

## **Oz/Management Information Systems, 5th edition**

### **Part Case Projects**

#### **Part 1, “The Information Age”**

1. Review the Better Bites part- and chapter-opening cases. Make a list of the inputs, processing, and outputs the owners must do. Now, armed with your list, go online to research a computer system—computer, printer, and any peripheral equipment—that you think will meet Better Bites’ needs. Place that information in a spreadsheet that could be attached to the “Financial” section of Better Bites’ business plan. Remember, the banker will review the plan to determine the business’s funding needs.
2. Better Bites constantly needs to review its business to come up with new ideas to compete in the restaurant business. Review Table 2.1 on page 52 of the book, which lists eight ways to gain a competitive advantage. You, Paul, Sarah and Christina will be meeting to generate some strategic plans for maintaining Better Bites’ existing business and expanding into new areas. Do some research online or in business magazines to see how technology is being used in the restaurant industry. (One resource is [www.bighospitality.co.uk](http://www.bighospitality.co.uk)). Brainstorm some new uses for technology, too. For example, restaurants could give customers electronic menus and allow them to check items off electronically on a tablet PC. Come up with two new ideas for Better Bites to remain competitive.
3. Chapter 3 focuses on the use of information technology in various business functions. Review the business functions that Better Bites needs to carry out and make a list. Go online to research an application that will support as many of Better Bites’ functions as possible. Explain why you believe this application is a good choice.