**NAME : PATRICK GICHINGA**

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**UNIT NAME : BUSINESS STRATEGY INFORMATION**

**TASK : ASSIGNMENT 1**

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**Assignment**

1. **Characteristic of information**
2. Timeliness refers to the provision of information to users quickly enough for one to act.
3. Accuracy refers to how information is correct and true.
4. Relevance is the degree to which information is related to.
5. Adequacy is the quality of information being good enough or great enough in amount to be acceptable
6. Completeness is the state or condition of having all the necessary or appropriate information parts.
7. Explicitness means fully and clearly expressed or demonstrated; leaving nothing merely implied.
8. **Type of e-commerce**
9. Business to business ecommerce

This involves marketing of products to businesses or other organizations for use in production of goods, for use in general business operations (such as office supplies), or for resale to other consumers, such as a wholesaler selling to a retailer.



*Figure 1: business to business ecommerce*

1. Customer to customer ecommerce

This is one consumer selling goods or services to another consumer online. Its purpose is to enable consumers to sell directly to other consumers without having to go through a middleman. This allows the seller to keep more of their profit and the buyer to potentially purchase the goods at a better price.



*Figure 2 consumer to consumer ecommerce*

1. Business to customer ecommerce

The company sells their products, goods or services directly to the consumer online. Here the customer can view products on the website that they want to buy and can order it. After receiving the order details, the company will process the order and then send the products directly to the customer.



*Figure 3: business to customer ecommerce*

1. **Types of alliances**
2. **Joint Venture**

This is established when the parent companies establish a new [child company](https://corporatefinanceinstitute.com/resources/knowledge/finance/subsidiary-definition/). For example, Company X and Company Y (parent companies) can form a joint venture by creating Company Z (child company). In addition, if Company X and Company Y each own 50% of the child company, it is defined as a 50-50 Joint Venture. If Company X owns 70% and Company Y owns 30%, the joint venture is classified as a majority-owned Venture.

Advantages

Disadvantages

1. **Equity Strategic Alliance**

This is created when one company purchases a certain equity percentage of the other company. If Company X purchases 40% of the equity in Company Y, an equity strategic alliance would be formed.

Advantages

Disadvantages

1. **Non-equity Strategic Alliance**

This is created when two or more companies sign a contractual relationship to pool their resources and capabilities together.

Advantages

Disadvantages

1. **Global strategic alliance**

This is formed when a company wishes to edge into a related business or a new geographical market, particularly where the government prohibits imports in order to protect domestic industries. The alliance is usually formed between two or more cooperation each based on their home country, for a specific period of time.

Advantages

1. Gain new skills and technology.
2. Broaden business and political contact base.
3. Share fixed costs and resources.
4. Enlarge your distribution channels.
5. Gain greater knowledge of international customs and culture.
6. Enhance the business image in the world marketplace.

Disadvantages

1. Less efficient communication.
2. Poor resource allocation.
3. Difficult to keep objectives on target over time.
4. Loss of control over important issues e.g. product quality, operating costs, employees, etc.
5. Weaker management involvement or less equity stake.
6. Fear of market insulation due to local partner's presence

**Types of software systems**

1. Transaction processing system

This is a computerized system that performs and records the daily routine transactions necessary to the conduct of the business.

Examples

1. Management information system

Refers to a computer-based system that provides managers with the tools to organize, evaluate and efficiently manage departments within an organization.

Examples

1. Embedded software

This is a piece of software that is embedded in hardware or non-PC devices. It is written specifically for the particular hardware that it runs on and usually has processing and memory constraints because of the device's limited computing capabilities.

Examples

1. Smart Cards
2. Missiles and Satellites
3. Digital Consumer Electronics
4. Telecom
5. Decision support system

This is an information system that supports business or organizational decision-making activities.

Examples

1. Cost analysis systems
2. Contract cost analysis system
3. Realtime time software

This is a software that provide faster accomplishment of tasks, operations and activities on the computer.

Examples

1. Building tools e.g. AutoCAD
2. Computing and analysis applications
3. Media
4. Artificial intelligence software

This is a **software that is capable of intelligent behavior. This** involves simulating a number of capabilities, including reasoning, learning, problem solving, perception, knowledge representation.

Examples