

Assignment 1



SEPTEMBER 22

T405 – Information Systems Business Analysis
BUS4051 – Business Analysis Case Study
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Waterfront Realty Case Study

Business Goal

The main goal of Waterfront Realty is to come back into a market leadership position among the mid-size real state agencies.

Business Objectives

- To implement a social media strategy.
- To optimize the company's website in the next 6 months.
- To acquire a client growth over 5% within the next 12 months.
- To get the property listings to 10% growth in the next 2 years.
- To balance the ratio from low/high price transactions to 50%/50% from the actual 70%/30% within the 2 years.
- To lower the staff operation expenses from 3% to 2% growth a year within 12 months.

Problem Statement

Lately, Waterfront Realty is experiencing a decrease in growth in multiple fronts of its operation. The client acquisition growth has been staidly decreasing from 5% to 3%, 5% being the bare minimum survival level. The listings of properties have also come down from 10% to 8%, and the low to high-price market ratio is now out of balance with a 70%/30% ratio when 50/50 the minimum accepted.