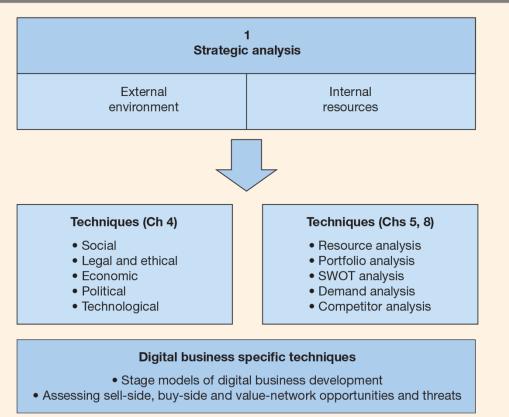
#### E-BUSINESS & E-COMMERCE

Session #7
Digital Business Strategy
[Part 2 of 2]

# Learning Objectives

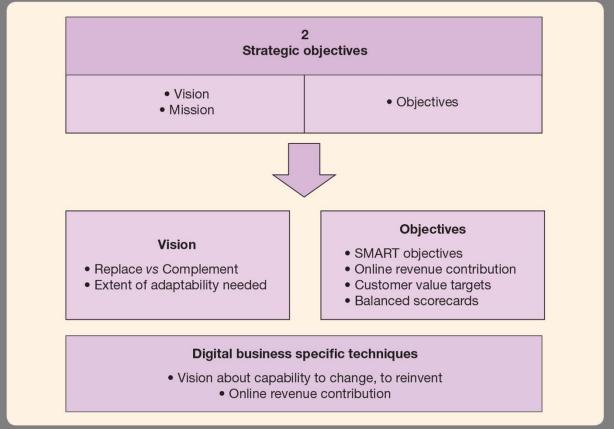
- Students able to apply tools to generate and select digital business strategies;
- 2. Students able to *outline* alternative strategic approaches to achieve digital business

## Strategic analysis



Source: Chaffey, D. 2015

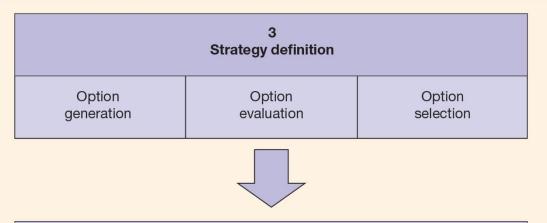
# Strategic objectives



Elements of strategic objective setting for the digital business

Source: Chaffey, D. 2015

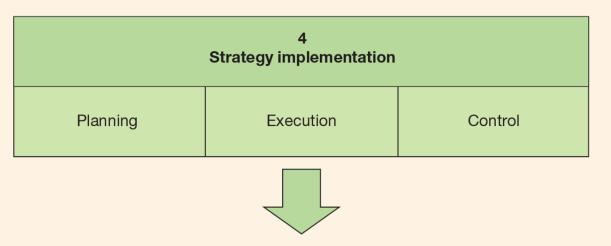
### Strategy definition



#### Eight key digital business strategic decisions

- Decision 1: Digital business channel priorities
- Decision 2: Market and product development
- Decision 3: Positioning and differentiation strategies
- Decision 4: Business and revenue models
- Decision 5: Marketplace restructuring
- Decision 6: Supply-chain management capabilities
- Decision 7: Internal knowledge management capabilities
- Decision 8: Organisational resourcing and capabilities

## 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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