**A. (i)** The Motorola Xoom, being a business item (a giant data item itself) has several data items installed within the tablet by developers, its learning applications like the alphabets. They are data items because of its elementary purpose being it a learning activity “stored but are not organized to convey any specific meaning.” (Rainer, Prince, Splettstoesser-Hogeterp, Sanchez-Rodriguez (2017) p.9)

**(ii)**  An example of information source is the memory card in each tablet. Information is compiled data that have value to the recipient (developers). They instilled a tracking software to record how it was being used. Which is valuable information to the developer because that is within their interest. Not a data item because the memory card is not with-holding single piece of data, however a compilation if it. Neither knowledge because the memory card does not use it for something else to apply on.

**(iii)** Knowledge developers would use are the records sent from the memory card in a year. For instance, the significant results of the Ethiopian children mastering applications and what they use often and prefer (‘TinkrBook’), such as utilizing them “an average of 47 apps per day”. Due to the “unexpected benefit” (Rainer, Prince, Splettstoesser-Hogeterp, Sanchez-Rodriguez (2017) p.46) feedback, OLPC now plans to introduce it to other developing countries due to this knowledge. Thus, with the developers’ expertise, would apply it to future projects regarding the subject such as planning to now do the same in India, Bangladesh, Uganda, including rural U.S. of similar circumstances.

**B. (i)** The distribution of multiple tablets to the two villages in Ethiopia opened a door to never ending exposure of interactivity programmed in the applications that encourage them to tap and click away rapidly advancing in education, which globalized the tablets. Receiving the same entertainment as other developed countries by singing the alphabet through a device commonly owned in other places. Their granted access pushed them to read inventively, improving literacy rates in the population of the youth and along with their parents while “exchanging knowledge.

**(ii)** With Ethiopia being an LEDC (less economically developed country), the economy can be quite challenging to work in. The changing nature of the workforce however still brings ample opportunities to be part of the workforce especially parents in Ethiopia that need to feed a family. The advance of technology such as solar-powered tablets create a non-renewable resource industry would need to be maintained by the locals to continue further use of the tablets. It makes jobs more flexible and increases opportunities. Like so, IT is easing integration.

**(iii)** Powerful customers are honestly one of the main reasons that businesses go on because it can be a successful marketing strategy, since they, as the market have a choice to utilize their good or service. The children are the powerful consumers because without their interests towards the tablets in four minutes, the project would be a flop incurring a huge loss. Meanwhile, the children became self -taught informed users that surpassed expectations of the OLPC. With the developers installing applications that would be educational for the children, creates an intimacy with them because it addresses the objective at hand of the market. **(iv)** Technological innovation and obsolescence are quite redundant in nowadays. With the replacement of physical goods, turning into virtual goods, making “state of the art goods” to classics or antiques. In this case, the tablets replaced the teachers. The children turned to e-learning becoming and adapted to the virtual culture. With the data of the kids using the tablets daily, there are no signs discarding/bored behaviors towards the product resulting no technical obsolescence. **(v)** The developers’ job was to design the tablet’s systems to 1000 educational devices that would not distract the Ethiopian children from the main objective. Thus made the same with no variations so there is no information overload. Meanwhile, in this case, there was no such thing as information overload for both parents and children. Their user experience was basically to absorb whatever was displayed, and once over, explore more features or settings above and beyond. Which in fact they did, “they figured out how to override some of the things the OLPC disabled” (such as the camera, customization for personal users expanding their knowledge at a quick rate.

**C.** The Porter’s Five Forces Model can be simply applied onto the Ethiopian co-operative that specialize in merino-wool through the following forces. The co-operative should always check for new alike businesses especially world-wide and local competition. Globally, there will be other yarn manufacturers start-ups that can hinder the co-operatives objective. Not only that, popularity of yarn and resource availably in Ethiopia must be researched for the two villages to stay ahead in the industry making strong entry barriers against others, such a providing economy of scales. Secondly, both bargaining power of suppliers and consumers must be considered as they interplay in supply and demand. The hypothetical co-operative gets its supplies from hundreds of potentials of local herdsmen. Suppliers can easily raise the price of its material making it har to continue cost effectively, so it is beneficial for the co-operative to have a pool of farmer suppliers that could charge cheaper but for the same wool. Customers wise, they must market in a way that their future consumers would be able to afford. Also, to prevent over/under-production and messed up sales. Next, they also must consider threat of substitute products such as how common and easy it is to get alternatives of yarn, other fabric textiles of similar quality. Rivalry amongst existing firms is also another thing to watch out for a world-wide distribution chain because before they established, others did beforehand with existing customer bases. So, the Ethiopian co-operative must market well to reel in customers to choose theirs over rivals.

**D. (i)** Hardware like a computer would be needed to place orders for yarns, but most importantly invest in machinery that clean and refine the wool. Then spin and weave the wool into yarn desired. **(ii)** Objective for this co-operative is to showcase its products world-wide, which would be done by creating a suitable user-friendly software (website) to make orders and to choose features of desired yarn. **(iii)** When it comes to making businesses online, all sorts of databases are made all equally important. In this case, inventory of wool and grade type is essential to know in records to prevent premature depletion. **(iv)** Since this is a worldwide chain, networks like the internet (WAN) must be present in order to carry these transactions back to business, supplier and customers to make orders and easily access towithout complications of domain.

**References**

Rainer, Prince, Splettstoesser-Hogeterp, Sanchez-Rodriguez (2017). *Information Systems-Supporting and Transforming Business (pp.9-11; pp.42-51)*. Toronto, Ontario: John Wiley & Sons Canada, Ltd.