



# Strategic Case Study Examination

Activity A:

Develop business strategy

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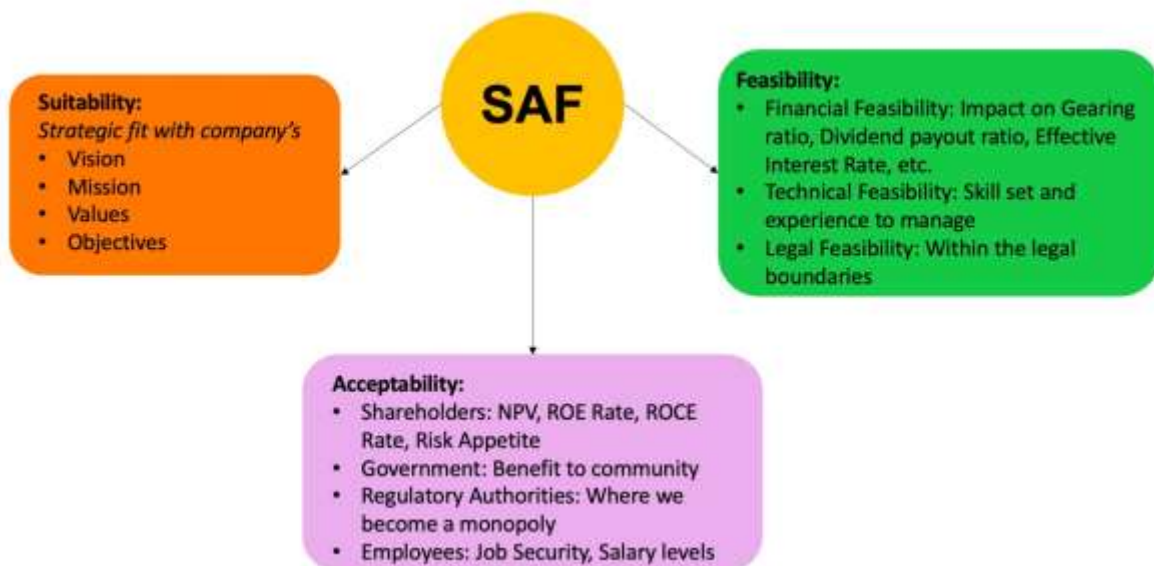
# Chapter 1

## Evaluate strategic options (digital and otherwise)

### 1. The SAF Framework

SAF is a framework used to evaluate the viability of a suggested solution (acquisition or a new business venture):

- **Suitability** evaluates the strategic fit with the current business model by comparing with company's vision, mission, values and objectives.
- **Acceptability** evaluates whether the solution is socially, politically, and environmentally acceptable by the stakeholders.
- **Feasibility** evaluates whether the solution can be put into action given the available time and resources.



#### **Challenges in evaluating the acceptability of new project:**

1. Establishing the future cashflows associated with the new project could be challenging.
2. Establishing an appropriate WACC could be challenging (Can use simulation to establish WACC).

3. Assessing the risk, checking the risk of failure and evaluating impact on company's brand is challenging.
4. Requirements of different stakeholders are different with regard to a project
5. Managing up to their expectations is challenging.
6. Checking whether the new project is sustainable is challenging.

## 2. Digital Strategy

The actions and plans a company do to use digital technologies to accomplish its business goals are referred to as its digital strategy. Target audience selection, digital channel choice, content creation, data analysis, and performance optimization are all included under digital strategy.

### **List of digital technologies:**

Technology	Use case
<b>Artificial Intelligence</b>	Can solve problems and learn from data
<b>Cloud &amp; Mobile Computing</b>	Offers flexibility and collaboration to handle data at low costs
<b>Internet of Things</b>	Consists of networked objects that report their position, status, and behavior
<b>Big Data</b>	Large volumes of data that can be analyzed in real-time using data mining techniques
<b>Blockchain</b>	A public, distributed, notarized ledger system that can track and validate transfers and transactions
<b>Data Visualization</b>	Visual representation of complex data to generate insights
<b>3D Printing</b>	An additive manufacturing process that can produce prototypes, components, medicines, clothes, and food
<b>Process Automation</b>	The use of robotics to automate tasks in administration and manufacturing

### **Following areas of an organization will be impacted with a digital strategy:**

- Business model (How business make money)
- Business structure
- People
- Processes
- Platforms (Traditional to Digital platforms)
- IT capabilities
- Offerings to customers
- Stakeholder