I believe Digital Worldwide should release drone delivery to the market. Drone delivery is still a new concept in the market which most people haven’t experienced as of yet. Despite it been expensive, drone delivery is likely to bring in much more profits than the company has seen before. Drone delivery is one of the fastest modes of delivery yet; it will save the consumers both the time and saves the company the money it would have spent on labour. Deliveries are normally made every other minute of the day so there is a ready market. All this makes it the favorable product to launch into the market (Yates, 2016).

One of the strategies that I find viable in supply chain management is outsourcing. Supply chain management takes a lot of time and it is very demanding. Deciding to outsource will leave time to focus on other things. The time can be used in building the business further, for example, spend more time in marketing. It helps in dealing with long-term goals. Outsourcing will help in cutting costs since the professional will have skills and the expertise to develop the most cost- effective plan. The company will also be able to get the products that the consumer demands.

Leadership is one of the competencies that will help the company to grow. This is because the leaders will be able to inspire and impact the employees with the skills that they need to make sure that the company grows while motivating them.