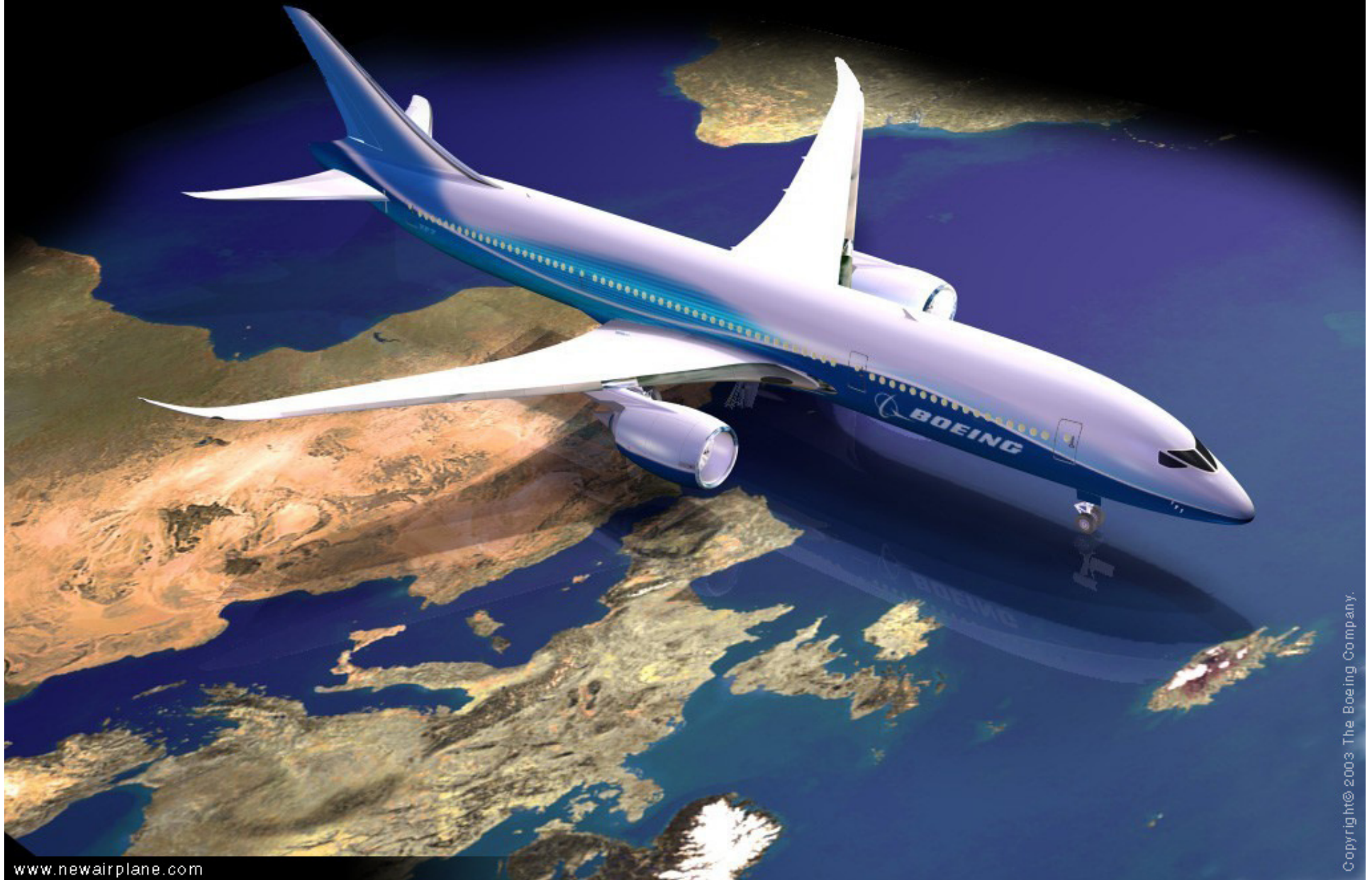


8.1. Collaborative strategies on the web

7E7 | Experience Zone

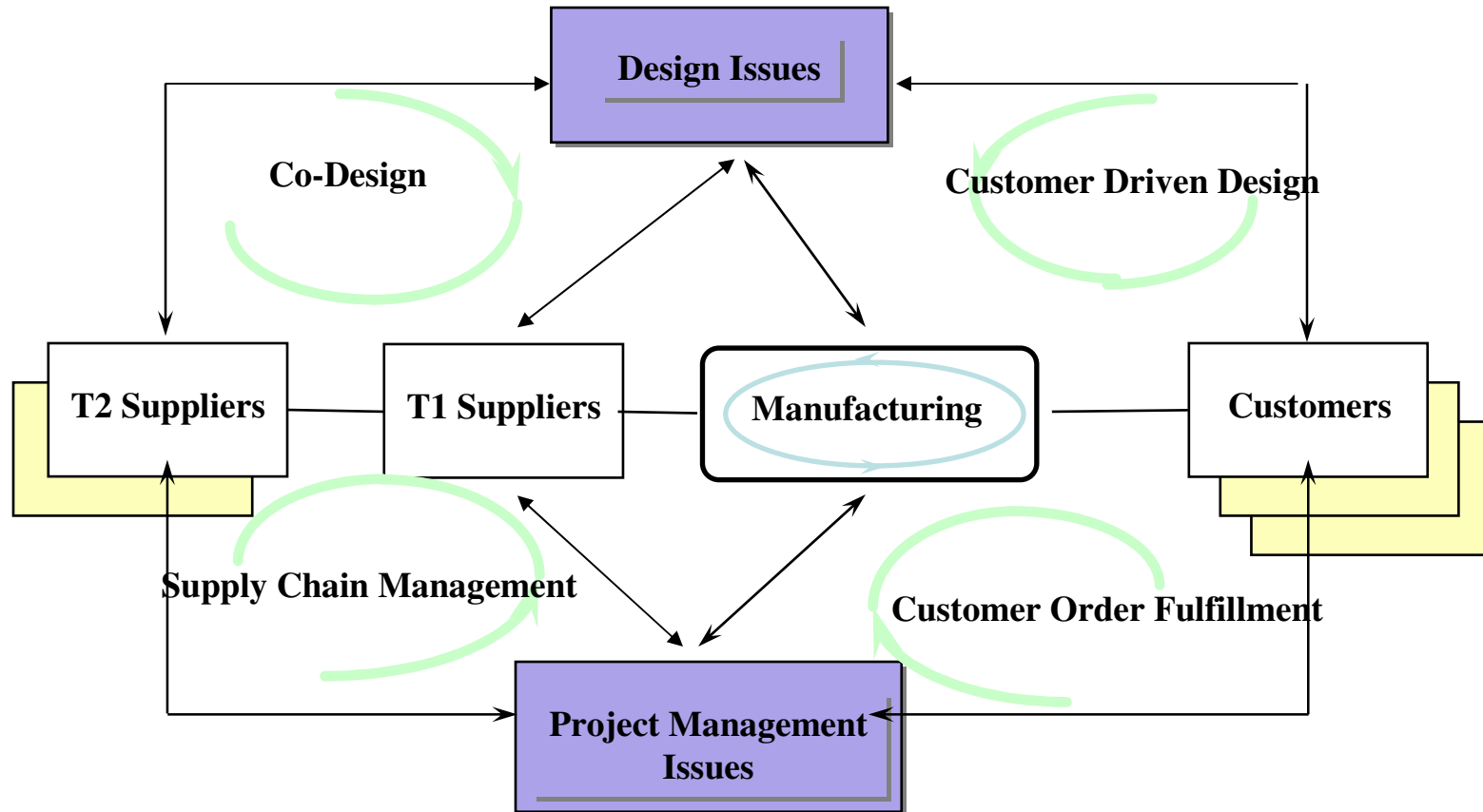
Boeing 7E7 Project – A Case Study



Who is Building Boeing 7E7?

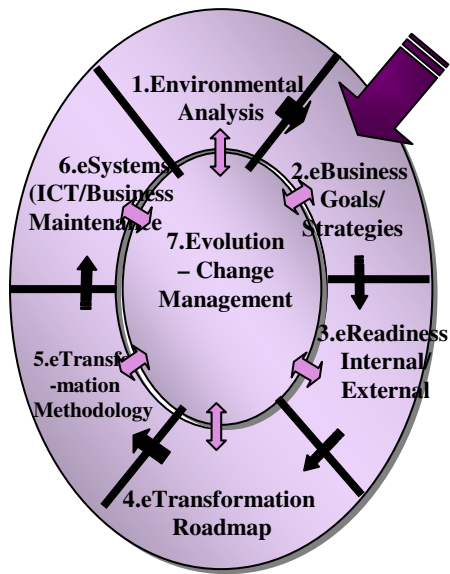


Collaborating to Win



Professor Jim Browne, CIMRU, NUI, Galway.

Goals, Directions, Strategies and Competitive Advantage



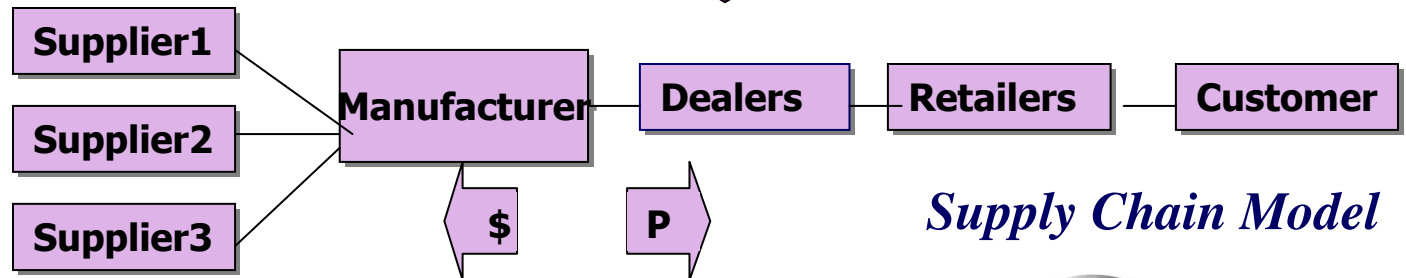
•Be the Cost Leader

Cost/Price
↕
Features/Quality

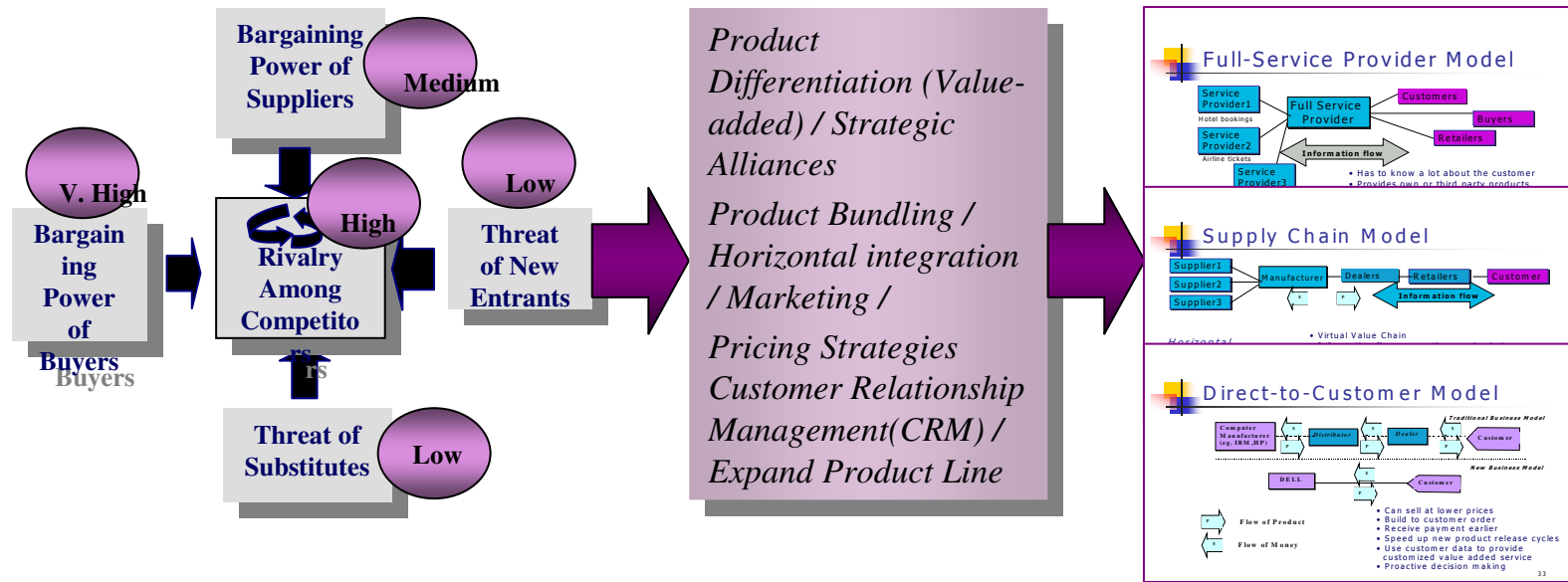
•Differentiate

Features/Quality
↕
Cost/Price

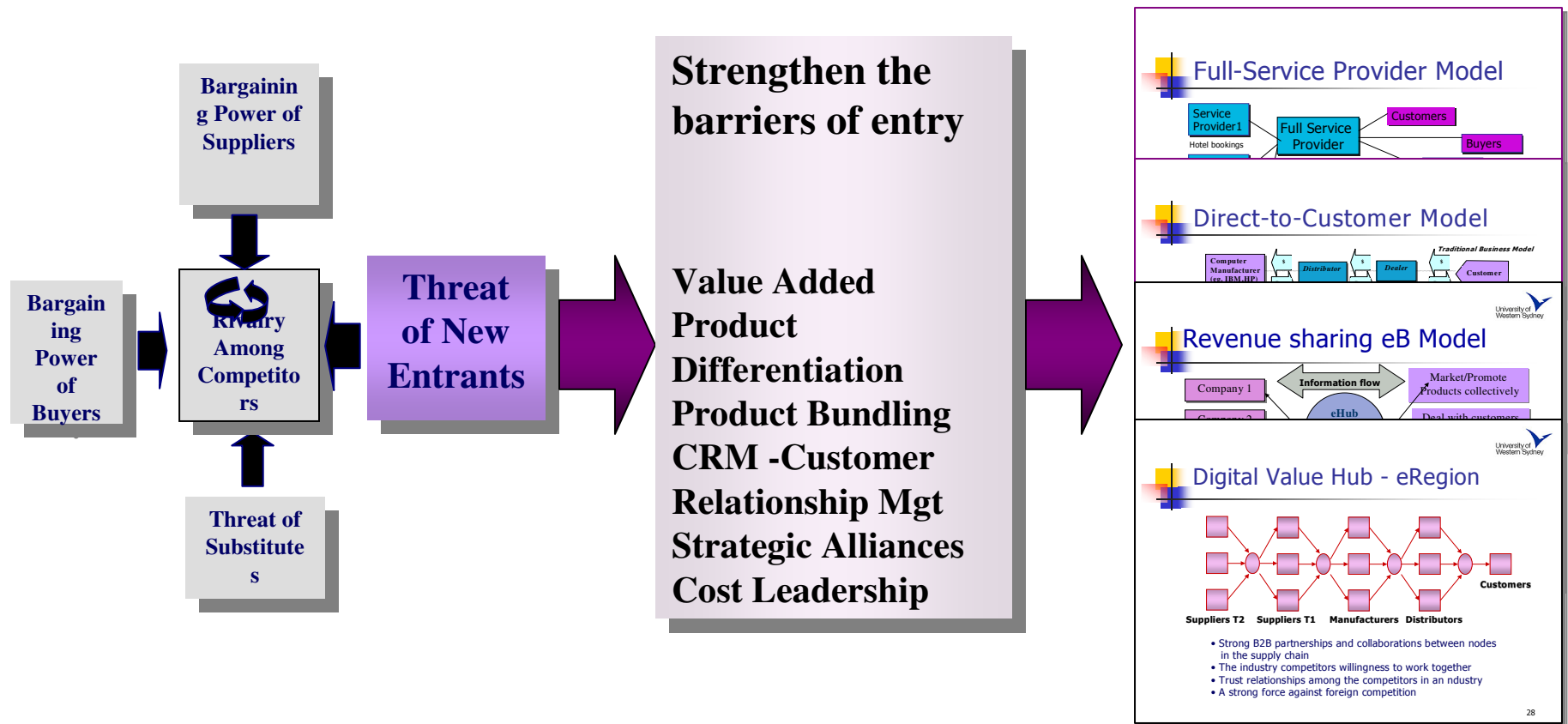
Apply eBusiness Model



Linking Industry Forces, Business Strategies and eBusiness Models



Threat of New Entrants

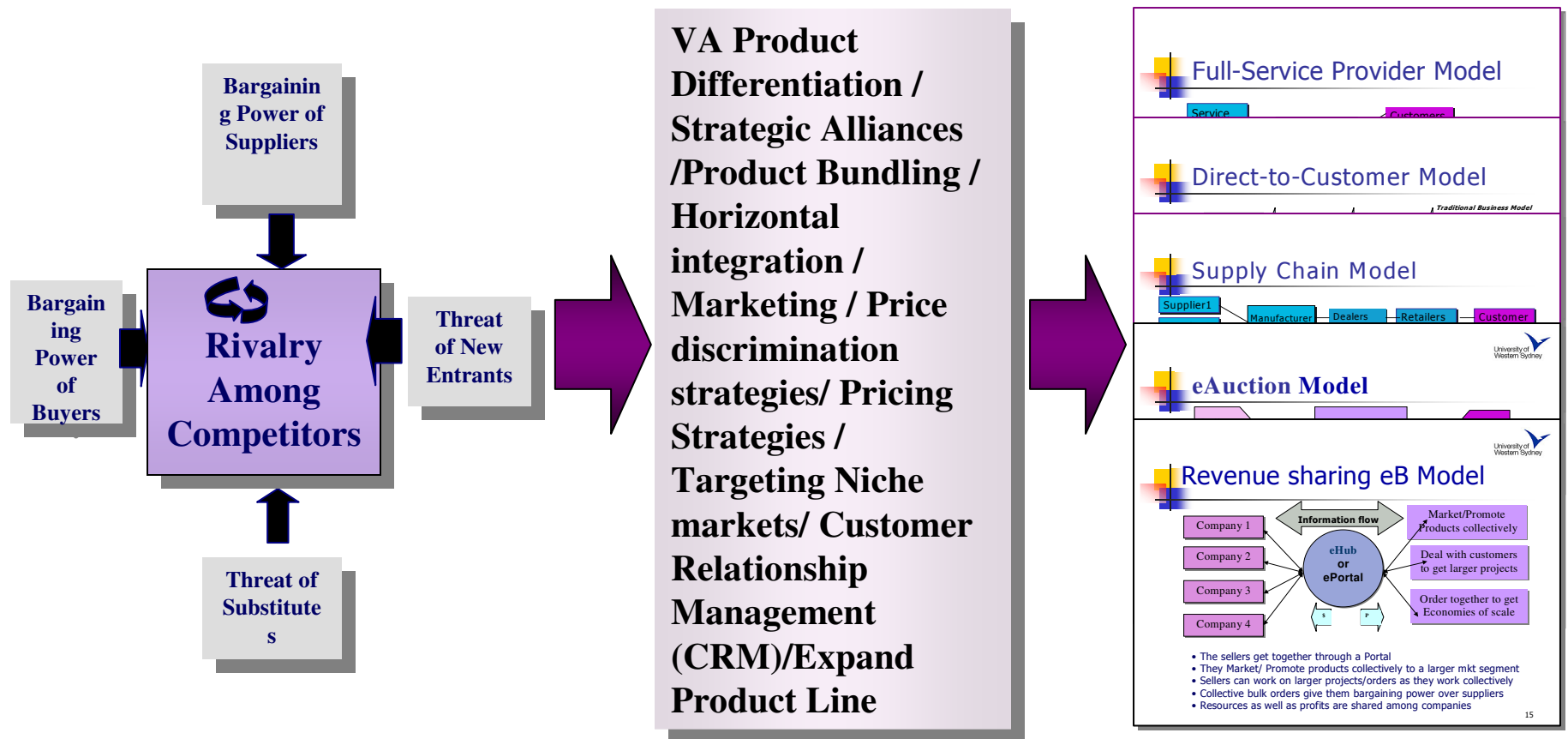


Micheal Porter's Five Forces

Business Strategies

eBusiness Models

Rivalry Among Existing Firms

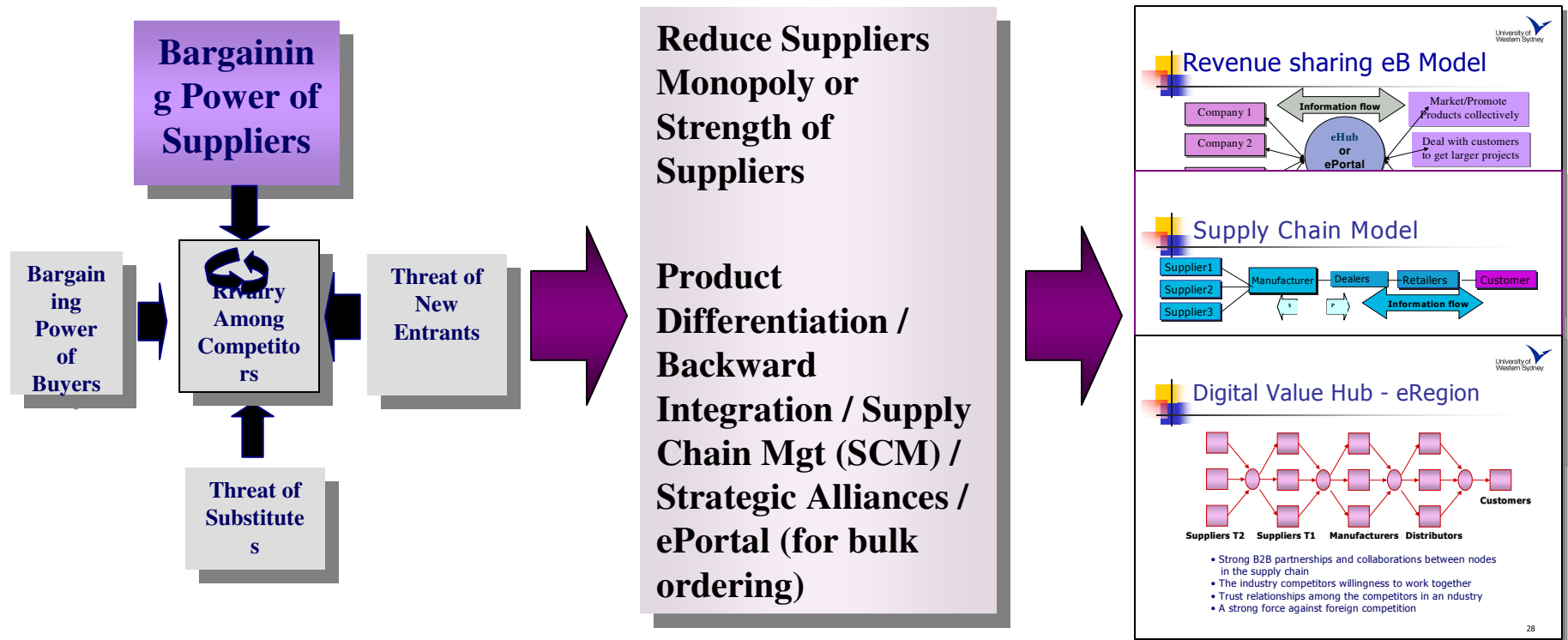


Micheal Porter's Five Forces

Business Strategies

eBusiness Models

Bargaining Power of Suppliers

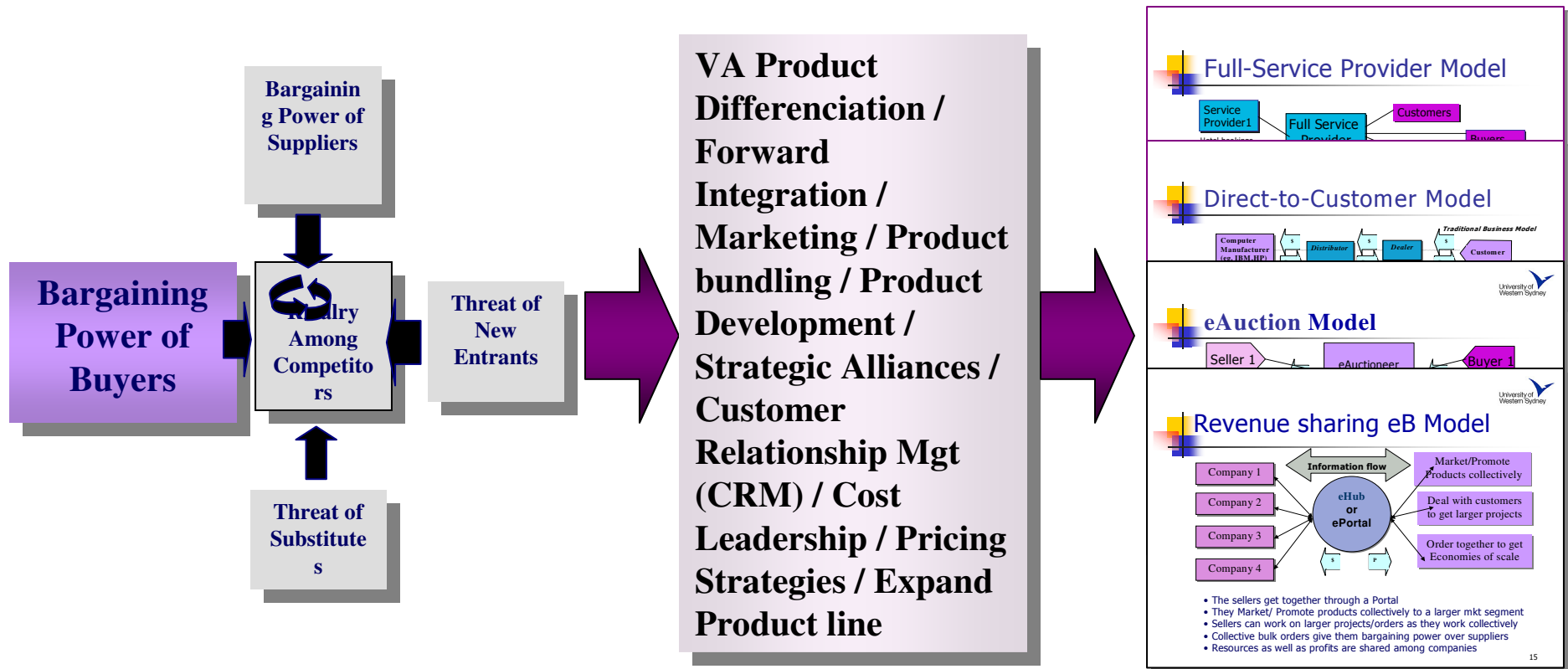


Micheal Porter's Five Forces

Business Strategies

eBusiness Models

Bargaining Power of Buyers



Micheal Porter's Five Forces

Business Strategies

eBusiness Models

Bargaining Power of Substitutes



Micheal Porter's Five Forces

Business Strategies

eBusiness Models

eBusiness Goals/Strategies

Force	Business Strategies	eBusiness Models
Threat of New Entrants	Product Differentiation / Product Bundling / Customer Relationship Mgt (CRM)/Strategic Alliances / Cost Leadership	Direct-to-Customer Full Service Provider ePortal / eRegion
Rivalry among existing Firms	Product (Value-added) Differentiation / Strategic Alliances /Product Bundling / Horizontal integration / Marketing / Price discrimination strategies/ Pricing Strategies / Targeting Niche markets/ Customer Relationship Management (CRM)/Expand Product Line	eAuction Model Full Service Provider EPortal Supply Chain Model Direct-to-cust. Model
Threat of Substitutes	Product Diversification / Market Diversification Product Bundling / Strategic Alliances / Pricing Strategies	Full Service Provider ePortal / eRegion
Bargaining Power of Suppliers	Product Differentiation / Backward Integration / Supply Chain Mgt (SCM) / Strategic Alliances / ePortal (for bulk ordering)	Supply Chain Model EPortal /eRegion
Bargaining Power of Buyers	Product (Value Added) Differentiation / Forward Integration / Marketing / Product bundling / Product Development / Strategic Alliances / Customer Relationship Mgt (CRM) / Cost Leadership / Pricing Strategies / Expand Product line	Direct-to-customer Full Service Provider EPortal /eAuctioneer

Conclusion

- **eBusiness Transformation needs proper business strategies and models to gain the competitive advantage**
- **Issues need to be looked at on building Trust relationships with Strategic Partners as well as Customers**