

THE HOMA FILES

Professor Ken Homa
Georgetown University



Business System Analysis *Template & Examples*

Proprietary Material

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BUSINESS SYSTEM ANALYSIS

	<i>Company</i>	<i>Competitor</i>	
			IMPLICATION
MARKET OBJECTIVE			
PRODUCT DESIGN			
PROCUREMENT			
MANUFACTURING			
DISTRIBUTION			
SERVICE			
ASSESSMENT			

BUSINESS SYSTEM ANALYSIS

	<i>Company</i>	<i>Competitor</i>	
	Dell	Compaq	IMPLICATION
MARKET OBJECTIVE	Higher end, repeat buyer	Standard home & Business	Different segments Some overlap
PRODUCT DESIGN	Custom, state of art	Standard, current	Dell : more freq. changes
PROCUREMENT	All sourced	Mixed internal & external	Dell more flexible
MANUFACTURING	Custom assembly	Make to stock	Compaq : forecast dependent
DISTRIBUTION	Direct to customer	Retailers & dealers	Middleman margins
SERVICE	800 # Agents	Retailers & dealers	Similar
ASSESSMENT	Streamlined operation	Scale economies	Different, both effective

BUSINESS SYSTEM ANALYSIS

	Xerox	Savin / Ricoh
CUSTOMER BASE	Across the board	Small users
TECHNOLOGY	Dry, powder	Liquid toner
PRODUCT DESIGN	High speed, features rich	Modular, low speed, reliable
MANUFACTURING	US based, custom parts	Standard parts, sub-contracted
DISTRIBUTION	Direct, company owned	Dealers
SERVICE	Direct, company owned	Dealers, service agents