

Draft essay of mis case musco food essay



**ASSIGN
BUSTER**

Local cheeses were purchased from farmers, aged and cured, then distributed throughout Italy. In the Sass's family members immigrated to America, importing these cheeses and many other specialty Italian foods for distribution in the United States. Now their line of imported food products contains over 1,600 items with producers around the world. They offer the best quality, competitive prices and a high standard of customer service.

II. Case Music Food Corp.. Used to have only eight-man sales forces who visit customers.

They used a traditional way of taking orders orally, relying on paper catalogs, and voice calls back to the office.

However, mistakes occurred recently, order entry process was time consuming, inventory was incorrect, expensive rush orders had to be made, price changes and promotions were not in time, customers were unhappy. To make a change they started to use Tree smart phones (from Palm. Com) system which display product images and order entry e-forms. After using the new wireless system, salesman improved work productivity.

Orders got instant attention from the warehouse employees.

Errors, correcting trips, and expenses have been reduced by over 50 percent. Finally, the process fulfillment was less than before. The system paid for itself in just a few months. III.

Questions analysis 1. Identify the real-time activities. Widespread adoption of new technology is going to disrupt the usual way business is done.

(Turban/Volition) According to case description, we have a clear comparison of before and after applying smart phone into MUSIC.

Before After (real-time activities) Oral order taken-salesman- customer service employee-order processing system (I) Transaction information input(information fulfilled directly to the corporate computer system) Whole input process (D-generating paper invoice- livery-customer E-invoice generated and delivered to the customer Whole input process-order generated-warehouse preparation Warehouse prepare the minute of e-order input Price changes and promotions were not communicated in time Pricing changes and promotion published Customer receivable was checked and generated by accounting apartment- passed to salesman Customer accounts receivable balance checked Inventory was adjusted after each error thus inventory availability was not known in real time Inventory ability checked real-time online 2. How is customer service improved? Business professionals use their mobile devices to fulfill business needs that keep their companies running at optimal levels of productivity, performance and profitability.

(Transportation) After the smart phone system was applied into MUSIC Corporation, customer service is improved instantly and significantly. With the smart phone system, Order is taken and expressed within a minute, electronic invoice is generated directly from the system and shown to the customers.

With the accurate data transferred by system, both sales person and deliver man made fewer mistakes.

Therefore customers had less complaint and felt more satisfaction. With much less order corrections, order-prepare-deliver procedure were reduced from 3 days to 1 or 2 days. Shorter delivery period and less time maintaining saved customers' time. Real-time inventory and promotion information could be directly found by customers so that they could make better decision of purchase, result in an added value. Order-enter customer service representatives were retrained to help customers.

With the help of those representatives, customer would find it easier and more reliable to make the order. Ewe system?

Integrating information systems is necessary so that data can flow seamlessly among departments and business partners. Automated data flows are essential to productivity improvements. (Turban/Opinion) First of all, there are several basic functional information systems that support activities within a company, such as accounting, marketing, finance, human resources management and operation and information systems. In this specific example, MOLOCH Food Corp..

Faces a mass data entry, low quality data and delivery processing problem. In order to solve the problem, MUSIC introduces Tree smart phone system as a part of T AS (Transaction processing system) into their business.

As a result of the new software implementation, primary activities such as sales were improved, rush order expenses are avoided, and efficiency is increased. But we think this smart phone system as part of T AS should not be only integrated with sales system. TIPS monitors, collects, stores, processes, and disseminates information for all core routine business

transactions. Once orders from customers finished, information flow from customer to MOSCOW via Tree smart phone system was processed and stored in their TIPS system, meantime distributed to integrated functional systems.

Thus Tree smart phone system used in MOSCOW enables both customer and enterprise the real-time procession, improved data quality.

Since transaction processing exists in all functional areas and contributes a lot in tracking sales, inventory levels, orders, and providing customer support, Tree system should be integrated with key functional systems such as accounting/finance and human resources systems as well. Explanations for Tree as part of TIPS system integrated in each functional system are as followings: This missing integration is of essence for many different reasons. It can also help Music Food Corp. find new creditors and investors. If human resources management is better integrated then better records of sales can be kept thusly helping Music Food Corp.

keep better track of their workers.