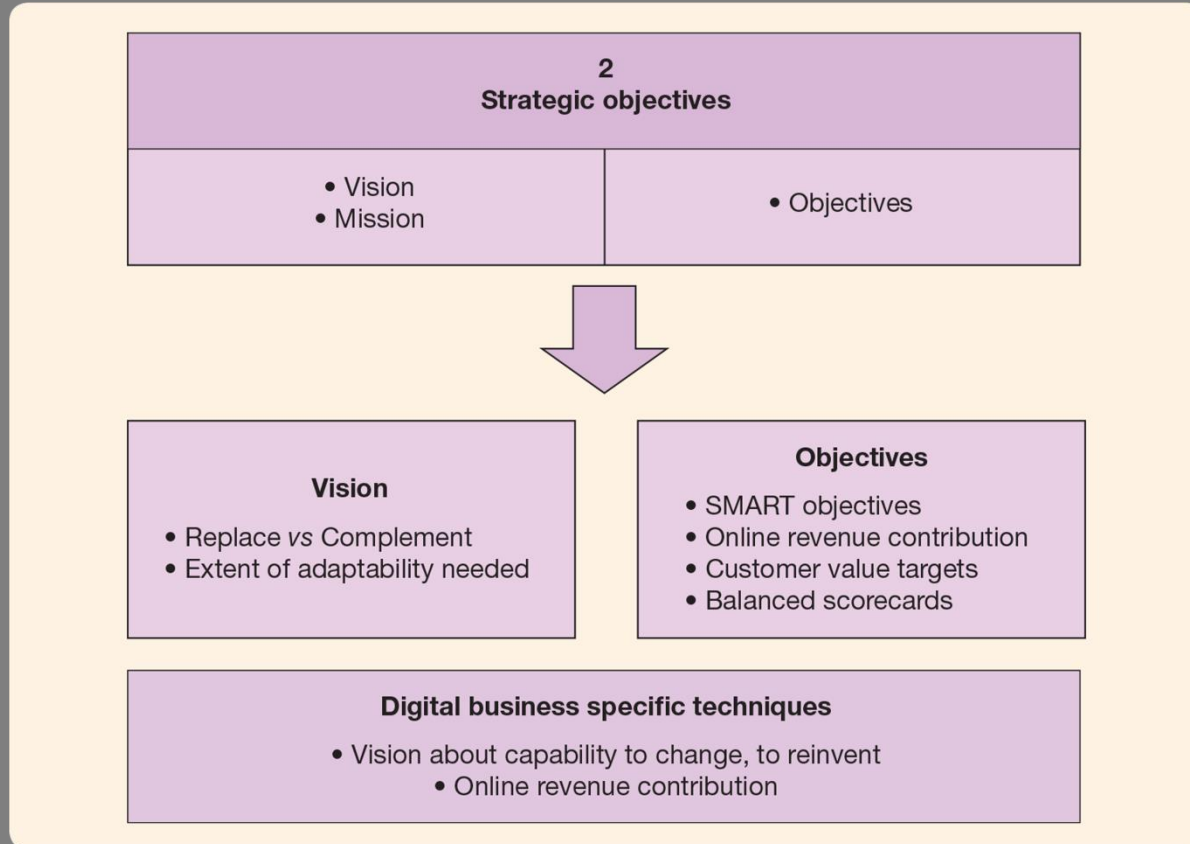
Strategic analysis



Source: Chaffey, D. 2015

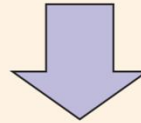
Element of strategic situation analysis for the digital business

Strategic objectives

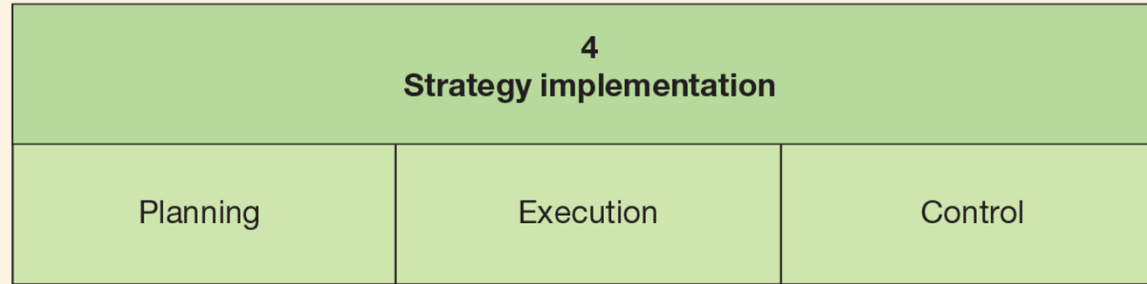


Elements of strategic objective setting for the digital business

Strategy definition



Strategy implementation



Implementation issues in later chapters

- Supply chain management strategies (Chs 7 and 8)
- Digital marketing strategies (Chs 8 and 9)
- Planning, scheduling and change management (Ch 10)
- Digital business analysis and design (Ch 11)
- Implementation, maintenance and control (Ch 12)

Main source

1. Chaffey, D. (2015) E-Business and E-Commerce Management: Strategy, Implementation and Practice, 6th Edition. Pearson Education Limited, Harlow, UK.

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