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Homework

1. The home delivery service
   1. Is the value added sufficient to motivate delivery services to pay monthly fees?
      1. These fees should have been built in to the monthly cost of the service for DVD rentals. If it wasn’t I believe it could backfire on them if they started to charge per DVD shipped. If anything since they were running their operations prior to the GPS, this should increase profit margins since it’s making delivery more efficient and thus cutting costs.
   2. Through which channels could such a customer segment most easily be reached?
      1. The customer segment could be most easily reached through USPS as USPS delivers around the whole world.
   3. With what other devices and/or software would this service need to be integrated?
      1. This device could be integrated into each phone, as seen today with nearly all new phones having a GPS built in.
2. Future Scenarios
   1. Develop a set of future scenarios based on two or more main criteria
      1. How much and of what customer relationship do tech companies require?
      2. How can the value proposition adjust as the market changes?
      3. Which resources do we need to develop?
   2. Describe each story
      1. How much and of what customer relationship do tech companies require?
         1. How much does a good customer relationship mean in the tech industry when more and more companies are shifting to be nearly fully automated?
      2. How can the value proposition adjust as the market changes?
         1. The market will change as time goes on, how adaptive is this business? Can we create it so that the value proposition is flexible in the years to come to keep the business on the competitive edge?
      3. Which resources do we need to develop?
         1. What stuff has yet to be developed that we may develop in order to get ourselves into a niche market?
   3. Develop one or more approaches
      1. We could create a company that focuses on a healthy customer relationship to build brand loyalty.
      2. We could create a company that had a flexible value proposition.
      3. We could build a company that heavily focuses on R&D in order to develop the most cutting edge products and services for our customers.