**Case #3 : TOYWORLD**

**MIS 151 : I.T. Management**

**SY 2013-2014**

**Field Trip!**

Go to Toy Kingdom in SM and Toys ‘R Us (Trinoma is the nearest) and observe the layout of the toy store, and the product mix. Go to their websites and take note of what is in the website.

**Case Questions**

Answer these questions and submit a hardcopy of your responses on Tuesday next week during class time.

1. **Frameworks.**
   1. How attractive is the toy industry in the United States? To answer this, provide an analysis of environment under which Toyworld will be operating. This thorough analysis should include an identification of the factors at play in each environment. **A thorough identification of the factors though is desired** to ensure a more proper analysis to be done and a more appropriate strategy. You will be graded on your thoroughness of the analysis.
   2. What two visions will you contribute to an “Vision Discussions” and why would you recommend it? Please support each vision through your environmental analysis.
2. **Strategy.** Based on the critical success factors identified by Toyworld, identify 2 other strategic opportunities for the application of information technology and discuss how these 2 additional strategic opportunities fit into your “Vision Discussions.” This is necessary so that the top management would not think that you simply rehashed an old strategic plan.

**QUIZ**

There will be a quiz on Toyworld next week, Tuesday. This would include the visit and observations you made in your field trip. ☺

The focus of the Bonus questions would be the Pixar movies.