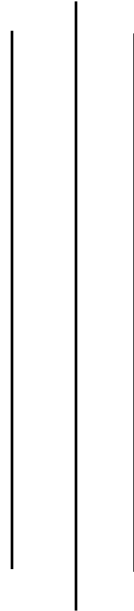




**SUNWAY**

INT'L BUSINESS SCHOOL



Programme Name: BCS

**HONS**

Course Code: ISYS 2400

Course Name: Management Information  
System

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- 1. Whether your business is large or small, there are several ERP benefits your company could gain. Enterprise resource planning software (ERP) is a suite of customizable applications that allow businesses to integrate and manage their most important processes. Although there are plenty of advantages, it's not all smooth sailing; ERP has its disadvantages, too. ERP is usually referred to as a category of business management software. Analyse ANY FIVE (5) benefits of Enterprise Resource planning (ERP).**

**Answer:**

As we know, ERP stands for enterprise resource planning, and it is a type of software that businesses use to manage day-to-day operations like accounting, procurement, project management, risk management and compliance, and supply chain operations. Enterprise resource planning (ERP) is a management and integration process used by businesses to manage and integrate the various aspects of their operations. Many ERP software applications are beneficial to businesses because they assist them in implementing resource planning by integrating all of the processes required to run their businesses into a single system. Planning, purchasing, inventory, sales, marketing, finance, human resources, and other functions can all be integrated with ERP software.

ANY Five (5) benefits of Enterprise Resource planning (ERP) are given below:

- **Cost Savings**

With every business, you want to be smart with your financials and avoid making costly mistakes that could hurt your business in the end. With one source of accurate, real-time information, enterprise resource planning software reduces administrative and operations costs, allows businesses to utilize money in other, much needed areas. It allows manufacturers to proactively manage operations, prevents disruptions and delays, breaks up information logjams and helps users make decisions more quickly. If you've chosen the right solution for your business, and the right vendor who meets your needs, you're bound to see a powerful ROI. ERP software is available to help you become smarter about saving and spending when necessary.

- **Customer Service**

It's easier to provide high-quality customer service using an enterprise solution, especially when you're using one as well-equipped as Workwise ERP. Sales and customer service people can interact with customers better and improve relationships with them through faster, more accurate access to customers' information and history. You'll also have access to marketing automation and contact center software, ensuring your customers are being interacted with consistently. Additional features including lead scoring, which helps with searching for leads to move through the sales pipeline, social media monitoring and email campaigning, which allows users to track the status of their campaigns. Workwise ERP also integrates with CRM, which is designed to strengthen the relationship between a business and its customers.

- **Improved Process Efficiency**

An ERP platform eliminates repetitive processes and greatly reduces the need to manually enter information, which not only improves user productivity, but it eliminates the possibility of inaccurate data which could lead to making costly business mistakes. The benefits of implementing an ERP system in an organization will also improve daily business activities by streamlining business processes, which makes it easier and more efficient for companies to collect data, no matter what department they're working in. Think of ERP as an extra hand and brain, designed to keep businesses on track, noticing every detail and making work life easier and more efficient, from software users down to its customers

- **Improved Reporting and Planning**

Along with improved process Efficiency, better insight is a major advantage of ERP software. Implementing an ERP suite across departments means your organization has a single, unified reporting system for every process. By having a single source of truth, an ERP system can readily generate useful reports and analytics at any time. This software gives you the ability to analyze and compare functions across departments, without the hassle of multiple spreadsheets and emails.

- **Increased Productivity**

Save time and increase productivity levels. Sound too good to be true? It's not with ERP software's automation and streamlining capabilities. Often times, when tedious tasks take up much needed business time, there can be a delay in production, which can affect your business and even the customer service experience. By having redundant processes automated, users have more time to work on other time sensitive, pressing projects and tasks that may truly require more of your attention and time. Users will also be able to work easier since the solution was designed for ease-of-use. ERP was designed with ease of use in mind, as well as giving business a break from long winded tasks, allowing you to shift your focus toward other matters.

Therefore, this above point are the benefits of Enterprise Resource planning (ERP).

2.

- a. **Marketing information systems assist marketers in meeting the information needs in different areas. Relate ANY FIVE (5) areas where marketing information system will help.**

**Answer:** As we know, MIS is the systematic integration of hardware and software technologies, as well as data, processes, and people. It's a software system that focuses on information technology management in order to make strategic decisions more efficient and effective. The MIS helps in strategic planning, management control, operational control and transaction processing. The MIS helps in the clerical personal in the transaction processing and answers the queries on the data pertaining to the transaction, the status of a particular record and reference on a variety of documents.

ANY FIVE (5) areas where marketing information system will help are given below:

- **Strategy Development:**

MIS also assists in the development of marketing strategies by providing information. It helps with new product development, product positioning, marketing communications (advertising, public relations, and sales promotion), pricing, personal selling, distribution, customer service, and strategic partnerships and alliances. The development of information system-dependent e-commerce strategies is based on MIS.

- **Market Monitoring:**

MIS enables the identification of emerging market segments, and the monitoring of the market environment for changes in consumer behavior, competitor activities, new technologies, economic conditions and governmental policies at the time of using market research and market intelligence.

- **Support Management and Decision Making:**

Marketing information systems support management decision making. Management has five distinct functions and each of them needs support from MIS. These are planning, organizing, coordinating, decision-making and controlling.

- **Storage of information:**

MIS stores processed or unprocessed data for future use. If any information is not immediately required, it is saved as an organizational record. In this activity, data and information are retained in an organized manner for later use. Stored data is commonly organized into fields, records, files and databases.

- **Strategy Implementation:**

MIS helps in product launches, authorizes the co-ordination of marketing strategies, and is an integral part of Sales Force Automation (SFA), Customer Relationship Management (CRM), and customer service systems implementations. It permits decision makers to more effectively manage the sales force as well as customer relationships.

**b. Goal of HRM is the effective and efficient use of the human resources of a company. Analyze how does human resource information systems support organization?**

**Answer:** HRIS system is the integration of HR activities and information technology. It enables data entry, and tracking and management for human resources, payroll and accounting. HRIS systems reduce data duplication and human error. This makes HR operations simple, efficient, and productive. More importantly, with the real-time information that an HRIS provides, HR professionals can gather and track accurate data to create reports. This makes it easy to gain a comprehensive understanding of where your business stands and how you can spend and save money. Managing businesses and people can be challenging. But by establishing a foundation of organization and automated services, you'll set your company and employees up for success. An HRIS gives you the tools you need to take a big-picture look at your business and identify weaknesses, strengths, and opportunities to take action.

An HRIS is a record-keeping system that keeps track of changes to anything related to employees. The HRIS can be seen as the single source of truth when it comes to personnel data. The HRIS allows data to be tracked in order to advance HR and business strategy. Different data will be necessary to track depending on the organization's priorities. This is where the HRIS comes into its own. HRIS databases help mitigate the headaches surrounding these processes. For example, an HRIS can collect and store payroll and benefits data for each employee. It can keep track of your full-time versus part-time employees and provide them full access to their benefits information. This may also help your team decide what types of additional benefits might be good to incorporate into your company. HRIS allows us to respond more quickly to changes and to needs of decision-making. HRIS allows budget control, tracking and screening, skills matching, appraisals, feedback, manpower planning, succession planning, skills monitoring, training needs analysis, and global analysis.

Therefore, This above paragraph show how human resource information systems support organization.

**3. E-commerce is changing the shape of competition, the speed of action, and the streamlining of interactions, products and payments from customers to companies and from companies to suppliers. Identify FOUR (4) key success factors of E-commerce technology.**

**Answer:**

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. E-commerce is changing the shape of competition, the speed of action, and the streamlining of interactions, products and payments from customers to companies and from companies to suppliers.

FOUR (4) key success factors of E-commerce technology are:

- **Cost reduction**

One of the biggest advantages of ecommerce to business that keep sellers interested in online selling is cost reduction. Many sellers have to pay lots to maintain their physical store. They may need to pay extra upfront costs like rent, repairs, store design, inventory etc. In many cases, even after investing in services, stock, maintenance and workforce, sellers don't receive desired profits and ROI.

- **Easy setup**

The setting up cost of e-commerce business is extremely low as compared to setting up of a physical shop. Moreover, it is quite easier to license and permit e-commerce marketing site than a physical shop.

- **Wide Platform**

E-commerce brings a wide range of customers across the nation or globe to your business. Therefore, it is a wise choice to choose an e-commerce platform to cross the geographical barriers for your business.

- **Faster buying process**

Customers can spend less time shopping for what they want. They can easily browse through many items at a time and buy what they like. When online, customers can find items that are available in physical stores far away from them or not found in their locality.

**4. Information Technology is increasingly important in the competitive marketplace. Managers need all the help they can get. Information systems perform three vital roles in business: Support Strategies for Competitive Advantage, Support Strategies for Business Decision Making, Support Business Processes and Operations. Discuss these vital roles in brief.**

**Answer:** An information system (IS) is a set of components that work together to manage data processing and storage. Its role is to support the key aspects of running an organization, such as communication, record-keeping, decision making, data analysis and more. Companies use this information to improve their business operations, make strategic decisions and gain a competitive edge.

**Support Strategic Competitive Advantage:** Information systems aid companies in competing with other competitors by maintaining low costs, differentiating products or services, focusing on market niche, strengthening ties with customers and suppliers, and increasing market entry high competition. Information system operates on a strategic level, and an example of this is when the head office uses systems to look at sales trends across stores to identify ways to gain competitive advantage over other retailers. Information System help to maintain up-to-date, complete and accurate information to stay competitive in the changing world. It creates competitive advantage by giving companies new ways to outperform their rivals.

**Support Business/Managerial Decision Making:** Information system analyzes and synthesizes vast amounts of data to assist in decision-making. With this information, it produces reports that may project revenue, sales, or manage inventory. Through the integration of multiple variables, a system can produce a number of different outcomes based on the company's previous data and current inputs. It operates on a tactical level, and an example of this would be where in store managers use systems to decide what lines to add or discontinue. Information System help to make actionable decisions, or produce multiple possible outcomes based on current and historical company data. Information System eases the process of decision making and simplifies the process of delivering the required information and hence assists in taking better decisions instantly.

**Support Business Processes and Operations:** Information systems is a integrated set of components for collecting, storing and processing data ad for delivering information, knowledge, and digital products. Information system help in managing and organizing human resources, accounting and finance, sales and marketing, operations, and manufacturing. An example of this kind of information system is the paying of employees, the tracking of inventory, and the recording of customer purchases in a retail information system. An IS can help in analyzing independent processes and enables organized work activities. Information System makes it simple to store operational data, revision histories, communication records and documents.

Information System can be effectively implemented to help communication better between the employers and the employees. Information Systems work better as it stores documents and files in folders that can be accessed and shared by the employees. This ensures to oversee the flow of information between the management and the lower-level employees. This also allows the front-line employees to be a part of the decision making process and hence feel motivated and committed towards doing a task.

## **Section B**

### **1. Prepare a comprehensive report highlight the competitive force Model for "FoodFiesta".**

**Answer:** As we know, "FoodFiesta", a newly registered company as online food business is trying to make a mark and capture most of the opportunities available in market of Nepal. We also know, The Competitive Forces Model is an important tool used in strategic analysis to analyze the competitiveness in an industry.

A comprehensive report highlight the competitive force Model for "FoodFiesta" is given below:

- **Competition in the industry**
- **Potential of new entrants into the industry**
- **Power of suppliers**
- **Power of customers**
- **Threat of substitute products**

- **Competition in the industry**

Competition in the industry refers to the number of competitors and their ability to undercut a company. The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser the power of a company. For "FoodFiesta" the number of competitors are so high. Some of the top competitors are bhojdeals, foodmario, bhok lagyo, foodmandu, 911 food express and so on. Where rivalry is intense, companies can attract customers with aggressive price cuts and high-impact marketing campaigns.

- **Potential of new entrants into the industry**

Foodfiesta's power is also affected by the force of new entrants into its market. The less time and money it costs for a competitor to enter a company's market and be an effective competitor, the more an established company's position could be significantly weakened. An industry with strong barriers to entry is ideal for existing companies within that industry since the company would be able to charge higher prices and negotiate better terms. Foodfiesta can be affected by people's ability to enter its market

- **Power of suppliers**

It is affected by the number of suppliers of key inputs of a good or service, how unique these inputs are, and how much it would cost a foodfiesta to switch to another supplier. The fewer suppliers to an industry, the more a foodfiesta would depend on a supplier. As a result, the supplier has more power and can drive up input costs and push for other advantages in trade. On

the other hand, when there are many suppliers or low switching costs between rival suppliers, foodfiesta can keep its input costs lower and enhance its profits.

- **Power of customers**

It is affected by how many buyers or customers a company has, how significant each customer is, and how much it would cost a company to find new customers or markets for its output. A smaller and more powerful client base means that each customer has more power to negotiate for lower prices and better deals. A company that has many, smaller, independent customers will have an easier time charging higher prices to increase profitability. So Foodfiesta should maintain their customer by providing better services.

- **Threat of substitute products**

substitute goods or services that can be used in place of a foodfiesta's products or services pose a threat. Companies that produce goods or services for which there are no close substitutes will have more power to increase prices and lock in favorable terms. When close substitutes are available, customers will have the option to forgo buying a company's product, and a company's power can be weakened. So foodfiesta should provide good and unique services for customer to maintain rivalry and increase the sales.

**2. According to Porter, competitive advantage can be developed by following one or more of the strategies. Analyze the different strategies that you would formulate suitable to the business model of "FoodFiesta".**

**Answer:**

The different strategies that we would formulate suitable to the business model of "FoodFiesta" are given below:

**Make A Good Website For FoodFiesta**

For Foodfiesta, having a good website is critical. Foodfiesta's website should be appealing and easy to navigate. A website with a poor user interface will not attract many visitors. On the contrary, it may result in customer loss. People prefer to use websites that are simple and straightforward. We will Create a memorable logo and tagline that we can use on our website and elsewhere.

**Advertising**

For FoodFiesta to continue to grow, we will need to advertise effectively. We will use Google Ads and other online ad tools to promote Foodfiesta. To promote FoodFiesta and reach out to a larger audience. We will distribute ads in newspapers, magazines, and pamphlets.

**Good Customer Services**

People will only continue to order food through your online food delivery store "Foodfiesta" if you are able to provide good customer service to them. Your customers should not encounter any



difficulties during the ordering or delivery of their favorite food products from their favorite restaurants. But if they do, the customer service team should always be ready to help them in any way possible.

### **Collaborate With Food Bloggers and Influencers**

This is another way of growing our business through the power of social media. Food Bloggers and Influencers are foodies who write blogs about food DIYs, reviews for food delivery platforms and more stuff related to food. These people generally have a huge presence on social media and people tend to believe their opinions on such matters. Therefore, collaborating with them for the referral and promotion of Foodfiesta will lead to a huge growth.

### **Provide Sponsorship**

Sponsoring events can help you very much in the marketing of Foodfiesta. Offer sponsorship to big or small events (according to availability of funds). This will bring Foodfiesta in people's notice and is a good way of advertising Foodfiesta.

### **A Good Mobile App**

FoodFiesta should also have a good mobile application for our business. People nowadays tend to use their mobile phones for majority of their works. Therefore, people find it very convenient to order their favorite food from their favorite restaurants just by a tap of their fingers. The mobile application should also be easy to use and it must have a good interface. So, foodfiesta should invest in a good website and mobile application,

And other straggles are:

- Increase your visibility on app stores and play store.
- Provide good customer service to get good reviews and implement word of mouth strategy.
- Invest in local SEO.
- Create short videos and images.
- Keep your customers informed about new offers via email marketing.

Therefore, This above are different strategies that we would formulate suitable to the business model of "FoodFiesta".

- 3. Decision makers have also identified the CRM can improve the business process. Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. Discuss the different benefits that CRM would offer for "FoodFiesta".**

**Answer:**

As mention in question, Decision makers have also identified the CRM can improve the business process. Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. Also Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. A customer relationship

management software (CRM) s assist your company in improving relationships with existing customers, attracting new customers, and regaining lost customers.

ANY FIVE (5) benefits that Customer Relationship Management (CRM) would offer for “FoodFiesta” are given below:

#### **Increased Sales**

A CRM tool can help you automate key tasks, streamline your sales process, and analyze all of your sales data in one centralized location, potentially increasing sales and productivity. A CRM allows you to create a step-by-step sales process that your employees can trust and that you can easily tweak as problems arise.

#### **Improve Customer Satisfaction**

One of the prime benefits of using a customer relationship management system is improving customer service through storing secure customer data. By using this strategy, all dealings involving servicing, marketing, and selling your products and services to your customers can be conducted in an organized and systematic way. CRM software can also help you provide better service to customers by allowing you to better understand their problems. For example, if you need to resolve a problem for a customer, your representatives will be able to retrieve all of that customer's activity, including past purchases, preferences, and anything else that could aid in quickly finding a solution. You can use CRM in this way to get continuous feedback from your customers on your products and services.

#### **Better Internal Communication**

One of the many major benefits of a CRM platform is the ability to share customer data between departments, allowing you to work as a team and help optimize the customer experience. Each employee will also be able to respond to customer inquiries about their product or service. A CRM allows you to see how other employees interact with potential customers, allowing your team to maintain a consistent brand voice. It also allows team members to send notes or alerts to one another, tag one another on projects, and send messages and emails all from one system. By working as a well-informed team, you will be able to improve the company's overall efficiency and provide better service to customers.

#### **Centralized database of information**

The best thing CRM software does is create a centralized database with all of your customers' information, making it easily accessible to anyone in your company who needs it. This makes it simple for a sales representative to see, for example, what products a particular customer is interested in. If a customer has previously interacted with the company, records of that interaction will be stored in the CRM, which can be used to inform future marketing and sales efforts. This saves your employees time searching through old files and records, as well as providing a better and more productive customer experience.



### **Optimize your marketing**

CRM enables you to run a more targeted and cost-effective marketing campaign, especially email marketing campaigns. You'll be able to identify the best time to promote your product by understanding your customers' needs and behaviors, and you'll be able to take advantage of marketing automation features provided by a CRM software. A CRM software will also assist you in segmenting your customers and providing insight into which customer groups are the most profitable. You can use this data to create relevant promotions for your groups and execute them at the appropriate time. You give yourself the best possible chance of increasing your revenue by optimizing your marketing resources in this way. All this will help your sales team greatly.

**Thank You**