

Answer the following questions.

1. Provide an explanation of why your capstone project is important to your client and what is the impact of your system on your client and to the community?

Our capstone project, “Tenants Booking Application” will help the tenants and landlords belonging to midrange households have a much easier time in finding quality affordable room or house for rent, that fits what they want and need.

2. Explain your understanding regarding Business Strategy, Organizational Strategy, and Information Strategy and their relationship.

Business Strategy, Organizational Strategy, and Information Strategy are all related to each other. When one changes, the others must change to balance out. The business strategy is the overall plan and action to be used by a business or organization to achieve its goals. Organization Strategy focuses more on the organization and its structure, and the organization mission and vision. Information Strategy tackles how an organization will obtain, store, process, and use information to reach their objective.

3. Explain your understanding of Cost Leadership, Differentiation, and Focus. How will you apply the three primary strategies? provide an example.

Cost Leadership is when a business gains a market advantage by lowering their prices compared to others while delivering nearly the same quality of product or service. An example of this is Walmart where they have many products with low prices and deals. Differentiation is a business strategy where a product is made to have different and better qualities than its market competitors adding to its uniqueness. An example of this is Apple where they have established their devices as products for “Rich” people, having iconic, elegant, and minimalist designs compared to other device competitors. Focus strategy focuses on identifying the specific needs of a niche market and developing products and services aligned with those needs. For example, Lefty’s brand sells products specifically for left-handed people.