

Chapter 3 Hands-on Activities

Activity 1

In a vertical market, the products of one business are the raw material of another. The supply chain proceeds from the manufacturer of the first good used to the final product that is sold to the customer. See pages 95-97 for a more detailed description.

A company that creates DVDs that teach Spanish relies on a DVD duplication company to provide it with the final product. It also relies on printers to provide it with instructional booklets. It then has to shrink-wrap the final product. The DVD duplication company must purchase its supplies from companies that manufacture or resell DVD media, DVD cases, DVD case inserts and DVD labels. Other supplies the DVD duplication company need only buy on occasion include the equipment necessary to duplicate the tapes and print the labels and inserts.

Use Microsoft's PowerPoint to create a diagram showing the part of the supply chain described above. Use the flowcharting system on the Drawing toolbar.

To use the flowcharting symbols:

1. On the menu, click on View.
2. Click on Toolbars.
3. Select the Drawing toolbar.
4. Click on AutoShapes.

Uses a box for each product. Right-click on the box to enter text to describe the product. Save the files as **ch3actsol1.ppt**.

The diagram illustrates why inventory management becomes more and more complicated as you proceed higher up the chain.

Activity 2

You have a small music publishing company. You primarily produce your own music, but want to start to produce CDs for other local artists. You have created a Web site to sell your CDs. You would like to know what kind of music your customers are most interested in so that you can know which local artists to enlist. In addition, you would like to collect information that will eventually help you conduct targeted marketing. You want to collect this information in Microsoft Access as part of a first step to developing your sales and marketing information system.

Create a database in Access called **ch3actsol2.mdb** with one table called Preferences listing client age, gender, location, favourite type of music, favourite artists and favourite songs.

Activity 3

McInnes Corporation has separate information systems for accounting, sales, manufacturing, etc. These systems are incompatible and data cannot flow among systems, which makes the business less efficient than it could be. The company is considering developing an enterprise resource planning (ERP) system. However, ERP projects can be very difficult and 35% of all ERP projects are canceled! Create a database in Microsoft Access to research all the major providers of ERP systems. The database will include information from interviews with both the providers and companies who currently are or have been their clients.

Create two tables with the following structure:

- Create one table for ERP provider companies called Providers. Include the following fields: company name, phone number, address, contact name, and notes. Change the data type of the notes field to memo so that you can input all the notes that you take while interviewing the provider.
- Create another table for past and current clients of the ERP providers called Clients. In the client table include company name, phone number, address, contact name, ERP provider company, notes and a field to record whether the project was on-time, within budget and completed. Change the data type of the notes field to memo so that you can input all the notes that you take while interviewing the provider. Change the data type for the on time, within budget and completed fields to yes/no.

Finally, link the ERP provider company field from the Clients table to the company name field in the Providers table. You can do this by selecting the Lookup Wizard under data type. Linking the tables will allow you to run queries to find out which ERP providers regularly complete projects on time and within budget.

Save the database as **ch3actsol3.mdb**.