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2015283068  
ANIS ATHIRAH BT ABD AZIZ  
2015270168



# • Universal Print Systems Limited: Exploring Operations Strategy Options

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EXAMPLES



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DISADVANTAGES

- 1. Low security and Data Ethics
- 2. High dependence on internet or on LAN/WAN
- 3. It needs higher your ability of service a skilled hand-man
- 4. Low level of Data Security
- 5. Depend on how your local infrastructure

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## ***DEFINITION***

**A strategy in which operating decisions are decentralized to each country to enhance local responsiveness.**

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## Strategies for Expanding Abroad



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# ***CHARACTERISTICS***

***1. Decentralized authority with substantial autonomy at each business***

***2. Customization or frequent adaptation of products for each separate market***

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High

Global  
Efficiency

Low

**3. Use existing domestic model globally.**

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**4. Quality and image across markets are important sources of competitive advantage**

**5. Franchise, Joint ventures, subsidiaries.**

**6. Few system wide opportunities for economies of scale**

**7. Value-adding activities performed and duplicated in each market**

**8. Coordination of marketing and sales within each market**

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# ***ADVANTAGE***

- 1. Customization strategy within each market**
- 2. Meets customer needs and wants**
- 3. Products or services tailored for each market**
- 4. Reduce distribution cost.**
- 5. Managers have greater authority in host market**

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