

Final Project Outline

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CIS 3010

Business Idea

- Explain your business idea – emphasize on the value you are going to create for your customers. Make sure your business is a one store location.

Competition

- Explain how your idea is unique and you have competitive advantage
 - You can think about a quick Porter's five force analysis here

Role of Information Systems

- Explain how you are going to use Information Systems for your business
- (maximum up to three slides), define processes, activities and role of information including business intelligence

Revenue

- Explain how are you going to make money?

Customers

- Who is your customer/target market?
- Clearly define them in terms of demographics, income etc. [This is what you should already know based on your market study]

Location Analytics-I

- Define your process of GIS analysis
- Clearly define the location variables you are going to use for your analysis and provide rationale behind your assumptions

Location Analytics-II

- Show some results (reports, maps, tables, charts etc.)

Location Analytics-III

- Show some results (reports, maps, tables, charts etc.)

Location Analytics-IV

- Summarize your results that you found from your analysis

Location Analytics-V

- Show the area that you choose for your store location

Location Analytics - VI

- Tapestry report at the selected locations
- Summarize the results

Marketing Strategy

- Once you define your store location using GIS analysis, how are you planning to reach out to your potential customers?

Messaging strategy

- Develop your messaging strategy to tell you story to your customers

Are you going to be profitable?

- Make a case

Conclusion

Three Wows

- Explain three wows your team found while working on this project.

Grading Breakdown

- **Total Grade [50]**
 - **Story flow: [10]**
 - **Overall GIS analysis: [40]**
- **Extra Credit [5]**
 - Out of the box thinking , better graphs etc.