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1. Lecture 7 Slides

key elements of procurement activities  
information systems in order fulfilment  
e-procurement models

2. Second part of the individual assignment

Identify problems to be resolved

- \* describe the problem nature
  - \* explain the impact thereon
  - \* explain the negative outcome if it is not resolved
- e.g. the retail has difficulties to fulfil customer orders which are far more than the retail can handle at peak hours  
the impact can be explained at 'loss of business' because of overloaded  
if the problem cannot be resolved, customers may seek for services from competitors

Identify opportunities to resolve the problems

- \* carry out a SWOT analysis (if you like)
  - \* review the revenue models
  - \* perform strategic definition
- e.g. review the revenue models  
if the retail is short of space to serve customers, consider third-party delivery like pandafood, uberfood, etc.  
consider online booking for peak hour services and discounted booking for off-peak hours

Consider digital marketing (lecture 8)

3. Lecture 8 Slides (part 1 up to Slide 25)

Acquire, convert, retain (operational)  
Strategy, planning, relationships (management)  
content marketing matrix  
demand and competitor analyses

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Slide 7 (Lecture 7)

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What costs are incurred in manual procurement?  
manual processing of documents  
waiting time  
sourcing of suitable products  
travelling cost to manufacturing plants

Slide 9

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Key procurement activities

1. request - Sales Manager requests for 10 tablets to be used by ten Sales Executives at work
2. approve - Sales and Marketing Director reviews the request and approves the request giving \$3,000 budget each
3. source - Procurement Manager searches for appropriate

- 4. purchase- Procurement Officer follows through the purchase from order placement to delivery
- 5. receive - Receiving Officer verifies the delivery and confirms receipts of the goods
- 6. pay - Accounting Officer settles the invoice as per the delivery

Slide 12

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"Workflow system" a system being able to automate a series of process to ensure each and every step is completed by appointed person without delay  
 e.g. Peter requests for 5-day annual leave, Queenie (Peter's supervisor) approves the request, Rossina (HR manager) reviews the request and approves, Peter will be notified

"ERP" Enterprise Resources Planning is a complete system for business operations (normally have: order processing, inventory control, accounting, logistics, customer services)

Slide 13

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- Example of one-to-many: [www.dell.com](http://www.dell.com)
- Example of many-to-one: [www.fstb.gov.hk/tb/en/government-procurement.htm](http://www.fstb.gov.hk/tb/en/government-procurement.htm)
- Example of many-to-many exchange: [www.hktdc.com](http://www.hktdc.com)

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Log-in Holmes Blackboard

On the left side, select "ProQuest log-in"

username: holmes2004  
 password: xxxxxx

use keywords to search appropriate articles

open selected article and click "cite"

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Slide 10 (Lecture 8)

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Acquire: awareness - customers being aware of  
 reach - get in contact with potential customers  
 e.g. KOL (key opinion leader) tests and reviews new products -- viral marketing

"SEO" search engine optimistaion - design the web site in favour of search engine operations  
 search engine: keyword search (text or voice)  
 geographic location search (e.g. Map)  
 photographic search

Convert: materialise customers awareness into business transactions (needs ---> \$\$\$\$)

"proposition" image that customers have about you  
e.g. the lowest price department store

"Site usability" web site has multiple language selection  
text-only form, mobile, desktop format  
ease of use design

Retain: keep customers in contact and make use of  
loyal customers to acquire new customers

"loyalty" award-point systems, membership ranking,  
private sales offer, affiliate programme  
(recommend new customers -- viral marketing)

Slide 11

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Strategy: develop strategic direction

"benchmarking" set standards for achievement evaluation

Planning: develop action plans to implement

"multichannel" online, direct, indirect (agents, media)

Relationships: develop associations with partners

"vendor selection" may involve qualifying vendors  
based on their financial strengths,  
experience, references from other  
customers e.g. a vendor that has  
projects with government departments

Slide 12

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"IS/IT strategy" IS stands for information systems  
that covers applications and IT  
IT stands for information technology  
that focuses on hardware

Slide 13

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Content marketing matrix: content = elements on channels

"Widget" little program that provides interesting and  
useful features e.g. calendar widget on smart  
phone provides instant appointments in 3 x 2  
icon-sized window, user does not need to open  
the calendar application to view the details

"reviews" normally refer to consumer reviews that  
present examination/testing/experience on  
products or services e.g. Choice from the  
Consumer Council of HK

"webinar" seminar on web

"ratings" scale, normally 0 to 5, denotes the public acceptance

"quizzes" interactive questions to lead customers into informatics