UNIT II CASE STUDY

Name

Course

Tutor

Date

Unit II case study

1. Analyze the case study comparing Wal-Mart and Amazon's business models and business strategies.

Walmart and Amazon are two of the most competitive commercial institutions in their areas of focus. Traditionally, Walmart was set up as a physical retail entity that provided a broad range of products to its customers across the globe. To promote its business activities, the company invested in the establishment of various physical outlets to bring its services closer to the customers. Research indicates that due to this massive investment, almost two-thirds of Americans live about five miles away from a Walmart distribution outlet. In this respect, the services of this company attracted low-income individuals and families who had incomes of less than $50,000 a year. Besides the establishment of these physical outlets, the company also came up with a strategy of selling their commodities at meager prices. The approach made sure that while the goods sold were of low costs, the volumes of sales were so high that they fetched the company decent profits.

On the other hand, Amazon has been described as an e-commerce giant. The company specializes in the distribution of its goods through the online platform. In this approach, the customers would go to the website of the company, select the items and make payments and wait for the goods to be shipped to their specified locations. Over the years, the company has been so efficient in its services that it has attracted a lot of customers, including those that initially shopped exclusively at Walmart. Due to its increased customer base, the company decided on stock a wide range of products that it did not initially have it its shelves. That has resulted in the improved customer satisfaction.

1. Explain the role that information technology plays in each of these businesses and describe the role of the various IT professionals involved in this case.

Technology has taken over the activities of these firms. In the current technological dispensation, even Walmart that initially did not embrace technology has improved the technical presence in the company. In the case, technology has been used to facilitate the selling of goods to customers across the world. Through technology, customers are in a position to make inquiries on particular issues regarding the company, view the products and finally make an order for the goods. Additionally, the presence of technology in these commercial practices has enabled clients to make payments to the goods.

It is impossible to discuss the influence of technology on Walmart and Amazon without talking about IT professionals. The professionals act like the engines that run the technological infrastructure applied by these companies. Primarily, IT experts develop the appropriate technologies that allow the companies to carry out their online activities. The professionals are responsible for the development of technological infrastructure that meets the needs of the organization.

1. Explain how IT helps influence Walmart and Amazon's organizational strategies

The development of technology has hugely influenced the manner in which the organizations carry out their business strategy. In a world where almost all people have technological devices such as tables, mobile phones, and laptops, it is only natural that technology takes the center stage in commercial activities. The increased utilization of IT by customers across the world has compelled institutions that did not originally appreciate technology to make provisions for such dynamics. For example, Walmart is known to use physical outlets in order improve its distribution channels. However, in the recent years, the company has realized that a lot of customers prefer doing their shopping online to making a physical appearance at the stores to pick their goods. In the long run, this has been essential in making sure that the company adopts various technological changes to further its commercial activities.