

Oz/Management Information Systems, 5th edition

Part Cases Projects

Part 3, "Electronic Commerce"

1. Sparebitz is planning to open its Web site catering to a worldwide market. As part of the advertising team, you now have to work with Steve Wilson to develop a proposal for online advertisement. Banners and search engines are the two main methods that your company can use to spread word of its new site online. Do some research and prepare a one-page report detailing how Sprebitz should advertise online. What search engines should it advertise with? On what sites should it place banner ads? Explain the reasoning behind your choices.
2. Congratulations! You have been hired to help design Sprebitz new Web site. Go online to investigate the design and features of some companies that are similar to Sprebitz.com. Three possibilities are www.espaes.co.uk , www.partmaster.co.uk and www.spares2go.co.uk . After your research, make a list of the features you think are essential for Sprebitz's site. Then using a graphics program or Web authoring software (if they are available), sketch out the basics of the site to present to Steve Wilson.
3. As Chapter 7 discussed, supply chain management is a critical function to businesses such as It Fits Outfits. Vendor-managed inventory (VMI) is one of the newest twists on inventory management. Go online to investigate the topic. Prepare a short oral report about VMI to give to Steve Wilson. Be sure to list both benefits and drawbacks.