

Mashawer case study

Business



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Technology Faculty of Business Administration Management Information System Masher Case study Case Study Questions: 1 .

What kinds of applications are described In this case? What business functions do they support? Answer: The applications described in this case are: PDA, centralized application and SCADA. The business functions that the case supports: Manufacturing and production, finance and accounting and human resources. 2. What are the benefits from equipping their riders with Pads?

Answer: Through this technology Masher decreases the amount of errors due to the fact that the messenger is tied to an automated process where he receives his tasks through the PDA handheld. And also to manages the following: 1 . Tracking the order items progress.

2. Track the collecting of order fees. 3. Messaging the riders. 4. Track the cash and expenses.

5. Synchronizing data periodically and at the beginning of each shift. 3. Was it a good decision to expand the business to Cairo?

What are the implications of information systems? Answer: Yes It was a good decision to expand the business to Cairo since they succeed in Alexandria.

The Implications: Masher heavily depends on technological advances that occur every day and depends on the tools so it benefits from the advancements and prices reductions that continuously take place.

As a result Masher's total costs will be decreased, enabling it to decrease its prices and further improve its quality to become even more convenient for a

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large number of people. . Do you think that Masher will be able to accomplish their future strategy and sustain its market share? Answer: Yes Masher will be able to accomplish their future strategy and sustain its market. 5. Do you think In near future, the competition between Masher and Wassail will be aggressive? Why? Answer: No, Decease wassail Is operating In much smaller scale tan Answerer does.

Masher has several advantages that make it very hard for others to compete: Database of thousands of loyal clients.

Self-investment is manageable. Highly qualified and carefully selected riders due to the high salaries compared to the delivery sector in Egypt. Various revenue streams. Being the owner of the IT Company Innovate fosters technology integration in Masher.

Also Masher has several unique selling propositions the main two aspects are being the first in the market and the only of its kind. Also the flexibility of their service.