



# MIS

Management  
Information  
System

# LEADER AS AN IMPORTANT PART OF BUSINESS STRATEGY



**Elon Musk**

**A business strategy** is a leadership plan that achieves a specific set of goals or objectives such as increasing sales, decreasing costs, entering new markets, or developing new products or services (Baltzan, 2020).



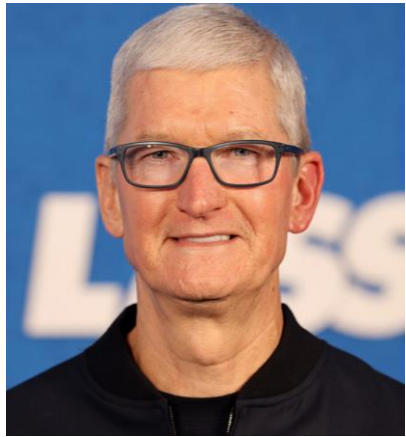
**Gary Vee**

# MIS LEADERS, ROLES AND RESPONSIBILITIES

# CEO

The Chief Executive Officer, or CEO, holds the **highest-ranking position** in a company and is in charge of the company as a whole. The CEO will usually **report directly to the board of directors** and will implement any decisions made by the board. Often, the CEO will also be a member of the board of directors, and may also be the chairperson of the board (Betterteam, 2020).

**Tim Cook**



**Michele Buck**



**Jeff Bezos**



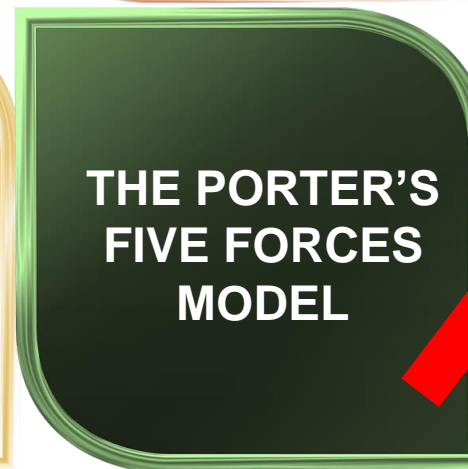
**James Prananto**



# BUSINESS TOOLS FOR ANALYZING BUSINESS STRATEGIES

**Common one!**

We will have student activity for this Analysis

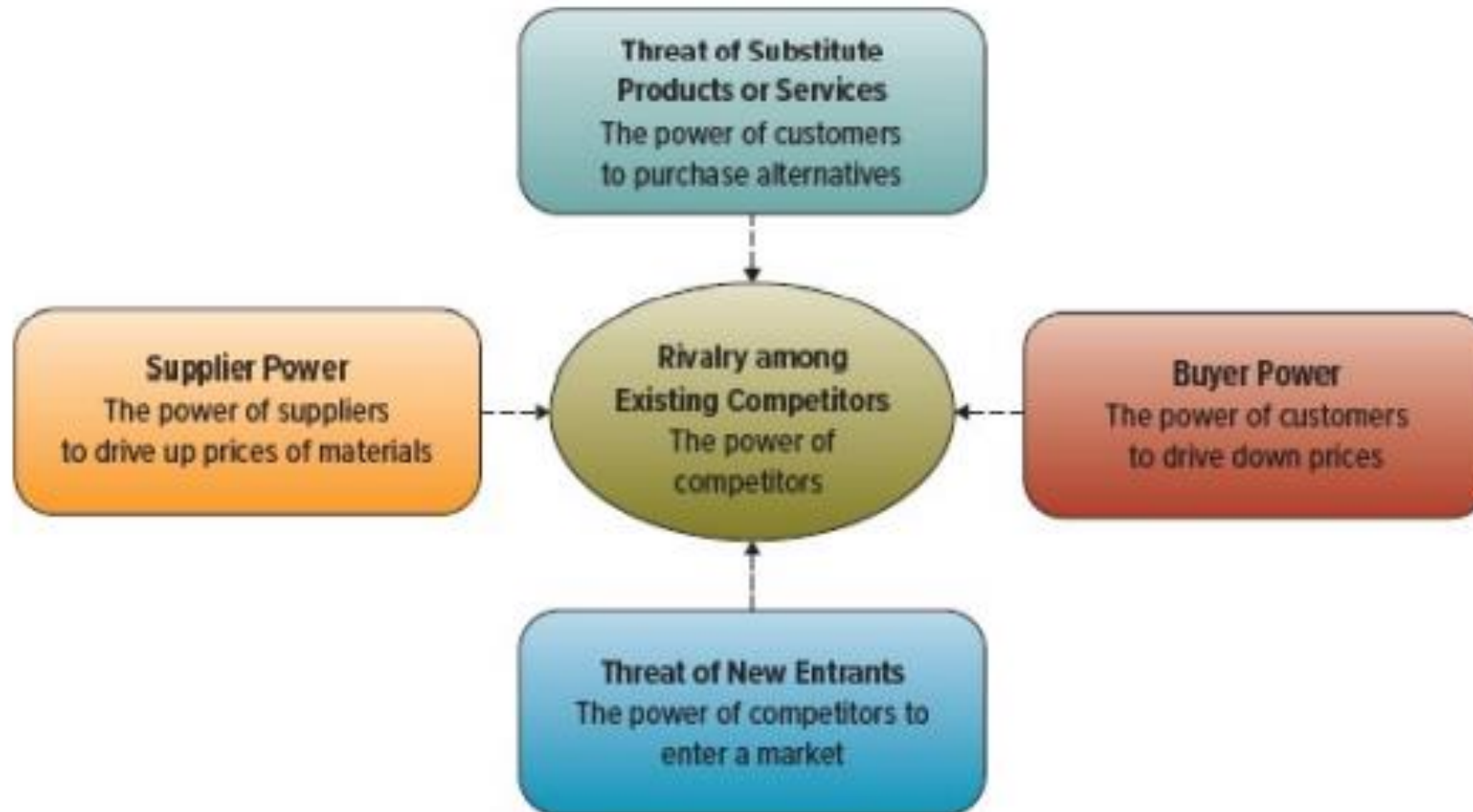


**Our Focus Today**

# Porter's Five Forces Model

Invented by Michael E. Porter (Professor of Harvard University)

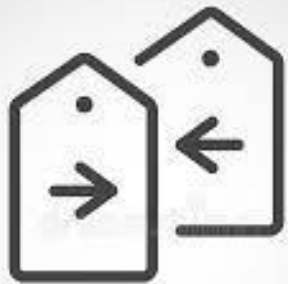
A Business analysis. It is a model that identifies and analyzes five competitive forces that helps determine an industry's weaknesses and strengths to achieve maximum profit (Baltzan, 2020).



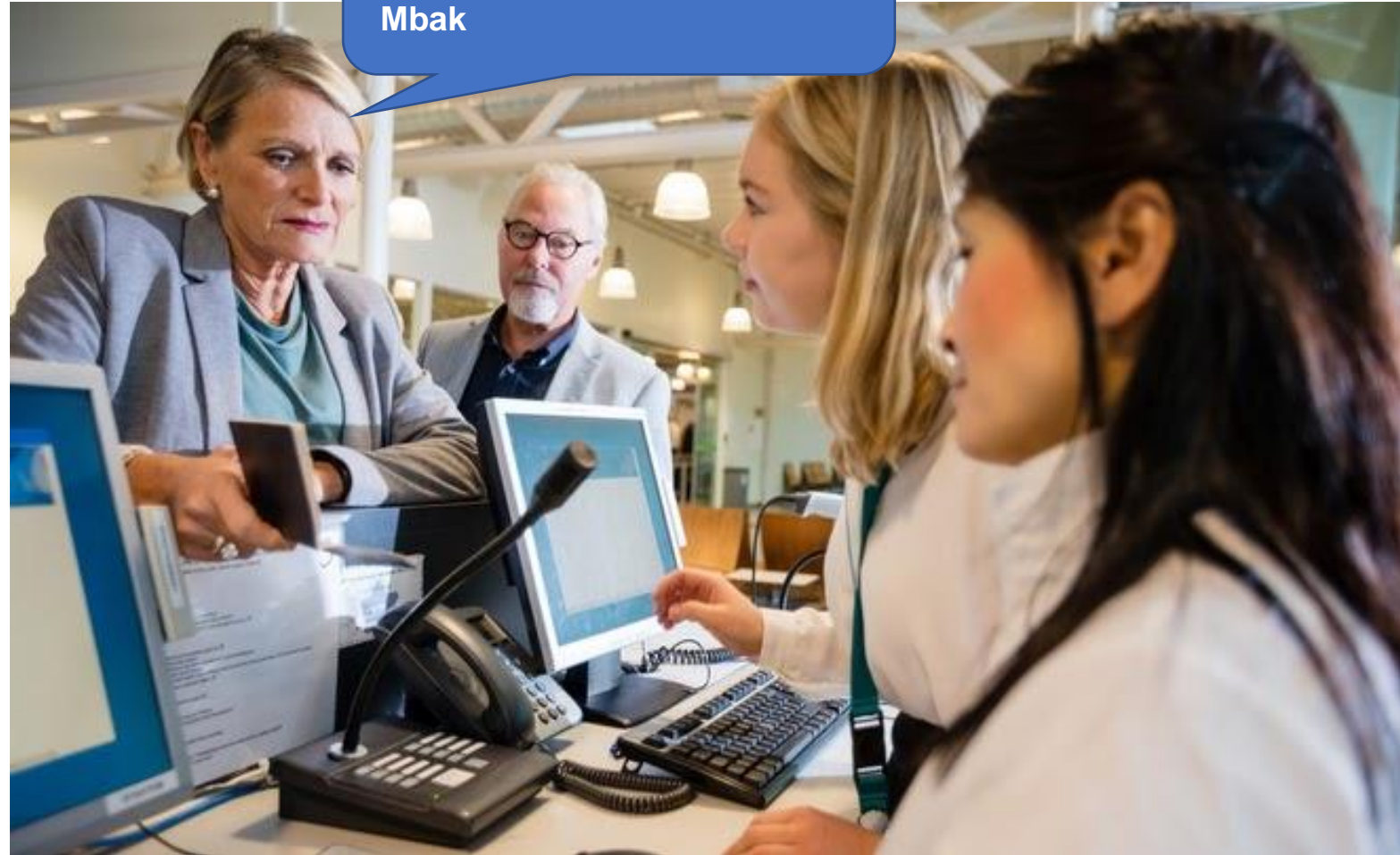
# PORTER'S FIVE FORCES MODEL

Martabak Cokelat Keju di toko sebelah lebih murah lho, Mbak

**Buyer Power**  
The power of customers to drive down prices

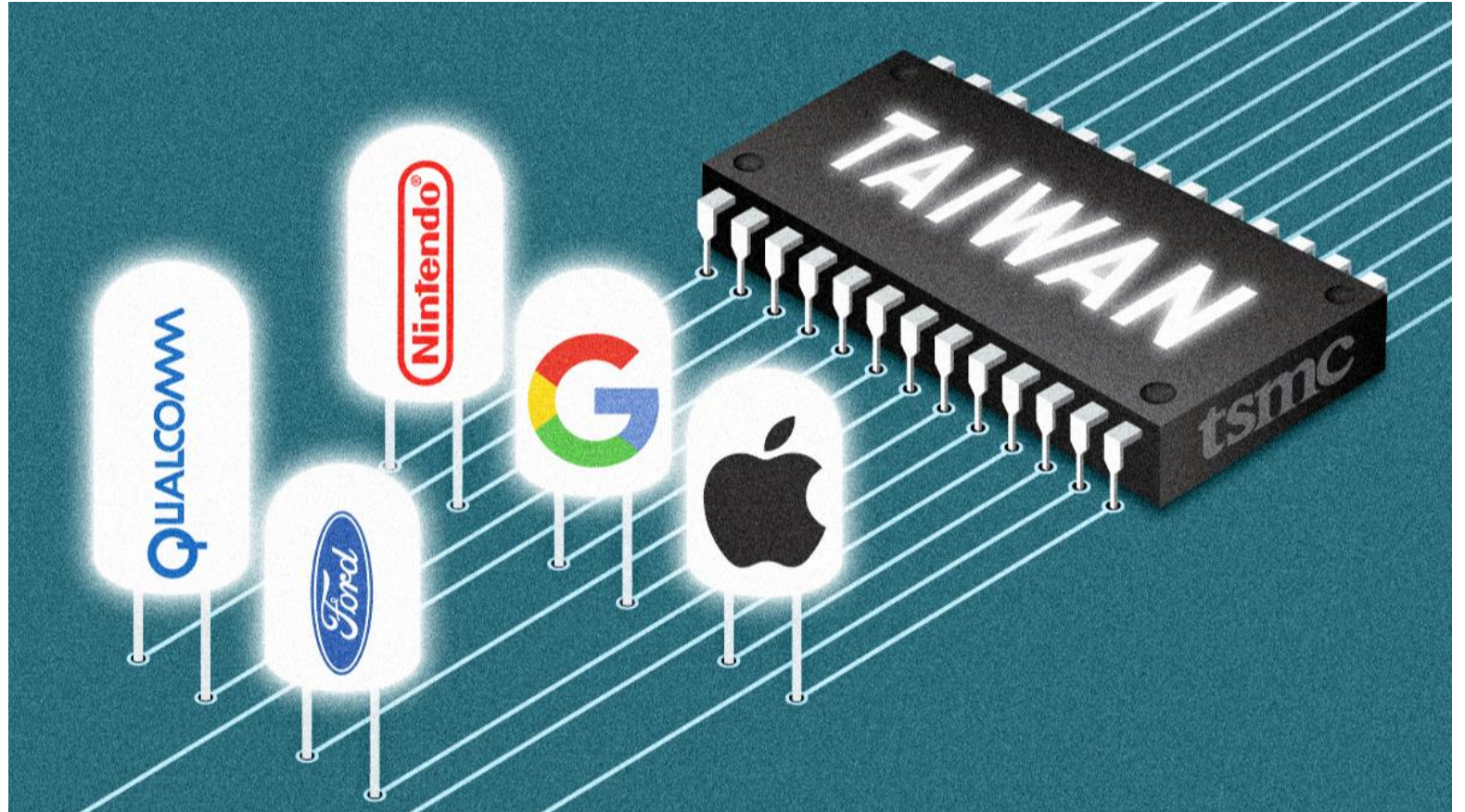


COMPARE  
PRICES



- Knowledgeable customers can force down prices by pitting rivals against each other.
- Size of orders.

# PORTER'S FIVE FORCES MODEL



- Influential suppliers can drive down profits by charging higher prices for supplies

# PORTER'S FIVE FORCES MODEL

**Threat of Substitute Products or Services**  
The power of customers to purchase alternatives



**vs**



- Substitute or Alternative products/service can steal customers.

# PORTER'S FIVE FORCES MODEL

Threat of New Entrants  
The power of competitors to enter a market



Current Market ↗

High ENTRY BARRIER →



- The Level difficulty to breakthrough/ to create new Entrants or Innovation (product/service) within the existing market
- The threat of new entrants **is high** when it is easy for new competitors to enter a market, and **low** when there are significant **ENTRY BARRIERS** to joining a market.

# PORTER'S FIVE FORCES MODEL



- The Level Intensity of every competitors in every market
- **Rivalry among existing competitors** is high when competition is fierce in a market and low when competitors are more complacent

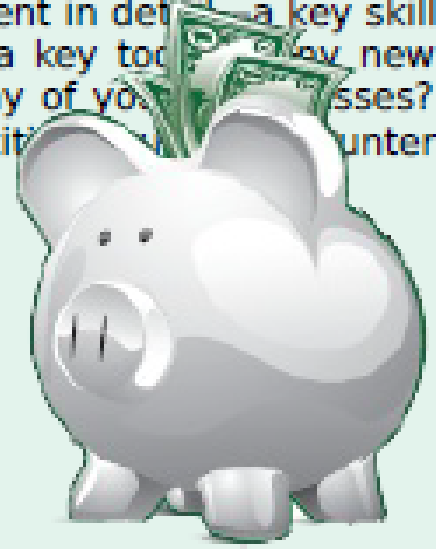
# STUDENT ACTIVITY #1

## SWOT YOURSELF

What is your dream job? Do you have the right skills and abilities to land the job of your dreams? If not, do you have a plan to acquire those sought-after skills and abilities? Do you have a personal career plan or strategy? Just like a business, you can perform a personal SWOT analysis to ensure your career plan will be successful. You want to know your strengths and recognize career opportunities while mitigating your weaknesses and any threats that can potentially derail your career plans. A key area in which many people struggle is technology, and without the right technical skills, you might find you are not qualified for your dream job. One of the great benefits of this course is its ability to help you prepare for a career in business by understanding the key role technology plays in the different industries and functional areas. Regardless of your major, you will all use business driven information systems to complete the tasks and assignments associated with your career.

Perform a personal SWOT analysis for your career plan based on your current skills, talents, and knowledge. Be sure to focus on your personal career goals, including the functional business area in which you want to work and the potential industry you are targeting, such as health care, telecommunications, retail, or travel.

After completing your personal SWOT analysis, take a look at the table of contents in this text and determine whether this course will eliminate any of your weaknesses or create new strengths. Determine whether you can find new opportunities or mitigate threats based on the material we cover over the next several weeks. For example, Chapter 9 covers project management in detail—a key skill for any business professional who must run a team. Learning how to assign and track work status will be a key tool for any new business professional. Where would you place this great skill in your SWOT analysis? Did it help eliminate any of your weaknesses? When you have finished this exercise, compare your SWOT with those of your peers to see what kind of competitive advantage you will have when you enter the workforce.



**Focus on your Personal Career,  
Identify your:**

*Strength*

*Weakness*

*Opportunity*

*Threat*

A red balloon is positioned at the top center, floating above a horizontal line of seven light blue balloons. The background is a solid teal color. A white rounded rectangular box with a thin white border is centered over the balloons, containing the text "COMPETITIVE ADVANTAGE" in bold white capital letters.

**COMPETITIVE  
ADVANTAGE**

## DEFINITION TIME

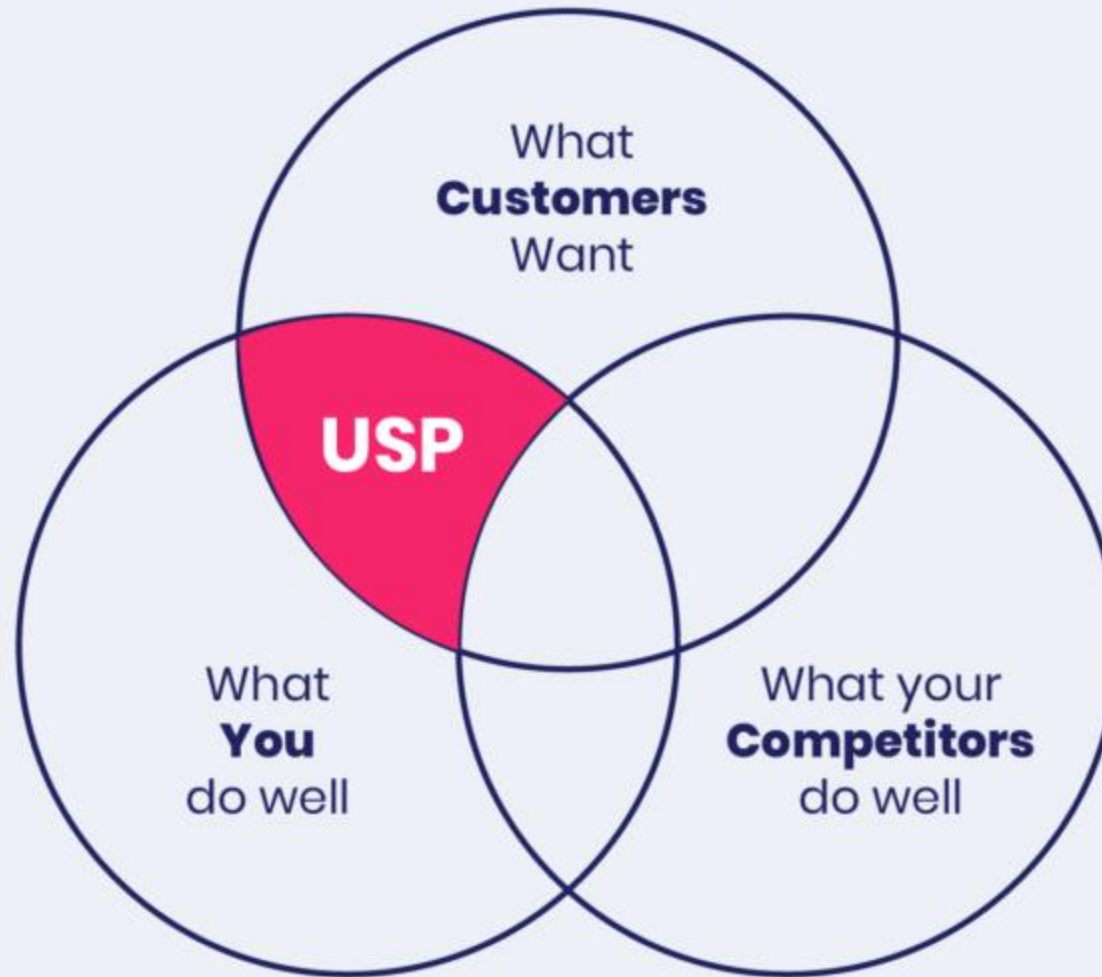
**A competitive advantage** is a feature of a product or service on which customers place a greater value than they do on similar offerings from competitors. Competitive advantages provide the same product or service either at a lower price or with additional value that can fetch premium prices (Baltzan, 2020).

## USP (Unique Selling Point/Proposition)

# “A DIFFERENTIATOR”



# COMPETITIVE ADVANTAGE / USP



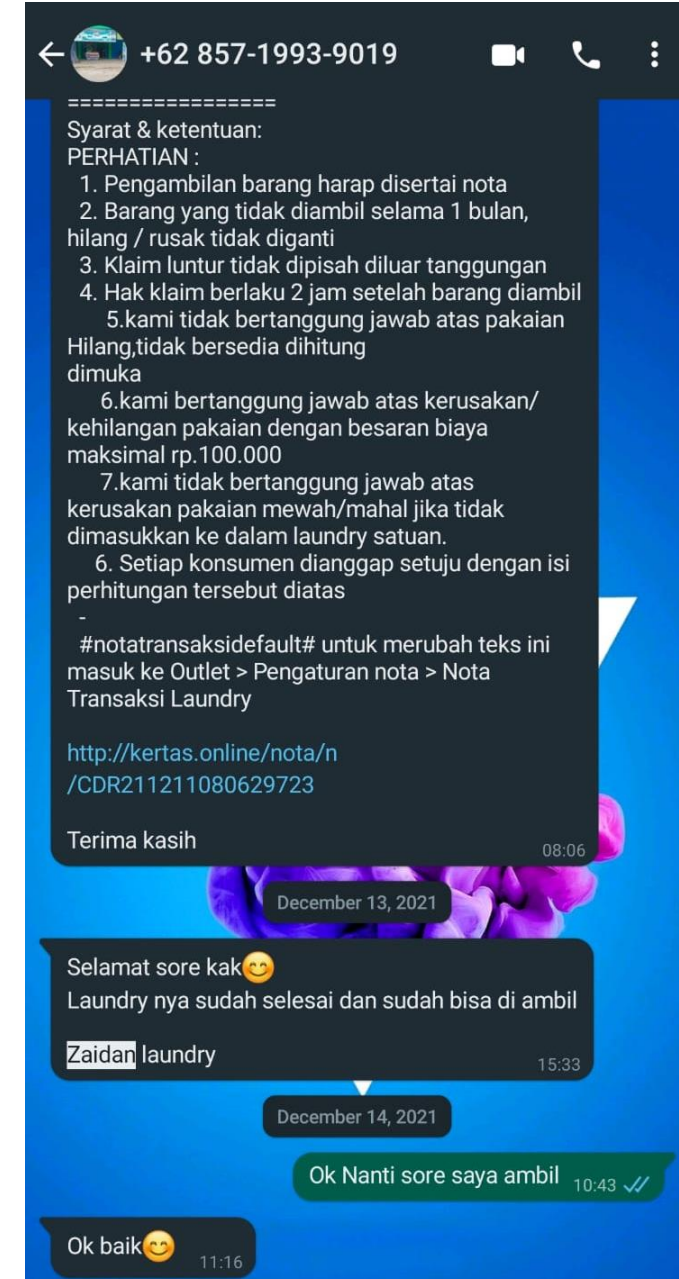
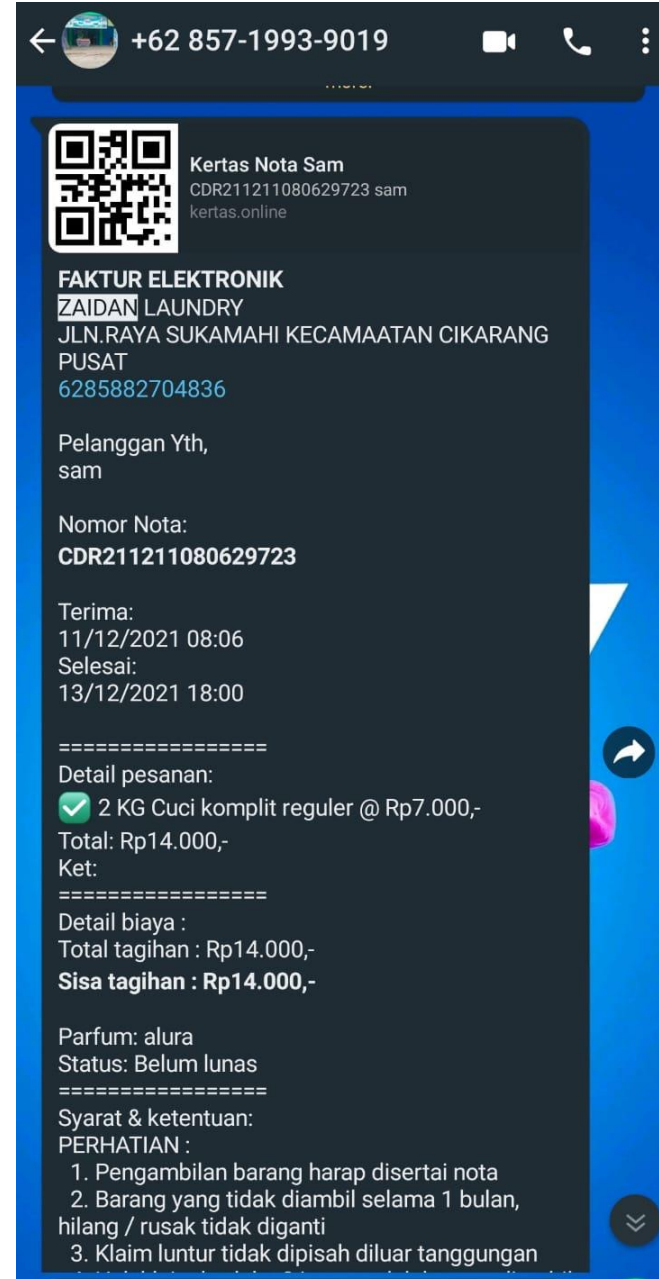
# COMPETITIVE ADVANTAGE / USP



***“Coca-Cola doesn't sell beverages; it sells happiness in a bottle”***

# COMPETITIVE ADVANTAGE / USP

## LOCAL EXAMPLE of MIS COMPETITIVE ADVANTAGE



# FIRST-MOVER ADVANTAGE

**First-mover advantage:** An advantage that occurs when a company can significantly increase its market share by being first to market with a competitive advantage

## **PIONEER (being the 1<sup>st</sup> to create)** *of Feature/Function/Characteristic/Trait* of a Product or Service



Convert CD to digital Audio

**iPod Classic**  
(2001)

Names on Cup

**Starbucks**  
(2012)



# COMPETITIVE ADVANTAGES / USP

are

# TEMPORARY



**STUDENT ACTIVITY #2**

*Can you Identify any CA/USP or First-Mover product/service?*

*Can you identify the “duplicates” businesses/competitor?*

*Write on (chatbox) board, elaborate in ENGLISH*



**Cosmetics**



**Foods**



**Smartphones**



**Barber**



**Sneakers**



**Hotels**



**Video Games**



**End of Presentation**

## REFERENCE

Baltzan, P. (2020). *M: Information systems* (5th ed.). McGraw-Hill.

Betterteam. (2020, November 17). *CEO vs. CFO*. <https://www.betterteam.com/ceo-vs-cfo>