**Task 1:**

1. Best competitive business strategy in this enterprise is **Differentiation leadership strategy.** Because:

- Lisa want her system to build is more comprehensive customer database that mean Cost leadership strategy, Focus Strategy is not the core strategy in this model

- With the goal is to appeal to more customers through unique features and quality while keeping competitors from obtaining a larger market share for products

1. **Use Cost leadership strategy:**

**-** When another competitor use this strategy, they can attract customers because customers will easily pay attention to the price

**-** Cutting production costs will also be more beneficial in terms of production time but the quality can still be the same as if we focus on exploiting customer service of our model

**Task 2:**

1. Two primary activities of the Value Chain are most important to DMM is Operation and Service because Lisa want the new system to keep records of tracking of her vehicles and supporting her customers whenever they need and build a more comprehensive customer database where DMM could collect data, provide some kind of report, forcast the customer demand...
2. Business process
   * Logistic Inbound:
     + Choose service provider, check quality of vehicle and add information into database when got new vehicle
     + Classify vehicles and parking locations to facilitate quantity management and maintenance
   * Operation:
     + DMM will focus on maintaining the quality and safety of motorbikes before and after use to ensure stability and customer confidence when using them
     + Integrate GPS to track vehicle movements in case of unexpected incidents
     + Train employee to get feedback and reply to customers after use or before customers book
   * Logistic Outbound:
     + Staff will hand over the car to the customer at the counter. If the customer has made a reservation, they need to prove it with their phone number or ID and the registration form on the website.
     + Provide car delivery service within a 5km radius.
   * Marketing and Sales:
     + Provide loyal customer service divided into increasing levels. The higher the level, the more incentives you will receive or the first time you use and register as a member you will receive incentives
   * Service
     + Get feedback and reply to customers after use or before customers use services
     + Open 24/7 to support customers when they need it

**Task 3:**

* Transactional data in DMM is all information about details of each transaction with customers such as customer information, rental staff information, vehicle type, payment method, time and location of vehicle pick-up
* Data model:
  + **Entities:** Customers, Employee, Vehicle, Orders, Payment
  + **Attribute:**
    - **Customers:** ID, Name, Phone number
    - **Employee:** ID, Name, Phone number
    - **Vehicle:** ID, Type of vehicle, Number of times hired
    - **Orders:** ID, Type of vehicle, Date hired (include time begin and end), Location (include pick up and return)
    - **Payment:** ID, Payment method, Amount, Payment status
* **Relationships**
  + - Customers & Orders: 1-n
    - Employee & Customers: 1-n
    - Employee & Orders: 1-n
    - Orders & Vehicle: 1-1
    - Orders & Payment: 1-n
* Orders Data
  + Include ID order, ID Customers, Payment method, Time, Location
  + It help us to know type of customers of each area they go such as area A is a crowded area so there will be more scooter rentals than manual transmission vehicles or vice versa in areas with quite rough roads. So we can move a numbers type of vehicles to each suitable area to get best performance
* Payment Data
  + Include ID payment, Payment method, Payment status
  + We will know habit of customers like pay COD, pay by E-wallet or Credit Card to upgrade our service to suitable for them or we can add more voucher to encourage users to pay in advance

**Task 4:**

1. **Business function: Marketing**

* She could choose them because we can analyze type of customers by their age, time rental vehicle, number people of group. Then we can use it to build a better path to attract them
* Example: Lisa can make a marketing with this information to give them the reasonable timeline when use our service like type of vehicle, best time to go there or next place to go after this

1. **Two specific examples of IS-generated reports**

* **Feedback analyze from customer:**
  + This will show the feedback from customer and rate of this negative and positive feedback
  + This feedback can help we improve and upgrade our service. If it is positive feedback like the quality of a type of vehicle, we can import more type of it. If it is negative feedback like long wait time for vehicle pick-up, we can review vehicle delivery process optimization for better fit
* **Forecasting seasonal customer rental demand:**
  + This will show the number of vehicles rented by seasonal customers like in the summer or major holidays
  + This report help us know and backup enough vehicle and employee to meet customer demand. Furthermore, we can upgrade and increase promotion service to attract them.s