

Drivers

So - in terms of Systems Analysis...

* Sales

* growth

* good reputation
(will increase sales)

* (maintain sales
increase sales)

* cost reduction

* total sales - costs = profit

(* promotion.... advertising)

- aspirations for
the business

+ what helps to
achieve it

(shareholders)

→ owners make money

→ owners make more money!

* increase product
quality → likely to
increase sales.

→ spending money for!

So website database program

* a new system could increase sales and/or reduce costs

* a new system could improve ^{product} quality

methodology
* using a SDLC can reduce risks and makes the business meet its drivers

(but there are risks

- cost of system....

- ~~cost~~ a bad system could reduce reputation