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Group Assignment #1

# Question 1: (40 pts.)

Suppose you decide to start a business that recruits students for summer jobs. You will match available students with available jobs. You need to learn what positions are available and what students are available for filling those positions. In starting your business, you know you will be competing with local newspapers, Craigslist (www.craigslist.org), and with your college. You will probably have other local competitors as well.

1. **Analyze the structure of this industry according to Porter’s five forces model. (15 pts; 3 pts for each of the five forces, should identify each force correctly or the answers should make sense)**

New entrants’ threat: Investment in recruitment service and brand development to make it attractive for students to choose.

Suppliers’ bargaining power: service provided by supplier will affect the profit of starting a business

Customers’ bargaining power: the fee and expense bargaining by customer of recruitment service provided

Competition inside market: the price and quality balance between similar commercial companies like local newspapers, craigslist, and college.

Potential substitute: different recruitment service source’s competitions. Our business should be filled with a more powerful information network and connections to the latest jobs lists and qualified candidates.

1. **Given your analysis in part a, recommend a competitive strategy. (5 pts)**

Competitive strategy may be a broader connection to information systems that could quickly match the demand and requirement in the job market. Also, The firm can employ a strategy to both give potential candidates an economical job training courses and thus once those groups of students succeed in getting the satisfactory job, they could recommend the next generation of students to their companies. Consequently, the firm could both build a nice brand and extend its markets as well.

1. **Describe the primary value chain activities as they apply to this business. (5 pts)**

Inbound logistics: Acquiring the job information and organize them to more straightforward viewing

Operations: Matching both candidates and job requirement

Outbound logistics: Notification to the potential candidates and coordination between student’s inclination to the job’s acceptance.

Marketing and sales: Building the candidates as loyal customers

Services: Support for subsequent enrollment of companies

1. **Describ**e **a business process for recruiting students. (5 pts)**

1) Organize and publish the job requirement

2) Match with other students

3) Arrange the interview process

4) Enrollment process and following recommendations and training

1. **Describe information systems that could be used to support the business process in part d. (5 pts)**

A web application will be used in order to give all students a way to access a survey where they fill out their basic information, job interests, availability, and experience. All the student information will be stored in a database. In another database, information pertaining to the available positions such as the requirements and the job description will be stored. A database application will have access to both databases and organize them in a manner where the student and job information/description can be easily grouped by key words and inputs so that they can be matched. Once the hiring process is successful, the database application will be updated so that the student’s information is kept, but no longer available to be used to create matches and the job database will remove the position that has been filled.

1. **Explain how the process you describe in part d and the system you describe in part e reflect your competitive strategy. (5 pts)**

Our process in part d and the system we describe in part e reflect our competitive strategy in a variety of ways. For starters, organizing and publishing the job requirements allows us to find like-minded students that will help us reach our goals. Matching and interviewing students will then help us determine if those same students will work well with the team. Finally, onboarding the new students and training them will ensure that everyone is on the same page for best possible results.

A web application will be cost effective and time efficient by not having to print out an excessive amount of flyers and organizing/reading each resume manually. Digitalizing the application process will allow us to also look for key traits and experiences that align with our goals. Additionally, we are able to understand more about each potential candidate and modify the training for each employee as necessary.

# Question 2: (20 pts.; 5 pts for each question)

Suppose that your father asks you to help him purchase a new computer. He wants to use his computer for email, Internet access, downloading pictures from his digital camera, uploading those pictures to a shared photo service, and writing documents to members of his antique auto club.

1. **What CPU, memory, and disk specification do you recommend?**

For his computer, I would recommend an Intel i7, which consists of a dual core 2.4 GHz processor for the CPU, so tasks such as emailing, downloading, uploading, and writing documents would be processed faster. I would also recommend a large memory for uploading and downloading photos, so an 8GB Ram would be beneficial. For the disk specification, I would recommend a 128 GB SSD, so softwares and programs would be processed quickly.

1. **What software does he need?**

Google Chrome is the best option for email and internet access. For downloading pictures, Microsoft Photos or even Google Photos are softwares you can use for it by inserting your SD card into the computer. There are plenty of photo sharing programs to upload pictures; such as Facebook, Instagram, shutterfly, etc. Lastly, for writing documents to members of the antique auto club, there is a software program called Microsoft Word or Google Docs, which can be accessed through Google Chrome.

1. **Shop www.dell.com, www.hp.com, and www.lenovo.com for the best computer deal.**
2. **Which computer would you recommend and why?**

For 3 and 4, I will recommend XPS 13 Developer Edition from Dell. First of all, the price of this laptop is about $1000 which is fair. Because he uses this computer mainly for business purposes insteading of gaming, I will recommend a laptop instead of a desktop computer. Since his activities do not require really high performance, I should recommend a lower price laptop. In case of other purposes and future use, I choose this XPS 13 Developer Edition. Laptop is easy to carry and convenient to use. Of course, this computer does not need a really good graphics card, so Intel Iris Xe should be fine to use. This laptop has an 11th generation i5 processor which is fine. The 256 solid state drive is helpful when transporting pictures and documents. This laptop also has a micro sd card reader, so it would be helpful if the camera uses an sd card. For writing documents, a laptop is the perfect choice. He can write his document everywhere like in Starbuck, library, or on his bed.

# Question 3: (40 pts.)

**Suppose you work at a company called GearUp and Emily asks you to create a list of the top five features needed by the GearUp iOS application. Visit a company similar to GearUp, say Woot (www.woot.com), to get a sense of the requirements. If you have access to an iPhone or an iPad, download Woot's iOS application and study it. List what you think are the application’s top five features and functions and briefly describe them.**

Top five functions:

1. Clear classification of each category of daily use products: getting access to customers to choose their desired objects as soon as possible

2. Straight overlook of the appearance of products: allowing customers to have a visual matching to the expectations of products

3. Forums and comments allow to discuss the quality: Having social media share and watch related comments to decide the final payment

4. Deal data updated all the time: giving public’s attitudes towards a specific product

5. Easy to track the shipping time: have a clear overlook about the shipping routine of the product’s shipping