

1. **The emergence of Dangdang.com as an online bookstore and provider of services to customers is much attributed to its operations strategy.**
  - a. **Critically evaluate how Dangdang.com` s transformation process.**
  - b. **How does its operations strategy facilitates the management of customers`?**
  - c. **Dangdang.com has been seen to be successful in its task, critically discuss**
2. **Value-added services have been seen as a source of competitive power.**  
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**Dangdang.com tried to offer several value-added services to its customers.**
  - a. **Analyse the value added services and their benefits to the end customers.**
  - b. **Discuss what other services can Dangdang.com offer compared with Amazon.coms order fulfillment?**
3. **Dangdang.com copied Amazon.coms operations processes, however they faced challenges as the business environment operates differently in China. Explain these challenges and how they cope with them.**