

Li & Fung 2012

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THANK
YOU!

Question 1

Recommendations

Information
&
Internet
Technologies

Value
Chain

Company
Background
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Business Model
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Industry Analysis
&
Business
Evaluation

SWOT
ANALYSIS

PORTER'S FIVE FORCES

Enterprise Resource
Planning
SAP

Financial
Management
ORACLE

Human
Resource
Management
CISCO WebEX

Data Sharing & Storage
SharePoint

Electronic Data
Interchange
IBM

Communications

Enterprise Resource
Planning (Internal
Operations)
Expert Trading System
(ETS)

Extranet
Sites
ecVision

On-site
Inspectors & PDA
Technology

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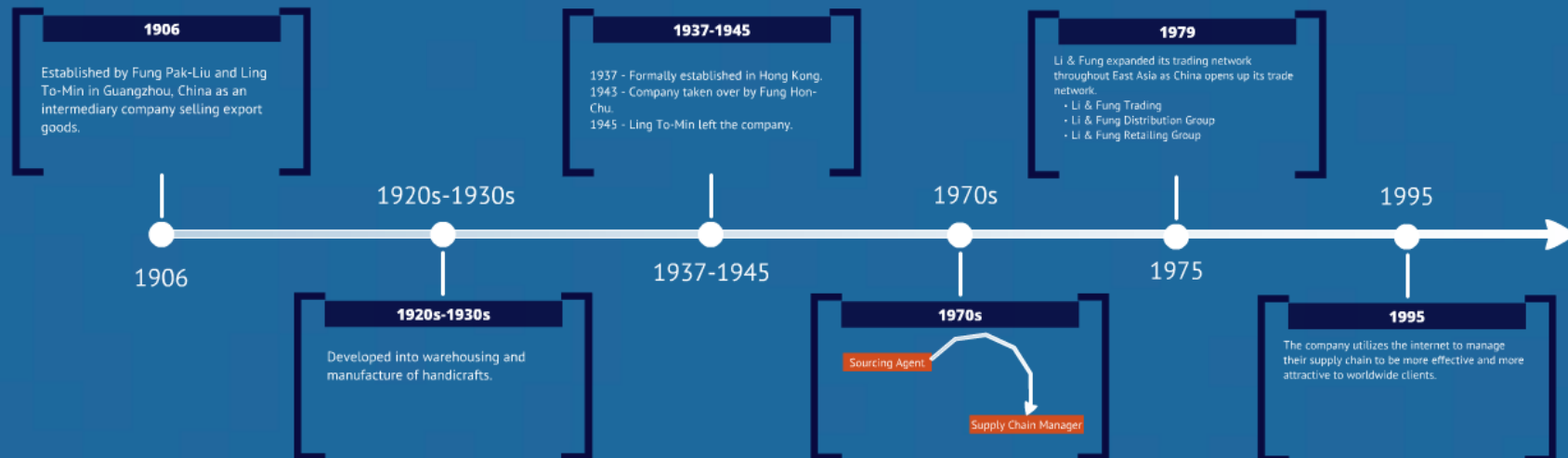




Company Background

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McFarlan, FW & Young, F 2000, Li & Fung (A): Internet Issues, Business Source Complete, EBSCOhost.

Business Model



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Feng, B 2006, 100 Years of Li & Fung: Rise from Family Business to Multinational, Thomson Learning, Singapore.

Business Strategy

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McFarlan, FW & Young, F 2000, Li & Fung (A):
Internet Issues, Business Source Complete,
EBSCOhost.



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Industry Analysis & Business Evaluation

Stre

Industry Analysis

Current Business of Li & Fung, the company is operating a Supply Chain Business with a low cost delivery system.

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Competitors

- UPS Supply Chain Solutions
- Willian E-Connors & Associates
- APL Logistics
- Wel-Mart
- Amazons

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