Information Systems

**Paper details:**

Details of the Task This assignment is in two parts. Part A, the report = 80 marks. Part B, reflection on your contribution to the online collaborative technologies = 20 marks You should include both parts in a single document Report details: FlashMobz: A Case Study FlashMobz is a mobile phone and accessories retailer based in England, owned by Asif. The business started with a single shop, which Asif has grown into a chain of eleven. The first four shops were opened from scratch but in July 2014 Asif bought ‘PhonesRUs’ a group of three outlets, which he intends to operate under the FlashMobz brand. The recent acquisition is a significant expansion in the operation of the business, not least because two of the new outlets are in Belgium. Asif is hoping that this will help him to gain a foothold in the European market. As a result of the expansion Asif has identified a need to open a new warehouse in the East of England, and he has decided that this would be an excellent opportunity to launch an eCommerce arm to the business, capitalising on the success of the FlashMobz brand, but with a relatively small additional overhead. FlashMobz and PhonesRUs have different IT systems, and in addition to integrating the two parts of the business there is the need to add ‘b2c’ eCommerce functionality. Asif would like this to be fully integrated with the retail stores, allowing customers to collect and return stock via the stores, as well as via courier. Your Task You are a member of the SBS Consultant Team employed by FlashMobz. You are required to write a professional report which deals with the issues outlined above and presents your analysis and recommendations. ▪ Identify key business and technical challenges of FlashMobz acquisition of PhonesRUs and transition to eCommerce. ▪ Consider barriers to implementation and how these might be overcome. ▪ Build an inclusive and persuasive argument that can be presented to Asif. The word count for the report is 2400. Please structure your assignment as a report – include:Abstract- Title Page – Contents – Introduction a Main Section – Conclusions and Recommendations a References. The case study requires you to work with incomplete information, an important skill. You are free to make assumptions about aspects of Asif’s situation or operation where these are relevant to your work – please ensure that any assumptions made are clearly stated in your report. You must reference your report with a range of practitioner and academic publications (Include at least 10 references. References will not be included in the word count). The report should be be 2400 words in length (not including the references) Using the Online Collaborative Technologies The online module site has been set up with discussion forums. You should use these to ▪ Discuss the topics presented ▪ Consider the implications of these for IS professionals and organisations ▪ Share papers and articles that you have found on relevant topics (remember to include links / reference / pdfs if you do this!) ▪ Discuss key concepts of relevance for the assignments The purpose of this element is to give you direct practical experience of using collaborative technologies, and for you to consider how they could be incorporated into your future practice as IS professionals. Reflective Statement You should submit a 300 word reflective summary, accompanied by your own selfa assessment of your contribution to the online elements throughout the module, using the table labelled Online Discussion Self Assessment below (copy and paste it into your assignment document). The reflective report should include your detailed reflection, supported with evidence from the online elements. In this section you should reflect on how the use of these technologies has impacted your own understanding of these, and also how this might impact your future practice as IS professionals – has your use of these given you ides of how they might be used in an organisational context in the future? Example (Fictional student and subject) Before I started researching the relevance of business process modelling to organisational strategy (see A Student’s posting “BPM doesn't help strategy” of 16 June). Discussion and examples shared on the Padlet showed me how these are related, which I highlighted in the discussion ( see my posting of 19 June). The word count equivalent for the contributions to online collaborative technologies is 600: a 300 word reflective statement and 300 word equivalent contributions to the online technologies