

MNG2602 STUDY GUIDE SOLUTION

LEARNING UNIT 9: VALUE CHAIN AND E-BUSINESS

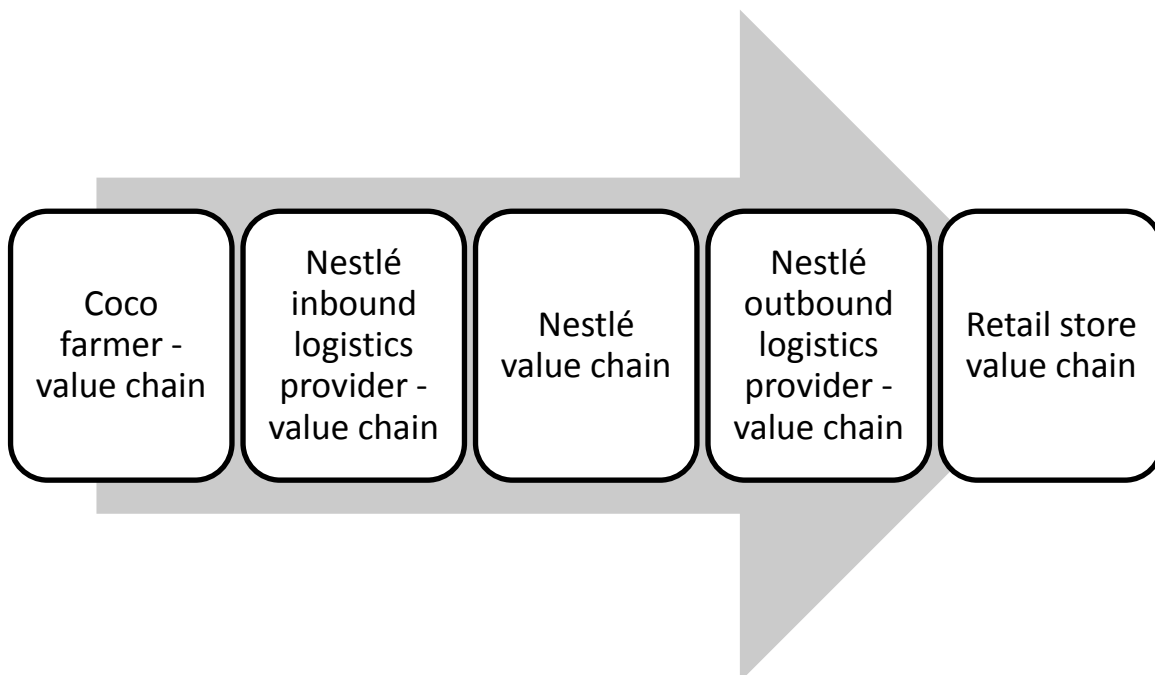
MULTIPLE-CHOICE QUESTIONS

1. 4
2. 2
3. 1
4. 3
5. 3
6. 4
7. 2
8. 1

CASE STUDY QUESTIONS

Google Nestlé and read the case study to answer the following questions.

1. **Graphically depict Nestlé's value system for creating KitKats.**

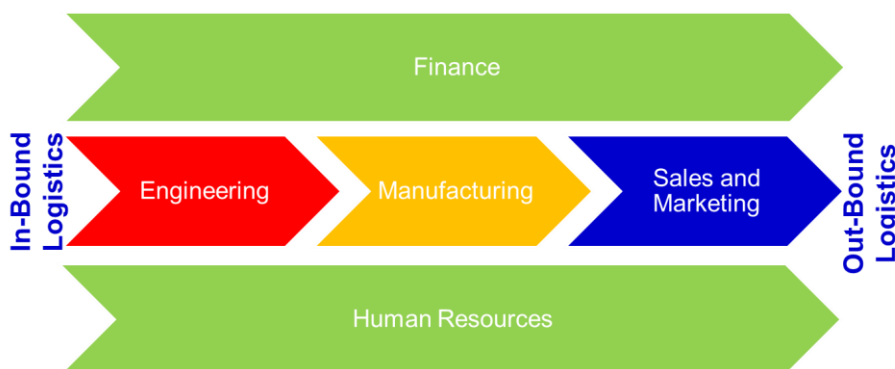


2. How does Nestlé create value?

Nestlé focuses on supplying unique products. They sell brand that are associated with quality fair trade and consumers are willing to pay a premium price for it.

3. Graphically depict the generic value chain for an organisation in Nestlé's industry.

Manufacturing Value Chain



4. What type e-business trading model is Nestlé using?

From its website: <http://www.nestle.com/> it appears that Nestlé is selling directly to its customers B2C. We also know that its customers buy its products at retail stores and can therefore safely assume that they make use of a B2B trading model.

5. What type of e-business revenue generating model is Nestlé using?

It can be assumed that Nestlé sells marked-up products to retail stores who also add a mark-up before selling to consumers. We also know retailers often leverage Nestlé's brands in marketing campaigns.

6. What type e-business shopping model is Nestlé using?

From its website: <http://www.nestle.com/> it appears that Nestlé is using a click-and-mortar shopping model.