

Extreme Office Makeover

Duty/Concept Area

Investigating Technology Trends in Business and Marketing

Scenario

You have been hired as a management consultant by a local small business (of your choosing). The owner feels that he/she needs to upgrade the business by incorporating more technology. The company currently has no automation; the extent of its technology is a fax machine that the owner also uses as a copier. All paperwork (employee records/payroll, client information, inventory/order management, accounting information) is done by hand and kept in file cabinets.

Big Question

What recommendations would you make concerning technology that can be used to upgrade the various aspects of this business's operations?

Focused Questions

What type of technology would you recommend the business use for the data and operations listed below?

- Employee records/payroll
- Client information
- Inventory management
- Order management
- Accounting functions, including taxes, tracking sales, and profit/loss/cash flow
- Communicating with employees and clients
- Marketing the business

Project-Based Assessment

Written and oral presentation (including visual aid) to the owner to report the recommendations for incorporating technology into the business's operations

Resources

- Presentation software
- LCD Projector
- Computer
- Documents/articles/commercial data (available on Internet or in library) on
 - technology in business and/or marketing operations
 - specific technology vendors.