

DIT5751



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PETHUB

MANAGEMENT INFORMATION SYSTEM

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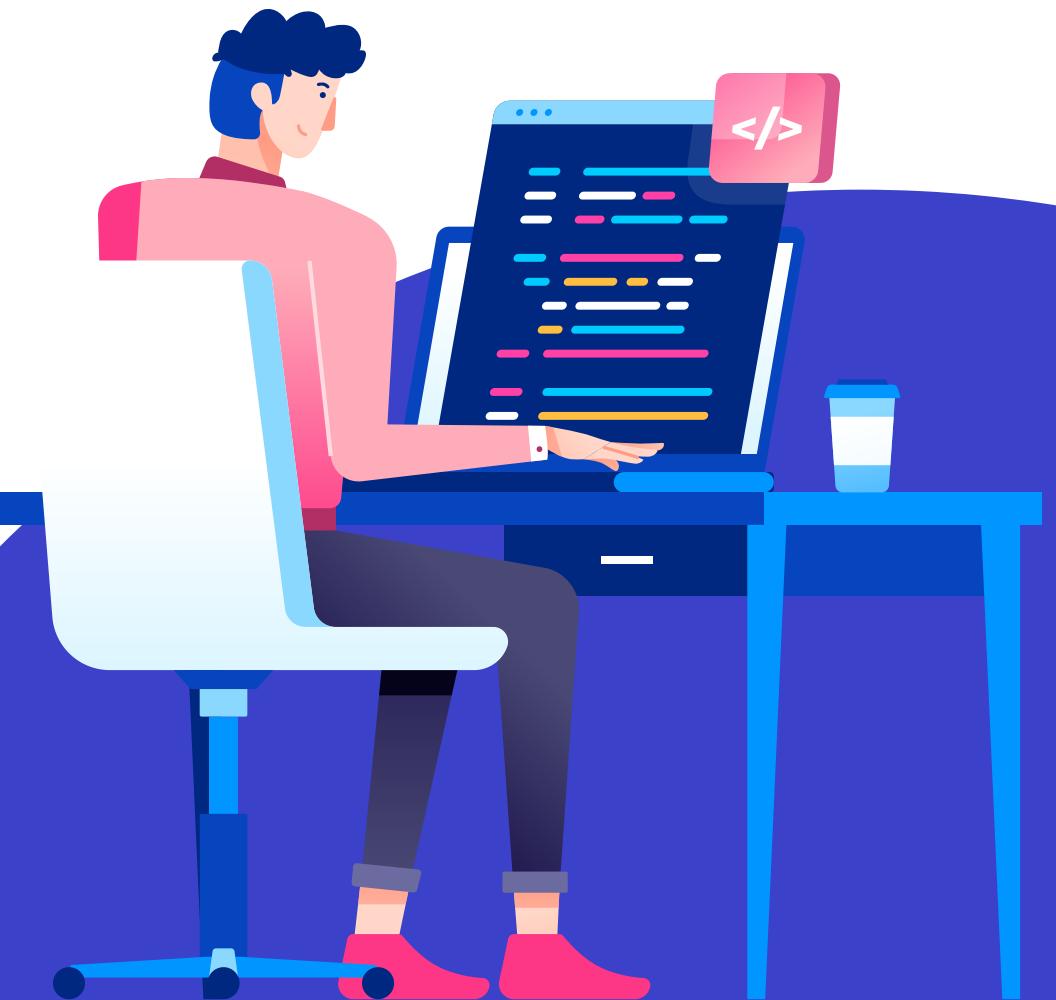
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EXECUTIVE SUMMARY

- Pethub is a general pet service application that offers:
 - making appointments to pet clinics and hospitals,
 - book a time slot for pet boarding
 - create pet related news
 - an e-commerce feature to sell pet products.
- Targets pet owners, pet service providers and business owners
- Acts as a middleman between pet owners with our service providers & business owners





COMPANY OVERVIEW

- Pethub -> e-business platform that provides features for pet owners, pet service providers, & businesses within the pet industry.
- Integration of Information System (IS) influences Pethub's operations, fostering efficiency, connectivity, & innovation
- Impact of IS resulted in several strategies & techniques to be used:
 - Management -> flattened organisation
 - Employees -> collaboration tools
 - Customers -> customer analytic system
 - Strategic business objectives -> Key Performance Indicators (KPIs)



PROBLEM & SOLUTION



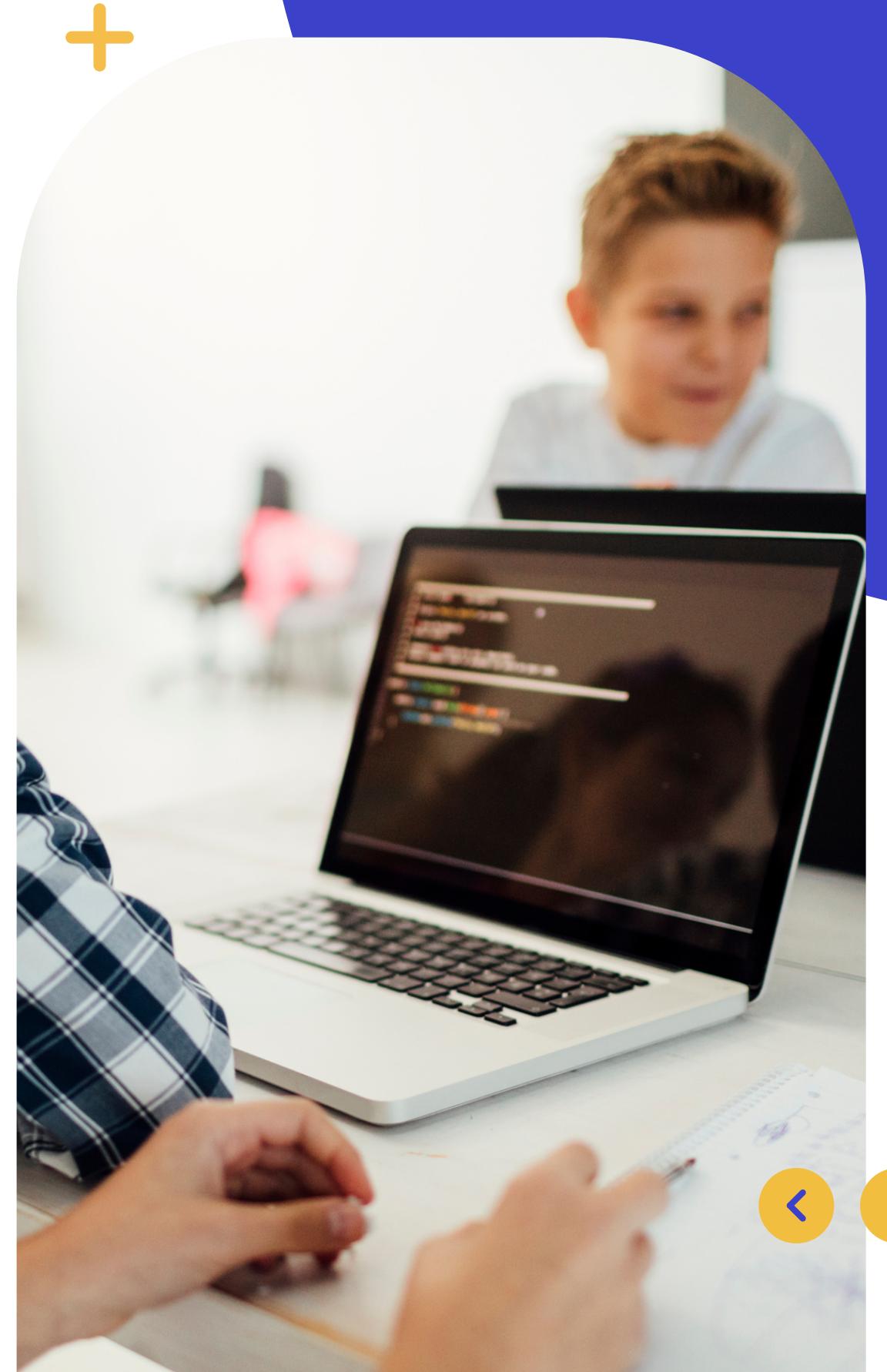
- **Long form-filling process**
Create pet profiles
- **No way of informing pet related issues or events**
Create a news page feature for users to keep track of any pet-related news
- **No feature to book appointments for pet healthcare facilities**
Provide pet healthcare facilities an appointment feature



TARGET MARKET & COMPETITION

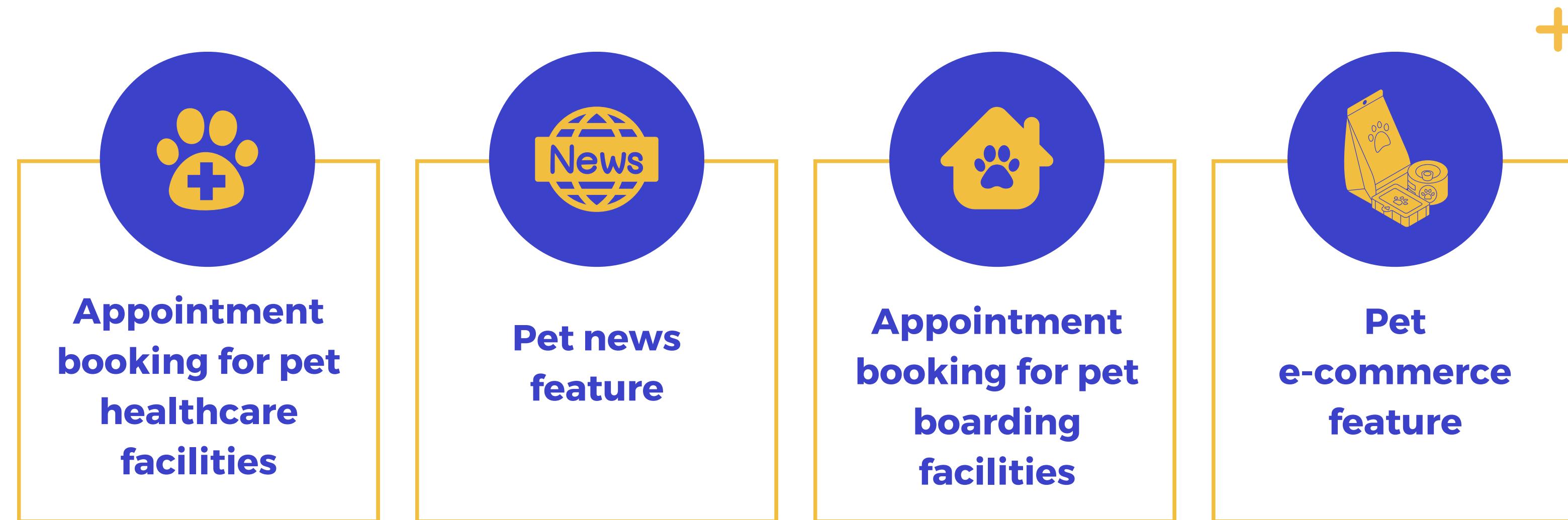
- **Target Market:**
 - Pet owners
 - Pet service providers & business owners

- **Competition:**
 - PetBacker
 - Paws





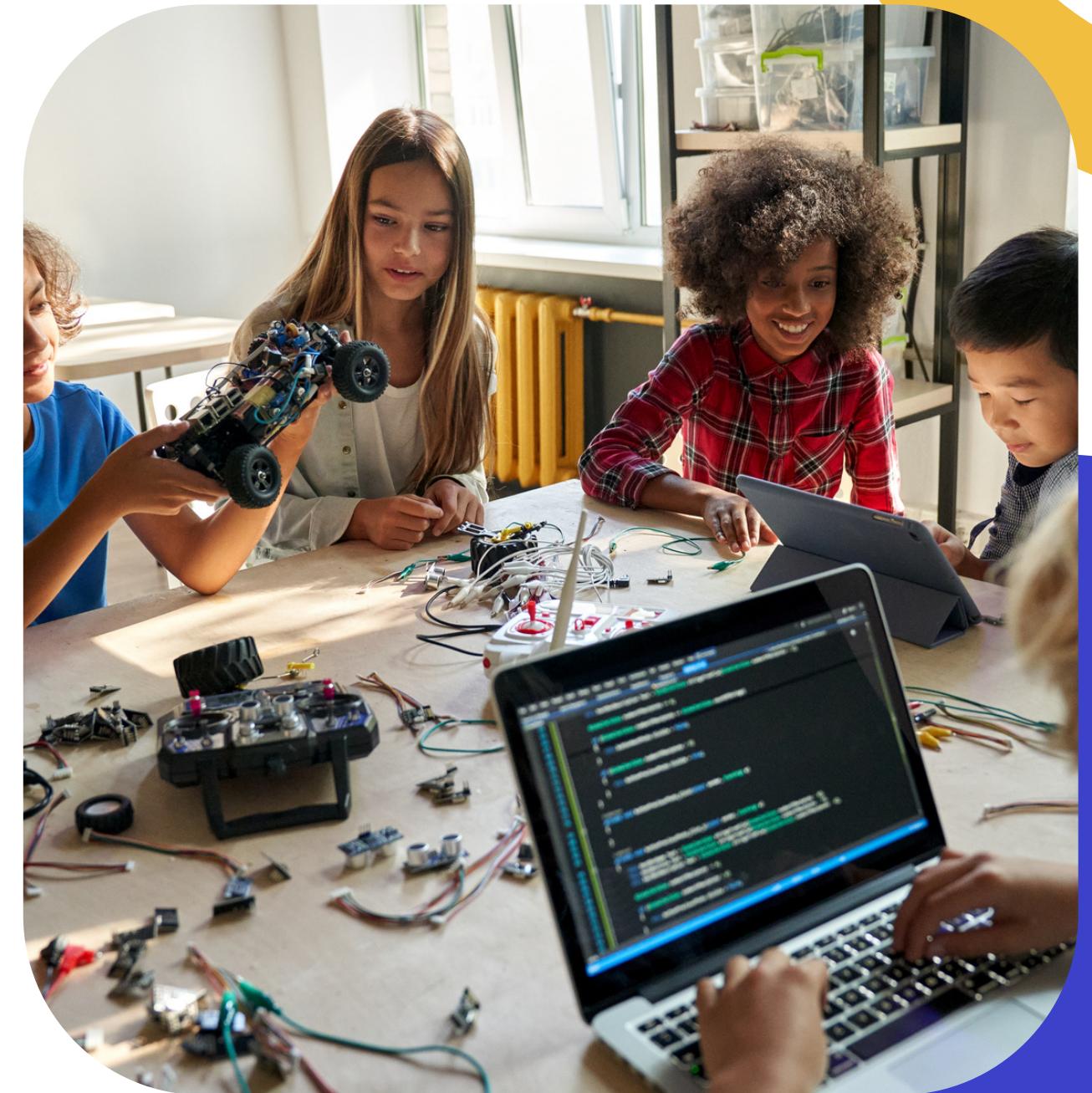
PRODUCT OR SERVICES OFFERINGS





CONCLUSION

- A great application that allows thousands of pet owners to connect with service providers & business owners
- **Sustainability**
 - can have a free trial for service providers & business owners
 - let them choose between a monthly or annual subscription after a while
- Will help shape the future of the pet industry & enrich the lives of pets





ETHICAL, SOCIAL, AND/ OR POLITICAL ISSUES FACE IN THE DEVELOPMENT OF YOUR COMPANY'S IS

- Lack of Communication
 - coworkers from different teams miscommunicates
- Introduction disruptive technologies
 - may lead to potential social and ethical implications
- Transparency
 - lack of transparency from the company to users/stakeholder can harm the trust between them





HOW YOU CAN PROTECT YOUR COMPANY'S DATA OVER THE WEB?

- Use two-factor authentication for the logins
- Use SSL and HTTPS security to encrypt web communication
- Encrypt emails and sensitive data
- Add a firewall to the router to block unwanted traffic
- Use a VPN or private browser to hide your online activity





THANK YOU

