

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 ease their methods of finding, booking, and posting about their for-rent homes and rooms. Due to the pandemic and job cuts, many are having trouble finding a place to stay where it is convenient for them and near their new work, or provides a work-from-home environment. Our capstone project intends to help these tenants find the place they have much easily rather than trying to use social media app like Facebook, which can be a slow process, and landlords to help them easily market their low-cost rooms and houses for those wanting to rent.

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

Business Strategy is the actions and plans created by an organization to achieve their business goals. Organizational Strategy on the other hand, is the strategy used by businesses that focuses on the organizational structure, primarily to achieve the organization mission and vision, and to promote business growth and employee growth. Information strategy is simply the strategy used in planning how to effectively and efficiently gather, process, maintain, store, and secure information to be used for achieving organizational goals. All three strategies are related, that when one of these strategies are changed, the others are changed as well to maintain the balance within the three.

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

Cost Leadership is a strategy used by businesses to gain an advantage in the market by being cost-friendly than other competitors. Famous examples of companies using this strategy is Walmart and Costco, where they offer low prices or wholesale prices to their customers.

Differentiation is a strategy used by businesses to gain an advantage in the market by being “unique” when compared to other similar products or services. A great example of this is Amazon, where they have maintained their “Premium” air and have successfully differentiated themselves from other online shops, being known as a company that sells nearly everything, at low prices, and with an extremely fast service.

Focus is a strategy used by businesses which simply means focusing on a specific target market needs or trends. Example of this is Beardo, which offers services solely for grooming of beards for men.