



# The Competition and Evolution of Business Architecture

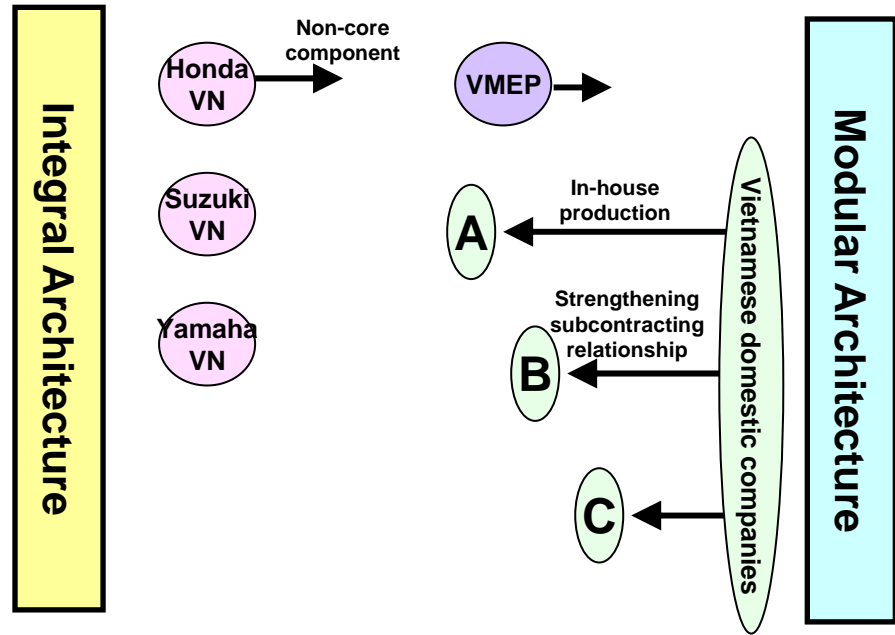
-- The Case of Vietnam's Motorcycle Industry --

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**This paper, by analyzing the cases of Honda and Vietnamese motorcycle companies, highlights the dynamics of competitive strategy and business architecture of foreign direct invested (FDI) and domestic companies in the context of modularization and agglomeration in Vietnam**

- To get competitiveness, the leading FDI company (Honda in Vietnam) switches to modularization by widening supplier system and partly upgrading the relationship with suppliers for non-core components
- Modular business architecture allows Vietnamese companies penetrated new market, but moving toward integration is necessary to improve long-term competitiveness
- Beside modularization and agglomeration, government policy is another factor which leads to the evolution of competitive strategy and business architecture



Business architecture, known as the mapping between parts of a business organization, is analyzed under components, designing and subcontracting diagrams in this paper