

Day: _____

Date: _____

Question - 6

1. Introduction

Strategic fit between the supply chain and competitive strategies can be achieved through a variety of ways. The emphasis is to get into a zone where efficiency and responsiveness are both satisfied to generate high profit margins for the organization.

Day: _____

Date: _____

2. What does a company need to do to achieve a strategic fit between supply chain and competitive strategies?

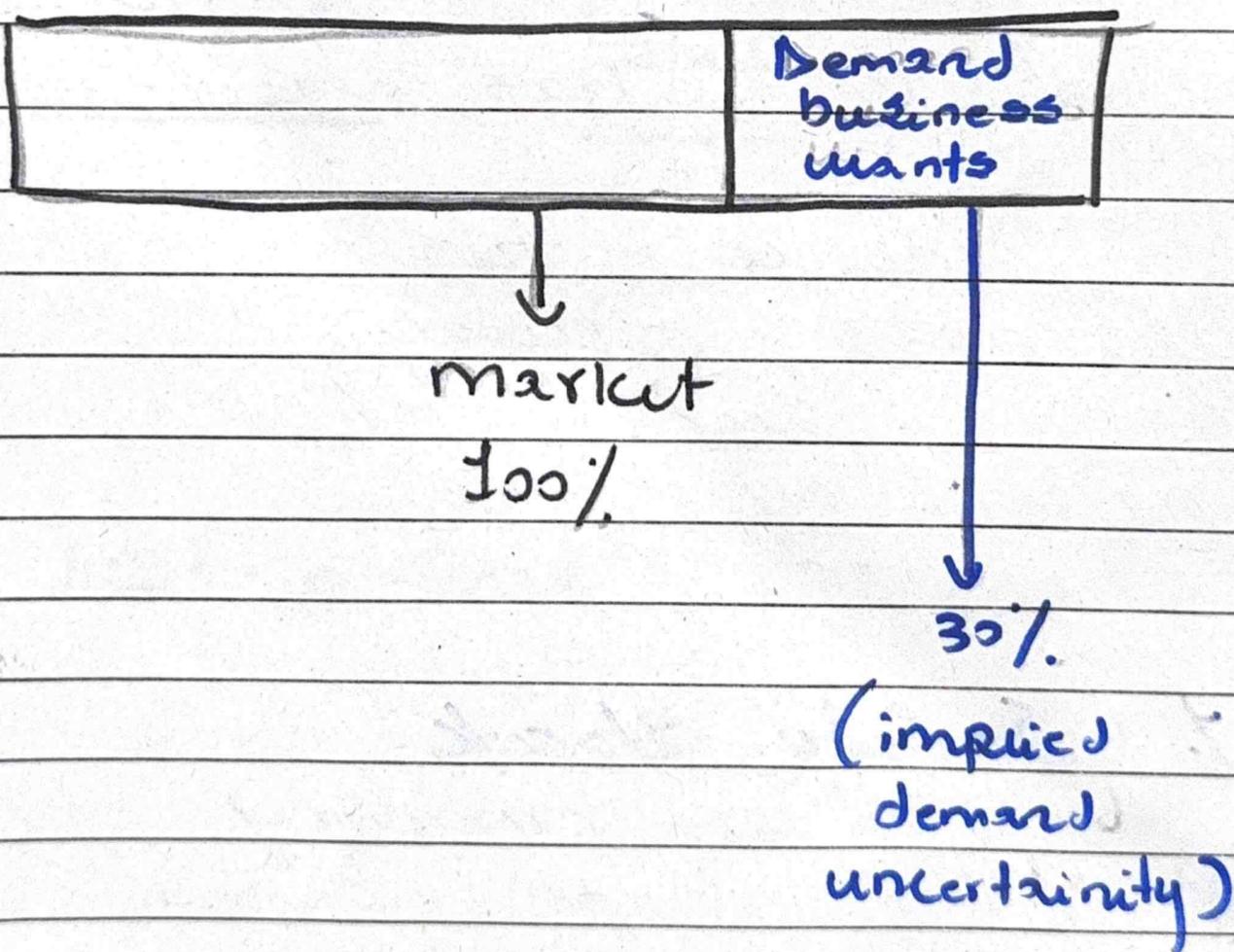
1. Achieving Zone of Strategic fit

A. Responsiveness

An organization has to be able to achieve strategic fit by ensuring that the supply chain can effectively address the needs of the customer every supply-chain has to be able to satisfy customer in due time

Otherwise lost sales.
customers will go
to those business
that can satisfy
demand.

implied Demand uncertainty



This is the demand
that business seeks
to satisfy of
customers

e.g. the 30% demand
of the market.

If business fails to
address this demand
then its responsiveness
measure has failed.

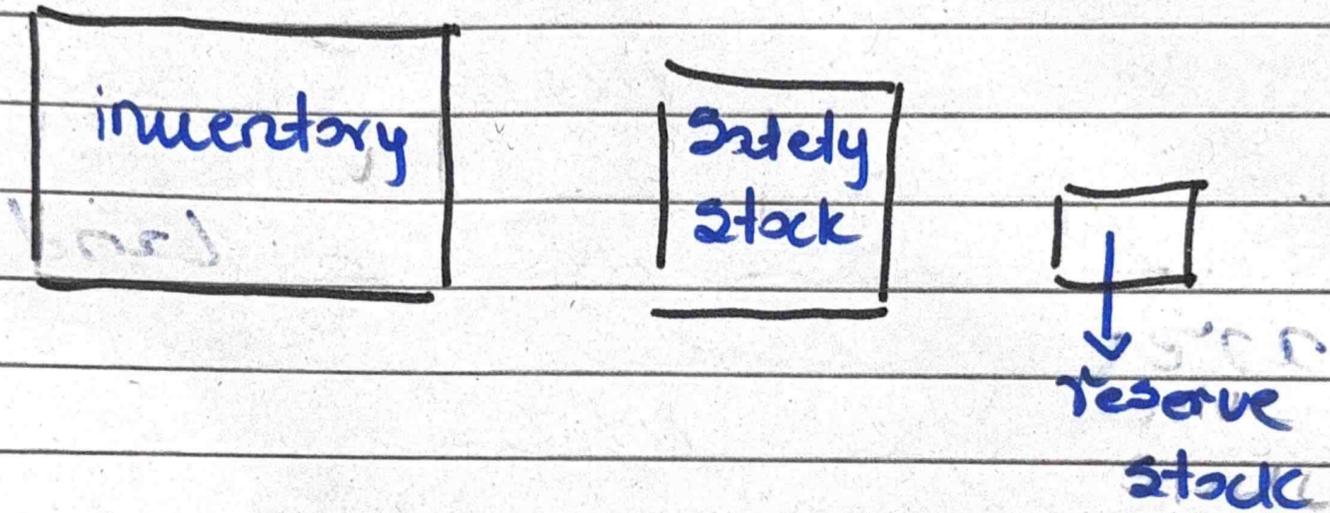
is where this
business always
keep sufficient
inventory

1. Safety Stock -

this is inventory
apart from sales

2. Reserve stock

excess stock in
comparison to
sales just in
case sales
increase



3. Just-in-time

Some business
get goods delivered
just-in-time to
deliver products

2. Efficiency

The organization cannot keep these inventories without costs

These are high storage cost to maintain these inventories - **Land area** needed. This could be utilized for other purposes.

Rent - costs if the area is rented to store inventory these are additional costs

Day: _____

Date: _____

Security of inventory

The inventory has to be kept safe from theft and fire - Arson. This requires personnel on the ground & digitized security.

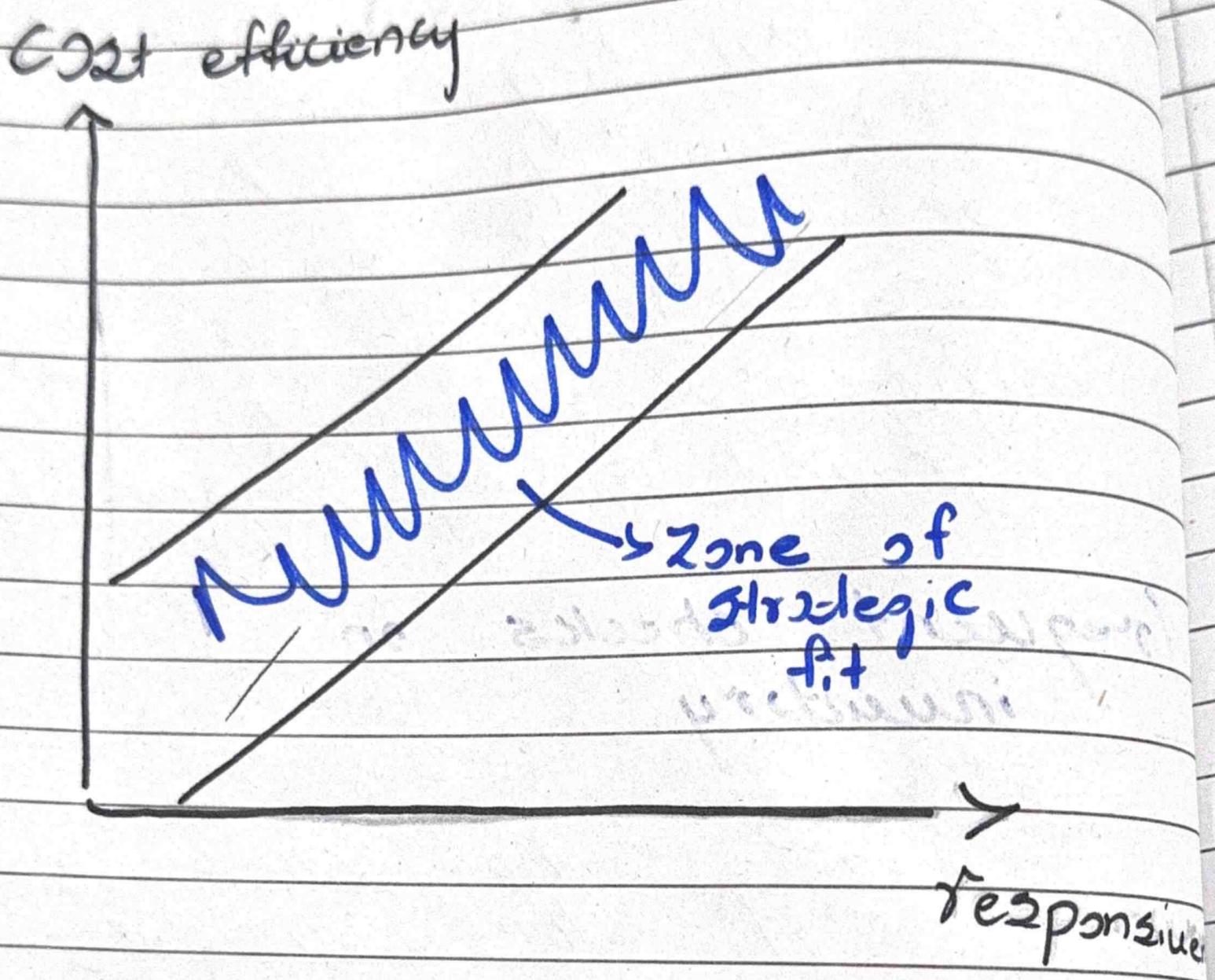
Frequent checks on inventory

A person has to see if the inventory is at desirable level and has to record it manually - employee costs.

Expiry costs

If the inventory expires cannot be sold and has to be sold at discounted price if near expiry.

Zone of strategic fit - cost efficiency vs responsiveness



The end result is that business should be in this zone of strategic fit where cost efficiency and responsiveness are both balanced.

Date: _____

Conclusion

Strategic fit between supply chain is achieved by optimizing the efficiency and responsiveness and business that achieve the zone of strategic fit capture the highest market share at most profit margin.

Q. 2

1. Introduction

There are several contingency factors that affect the decisions of firms take these into account before devising a plan for success of the firm. These present a constraint as to what a firm can achieve or not. In this ever-increasing competitive environment

Day: _____

Date: _____

Q.2 Discuss the contingency factors that affect planning.

1. Size of the firm

The size of the firm either it is a SMEs - Small to Medium Enterprise or a MNC - Multi-National Corporation affects how the planning decisions are made.

2. Skills of the employee

The employees are a core component of strategy planning and their technical prowess to deal with the changes

3. Technological use within industry

The use of technology has an impact on the type of planning done. A firm with limited resources cannot employ the most advanced cutting edge technology.

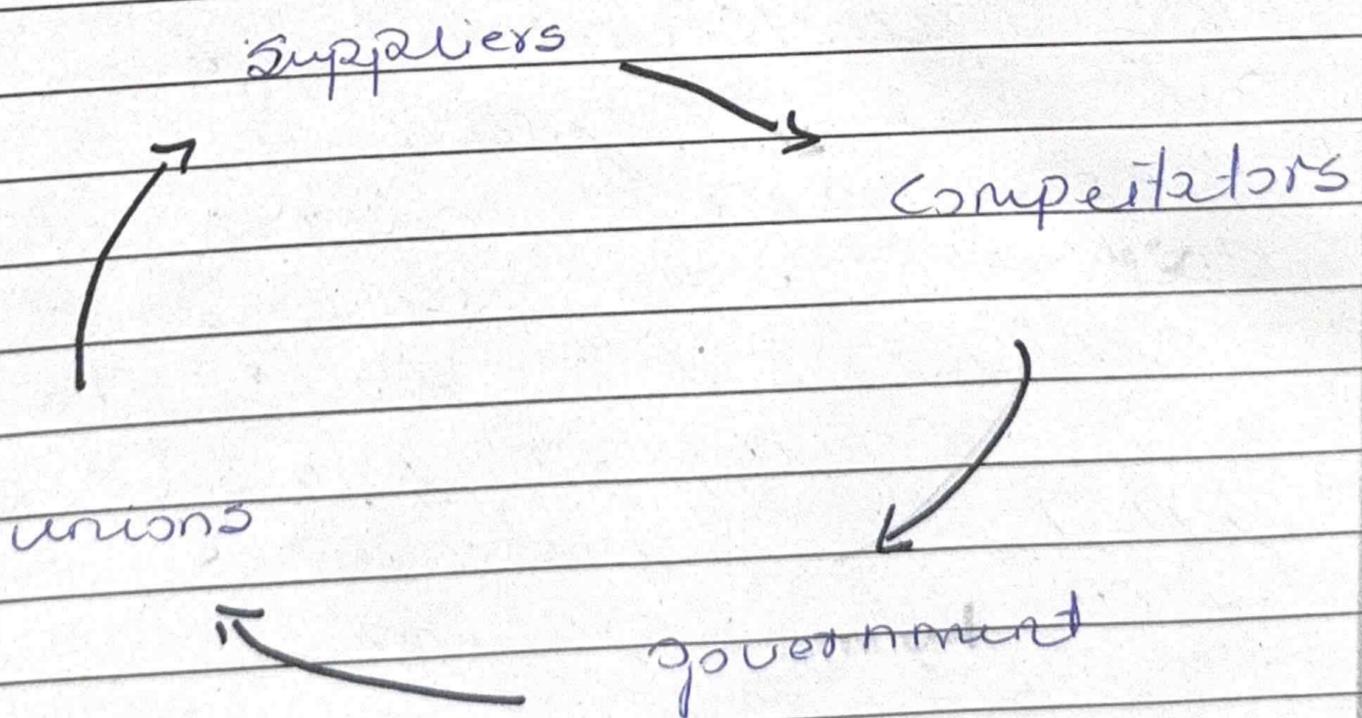
4. Leadership style

The way a firm's leaders operate has an impact on the way planning is done.

5. Culture of the firm

- Mechanistic organization employ different strategy
- hierarchal typical authoritative command whereas organic organizations give wider freedom

6. External factors



The laborers with the industry play a crucial role in deciding all the planning of a organization

example, how a price-cut will be seen by competitors, unions, government and suppliers in the market.

7. Demographics of workforce

The workforce if it is young they are more open to changes compared to a aging workforce and therefore strategy planning differs.

Day: _____

Date: _____

8. Political environment

In a charged environment with unemployment high firing workers will get the firm a bad reputation compared to a economic boom cycle.

9. Economic condition

If the economy is in a recession the firm cannot sell goods at high prices whereas cheaper goods will generate greater revenue.

10. Environment - Sustainable

At present, consumers are concerned with the wider impacts of their products. They are more inclined to purchase products that have low environmental costs.

11. Global constraints

In hostile global environment, the cost of importing raw materials rises as tariff throughout the globe. In these cases it is better to focus on planning that focuses on

Date: _____

producing maximum
products with
local raw-materials.

Expanding operations
wished.

Conclusion

The contingency factors
have a challenge
that decide the
success or future
of a firm.
Therefore, there is
an emphasis on
including it in the
planning process for
a firm.

Day: _____

Date: _____

Q. 4

1. Introduction

Appraisal for firms have become an essential feature to determine the performance of their employees and give direction to them as to how they align with the firm's future. It also ensure that firm is making best use of its resources when it comes to hiring talent.

2. There are several basic techniques used for appraising performance of employees. Discuss the techniques.

1. MBO

Management by Objectives is when the workers performance is based on how many objectives they achieve that are set by the firm
e.g. \$100,000 in sales.

2. Peer to peer review

Here the peer or colleagues rate each other discreetly without any access to

Date: _____

Others Score

franchisee. The
employee

3. 360 - feedback

This is when the employees are evaluated on certain dimensions by all the person they come into contact with including supervisor and peers. It gives a holistic analysis of performance of each employee.

4. Self-assessment questionnaires

The employees are asked to evaluate themselves based on certain questions and then the human resource evaluates them on these.

5. Manager's review

The Supervisor's are responsible for giving a performance review of each of the employees.

Day: _____

Date: _____

6. Expert review

Independent or third party experts are hired to give appraisal to the employees. This is outsourcing of the appraisal decision as company try to save costs.

7. Peer-to-peer comparison

Colleagues are compared with each other to give an assessment on how the performance of employees is overall.

8. Client review

The customers of the company are asked to give a rating of the employees they go come in contact with or how well the customer say they were served by the company.

9. Personality based assessment

The employees are assessed on their overall personality

Date: _____

10. Market assessment
- rival employee
comparison
Critical Incident Method

Rating positively or
negatively based
on specific incidents
occurring in the
job behaviour

11. BARS - Behaviourally
Anchored Rating Scale

employees are
rated based on
specific examples
on a numerical
scale.

12. Ranking

Employees are ranked against each other on the basis of certain features.

Conclusion

Appraisal ensure that the employees remain motivated and perform to the level asked by the firm. Periodical reviews allow employees to create a prosperous career for themselves within the firm.

Day: _____

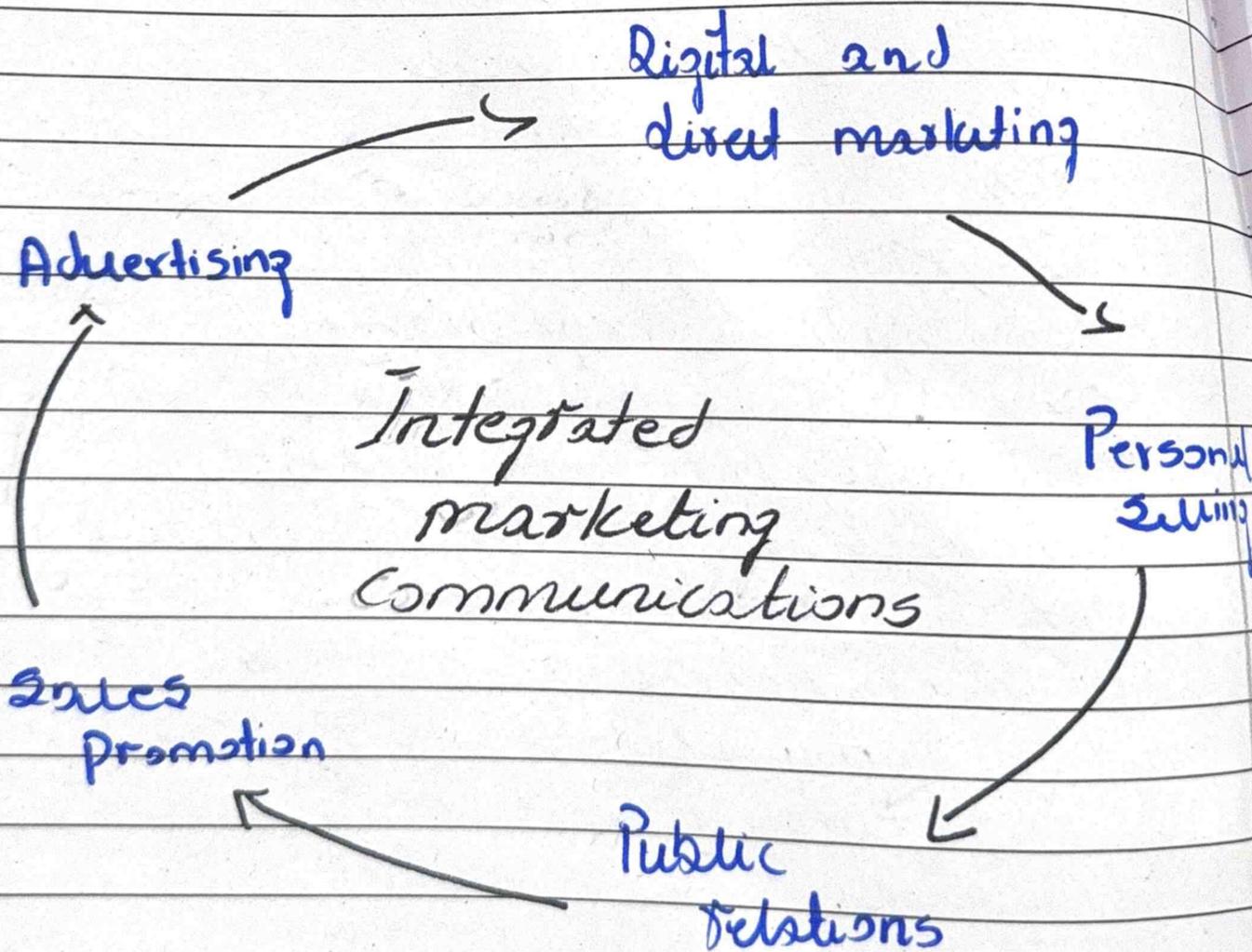
Date: _____

1. Introduction

Integrated marketing communication ensures that the firm reaches its customer in the best & possible ways to get the maximum customers it can in the market. New and loyal customers are both kept engaged with the firm through constantly getting their attention through various channels. This ensure that the business stay relevant in a competitive market.

2. What is Integrated Marketing Communication?

Integrated marketing communication refers to the integration of all the channels of marketing through which customer's are marketed the product and services.



1. Advertising

refers to the product services various the steps do this

2. Digital

using channels the as m...
sell
left
2

1. Advertising

Refers to promoting the product or services through various channels. The organisations do this

2. Digital and direct marketing

Using modern channels to sell the goods, such as social media and selling news letter to customers about the product

Personal Selling

Day: _____

Date: _____

3. Personal Selling

The products or services are sold directly to the customer and they can decipher whether they want to purchase the product.

e.g. online sites that sell custom-made products, such as shoes, to customers.

4. Sales promotion

Huge discounts are given to encourage customer to buy the product.

5. Public Relations

The organisation engages with customer and people in general through various community events

e.g. Snapchat does meet and greet for public in various cities.

3. How AI tools can help in IMC?

1. Predictive analysis

This allows the organization to better understand the changing dynamics of the market and better use tools that can capture customer attention in real-time.

2. Identifying critical points

Day: _____

Date: _____

A. Pain-points

These are areas where the organisation is losing out customers; or failing to communicate effectively to customer

B. Reward-points

The place where customer is rewarded the most to given customer attention

Date: _____

Customer engagement
increased

Through AI tools
marketing communication
makes customers
from passive to
active participants
from the marketing
process

Day: _____

Date: _____

4. Customer attention to sales translation

AI can easily convert attention through the integrated marketing communication into sales. It can identify those customers who are first-time recipients of the marketing to brand loyalists. Discounts, therefore, given to customers on these basis to encourage purchase.

Conclusion

Integrated marketing communications are, increasingly, becoming important in the highly competitive landscape where

Business are emerging
at a ever-increasing
rate and trying
to gain the attention of customers
to generate sales
and outperform rivals.