MingCong Zhou

Chef Zau Inc.

Project 1, part3

1. Table: INVOICE – field: CustomerID
2. Table: INVOICE – field: InvoiceID
3. Table: PRODUCT – field: EmployeeID

Project 2

1. There are five particular fields in Porter’s Five Force Framework, which are the threat of new entrants, the threat of substitute products/services, customer bargaining power, supplier bargaining power and rivalry among competitors. As the owner and the only employee of Chef Zau. The force of "customer bargaining power" have the most influence on my company. The main reason is that our target population is University students, especially international student. Their spending power is insufficient. They may have sensitivity towards food that contains a higher price. An unsteady price fluctuation may cause a turning on their selection. At the meantime, there are quite a few dining places in Western. By comparing to their business pattern, they have dominance in their geographic position. Their location provides more convenience. In addition, we operate differently. My product is not on call at any hour. We receive orders and deliver all of them in a specific time. The delivery fee might also produce hindrance between the customer and us. Therefore, our customer has enough "token" to bargain, and that is the main threat facing my company.
2. There are four competitive strategies that summarized by Porter. My company will have a strategy for better product across the industry. Most dining places in Western sell food at an average price of $10. I have tried them all, and the most important things are their taste leave much to be desired. That is what my company aim for. We are going to implement different types of cooking method to approach the customer's appetite. Additionally, we are going to use extra spice on our food and cook just enough. That is the things we are different to our competitor.

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