

MIS701 Assignment 1 (Individual Submission)

Total mark: 30 - Contribution to the final mark: 30%

Overview

BanhMi2U is a chain of over twenty Vietnamese bread shops in the CBD and around Melbourne. “Banh Mi” is a popular Vietnamese baguette roll stuffed with butter, pâté and a range of fillings (for example crispy pork, crispy chicken, roast pork belly, and tofu), and topped with herbs, cucumber slices, and pickled veggies. BanhMi2U is owned and managed by a young couple, Mr. Ken Tran and Mrs. Katie Lancaster. In addition to bread rolls, they also offer other Asian cuisines such as different types of dumplings and rice paper rolls.

BanhMi2U has a simple website and a Facebook business page to list their shops’ locations, menu, food photos, and contact details, as well as interacting with their customers. In addition, they also advertise their foods via Yelp. They have a small technology team to manage the information and interaction through their website, Facebook and Yelp pages. They receive an increasing number of food delivery orders from local customers. They have a good number of reliable food delivery drivers.

Recently, Mr. Ken Tran and Mrs. Katie Lancaster have purchased a chain of eight bread shops and restaurants. Therefore, they are reviewing all their foods, services, and business operations. They are aware of an increasing competition in the foodservice industry and appreciate the need to invest in technology. Mr. Anuj Pandya has been appointed as their Head of Technology to assist BanhMi2U in managing their business growth and technology investment.

BanhMi2U is keen to explore possibilities of using technology for customer engagement, customer loyalty and retention, food ordering and delivery tracking mobile apps, order inventory management software, social media, and so on. Particularly, Mr. Anuj Pandya is interested in expanding their food delivery services, either through using an existing platform such as Menulog, Uber Eats and Deliveroo, or developing their own mobile app.

Regardless of which app to use, BanhMi2U would like to maintain and grow their customer base, as well as developing a good understanding of their customer food purchasing behaviours. Anuj Pandya has invited you and your team to explore possibilities and implications.

BanhMi2U will consider all investment proposals thoroughly, taking into account expected benefits, costs and risks, to ensure strategic/operational gains and deliver value to their customers and stakeholders. A sound business case is needed before any technology investment decision.

Task:

Your mission is to develop a business technology proposal to add strategic and or operational value to BanhMi2U. Further, Anuj Pandya has requested to be advised on the following specific questions:

- Should BanhMi2U use an existing digital platform for their food delivery services? And if so which of Menulog, Uber Eats and Deliveroo they should use and why?
- Should BanhMi2U develop their own mobile app? If so, would it be feasible and worthwhile, and why?

At this stage, you are required to undertake the following activities:

1. Brainstorm and develop a mind map of the problem space to understand BanhMi2U business growth, overall operations and services, and how technologies are currently used and how technologies can be used for food delivery services, and why. This is scheduled to be conducted in Week 1.
2. Conduct a situation analysis (SWOT and strategy) to examine of the BanhMi2U situation in terms of S, W, O, and T, as well as proposing two alternative business-technology strategies. You are required to justify how your proposed technology strategies can improve the alignment between internal and external elements

identified in the SWOT analysis and make a recommendation(s), including the client's specific request. This is scheduled to be conducted in Week 2.

3. Suggest a specific project to implement your proposed strategy, conduct a stakeholder analysis to identify relevant stakeholders, examine their needs, risks, and levels of influence vs importance in relation to the proposal, and suggest a stakeholder management plan. This is scheduled to be conducted in Week 3.

Write an executive summary based on the findings from the above activities.

Important notes:

- More details on the requirements for the above activities are provided in weekly guides including Assignment 1 Part 1 (A1.P1), Assignment 1 Part 2 (A1.P2) and Assignment 1 Part 3 (A1.P3).
- Prior to attending and undertaking each weekly workshop, you are required to undertake background reading (gather information from related business websites and branches, books, research papers, review emerging technologies as well as food delivery trends, market research etc.) and consult secondary sources such as your family, friends and colleagues to learn about the problem areas under study.

Your work will be assessed using the following rubric (see the next page):

		Not attempted	Needs improvement	Satisfactory	Good	Very good	Exceptional
Assignment 1 – Part 1	Mind mapping (8 marks) ULO1, GLO1	0 points	2 points	2.75 points	3.25 points	3.75 points	5 points
		Chaotic, missing, or of unacceptable quality.	Few elements, misunderstood objectives, lacking coherence and quality. Elements and relationships are not clearly connected to the case study.	Basic elements are present; however, issues in clarity, consistency, coherence and logic are noted. Elements and associations are connected to the case study.	Meets expectations in terms of understanding the sub-problem, its decomposition into meaningful categories, and use of the notation. Elements and associations are clearly connected to the case study.	Very good use of mind mapping and showing cross-reference between various branches and consistency with other team's mind maps. Elements and associations are clearly connected to the case study. Extra reading is evident.	Exceptional quality, novel approach, beyond expectation, excellent presentation on one page. A focused, stimulating and effective mind map.
Assignment 1 – Part 2	SWOT table (2 marks) ULO1, GLO1	0 points	2 points	2.75 points	3.25 points	3.75 points	5 points
		Aspects not identified or incomprehensible.	Few aspects identified and briefly described. Clear errors and omissions. Aspects are not clearly connected to the case study.	Some aspects described and clearly connected to the case study. Some missing or incorrect. Internal and external elements confused.	At least 4 strengths and 4 weaknesses, as well as 4 opportunities and 4 threats identified and are well correct and connected to the case study.	Each element is described, and all elements are consistent with each other to make a comprehensive analysis of the case study. Extra reading is evident.	Each element is described, and all elements are consistent with each other to make a comprehensive analysis of the case study. Exceptional quality in content and presentation, all on one page. A comprehensive, stimulating and effective analysis based on the case study and extra readings / documented assumptions.
	Strategies (8 marks) ULO1, GLO1, GLO4	0 points	3.2 points	4.4 points	5.2 points	6 points	8 points
		Strategies not identified or incomprehensible.	While strategy statements are provided, the connection with SWOT elements is not clear. Actions associated with strategy are not clear.	Two relevant strategies developed and related with SWOT table. Each strategy is developed for one clearly selected pair of internal-vs-external elements.	At least one good strategy developed for a single pair of internal-vs-external elements. It is evaluated and justified, and defines actions that deal with the situation, cross-referenced with SWOT.	Two excellent alternative strategies each developed for a pair of internal-external SWOT elements. All clearly explained and critically evaluated in relation to the SWOT pair and case study. Extra reading is evident.	Two excellent alternative strategies each developed for a pair of internal-external SWOT elements. All clearly explained and critically evaluated in relation to the SWOT pair and case study. Exceptional quality presented on one page with cross-referencing. Recommendation(s) are clearly stated and well justified based on analysis of the case study and extra readings / documented assumptions.

Assignment 1 – Part 3		0 points	3.2 points	4.4 points	5.2 points	6 points	8 points
Stakeholder Influence and Importance (8 marks) Strategies (8 marks) ULO1, GLO1, GLO4		Aspects not identified or incomprehensible.	Few aspects identified and briefly described. Clear errors and omissions.	At least 3 specific stakeholders analysed for their influence and importance. However, some are missing or are not well explained.	Area of interest identified with 4-5 stakeholders included in the importance-influence grids. Stakeholder identification and analysis are specific to the case study and the business proposal.	All stakeholders clearly located and labelled in the grid. All grid elements are clearly explained and risks evaluated for all stakeholders in relation to the case study. Extra reading is evident.	Exceptional quality presentation on one page. Risks of the stakeholders are well evaluated and justified. Stakeholder management recommendation(s) are clearly stated and well justified based on analysis of the case study and extra readings / documented assumptions.
	Executive Summary (4 marks) Strategies (8 marks) ULO1, GLO1, GLO4	0 points	1.6 points	2.2 points	2.6 points	3 points	4 points
		Aspects not identified or incomprehensible.	Few aspects identified and briefly described. Recommendations are not clear or specific.	All aspects described based on an analysis and findings from three parts of the assignment. Project summary is clear. Recommendations are clear and specific.	The summary is clear, coherent, and convincing based on an analysis and findings from three parts of the assignment. Recommendations are clear and specific. Aimed at the management reader.	The summary is clear, coherent, and convincing based on a critical analysis and findings from three parts of the assignment. The summary is presented at managerial level and cross-referenced with tables and grids. Recommendations are relevant, clear and specific.	The summary is clear, coherent, and convincing based on a critical analysis and findings from three parts of the assignment. The summary is presented at managerial level and cross-referenced with tables and grids. Exceptional quality which justifies all insights and arguments and fits on one page. Recommendations are relevant, clear and specific. Presented professionally at senior managerial level.