

report

by Nn Nn

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Assignment 2- Case Analyses

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Case 1

- a) ³ Spotify's mission statement is *"to unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by these creators."* The mission statement supports the firm's strategic priorities in that it puts emphasis on the benefits that users get directly from the firm. Most importantly, it sheds light on the company's goals and the manner in which it desires to have the said goals turned into reality.
- b) Spotify's major business model is the platform business model, whereby it creates value through the facilitation of exchanges between artists and music fans. It allows the music fans to browse various music catalogues and create playlists that they can share with other users. On the other hand, its main revenue model is the freemium model, whereby it offers free ad-supported services together with a paid membership.
- c) The main elements, which are affecting the firm's external, as well as, internal environment, include the aspect that artists receive relatively low revenue from the firm, as a result of its free service. Moreover, the firm's music library is limited as artists take down their respective catalogues. The most critical of the aforementioned elements is the limitation of the firm's music library by artists as this greatly affects the variety of music available to users hence impacting negatively on its revenue (Bouillot & Hanna, 2016).
- d) The digital strategic decisions that can be recommended for Spotify in order to realize profitability by expanding into streaming ² live music, live band interviews, or even film or TV. Such a move will make the firm expand its revenue avenues and slow down the competition posed by its competitors such as Amazon.

- e) Spotify's customer interface can be considered as wanting. Users complain that it was wrong for Spotify to reorganize the button layout, whereby the "Repeat" along with the "Go to Queue" buttons have been pushed to the submenu, and priority has been given on sharing (Bouillot & Hanna, 2016).

Case 2

- a) The major issue of shrinkage which Walmart is currently facing is theft. The root causes of the theft shrink is shoplifting (which includes the theft of big items or large quantities of items), as well as, theft by employees, in addition to poor inventory management (Fickenscher, 2015).
- b) The technologies, as well as solutions which Walmart has put in place for purposes of controlling the theft shrinkage, is by investing on more efficient store monitoring systems, together with RFID tags, which enables the following and tracing the flow of items within the stores. Walmart has also reinstated its door greeters in its efforts to minimize theft. The aforementioned strategy is not that much successful as there is the need for Walmart to ensure that its workforce is not only well trained but also well paid in order to combat the said problem fully (Worstell, 2016).
- c) Other technologies that can be useful in controlling the supply chain and reducing theft include the use of supply chain management software such as FlashTrac that enables the consolidation of every aspect of the ¹ supply chain within one place. The software enables users to not only organize inventory data but also monitor, as well as manage tracking information in addition to allowing the creation of invoices easily.

References

Bouillot, C., & Hanna, E. (2016). *Spotify, music for everyone: The meteoric rise of the world's top streaming service*. Namur, Belgium: 50Minutes.com

Fickenscher, L. (2015, August 18). Walmart blames theft for slow growth. *New York Post*. Retrieved from <https://nypost.com/2015/08/18/walmart-cuts-full-year-forecast-after-upping-worker-pay/>

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