

Old dominion trail bikes

Technology, Information Technology



Question one One of the strategic goals of Ted's business is to increase its net revenue by 20% through the use of internet to increase sales. Ted's business is already experiencing the influence of online marketing on the overall its sales.

Ted's business needs to put in place an efficient and reliable repair and maintenance human resource at all its stores. This is due to the fact that revenue generated from repairs and sale of bike accessories accounts for over 40% as opposed to 25% generated from sale of new bikes.

Question two

Marketing information, human resource or staffing information, management information financial information and business grow and expansion information. All these information will propel Ted's business further to the ladder of success.

Question three

Ted's business is involved leasing of bikes, ordering of new bikes from the supplier, keeping sales records and many other business activities.

Technology for instance computerization of leasing process so that it can be done only can effectively impact positively on the business.

Question four

The use of e-commerce in has revolutionized businesses around the world. Ted's business can integrate an online shopping cat on their website so that customers are able to purchase their products irrespective of their geographical location. This will greatly increase the number of sales.

Question five

Supply chain management (SCM) will enable Old Dominion Trail Bikes to

smoothly carry out the entire operations of its interconnected sections of the business. It will enable Ted as the owner of the business plan, implement and carry out effective monitoring and evaluation of the performance of Old Dominion Trail Bikes.

Question six

If Old Dominion Trail Bikes uses an effective CRM, it will be able to provide maximum support to their client while collecting relevant information about their tastes and preferences. As a result, the business will experience increase in sales.

Question seven

To increase repair work and rentals, Ted should embark on intensive online marketing campaign since online platform reaches several people using very little or no resources.

Question eight

Implementation of Enterprise Resource Planning reduces cost of running the business. It also streamlines the way activities are taking place within the business.

Question nine

Before the implementation of Enterprise Resource Planning, Ted will have to look at the resource his business has and the quality control of the plan. As such, Ted will have to plan for his business before taking any action.