**Quản trị hệ thống thông tin – Big Assesment**

**Porter’s Strategies**

**1. Cost Leadership**

Objective: Become the lowestcost producer in the industry to offer products or services at a lower price than competitors.

How It Works: Companies achieve this by optimizing operations, using economies of scale, reducing costs of production, or streamlining services.

Advantages: Attracts pricesensitive customers and helps defend against competitors by making it difficult for them to undercut prices.

Examples: Walmart or Southwest Airlines, where costsaving measures allow for lower prices.

**2. Differentiation**

Objective: Offer unique products or services that stand out from competitors, allowing the company to charge a premium.

How It Works: Companies differentiate through innovation, quality, unique features, customer service, brand image, or any characteristic that adds value and appeals to specific customer needs.

Advantages: Builds brand loyalty and reduces competition because customers perceive the product or service as distinct.

Examples: Apple (innovation and design), Tesla (technology and sustainability), and Starbucks (brand experience and quality).

**3. Focus (or Niche Strategy)**

Objective: Target a specific, narrow market segment and serve it exceptionally well, rather than competing across the entire market.

Two Types:

Cost Focus: Be the lowestcost provider within a niche market.

Differentiation Focus: Offer a unique or specialized product for a particular market segment.

Advantages: Provides a deep understanding of a particular segment, helping the company meet specialized needs and create customer loyalty.

Examples: Rolex, which focuses on highend luxury watches, or IKEA, which targets affordable, stylish furniture for younger households.

**Task 1a: Selecting VietMoto Go's Competitive Strategy and Explanation**

**Strategy: Differentiation**

**Explanation**: A Differentiation Strategy allows VietMoto Go to create a competitive advantage by offering a highquality and unique motorbike rental experience, setting it apart from existing competitors.

**Application** **for VietMoto Go:**

**Service Quality**: Invest in a modern, wellmaintained motorbike fleet to deliver customers a premium, safe experience.

**Advanced Information Management Technology**: Use a professional information management system to streamline the rental process, handle customer requests promptly, and provide 24/7 customer support.

**Extra Perks and Services**: Offer addons like premium helmets, GPS navigation, route guides, and insurance, creating a comprehensive, comfortable experience that makes a memorable impression.

**Why this strategy fits VietMoto Go:**

VietMoto Go aims to serve selfexploring tourists visiting Vietnam’s popular destinations. This customer group typically seeks a reliable and unique service they can trust.

Emphasizing high quality and superior customer support helps VietMoto Go build a professional brand image, establishing trust with international customers.

**Task 1b: Competitor Strategy that Could Disrupt VietMoto Go**

**Competitor Strategy: Cost Leadership**

**Explanation**: A Cost Leadership Strategy would enable a competitor to offer lower prices, attracting budgetconscious customers.

**How a competitor might implement it:**

Reduced Operational Costs: Competitors could save on costs by using older or lessmaintained bikes, allowing them to offer rentals at lower prices.

Minimal Service Offering: Providing only basic services without extras like GPS, insurance, or emergency assistance would reduce operational costs.

Discount Programs or Reduced Pricing: Competitors could attract new customers with promotions or discounts, positioning themselves as a lowcost alternative to VietMoto Go.

**Why this could impact VietMoto Go:**

If **competitors offer significantly lower prices**, **VietMoto Go may struggle to compete on cost**, especially with a premium service and higher price point.

**Customers looking for budgetfriendly options might be drawn to competitors** unless VietMoto Go’s premium services highlight their added value.

In conclusion, **Differentiation** is the ideal strategy for VietMoto Go, allowing it to **stand out with highquality service and unique customer experiences**. However, it’s essential to remain aware of competitors using a Cost Leadership approach, as they could attract pricesensitive customers.

**Task 2a: Identify Two Key Primary Activities for VietMoto Go**

**1. Operations**

Importance: Operations **involve maintaining the fleet, and ensuring bikes are safe, clean, and ready to rent**. This activity is vital since a wellmaintained fleet directly **influences customer satisfaction and safety**. Reliable motorbikes **improve customer confidence, especially for tourists unfamiliar with local terrain**.

**2. Marketing and Sales**

Importance: **Effective Marketing and Sales are essential for VietMoto Go to stand out in a competitive market**. By **targeting adventureseeking tourists and emphasizing the high quality and unique offerings** of VietMoto Go, this activity helps attract and retain a loyal customer base. It also highlights the brand’s **focus on customer experience, encouraging more bookings and positive referrals.**

**Task 2b: Business Processes for Each Value Chain Activity**

**1. Operations:**

Business Process: **Fleet Maintenance, Tracking, and Rental Contract Management**

Details: VietMoto Go would **implement a preventive maintenance schedule to ensure motorbikes are in excellent condition**. Additionally, **each rental transaction would include a formal rental contract**. This contract specifies the terms of use, customer responsibilities, fees, and liabilities, protecting both the customer and the business.

Impact: The rental **contract clarifies all expectations, reduces potential disputes, and provides legal protection for VietMoto Go**. This process **improves trust, supports transparency, and enhances customer satisfaction** by ensuring they understand the terms and are accountable.

This placement ties the contract to the operational processes that ensure customer safety, reliability, and quality, emphasizing VietMoto Go’s professionalism. Let me know if you’d like further adjustments!

**2. Marketing and Sales:**

**Business Process: Targeted Marketing Campaigns**

Details: VietMoto Go **could use data-driven marketing to design campaigns tailored to peak tourist seasons, promoting specific packages** (e.g., adventure routes, long-distance rentals). Social media and travel platforms can be used to reach international tourists. Content could include adventure photos, testimonials, and video tours of suggested routes.

Impact: This targeted **approach increases brand visibility, attracts more customers, and builds VietMoto Go’s reputation as a premier choice for self-exploring tourists in Vietnam**. Marketing tailored to specific customer needs also leads to higher engagement and booking rates.

**Task 3a: Define Transactional Data and Data Model**

**1. Transactional Data:**

• **Definition**: Transactional data refers to **records generated from each business transaction or interaction with a customer**. For VietMoto Go, this includes data from each motorbike rental, payment, and any additional services requested by the customer.

• **Purpose**: This data is essential for **tracking rentals, managing fleet availability, processing payments, and forecasting demand**. By organizing transactional data, VietMoto Go can **gain insights into customer behavior and improve operational efficiency.**

**2. Data Model:**

• **Definition**: A data model is **a structured framework** that **organizes transactional data, making it easy to access, retrieve, and analyze.**

**Example Structure:**

• Customer Table: Stores customer details (e.g., name, contact information, ID/passport number).

• Rental Table: Contains rental transactions (e.g., rental ID, motorbike ID, customer ID, start date, end date, pickup and drop-off locations).

• Payment Table: Records payment details (e.g., payment ID, rental ID, payment amount, payment method).

• Feedback Table: Includes customer feedback or ratings (e.g., rental ID, customer ID, rating score, comments).

**Task 3b: Two Examples of Transactional Data and Relevance to VietMoto Go**

**1. Rental Transactions:**

**Example: Each rental transaction records details such as:**

• Rental ID: Unique identifier for each rental transaction.

• Motorbike ID: Identifies the specific bike being rented.

• Customer ID: Links the rental to the customer’s profile.

• Rental Start and End Dates: Specifies when the bike is picked up and returned.

• Pickup and Drop-off Locations: Indicates where the customer starts and ends their journey.

• Rental Price: The agreed cost of the rental.

• Relevance: Rental data helps VietMoto Go track which bikes are available or out on rental, manage fleet inventory, and analyze demand patterns. By reviewing rental patterns (e.g., peak seasons or popular locations), VietMoto Go can adjust the fleet size, optimize pricing, and prepare for high-demand periods.

**2. Customer Feedback and Ratings:**

**Example: After each rental, customers can leave feedback, which includes:**

• Rental ID: Links feedback to the specific rental.

• Customer ID: Associates feedback with the individual customer.

• Rating Score: A numerical score based on customer satisfaction (e.g., 1-5 stars).

• Comments: Additional feedback on the rental experience.

• Relevance: Feedback data allows VietMoto Go to monitor customer satisfaction and identify areas for improvement. Positive ratings and comments can be displayed on the website to enhance credibility and attract new customers. Negative feedback, on the other hand, alerts the team to any issues that may need immediate attention, such as maintenance or customer service.

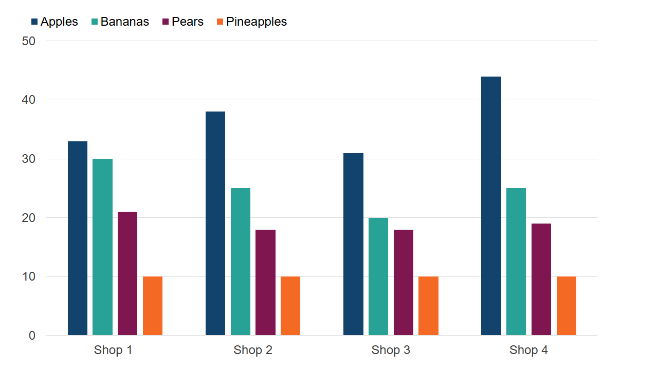
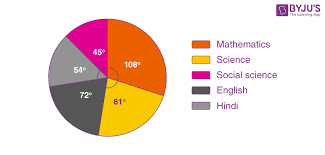
**Task 4a: Select a Business Function and Explain How Website Data Supports It**

**1. Chosen Business Function: Marketing**

**Explanation**: The website is a key tool for **collecting and analyzing customer data**, which is essential **for effective marketing strategies**. By tracking website interactions, VietMoto Go can gain insights into customer preferences, rental patterns, and demographics.

**Example**:

• Data Collection: **Website data can include customer demographics** (such as age, location, and nationality), **popular pages** (such as specific bike models or service types), **and booking behaviors** (like peak booking times or preferred rental durations).



• How It Supports Marketing: With this data, **VietMoto Go can create targeted marketing campaigns**. For example, if website data shows that a specific type of bike or package is popular among a certain age group, VietMoto Go can develop promotions tailored to this audience. Seasonal trends identified from booking data can also inform marketing campaigns around holidays or high tourist seasons.

**Task 4b: Two IS-Generated Reports Useful for Marketing**

**1. Customer Demographics Report**

• Content: This report **includes data on customer age, nationality, language preference, and other demographics gathered** during website interactions or rental bookings.

• Usefulness: **Understanding the demographics of customers** **allows** VietMoto Go to tailor its **marketing messages and promotional efforts**. For example, if a large portion of customers are international tourists, VietMoto Go can emphasize convenient online booking and support in multiple languages. Knowing the age group of customers can help the business create campaigns that resonate with their interests and travel preferences.

**2. Rental Trend Analysis Report**

• Content: This report **shows patterns in bookings**, including the most popular rental durations, peak booking periods, and top bike models or packages.

• Usefulness: By analyzing trends, **VietMoto Go** **can anticipate high-demand periods and plan marketing campaigns accordingly**. For instance, if the report indicates a high demand for rentals in summer, VietMoto Go can create early bird promotions to capture bookings ahead of the season. If a certain bike model is highly popular, they might feature it in targeted ads or social media content.