

Flora PARK

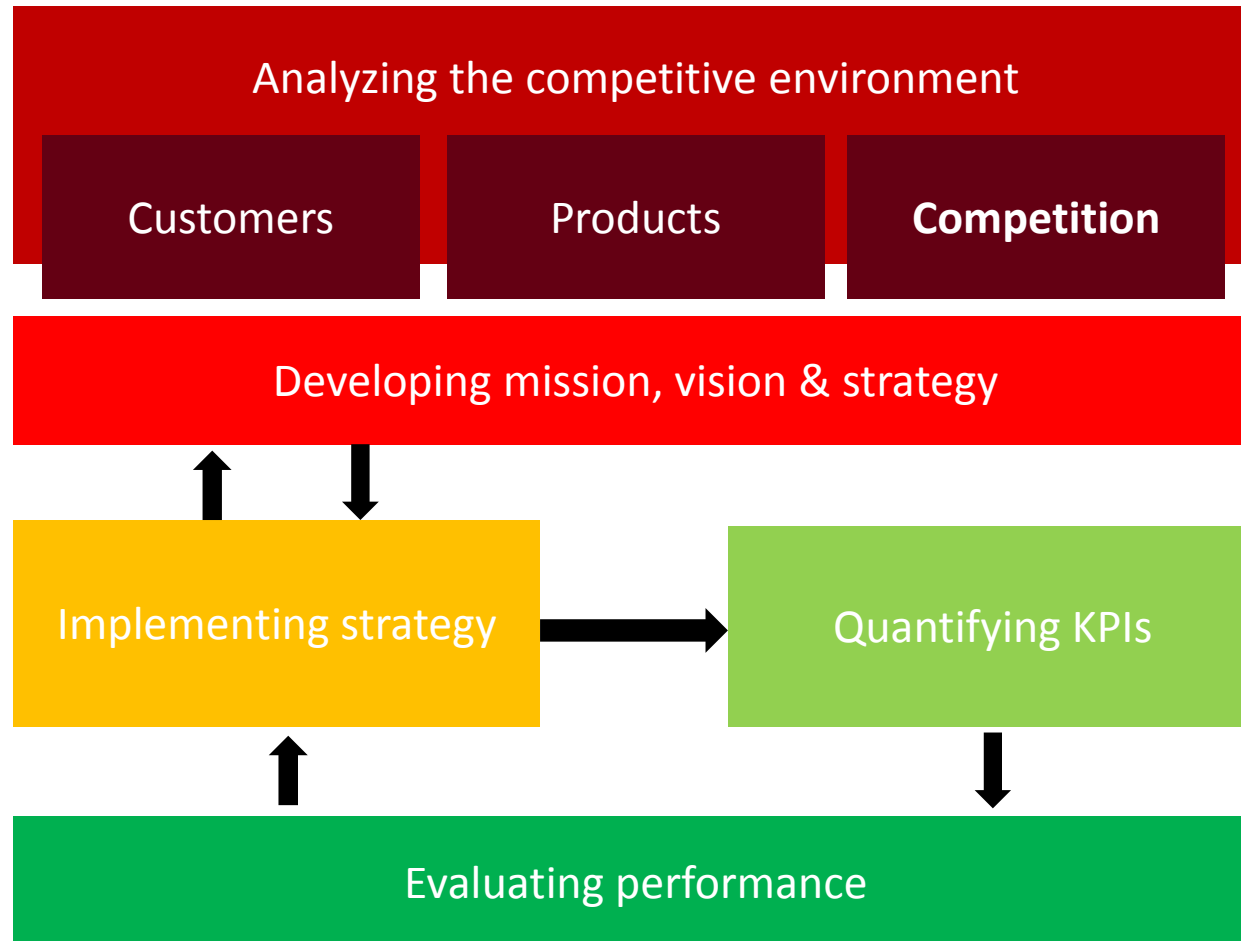
Competitive Supply Chain Strategies



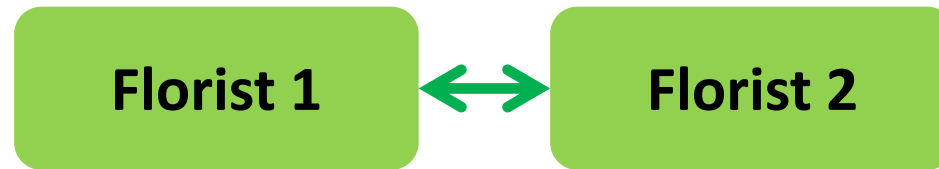
Dr. Yao Zhao
Professor in Supply Chain Management
Rutgers Business School

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Competitive Analysis

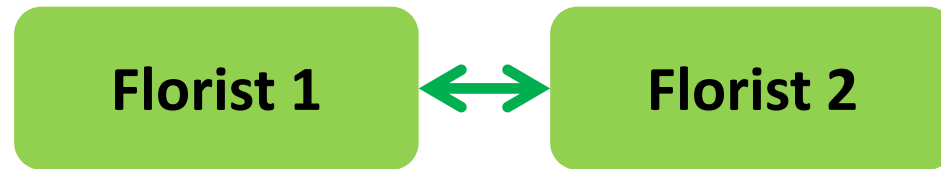


Competitive Gaming I – What Is A Game?



- All florists maximize their **own** profits.
 - Players: florists
 - Strategies: their options (levers)?
 - Payoffs: their payoffs (metrics)?
 - Information: what do they know?
- One florist's strategy affects not only itself but also others!

Competitive Gaming II – The Ground Rule



- When one takes an action, it must consider others' reaction.
- In the competitive and fast paced market, any advantage is short-lived.

知己知彼， 百战不殆

**If you know yourself and your opponent,
you'll never lose a battle.**

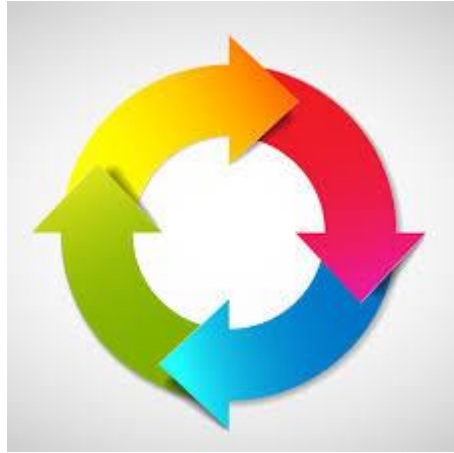
Competitive Information Is Available!

Business Intelligence	Baseline	Feature	Exotic
Capacity (individual firms)			
Demand (supply chains)			
Supply (supply chains)			
Yield (individual firms)			
Processing cost (individual firms)			
Service level (supply chains)			
MKT / OE expenses (supply chains)			

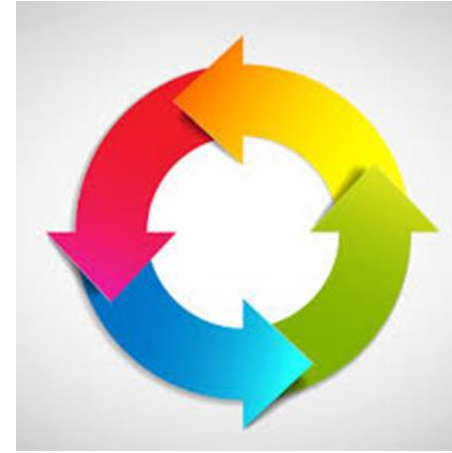
What did you find out about your competitors?

By reading the competitive information

Competitive Strategies



The upward cycle of superior quality & efficiency, high demand, and supply chain relationship



The downward cycle of average performance, subscale demand volume and poor supply chain relationship

It is in importers' best interest for the florists to expand market share



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