

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic feel.

ISYS90049

Digital Business Analysis

Week 3 Tutorial

Assignment 1 Organic Fruit Bars (OFB)

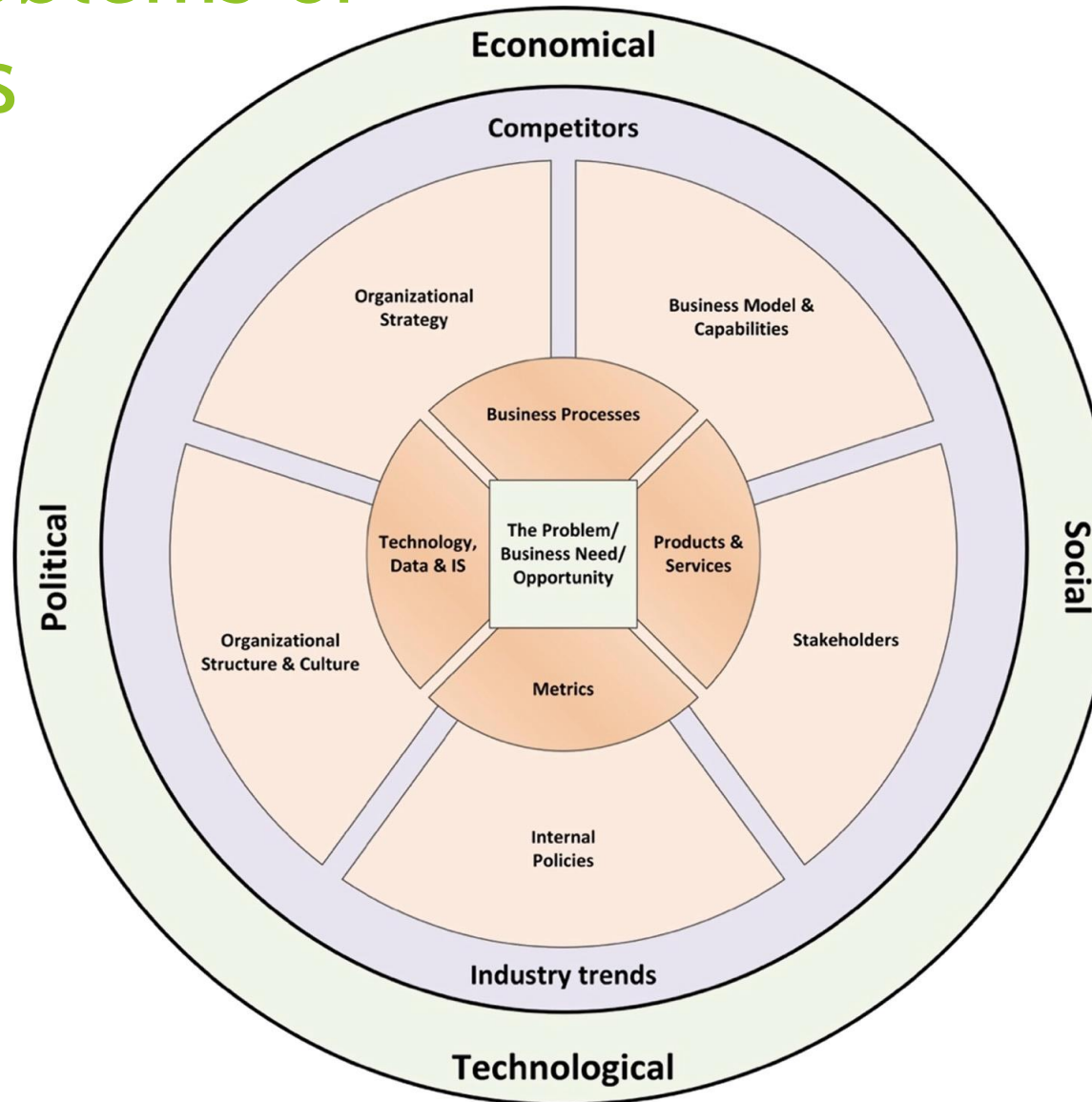
- ▶ Organic Fruit Bars (OFB) is a young company that began its business in regional Australia. They collaborated with local berry farmers to produce organic fruit bars. They managed to hit the trend at the right time and grew fast. Their success has caused their volume of sales and revenue to triple over the past few years. This has forced them to seek other berry farmers to collaborate with. However, as the number of farmers and the volumes they buy increase, the demands for traceability to ensure the quality of organically grown berries becomes more challenging to manage. In the beginning, they managed these processes with a simple spreadsheet. However, with more partners and increased volumes, the time spent on managing traceability has grown beyond what is manually manageable in an efficient manner.
- ▶ ...

Assignment 1

► Background

- Include an explanation of **any perceived problems or opportunities** you can identify from the scenario described and **why** they are important to address. Use this section to really motivate the key stakeholders to move forward with this initiative. A problem/opportunity existing isn't enough to move projects forward – in the **bigger picture** of a business there are always many of both happening at all times! You can bring in examples of from other sectors to help establish your **perception of problems and opportunities**.
- Rubric: Excellent - *Expands on the **problem/opportunity**, and provides extra **motivation** for addressing it.*

Perceived Problems or Opportunities



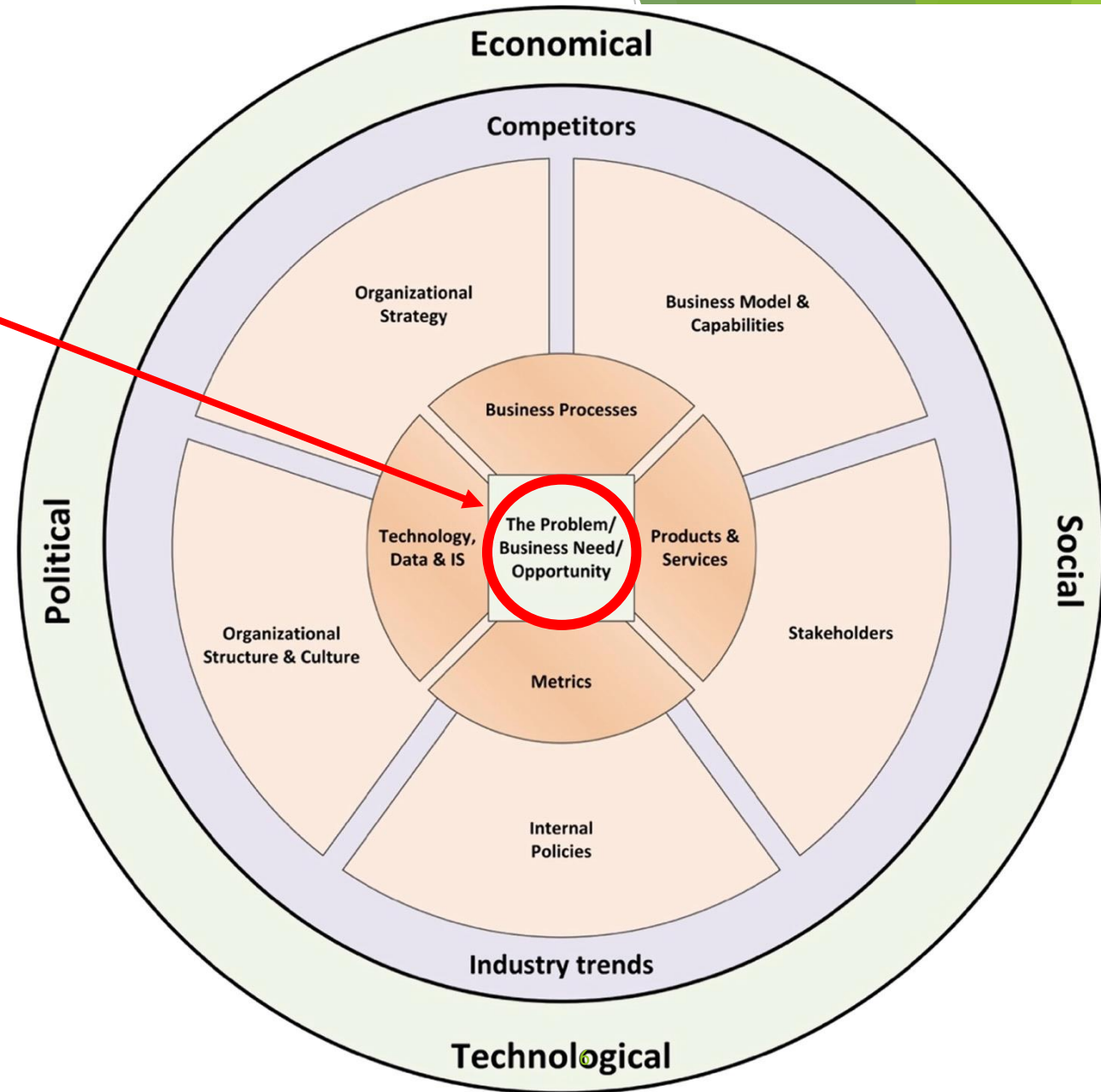
Assignment 1

► Context

- Describe the **internal and external aspects** of the business related to this problem/opportunity that you can identify, including a discussion of the **key stakeholders and their roles**. In this section, you need to include a **PEST and SWOT analysis**.
- **Rubric: Excellent** - *Comprehensive explanation of the **internal/external** aspects of the business and uses **PEST, SWOT and stakeholder matrix** effectively. **Key stakeholders** are identified and discussed in relation to the context analysis.*

The Business Context

- The **problem/need/opportunity** being analysed exists within the **context** of their environment influenced by **political, economic, social, technological** influences and changes.
- **PEST Analysis**
- **SWOT Analysis**



Stakeholders

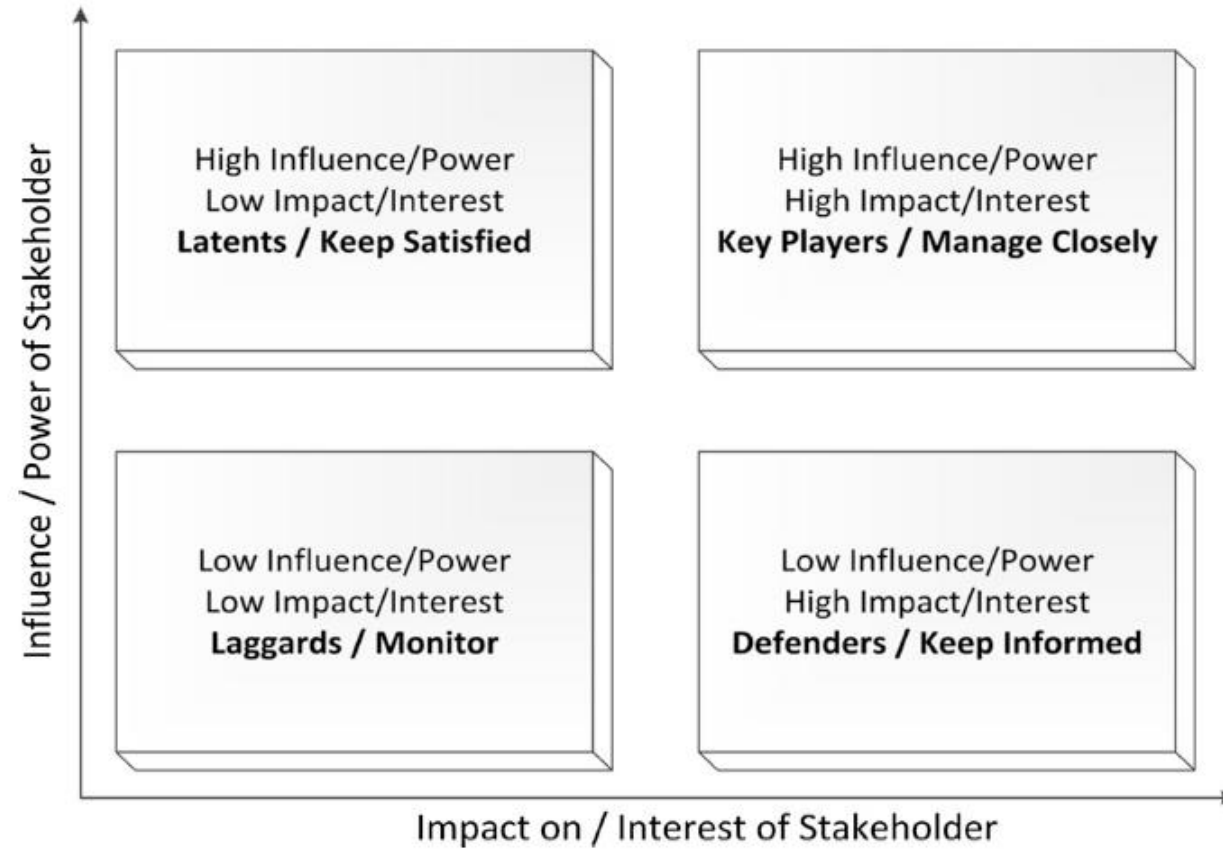


Fig. 7.4 The stakeholder matrix

Assignment 1

► Scope

- Describe the **limitations** for the project by stating what will be **included or not included** in your analysis. Be sure to explain **why** you have decided to include or exclude a particular aspect.
- Rubric: Excellent - Scope is **clearly defined**, logical and **strongly justified**. There is a good balance between what is **included/excluded**.

Assignment 1

► Activities

- List **at least three activities** that you think would be useful to carry out during analysis that will **elicit data and information**. Explain **why** you think performing each activity will be helpful and **what** you will do with the information produced.
- Rubric: Excellent - ***Activities are relevant and justified as appropriate in the context of the defined problem/opportunity.***

Elicitation and Collaboration

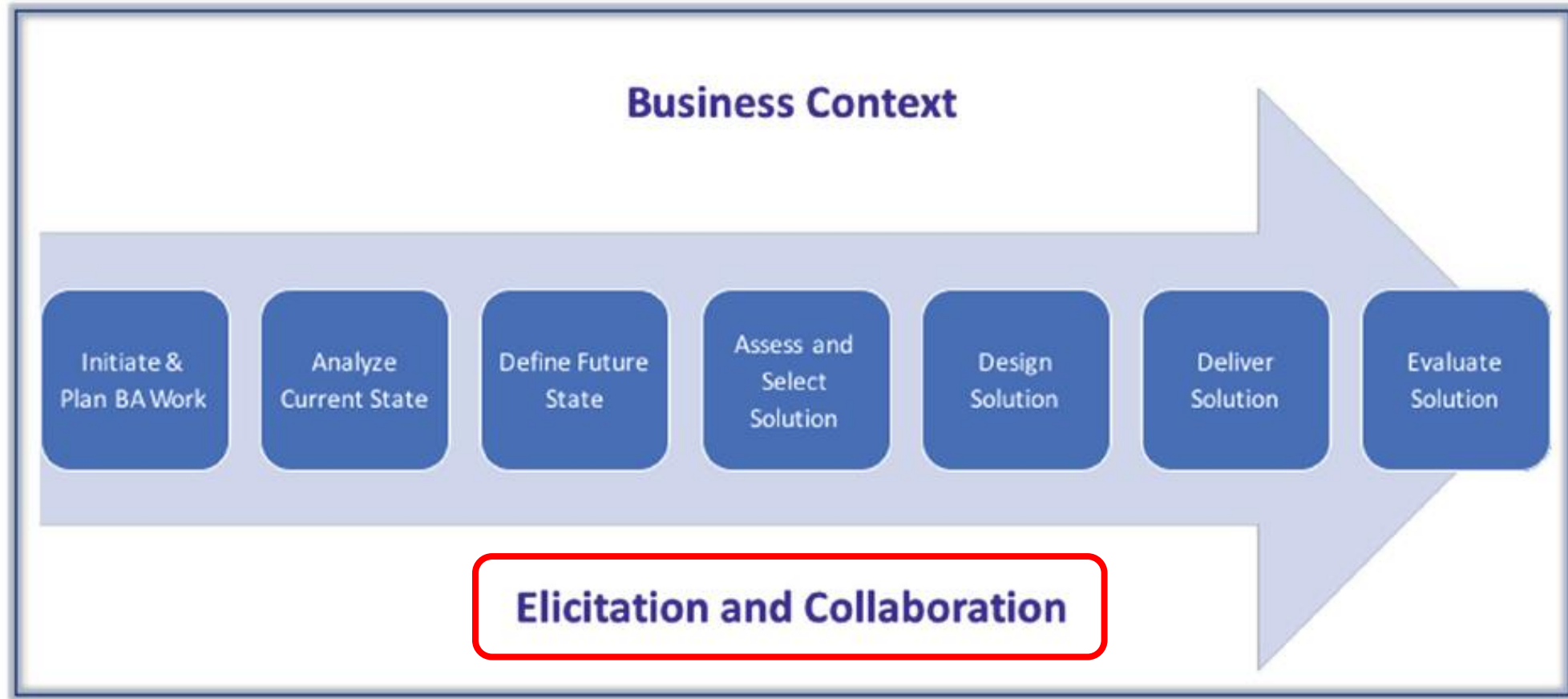


Fig. 1.4 Business analysis process

Assignment 1

► Complexity and Risk

- Explain the **potential challenges** that you believe you might face in performing the analysis work and any **risks** that may prevent you from carrying out parts of the analysis. For each, ensure you **explain how** you generally will plan to **deal with** these aspects so they won't cause problems for you completing the project.
- **Rubric: Excellent** - ***Challenges and risks** go beyond superficial, are clearly articulated and related entirely to the analysis. Discussion of **mitigation** is logical and reasonable.*

Assignment 1

► Presentation

- Rubric: Excellent - Report looks *professional*, is *neatly formatted* and is written with *excellent grammar*.

► References

- Rubric: Excellent - Arguments made are supported by *literature*, *correctly referenced* and appear in a *completed reference list* at the end of the report.

Word Limit and References

- ▶ The word limit for this report is **2000 words**. A tolerance of **±10%** will be permitted.
- ▶ You must include **at least 5 references** in your report to support your arguments, where necessary. This can include academic journal articles, conference proceedings, whitepapers, news articles, or reputable blogs.
- ▶ References are **not included in the word limit**.