

CHAPTER 3 – METHODOLOGY

3.1. Theoretical Perspective

The theoretical perspective for the proposed study is A Theory of Competitive Advantage by Michael E. Porter. The key to be a successful business in the long term is sustainable competitive advantage. Competitive advantage is divided into two types, namely, Cost Advantage and Differentiate Advantage. Furthermore, competitive advantage is achieved through specific activities, that must be analyzed by model the firms as a chain value creating activities.

3.2. Systematic Plan

- Specifying the field of research.
- Identifying the problems and issues that must be improved in manual business process.
- Studying literatures about the business process and identify the solution.
- Analyzing the whole process of business automation including the benefits as well as the barriers and obstacles.
- Comparing business automation to manual business process.
- Making conclusions and recommendations.
- Identifying future development of business process automation.

3.3. Location and Time Horizon

The researched company is an Internet service provider. The time horizon of thesis work was from April 25 – July 15, 2005.

3.4. Research Methods

3.4.1. Data Collection Method

In this thesis author was conducting some research as follow:

1. Library Research

Secondary data had been collected from literatures, Internet, and textbooks.

2. Field Research

Company research had been conducted to obtain primary data and information within the organization. The approach adopted was observation include observing the business process to attain data regarding automation process specifically in sales order process.

3. Interview

This method conducted by giving some relevant questions to the correspondent of researched company associated to the researched study.

3.4.2. Qualitative Analysis

The qualitative analysis adopted is to determine the value of the company by examining the competitive advantage in particular scope such as Sales Order Process. Furthermore, the analysis is also adopted to describe the efficiency, effectiveness, and productivity involved in the business process automation.

3.5. Research Limitations

Since the services and products provided by the company are complex and varied, the researched object is focused on one of the services such as Internet Access for corporation or business customers.