Chapter 1 Hands-on Activities

Activity 1

You have decided to start a business producing bookends that you make from recycled and reused materials. You would like to sell your products both to gift shops and at local festivals. Apart from creating the bookends, you will have to carry out the following tasks:

- Record how much you spend on raw material, setting up a production studio in your home and booths at festivals, and contacting gift shops and bookstores.
- Document how much you sell.
- Establish a list of contacts for both local and regional gift shops.
- Calculate business profits and expenses.
- Set up your initial budget.

You need to build the most efficient information system to meet your business needs. Construct a table in Microsoft Word, listing the basic functional business areas, accounting, finance, marketing and human resources. Then describe tasks your system will need to perform in each of these areas. Save the file as **ch1actsol1.doc**.

Based on this table, can you think of hardware and software you will need for your system?

Activity 2

Harry's Hondas has been collecting customer surveys for the past two years. This information needs to be entered into a computer program in order to process some of the raw data from the surveys into information that would be useful to the business. Because Harry is about to launch a new advertising campaign, the company needs to find out what models have been most popular with Harry's customers in the past two years. The following is a list of the models and the number of people who have bought them.

Civic	734
Accord	851
CR-V	613
Element	398
Pilot	143
Odyssey	257
S2000	31

Create an Excel spreadsheet that calculates the percentage of customers who bought each model. Save the file as **ch1actsol2.xls**. Based on this information, what recommendations would you make to Harry regarding which models to feature in his new TV and radio ads?

Activity 3

You work in the Environmental Lab of the Fancy Furnishings. A representative from the National Association of Furniture Mills contacted you to tell you about a new expert system, *Pollutant Protection*, that analyzes how much pollutant will be output into your wastewater when you change the types or amounts of paints you use to make your furniture. Until now, your company had no way of knowing whether using a new paint would increase the amount of wastewater pollution. Your company has been fined in the past when the government discovered that wastewater pollutant levels exceeded government standards. You were very impressed with the program's claims, but you know that your company doesn't have money to spend on extras. Yet you also know this program will save your company money in the long run.

Create a PowerPoint presentation to convince the company's owner to invest in this expert system. Save the file as **ch1actsol3.ppt**. Include the following information on each page.

Page 1:

Problem

Almost every year, we spend money on fines because we exceed government standards regarding the amount of chromium and other pollutants found in our wastewater.

We continue to introduce new paints into our production process as we create new products.

We don't know by how much we increase wastewater pollutants when we add new products.

Page 2

Solution

Pollutant Protection

- software program designed by the National Association of Furniture Mills
- analyzes how much pollutant will be output into wastewater by adding paints to the production process

Page 3

Cost Analysis

Last year's fine: €7500

This year's fine: €10,000

Cost of Pollutant Protection: €2499.99

The amount of fines we pay next year is up to you!