Chapter 2 Hands-on Activities

Activity 1

Evaluate the basic strategic initiatives that Jacques Nasser took to try to give the Ford Motor Company competitive advantage (described in pages 68-70). Create a table in Microsoft Word listing each of these advantages as described in Table 2.1 on page 52. Then categorize each of his plans, the Wingcast project, Covisint, and FordDirect.com, under these initiatives. Save this document as **ch2actsol1.doc**.

Did Jacques Nasser combine different strategies in his approach? What strengths and weaknesses does his approach have?

Activity 2

To further evaluate Nasser's policies, you decide to compare them with JetBlue's. Review David Neeleman's policies as described in pages 66-68. Then categorize them in a table in Microsoft Word according to the basic initiatives as described in Table 2.1 on page 52. Save this document as **ch2actsol2.doc**.

How do Nasser's initiatives compare to Neeleman's? What insights do you gain through this comparison?

Activity 3

Practitioners and researchers both agree that determining the financial benefits of strategic information systems is extremely difficult. Yet, wherever massive automation reduces labour costs, financial benefits can be calculated. Review the automating services adopted by JetBlue as described in pages 66-68. Then create a Microsoft Excel spreadsheet called **ch2actsol3.xls** to compare how much the company saves if a flight carrying a hundred people is booked

- through travel agents;
- through reservation agents; and
- through the internet.

How much money can telecommunicating and the Internet save the company?