**Case Analysis**

**Connor Formed Metal Products**

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**Connor Metal**

Connor Metal is a small custom metal spring and stampings manufacturer. 20 percent of Connor's business was producing coiled springs and 80 percent was metal stamping, complex wire forms and assemblies. Connor has five divisions in San Jose, Phoenix, Los Angeles and Portland and later on, they opened a new one in Dallas.

**Five Forces**

* Connor Metal has a lot of competing with some company.
* There is possibility of new entrants because the products of Connor are not unique.
* The substitute for Connor service is low because they custom metal stampings and wire forms
* The customers have power over Connor because customers chose their supplier base on price, quality and service.
* Conner has power over suppliers because Conner can get their resources from different sources.

**Stakeholders**

* **Customers**

Customers are the companies purchase a custom metal or wire forms. Their rights are to get a high quality product and reliability delivery.

* **Employees**

Employees are the people who work for Connor to increase the company profit. They are who, affected by new system. Their rights are to be paid and give the customers good services.

* **Managers**

Managers are the high rank employee in the division. They make the decision about price, capital expenses and business development. Every employee under them has to report to him/ her. Their right to be paid and control their division to make profit.

* **Shareholders**

Shareholders are the people who invest on the company to succeed. The employees have 42 present of shareholders because of the rewards system. Their right to hear the company is doing good and earn profit.

**Alternatives**

1. **Alternative: Do nothing**

If Connor do nothing they will be successful because the biggest division Los Angles started making profit after install the new system and the other small divisions are under control and making profit with the old system.

**Benefit**

* Customers in Los Angles are satisfaction.
* Work became faster.
* Easy use the system.
* Increase in profits.
* No paper lost.

**Impact on stakeholders**

* Customers are getting service faster with every detail they want to know in Los Angles division and the possibility they will come back.
* Some of employees are conformable with work with system they are using and being productive.
* No impact on the Mangers
* Shareholders will increase because the company is making money.

1. **Install the system in every division**

If Connor will install the system in every division, they will make more profit than before because the customer service will be faster, and they will pull up all the detail in no time and no need of asking other employee how or where is the order in process.

**Benefit**

* Customers get satisfaction.
* Work became easier and faster.
* Easy use the system. They use the bare minimum.
* Increase in profits.
* Less messy and less paper lost.
* System don't cost anything
* They can modify the system anytime

**Impact on stakeholders**

* Customers are getting service faster with every detail. The possibility they will come back.
* Employees are conformable with work with system because it easy to use. They will be productive.
* Mangers will have all the information they want to make decisions.
* Shareholders will increase because the company is making money.

1. **Install the system in selected divisions**

If Connor will install the system in selected division, they will make more profit in the selected division because some division they have problem with old system and some of them do not use everything in the old system. The customer service will be faster, they will pull up all the detail in no time, and no need of asking other employee how or where is the order in process. They would not need to install the system in San Jose divisions because, they are small and doing good; however, it will be a problem if an employee knows about some orders, and he/she was not there that day. The customers might not be happy if they do not get the information they needed. On the other hand, if they division get bigger and things will get complicated.

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**My recommendation**

My recommendation is installing the new system in every division, because the new system is custom in the company. It is free, can be modified anytime, and is easier to use with less data entry errors. It shows all the information the employees want to know about the order. There will be no dirty, lost or hard to read paper. The customers will be satisfaction with service because they will get the answer of their questions fast and it improves the relationships with Connor. Conner will increase their profit all over the divisions. The downside of this alternative, the communication between the employees will decrease. Conner used the four stages model, in stage one, Quarrcy found the computer is a good technology to use in the company. In stage two, Sloss study and learn how the system will work then he decided he would apply the system. It will increase the productive and customers satisfaction In stage three, Quarrcy and Sloss applied the system in Los Angles division and the employees learned and adopted as the new way to get they work done. Connor saw a big improve in the business. In stage four, they will apply it to all the divisions to maximize the profit for the company.

Cited

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