***CLO 4: Articulate and reflect on the industry expectations of competence and conduct in computing professions***

Q1: XYZ Corporation, a leading e-commerce platform specializing in fashion retail, is looking to expand its customer base and market share in the luxury goods sector. Recognizing the opportunity to tap into a high-end consumer market, XYZ Corporation decides to pursue a takeover of ABC Boutique, a well-known boutique chain with a loyal customer following and a strong presence in upscale shopping districts.

XYZ Corporation is a prominent e-commerce platform that has established itself as a leading player in the fashion retail industry. With a diverse range of products, competitive pricing, and a user-friendly online platform, XYZ Corporation has garnered a loyal customer base and achieved significant success in the online retail market.

On the other hand, ABC Boutique is a boutique chain known for its exclusive selection of luxury fashion and accessories. With a focus on high-quality merchandise, personalized service, and upscale store environments, ABC Boutique has attracted a loyal following of affluent customers who value luxury and sophistication.

Please state all possible reasons for this takeover. Write each reason separately.

Solution:

Customer Base Expansion: XYZ Mobile boasts a sizable customer base with loyal subscribers in key demographic segments and geographic regions. Acquiring XYZ Mobile would provide ABC Corporation with immediate access to these customers, allowing for rapid expansion and increased market penetration.

Market Synergies (vertical integration): The acquisition of XYZ Mobile presents opportunities for synergies between the two companies' operations, such as combining sales and distribution channels, optimizing network infrastructure, and streamlining customer service processes. These synergies would enhance operational efficiency and support growth initiatives.

Competitive Advantage: By integrating XYZ Mobile's customer base and market presence into its own operations, ABC Corporation gains a competitive advantage in the highly competitive telecommunications industry. The expanded customer base strengthens ABC Corporation's market position, enabling it to better compete with industry rivals and capture a larger share of the market.

Strategic Growth Opportunities: The acquisition aligns with ABC Corporation's long-term strategic goals of diversifying its product offerings, increasing market reach, and achieving sustainable growth. By expanding its customer base through the takeover of XYZ Mobile, ABC Corporation can capitalize on emerging opportunities in the mobile services sector and position itself for future success.

***CLO 3:* Demonstrate** a familiarity with the main laws regulating ICT.

Q2: Beynon-Davies is quoted in the September 1999 issue of The Computer Bulletin as saying that ‘information systems is currently at best a semi-profession’. Discuss this statement by comparing the information systems development profession with other professions such as medicine and law.



