

Case Study Questions

- 1. How do information technologies contribute to the business success of Sew What? Inc.? Give several examples from the case regarding the business value of information technology that demonstrate this conclusion.
- *Examples:*
- Expanded market - Duckett was able to grow her business from local to international clients using her website.
- Customer education - the website helps her education her customers about curtain design.
- Customer service - The website allows them to more easily match materials, select colors, and learn about her product's "care and feeding."
- Cost accounting - Duckett is able to track production workflows and more accurately calculate costs.
- Business process reengineering - workflow information helps identify useful process changes, and provides feedback to help Duckett evaluate the results.

Answers To Case Study Questions

SB Merriam



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