# **UNIT 4.10**

# **MANAGEMENT INFORMATION SYSTEM**

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# Task 1

# 1. A) Analysis of Data in chosen organization – Amazon.com

MIS involve planning, management, development and use of information technology tools for helping organizations in performing their tasks of information processing and management. MIS assists the organizations in decision making by using the right techniques and tools for analyzing data and making the right decisions based on this information, especially in large organizations where managers cannot control all the operations. MIS reduce data overload and converts bulk of data in a more organized and condensed form. It provides organizations with decentralizing control and monitoring of work at lower levels.

Amazon has been persisting in its business strategy, innovation and especially in information systems. Amazon uses MIS to steer growth and strengthen their management. Amazon is the largest ecommerce platform and sells directly to customers through the internet. It has become one of the largest online retail enterprise. MIS assists in the decision making process at Amazon by presenting the required information according to the accurate and up to date system. It improves the usability of the information and timeliness of the information delivery. Success is achieved by implementing an integrated system through web and by operating the information system properly. IT is the core of Amazon’s business. Through accurate manipulation of information technology, profits are increased.

MIS Systems are implemented in Amazon to administer raw data simulations. Through these simulations, predictions are made. MIS systems are also valuable when it comes to projecting the impact of price changes on merchandise sales. Decision making is facilitated by Decision Support Systems (DSS) which cannot function without MIS systems. Huge bulks of data are organized into coherent reports via MIS systems. This organized data is that easily used by mangers to make informed strategic decisions. Information and financial patterns in the data are identified that helps in growth planning. Customers’ data is collected when they access Amazon.com on mobile devices, procurement systems or web browsers. This data is then retrieved and analyzed by MIS systems.

# 1. B) MIS Features

An ideal MIS should have the following features:

**Easy to use:** MIS should be easy to use and the users (managers) should not requires advance knowledge in order to understand the information system. MIS should not be too much time taking and it should summarize data into useful information for the managers.

**Flexible:** An MIS should be able to allow the managers to analyze data and evaluate it from various sources according to their needs.

**Versatile:** Different set of skills and knowledge should be supported by the MIS.

**Collaborative:** Communication among managers and other staff of the company should be facilitated by the MIS.

**Integrative system:** An MIS should be rationally integrated to produce meaningful information.

**Feedback system:** Feedback about its own effectiveness and efficiency should be provided by the MIS.

# 1. C) Legal and Organizational Requirements using MIS

MJC will have to comply with legal requirements when using MIS. They should adhere to the standards, laws and specifications of the Food and Beverages industry. Resources for legal compliance, information security management including data protection and privacy policy, and demonstration of MJC’s commitment to regulatory management compliance will be measured.

MJC will have to adopt the records management system that will assist them in establishing an information system that will allow them to administer security policies and adhere with all security requirements in Food and Beverages Industry.

The legal and organization requirements that should be complied by MJC while using MIS are as follows:

* Updating legal notice on the cookies policy of web application
* Adapting to RGPD regulatory compliance
* Regulating personal data protection
* Developing codes of conduct
* Contributing towards prevention of risks in MIS system of MJC
* Monitoring of compliance with legal requirements and safety standards
* Understanding the scope of regulations in the Food and Beverages industry
* Ensuring data protection laws, cybersecurity, physical security and security policies implementation

# 1. D) Utilization of MIS by MJC for competitive advantage

MJC can utilize MIS system for many advantage. MIS will assist the managers of MJC in planning, control and operations. By adopting MIS, MJC will be able to

* Handle voluminous data with accuracy and efficiently
* Perform multidimensional analysis
* Quickly search and retrieve desired information
* Accurate preparation of budget
* Save time
* Increase managerial efficiency
* Have technical assistance
* Make strategic and informed decisions

By efficient utilization of MIS, MJC can will have big competitive advantage over other organizations in the same business. MJC can use targeted marketing by gathering users’ data through social media and build a strong market presence among the target audience.

# Task 2

# 2. A) Use of MIS by the business to improve performance

Honda is one of the largest motorcycles and combustion engine producers in the world. With the progress in the manufacturing sector, Honda has produced tremendous amounts of data. Obtaining right kind of information is very important for Honda in today’s world to reduce costs, maximize profit and enhance productivity.

Honda uses various applications of MIS to improve its performance.

**Better Decision Making**: MIS helps Honda to collect valuable information and then convert it into rational reports. This cannot be done manually because such volumes of data are impossible to handle without MIS. It provides Honda with financial statements and performance reports. This data aids Honda in planning, analyzing and implementing plans. Through these reports, Honda trends and patters in the data which would be impossible if done physically. MIS turns raw data into useful information which then enables Honda to make informed decisions.

**Data Collection**: Unlike physical files system, MIS saves time of Honda employees by quickly examining data once it is entered in the computer. This enables fast decision making and efficient working.

**Information system**: Honda responds to fluctuations in the market as shown by the MIS. It also helps in gathering and reporting information about the company’s business process. Data is reviewed via MIS to achieve company’s objectives.

**Improved Management**: MIS assists Honda’s managers to look at the departments and areas where improvements are needed. MIS provides autonomy to the managers through its decentralization which helps them to take quick corrective actions.

**Better Resource Management**: MIS system helps Honda to overview the utilization of resources that if the resources are being used in an efficient and proper manner. Information about raw materials, assets, labor and equipment is stored in the MIS which is supervised regularly by Honda.

**Effective Communication**: MIS provides a downward flow of communication as it allows top line managers to discuss the data with front line and department level managers. It also allows upward communication in which front line management can communicate with the top level management more effectively via MIS system. Open communication happens at Honda to make strategic and informed decision based on information systems.

# 2. B) Effectiveness of MIS system

* It assists in strategic planning and implementing it
* It enhances productivity of employees
* It saves time and results in efficient working
* Consumer needs are better understood by the data provided by MIS
* MIS is applied in administration for research and development
* It helps in policy making procedures
* Risks and their corrective measures are analyzed
* Effective and efficient use of resources is enabled
* Facts and information about business transaction is provided
* Provides assessment for resource usage
* Produces data for delivery procedures and operational planning
* Helps in budget control and problem solving
* Schedules projects and plans
* Provides data for routine service delivery

# 2. C) Recommendations to improve current system

* Duplication should not be caused in the data when new parts are sourced
* Specification should not be altered to update existing parts
* Less time should be consumed for searching substitute parts

# 2. D) Further Development of the system

* Managers should analyze data to see buyer workloads and backlogs
* Accuracy needs to be assured to vendors and suppliers
* The production processes need to be more efficient with enhancement in business processes
* Supply chain management will be improved through better information on the business processes
* With this, Honda plans to response more efficiently with changes in the market
* Honda plans to move ahead of its competitors by rapidly reacting to the environment with the help of information systems.

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