**Assignment Two**

**Academic Research Paper   
(IT Business)**

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# **Introduction: -**

The purpose of this report is to outline the work of small sized business company of Sepctrum.Com in New Zealand with the team of 8 employee. Which will be holding sales in online shopping’s of pc, laptops and mobile phones. Nature of business is Sole Proprietorship. Business may be understood as the organized efforts to enterprise to supply consumers with goods and services for a profit. Business vary in size as measured by the number of employee or by sales volume.

The Key of business goes beyond earning profit there are:

* Consider an institution(company) in Society.
* Proper supply of goods and services.
* Creating more Job Opportunity.
* Offer a better Quality of Life.
* Contributing the economic growth to the country.

Whomsoever is working in this company can also be a stakeholder, they can also stake in company’s Success. They are considered as equal as a company’s partners, who would be rely on company success to keep the supply chain going. Every Business has a different approach for stakeholder and it would differ from between business rules and responsibility. As in Spectrum The major stakeholder would be the investor holding the stake in a viable to company.

# Consumer Guarantee Act 1993: -

Under the consumer Guarantee Act (CGA) where consumer holds the rights to expressed as a Sequences of Guarantee, a seller will automatically make to when a customer buys any goods or services for his personal use. In this topic we will discuss what are the rights, how you should overcome of it? and how does it affect to a present business.

When it comes to online shopping it applies from a business that is based on New Zealand. If you had a problem with your product you can remedy from the seller easily without any trouble. For This problem company puts an extra effort by developing several factors like: -

* Fits for purpose.
* Safe and durable.
* Free from any defects whether it’s a minor or major.
* Acceptable by appearance and finish.

As a reason consumer is fully authorized to complain with the state of product conditions and price which paid to goods, including any hidden defects which consumer is not aware of that would also regards as an acceptable having regards to: -

* The nature of goods.
* Price paid
* Any Statement made on Products packing or label on goods.
* Any Representation made about the goods by the supplier or manufacture.
* All Other circumstances which are relevant to the sale of the goods.

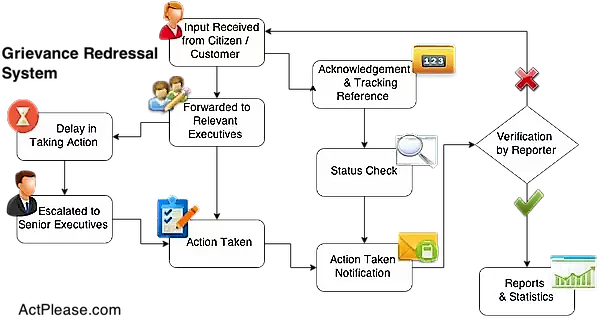
As We discus above rule, the guarantee requires an objective assumed of acceptable quality of goods and supplies, the issue is what a responsible consumer would regard as acceptable. An induvial consumer might have the unreasonable expectations, but the supplier is not required to guarantee that goods will meet consumers subjective and unreasonable expectation of acceptable quality. The objective assessment is in the first instance a matter of judgment and negotiation between the consumer and the supplier in a case. Supplier usually enter multiple transaction selling goods and they are often in a good position to assess the performance that can be reasonable expected from the goods they sell.

## How this business must structure its processes to ensure compliance with this legislation.

If Something Doesn’t go right and goes wrong customer holds the right to insist the company for fix that thing or insist of replacing product if problem is minor, then it must been fix or give a refund.

If problem is unable to fix or seller can’t find any solution to that problem following things he could do,

* **Reject the product** replacement should be done of similar type and same value or a full refund of purchase product.
* **Claim Compensation** for any drop in the price of the product or service.
* **Cancel the service contract** consumer can pay according to their satisfactory work done and find someone else to repair if they are willing for.



*Fig 1.1: -* How we can develop consumer guarantee act as on a high priority.

(Source: - [www.Act.com](http://www.Act.com) ,as directly taken from google photos)

# Treaty of Waitangi: -

The Treaty of Waitangi is new Zealand’s founding document. It. The moto of the treaty was to enable the British settlers and the Maori people to live together in New Zealand under a common set of laws or agreement. Treaty focused to protect the rights of Maori to keep their land, forest, fisheries and treasure while handing over sovereignty to English. In Maori is called *Te Tiriti o Waitangi.* It was signed in both languages English and Maori. In Early courts didn’t accept the treaty of Waitangi as having any legal status. Later, it was passed and establish to Waitangi Tribunal.

# Relevance of Treaty of Waitangi with IT Business.

Many Clients would have a doubt whether it would apply to us or not? what is benefit of that, having treaty in Business so to answer is, it’s a huge amount of opportunity for business sector and ultimately to nation. It will also help in unleash the economic potential of whanau, hapu and iwi.

# practical steps IT business can take to respect the principles of the Treaty.

* Giving knowledge to staff regarding Treaty.
* Give priority to job satisfaction.
* Client base should be increase.
* Increase network opportunity.
* Remuneration for their services (getting paid).
* Motivate to stood at forefront for the development opportunity.
* Access to up and coming major players in the economy.

# Environment of Business is comprised of external forces which influence business: -

* Demographic influences
* Legislative & Taxation
* Finance & Economy
* Natural Disaster
* Technological

A picture containing object

Description generated with high confidence

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*Fig 1.2: - Environment* which influences Business.

Source: - (October 1, 2003) Loh S. T.Nannyhood. The Atlantic. (“<https://open.lib.umn.edu/exploringbusiness/chapter/9-8-the-marketing-environment/>”)

# How Natural Disaster (External influence) could impact IT business operates: -

As in Business Natural disaster problem are quite often and very painful for the company to recover that part which has been lost, disasters like floods, hurricanes, earthquake, wildfires. Due to Natural disaster many things could affects such as

* Infrastructure damage
* Transportation & Communication issue rises
* Drop in sales & Supply chain would be lost and due to that Lost in profits & customers
* Loss of Utilities (electricity & water)
* Temporary business closures
* Employee can’t come to work place

A picture containing sky

Description generated with very high confidence

*Fig 1.3*: - Ratio of business influences affected by environment v/s Solved issue.

Source: - (2018) Natural Disaster.(“<https://www.raconteur.net/business-innovation/risk-preparation-protects-businesses-natural-disasters>”)

# What changes in business need to make to remain competitive?

When natural disaster strikes, business could break in huge loss of revenue, so below are some points need to follow for a business in accordance to prevent from natural disaster,

* Off-site Storage company saves their data on a cloud-based services which is economical and efficient way to protect payroll, customers details, client’s data and many other information they used to store for not to be lost by disaster.
* Install Power generator on site so they can have access if electricity lost problem occur.
* Conduct regular risk analysis on sites and make sure there should be plan always be ready for dealing with natural disaster.
* Diversion plans should be there on site if something goes down the other can pick up the slab.
* Taking proper insurances and keeping the duplicate document in a safe place apart from site.

# A change in the competitive environment (industry) which could force a change in the way to operate business.

Competition exits in every successful market, and one should be able to apply the strongest competition strategies to make the boost up in business.

**Pricing: -** in company you should have a market research advisor which could provide you competitors price and the customers willing price to pay for that product and service. Pricing strategy could be on basis on discounting also which temporarily low price for offering two for the price of one.

**Quality and Service**: - Majorly customers see a product price and the service/ what kind of value they are getting on their money, By creating a good quality product and excellent services to customers that would help in long term.

# Changes require by company to remain competitive.

Staying competitive in market Is quiet challenging and need to have skills like leadership to sustain. Many companies fail because lack of management, planning and couldn’t understand the business environment properly. So, in accordance to remain successfully one should have speed of adaptability and adapt at the speed of learning. Improve staff training and update their knowledge of product and always be clear about big pictures, how they win the race by act on their own decision. Some of major factors which can help you to stay competitive are, looking after your existing customers, Targets, Expand offers, Be the best Employer , Know your customer, Set up Marketing and last but not least is that Look to the future for growth and more successful should have clear idea where you want to go in five or ten years of time.

# Conclusion: -

In conclusion by comparing different books, journals, webpages at last it concludes that for a small sized business you can only achieve success by managing the consumer guarantee act 1993 and focus more toward the NZ legislation. As well by giving knowledge about treaty of Waitangi to staff as this way of practical steps we can respect to treaty. The environment of business is also influencing by external forces like Finical, Socials, Taxes, and many other can take into consideration. Even Natural disaster can cause more effects on business and could get in loss by damaged infrastructure, employee can’t able to come for work due to flood or hurricanes. To stay with competitive is quiet challenging by following marketing scheme and giving extra quality of services to customers for promoting business. Many decisions should be taken to stay in competitive if natural disaster occurs like all the data and information should be secure safely and duplicates should be maintaining well at different places. This how a business should take care with different difficulties and avoid the chances in loss.

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