

The importance of netpulses technologies for beach bum in relation to the basic I...

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Week 2 Introduction The rapid growth of globalization has encouraged and made it quite necessary for the enterprises around the world to make use of modern technologies in their daily activities. Moreover, the information systems have made work easy and fast along with facilitating in augmenting an organization's competitiveness. In the strategic planning process, information technology (IT) can enable a company to ensure that its products are of utmost quality and its services are user friendly consequently increasing customer retention and contentment. The discussion aims to recognize the importance of IT related services provided by Netpulse for Beach Bum, a gym facility providing organization. The strategies will be illustrated with the help of the implemented information systems.

Assessment of the Importance of Netpulse's Technologies for Beach Bum in Relation to the Basic Lessons Learned in the Readings Beach Bum, a business initiative to operate gym facility on the beach has desired to create a value driven partnership with Netpulse, a technological solution providing organization in order to augment customer contentment with the provided facilities. Netpulse's technology can enable members of the gym to design their experience while they are working out. It can enable members to select their options from various available programs provided by Netpulse such as movie trailers, music videos and television shows among others. With reference to the context, it is assumed that Beach Bum will introduce Netpulse's technologies as a tool of strategic planning. This is because it will help Beach Bum to make a good relationship with the existing members as well as it will entertain and motivate the existing members to concentrate and enjoy the exercises. Furthermore, it will also attract other new members

to join the gym as a result, Beach Bum would be able to increase their profit margin. In addition, Netpulse will also help Beach Bum to place music playing machines along with every exercise machine so that the members could listen to songs according to their choice. Moreover, Netpulse will also help Beach Bum to expand the business with new members along with providing facilities for the members to track or measure their performances in conjunction with the usage of machines with which Beach Bum could minimize the machines failure (Fitness Incentives, 2000). From the business initiative related scenario, it can be evaluated that Beach Bum has been planning for incorporating strategies by considering the information technology as an effective procedure to provide it with competitive advantage. In this context, strategic planning for information systems can be defined as the process of enhancing the performances in order to have a proper or efficient output or overcome. According to the authors John L. Ward and Joe Peppard, strategic planning keeping in consideration information systems can be considered as a valuable process of taking effective decisions related to operational aspects, which further helps the business to develop and improve their performance (Ward & Peppard, 2002). Thus, it can be ascertained that information technology helps business organizations to meet with the primary objective of their business by serving the markets and communities with efficient products and services at a more accurate and faster pace. Therefore, it can be assumed that Beach Bum has implemented the Netpulse's technologies to enhance and to expand their business process along with increasing the members or customers of the business. According to Lucas Jr., H. C., the purpose of employing information systems in strategic

planning is to facilitate the business process with effective management process and superior operational control. The primary intention behind incorporating information systems in strategic planning is to develop and to improve the channels of communication and provided services to the customers in order to ensure customer satisfaction. Additionally, information systems also help to identify and to strategize for leveraging the markets opportunities for making expansion as well as to allocate the resources properly and efficiently. Furthermore, strategic planning through incorporating information systems enables to reduce the workloads of the employees, bring in efficiency in the work process along with lowering extra expenses from the business process (Lucas Jr., 2008). Thus, from the stated concept, it is evaluated that use of information systems would help Beach Bum to measure the market trends along with making good relations with the existing as well as upcoming members or customers. Thus, Beach Bum gym can derive significant benefits in terms of customer retention and augmentation through providing invaluable facilities provided by Netpulse which can ensure sustainability of the company. Conclusion Conclusively, it can be stated that there are considerable benefits of using the information systems provided by Netpulse in the business process by Beach Bum as a strategic planning initiative. It can ensure long-term value for not only the organization but also the customers of Beach Bum who would be making use of the provided services. References Fitness Incentives. (2000). Summer's more fun. The official newsletter of Fitness Incentive, Vol. 8, No. 2. Lucas Jr., H. C. (2008). Inside the future: surviving the technology revolution. California: ABC-CLIO. Ward, J. L., & Peppard, J. (2002). Strategic planning for

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