

## Eportfolio 2:

### **Exercise 1: Analysing an organisation.**

In this activity, we are analysing an organisation with the knowledge we gained from lecture 4. The organisation I've chosen is Woolworths. Woolworths is one of a major retail in Australia they sell a range of goods and service [1]. A business model is defined as, "the way in which an organisation does business and makes money in the different contexts in which it operates." [2] The type business model that Woolworth can be classified into is a: retail. This type of business model is where an organisation buys from a distributor or wholesaler and they sell the products to the general public [2]. With Woolworths they purchase their goods from a wholesaler such as "Cadbury" and then sell it to their customers [3]. Often companies will adopt a standard business model. Woolworth's primary business model is being a merchant. They sell products and services from manufactures or wholesalers. Often there will be environmental pressures that act on an organisation. The primary environmental pressure that acts on Woolworths is market. This organisation has to effectively respond to strong competition, customers and the changing workforce [4].

Porter 5 five forces model can be used to analyse an organisation to see its viability [2]. The information that will be determined informs an organisation of forces that will influence their organisation. Therefore, if an organisation applies Porters model to their own organisation they can use the knowledge gained to help determine why their organisation is going to fail or succeed. One of the major forces from porter's model, which influences the organisation, Woolworth's is- "Barging Power of Buyers." Woolworths have to consider the power the buyers have. In Australia, there used to be many different retailers therefore, the customers had large amount of power. Overtime Woolworths and Coles lowered their prices and ended up dominating the retail industry thus causing the buyer's power to lessen [5]. However, if more retail organisation began opening in Australia the buyer's power will then increase, since buyers will now have more alternatives. This will then in inturn, influence the organisation. One particular IT system that Woolworths uses to help respond to these forces is their Reward system [6]. This system not only provides Woolworths with handy information on what customers have purchased, but also provides an incentive for customers to c continue shopping at their stores. By continually shopping at Woolworths, customers will in turn receive rewards [6].

An organisation can gain a competitive advantage by either: lowering cost, differentiation, or focus. Apple differentiates themselves from other technology companies to gain an advantage over its competition. Apples products are generally overpriced for example, if you were to buy a case such as the "Tribeca Artisan Case," (from the apple store) it would cost \$49.95, which is \$20 more expensive than buying purchasing the item on amazon [7]. So what Apple does to gain a competitive advantage without lowering their product cost, is to make sure their products is vastly different from their competitors. The primary way Apple differs from other phones is with their operating system. Apple uses IOS operating system, which is only compatible with their products, while all their competitors use Android.

The organisation Woolworths utilises a functional organisation system, dividing themselves according to their roles. In the image (provided in the references), we can see that Woolworths is functional organisation; the It team is separate from their Hr & Marketing team [8]. The organisation structure of Woolworths does indeed aid in giving them a competitive advantage. Because Woolworths is separated according to its functions they are able to make sure they meet the competitive advantage of: meeting the customers' needs or desires. Overall, the culture of an organisation often determines its organisation structure, and the organisation structure will help determine what competitive advantages it can adopt.

### **Exercise 2: Revisiting the biscuit factory**

With the assumption that the biscuit factory is part of the secondary economic sector, I would change the business model from being purely manufacturing to now a virtual merchant aswell. We live in a technological age, by enabling the biscuits to be sold online allows more biscuit to be sold thus increasing the profit. Also selling products online is quite accessible and easy since there are many virtual merchants out there like EBay and Amazon. Since the biscuit factory is not profitable implementation of competitive advantages would ideal [11]. One of the competitive advantages that could be implemented is innovation [11]. This method means that the biscuit factory would have to revamp its recipe in order to differentiate itself from its competition, thus hopefully increasing profit. Another competitive advantage that could be implemented is operational effectiveness. By making the biscuit factory more pleasurable to do business with benefits such as- finding more retailers to buy the biscuits may arise.

Out of all my proposals, the one I favour the most is the biscuit factory adopting the virtual merchant business model. This model can coincide with the original model of selling goods to retails, thus maximising profits.

### **Reflection 1:**

Topic four: business use of Information system opened my eyes to concepts that are used in every day work life and provided me a with a solid understanding on them. The place where I currently work is Kmart; they are known as a retailer. Even though I do realise that Kmart is a retailer, I never understood what It actually meant. So this topic did help build my knowledge of businesses. One of my aspiration in life is to start my own business. The knowledge that I gained from this topic increases the chance of my dream business succeeding. It provided me tips on how to compete with the competition and also helps determine whether the business I'm looking to start up is viable.

### **Exercise 3: Can I pass? Representing decision logic in a decision table**

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#### Exercise 4: Which Phone? Using multi-criteria decision matrix

Table 1: multi matrix

	Android	ios	Blackberry
Program it yourself	1	3	2
Security	3	2	1
Media Support	2	1	3
Additional on-board storage	1	3	2

Table 2: weighted multi-matrix

	Android	is	Blackberry
Program it yourself (10)	10	30	20
Security (20)	60	40	20
Media Support (40)	80	40	120
Additional on-board storage (30)	30	90	60
	180	140	220

Based on the multi matrix decision table the phone that is best suited for me is the blackberry phone. It has the highest weighted score out of the other two; so blackberry had weighted score of 220 while an ios phone has weighted score of just 140.

#### Exercise 5: Types of decision in organisation

The organisation, which I will be analysing, is Woolworths. An example of a structured decision for Woolworths is reordering products. So if the product that Woolworths sells is sold out the decision will always be made to reorder the product. But if the product has not sold well then the decision will be to not reorder the product. An example for a semi-structure decision for Woolworths is how much the workers get paid. A part of the decision is programmable. So for team members (low level staff) their wages will be the same as every other team member [9]. However, for team leaders such as bosses and team leader their wages are negotiable, so the wages differ from leader to leader [10]. Another type of decision that can be made is an unstructured decision. This type of decision is one that is unique and there is no common procedure to handle the decision. So for Woolworths they're decision to remove a plastic bag was not "programmable." High-level management, with the intention of helping "environmental outcome," made this decision.

For structured decision of Woolworths: reordering products when sold out, the information that would be required to make this decision is projections based on current data, assumptions and customer-making behaviour [11]. This information will help identify whether reordering products will generate the same amount of profit. The difficult semi-structured decision of how much workers wage needs to get paid is eased with the knowledge of the minimum wage of workers and how much the competition is paying the workers [11]. By having this knowledge, the management can provide the workers with wage that is just enough to make the workers stay in the organisation. Finally, the unstructured decision on whether to remove shopping bags is helped decided with the information on projection based on assumptions [11]. Woolworths made this decision because of competition retail outlets, Myers, adopting an environmental friendly attitude [12].

## **Reflection 2:**

This week's topic (5) provided different of ways of making difficult decisions using systematic methods such as-using a decision table or multi matrix decision table. The information taught in this week's lecture not only helps me in my future occupation but helps me in life in general. The future decisions, which I will be using a decision table, are decisions such as: what house to buy? What phone to buy? I also discovered what gambler fallacy is. Having an understanding of this concept will be beneficial in the long run if I decide to gamble again. When I gamble I tend to think that after a large loss streak I will 100% get a hot streak. Gambler fallacy disproves this notion.

## **Exercise 6: Type of information system in an organisation**

An organisation can often be divided into its functional area. The organisation that I will be discussing is Woolworths. One of the functional departments that Woolworths has is a marketing department. This department deals with future advertising and promotion of products and services [14].

The transaction processing system in Woolworths is the Woolworths reward program. A Transaction processing system essentially “collect and stores data about transaction,” this is what the reward program aims to do. This system provides a “point” for every dollar spent [15]. Once a customer accumulates lots of points his points can be used to purchase an item at a discounted price or acquire a product without cost [15]. Every transaction will be recorded with the Woolworths reward program card [16]. For customers to get a card they will need to provide the organisation with data such as- age, gender. These data come in handy for organisation to make decisions [16]. This system will eventually help achieve the business objective of building a customer focus [36]; customers will tend to view the rewards program as a positive incentive to stay loyal. While, the data for the organisation can be used to restock items that the customers most require.

A management information system provides data to manager who can then answer structured questions [17]. The Management information system will collect data from Woolworths reward loyal program, and organise it on a periodic basis [17]. The transaction data are collected from the transaction processing system then are organised to form a customer profile habits [16].

The decision support system is in charge of combing internal and external sources data to aid in decision making for high-level management [17]. The high level managers for this system can only answer semi-structured and unstructured task [17]. For Woolworths the internal data that is used is management information system data that is collected from the Woolworths reward program. The external data that Woolworths will often collect from this system, is when holidays or events occur. This information helps Woolworths decide when the best time to apply discounts, which aids in achieving the business objective of customer focus.

The executive information system is the combination of all three information systems data to produce an organised and user friendly data that is used for unstructured decision making [17]. An example of unstructured decision that is solved using the execute information system is: whether to stock up on an item [28]. Woolworths executive decided that It would be best not to stock up on the new Coca-cola No sugar; this was determined using data that is found in the executive information system [28]. This system promotes the business objective of team culture as higher management will work together to make a decision.

A dashboard is an information tracking tool that aids in providing statistics of an organisation in a very clear and condense way, which will aid in better performance for an organisation. Some of the dashboard components for Woolworths are: revenue, event calendar, news and headlines, and comparison to peers [37]. The revenue component is provided by a management information system as the data needed to work out the revenue needs to be organised. The revenue is not raw data as it relies on calculations [38]. The comparison to peers component of the information system is provided by the decision support system because this type of component relies on both internal source data and also external data from other companies being compared. Finally, the event calendar component is provided by decision support software because when making a calendar it requires information from within the organisation and also information from outside organisation

[17]. For example, it is important for an organisation to know the exact dates of public holidays when the organisation wants implement a holiday discount campaign.

The sap is one of the largest German vendor for ERP software; the aim of Sap is to help in communication between all departments and users in an information system. Sap is generally for large enterprises designed to manage business processes. The Sap Erp system for Woolworths can help with communication between vendor and the stores for item restocking. It may also help with effective communication between customers and the management for the store [39].

### **Exercise 7: GIS Within an Organisation:**

A geographical information system allows organisations to make better decision with the help of geography. There are five features of this system: hardware, software, data, methods, and people [40]. The data may be a source or special characteristics derived from digital maps, aerial photography and tabular data [40]. The method component is the procedures being applied to the data. While the people component is characteristic and capabilities of people responsible for designing and implementing and using the GIS [40].

There're many different types of information that could be used to determine the location of a regional hospital. One of the information types that could be used is aerial data; this type of data helps determines whether it is actually geographically possible to place a hospital at a particular location and the cost of doing so [40]. Other information that could be used is tabular data, this could provide information such as how often cars go along the location [40].

If the GIS was to have mapping and analytical analysis capabilities, there would be a range of different uses for it. One ways it could be used to help identify the location of regional hospital is by determining the distance to other hospitals [41]. Picking a location close to another hospital is not ideal as it would just subtract people from the closest hospital to this one rather than bringing in new patients. Another use is it may provide useful information such as- population size. Determining population size of location helps us choose a location that is heavily populated [41].

### **Reflection 3:**

This topic was by far the most difficult to understand and conceptualise. What I found interesting about the lecture was the information about dashboards. Whenever I think of dashboard I think of the Macbook's dashboard that has utilities to help with basic tasks. I had not realised that there are many different dashboards out there and how they could assist a business. Another concept, which I learnt about was the Geographical information system. I did not realise how common a GIS system is used to help determine the locations of houses. The tutorial questions for this topic were of great

assistance as it forced me to research about concepts that I struggled to understand in the beginning.

### **Exercise 8: Extending the face of an organisation using social media**

The organisation that will be discussed in this section is WWE (World Wrestling Entertainment). Founded in 1979, WWE is the largest family friendly professional wrestling promotion [18]. It distributes, showcases and promotes its promotion primarily through social media applications [19]. One of the most popular social media application used in this organisation is YouTube. With over, 17 million subscribers, this social media application aims to advertise and showcase its promotion [20]. Another social media application used is twitter; this type of application is used to interact and provide information to its investors [21]. WWE also has a twitter account that is meant to be viewed by the fans [22]. This account is used similarly to its YouTube channel; It advertises and showcase its promotion as well as interacting with its consumers [22]. Some of the mediums do target a different audience. The target audience for their twitter account is their investors, while their target audience for their YouTube channel is consumers.

### **Exercise 9: Social media guidelines for organisations**

There is numerous amount of risk that may arise from employee using social media. One of the main risks the WWE organisation face when an employee uses social media is that the employee may leak the scripted results for an event [23]. When an employee leaks the results it may prove detrimental for the buy rate of the event thus meaning that less revenue will be generated. Another risk that the WWE face when an employee uses social media is that the employee may partake in cyberbullying/harassment of other employees [24]; this in turn will portray the organisation in a negative light as the employee is essentially representing their company. WWE do have a social media policy for their employees but the policy is not available for the public to view [25]. There are some rules that I would assume are in the employee's social media. When using social media employees should be respectful, have common sense when posting, be politically correct [26].

### **Exercise 10: Crowdsourcing**

Crowd sourcing is where an organisation outsources a job, traditionally solved by an agent, to large, undefined group of people in the form of an open call [27]. WWE can implement crowd sourcing to its business operations. One category of crowd sourcing WWE can specifically use is the ideas and problem solving category. This type of category is where the public will provide ideas and solutions and experts evaluate them and the crowd votes for favourite idea [27]. So in context of WWE, the public will provide story line ideas that they want implemented and the storywriters will evaluate them and deliberate on which ones are the best. The disadvantages of this is there may be too many ideas provided and the ideas provided may be copyrighted [27].

### **Reflection 4:**

This topic: social IS was by far the most interesting topic to date. The tutorial given to us required the selection of an organisation, which we had to describe. I was able to pick an organisation that I found highly interesting to research about WWE. This made the tutorial much more enjoyable. The tutorial also required us link the organisation to social media. I would consider myself a social media person, since I have a social media account for many different platforms. Therefore, combing the two things I love, made the tutorial very enjoyable. The tutorial also opened my eyes to the dangers of social media. As soon as the tutorial finished, I made sure to make my social media accounts private so any incriminating statements that I may have said would not be easily viewed by the public.

### **Exercise 11: Information system failure**

An example of a “damaging to reputation failure” is one that damages the organisations reputation. One example of such in Australia, is the Payroll system in 2009 [29]. The whole goal of the system was for the government to give a new payroll system and rostering system for organisations. The issue of the system provided is the public servants ended up getting either underpaid, overpaid or didn’t get paid at all [29]. An example of an “organisational critical failure” is the Asset management system that cost 70 million [30]. The whole purpose of the Asset management system was to replace nine information systems but it only did 11 % of the intended purpose therefore it was scrapped [30]. Another category for an information system failure is an “annoying failure”. This failure occurs is part of life. An example is the transperth Mandurah line cancellation on the 20 of October 2016 [31]. The Transperth users had to wait until Thursday night to use the line between Elizberth Quarry and Cockburn [31]. The fourth classification for a failure is a “critical error”; this is when a failure can result in a loss. One such critical failure that occurred during the Australia’s AirAsia X flight; this failure caused the plane to heavily rumble, which could have caused the plane to crash [32]. The effects of these types failures vary. But for the payroll system failure it cost the taxpayers 1.6 billion, while the AirAsia X and Transperth failures caused the reputation of the two to decrease slightly. Overall there were no long term effects.

### **Exercise 12: Information system methodology**

The Jad methodology is where a solution for an information system is developed with the help of customer involvement and group dynamics. It effectively aims to speed up the design of the information system [33]. The strength of Jad is that it builds team cohesion, since Jad is an oriented approach to finding solutions [33]. While the weakness of Jad methodology is it requires a lot of time commitment, because the members will need to meet up all the time [34]. Another strength of this methodology is it helps enhance quality of solution, since the solution is being built around many different perspectives [33]. On the other hand, using Jad may also cause friction if a member doesn’t contribute enough as the other members [34]. The situations where Jad should be used is when a new system is purchased, a system needs to be converted or when a system is fairly new [33]. However, Jad should not be used if members are not keen to discourse or if there is no clear objective [33].

### **Exercise 13: project management**



Determining which strategy to use when acquiring a hospital information system to meet the needs of the hospital is dependent on many factors. The factors that affect this decision may include the cost allocation, requirement and time [35]. If an information system is required immediately for the hospital, then it is not advisable to make your own information system since it would most likely take a long time. However, if you had a high money allocation and time it would be best to either custom develop your own information system or purchase it from a company that is skilled at this and can tailor it to your needs [35]. The project manager should set the time in which the information system should be completed [35]. This activity also provides a guideline as to when the information system should be released. They should also provide a budget, which allows people in the company to know exactly how much to spend [35].

#### **Reflection 4:**

Topic 8 will provide me will be very useful for me in the future. I aim to climb the worker ladder as much as I can when I get into the workforce. The ultimate goal is becoming a manager or a leader in my respective field. In order for this to happen, I would need to have an understanding on being a project manager. This topic provided me a foundation of the activities a typical project manager needs to complete. Also if I ever become a leader in my respective field I would need to know how to best deal with the IT staff; this topic provided me with some ways to help solve this issue. Another benefit of this topic is it made me more motivated. It helped me realise that if I wanted to become a leader or manager I would need to study and work even harder. Worker hard and doing completing multiple task well at the same time is a requirement for being a good project manager.

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