

GROUP 3

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Instructions

Identify organization

Gather info of organization from book and internet

Problem identification

Solving questions

Present status of organization in this context

Presentation guideline: Organization establishment, domain, challenges, what problems are reflected in the case, what solutions did IT provide to them, other context questions, (15-20 slides)

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REAL WORLD CASE 3: Sew What? Inc.: The Role of Information Technology in Small Business Success

ORGANIZATION NAME- Sew What? Inc.

HISTORY

Founder- Megan Duckett

Date of Foundation- 1992

Location- Rancho Dominguez, California

Product- Backstage props for stages, concert, fashion shows

Clients- Sting, Elton, John, Madonna

Business strategy/motivation- never say no approach to customer satisfaction (Takes challenges and takes help if necessary)

Initially started small, now a multimillion dollar enterprise with (35 employees). Started as a part-time job of Duckett in her kitchen. Full time-1997. Incorporated in 1998.

Confusing line- Sew What? has enjoyed explosive growth in recent years, reaching \$4 million per year in sales by the end of 2006

CHALLENGES

Challenge_1- growth of company

Solution_1- website

45% revenue growth after website was made available

65% the next year

Challenge_2- Administration and management/ company running smoothly

Solution_2- solid IT infrastructure

Challenge_3- Customer centric company

Solution_3- back office IT to manage the business and deliver services

Challenge_4- Data Storage (Customer info, Vital info and financial QB files, drapery and fabrics image files, customer instruction document files etc)

Solution_4(i)- Intuit's Quick-Books Enterprise Solutions Manufacturing and Wholesale Edition software and Microsoft's Windows Server operating system installed on a Dell PowerEdge 860 server, sporting an Intel Xeon processor and 146 gigabytes of disk storage

Solution_4(ii) older Dell PowerEdge 500 server dedicated to a few smaller applications and a variety of Dell desktop PC systems for employees

INFORMATION TECHNOLOGY

Main point of revolution and beginning of the use of IT- losing a big contract.[Client said "lacked creditability"]

Period of low growth (as a consequence): 2001-2002

First use of Technology- Microsoft Publisher to build the website by herself because budget was thin

A year later, Duckett enrolled in a 10-week course in Dreamweaver and built the site

Improvement of website lead to addition of world class rock stars, Gucci and Rolling Stone magazine

Improvements- navigation(2005), search engine, branding, overall design, site layout, Spanish version of site, search engines with spell variants, customer review facilities (color swatch), customer tutorial on measurement taking, description: difference between scrim, tormentor, traveler curtain, proper care and feeding of drapery materials

ACHIEVEMENTS

Dell/NFIB Small Business Excellence Award: got awarded

Stevie

Award for Women in Business for "most innovative company of the year" (2007)

SMB 20 Award from *PC Magazine*

FUTURE GOAL

Bar code system that will track how long fabric stays in a given stage (receiving, cutting, sewing, shipping) in the warehouse. -> will help produce more accurate price lists +Track the progress of individual orders