

Westjet

1.

a) What are the products and /or services?

Westjet provides customers with a service which is basically either a trip on a plane to another city or country around the world, car rentals, and hotel rentals.

b) What is the value chain?

Westjet's value chain is basically having low cost tickets and excellent service for all customers.

d) Who are their competitors?

The competitors for Westjet would be other airline companies such as Air Canada, Air England, Air India, etc.

e) What is their strategy to compete?

Westjets strategy to compete is by having loyalty rewards. They would have such rewards like low cost flight tickets, and certain deals like westjets points. everything you make a purchase, you earn points towards flight discounts etc.

2.

a) ERP

ERP is essential for all businesses. This process includes finance, marketing, human resource, etc. An example of ERP for Westjet would be employees being able to check for sale on tickets, when the price increases on tickets, how many people are on board, etc. This makes it easier for employees to make decisions based on the company.

b) eCommerce

ECommerce is basically being able to advertise over the internet. This allows companies like Westjet to make sales to those who cannot visit in person. This means that by using the internet to advertise their tickets, they do not need as many workers working at offices, because the internet reduces this. Also this allows customers to make transactions more easily over the internet, making it more convenient for customers to make purchases from the comfort of their homes over the internet instead of waiting in lineups.

c) Database, data warehouse & BI

Westjet uses an online database/data house because they are mostly an online firm. It makes sense for westjet to use an online database because its more efficient and reliable for both employees and customers. Employees can easily access information, and customers can easily access details about tickets, flights status etc.

d) CRM

Customers are what Westjet aims to satisfy. CRM means managing current, new and

future customers. Westjet have benefited from having their services provided online. Having online services draws more customers, and westjet aims to have more customers. They can attain that by having their online data updated frequently, advertising and giving offers for long term customers, and having an easy and quick access site for new users.

Shell

a) What are the products and /or services?

Shell Canada provides customers top end fuel for vehicles. Shell also produces natural gas liquids and natural gas. At shell gas stations, they also provide merchandise and car washes.

b) What is the value chain?

The value chain is that Shell Canada implemented ERP systems to help do daily operations such as processing plants to oil trucks to gas pumps. Before ERP systems, it took about 20 hours for contractors to prepare monthly summaries to Shell Canada (about 2500-4000 summaries were made per month). The head office spent many hours manually entering data and sometimes the data would not go through the system. The ERP systems helped Shell Canada in reducing and streamlining processes and invoices.

d) Who are their competitors?

Their competitors are Petro Canada, ESSO, Husky, Canadian Tire and Ultramar

e) What is their strategy to compete?

Their strategy is to have rich fuel at low prices so customers get attracted to the smaller prices and the name of better fuel for their automobiles.

Part Two

a) ERP

ERP is essential for all businesses. This process includes finance, marketing, human resource, etc. An example of ERP for Shell Canada would be employees being able to check when more petroleum is needed, how long is delivery going to take, which station needs new information, and when to update gas prices whether it is rising or dropping. This makes it easier for employees to make decisions based on the company.

b) eCommerce,

ECommerce is basically integrating a tap & go service, where customers who are in a hurry, and cannot wait the lineup are able to insert their credit card or debit card into the station they're using for faster transactions. This allows companies like Shell Canada to make sales to those in a hurry. By supporting AirMiles, customers can go online and see how many more AirMiles reward points they need to purchase something whether it is in store at shell, or a vacation trip to hawaii.

c) database,

Shell Canada uses a just-in-time database which is basically when shell needs more petroleum, they order more on a-just-in time basis. This means that shell would never run out of petroleum at their stations.

e) CRM

Customers are what Shell aims to satisfy. CRM means managing current, new and future customers. Shell has benefitted from implementing tap & go on each of their stations. This is where customers are able to insert a credit or debit card instead of having to visit the store clerk to pay for the transactions.

Netflix:

a) What are the products and /or services?

Netflix provides its customers with movies and TV shows at a flat monthly rate. The customer can use the service as much, or as little as they want renting as many movies as they'd like monthly for that same flat rate. No late fees and not ridiculous limit.

b) What is the value chain?

The first addition to Netflix's value chain is the monthly flat rate for renting videos. This is unlike any other movie rental company because for most you pay per movie, and there are late fees. Next is the personalization of their actual website. Using Cinematch technology, Netflix takes your previously watched movies and suggests titles you would be interested on based on that information and other information you add into the site. This makes the customers movie selection a lot easier.

d) Who are their competitors?

Blockbuster is Netflix's biggest source of competition were the largest video rental store in North America before the ever so convenient Netflix came to fruition. The difference between Netflix and Blockbuster was the no late fees, the cost of unlimited movies for a flat rate instead of paying per movie, and finally the ability to get movies shipped to you without ever having to leave your house.

e) What is their strategy to compete?

To offer movies and TV shows commercial-free, with unlimited viewing on any internet-connected screen for an affordable no-commitment monthly fee. As a customer of Netflix you never feel pressured because Netflix has set it up so that customers can come and go as they please. They offer freedom to indulge in any type of movie you feel like watching.

a) ERP

Netflix utilizes an oracle system as the backbone of their business management system. It is utilized to manage inventory, financial and company performance and customer data. It is also at the core of the Cinematch™ system. As well as managing business data, the entire DVD library is represented in the website along with customer data. Company performance and logistics are also managed through the oracle system. The company was built from the ground up using this system.

b) eCommerce

Netflix is highly dependent on eCommerce. The website www.netflix.com allows users to sign up and make an account to stream online movies. The website provides users information on how to stream it and how to rent it. It is essentially their form of doing business because they do not have an actual store, everything is online and done through the internet. Their business has substantially grown because of their great use of eCommerce.

c) Database

Netflix uses a web queue. Every Netflix account has a queue. The Netflix queue is the place where a user stores the movies that they will eventually receive, in the order they wish to receive them. At a glance the user is able to see which movies they currently have rented out, as well as the next movie that will arrive. From a single page the user is able to change the position of the movie in the queue, rate the movie, or watch it instantly via streaming download, if available. In addition, the user can see when the movie is available for shipment. If the movie is not currently available, an estimated date is given.

e) CRM

Every Netflix user has to create an account. Through this account, they can stream videos or order Blu-rays and DVD's to rent at their house. Netflix's servers then track what they have watched before or ordered and makes recommendations on what to watch next.

Grocery Gateway

a) What are the products and /or services?

Grocery Gateway offers people the opportunity to do their grocery shopping online or through their app. By using Grocery Gateway, customers can have their grocery shopping done in a timely manner and have it delivered right to their doorstep within a 90-minute timeframe. Grocery Gateway's business model is B2C (Business to consumer). They have offer their products and services to the entire Greater

Toronto Area (GTA) and over 40,000 active customers.

b) What is the value chain?

Grocery Gateway adds value by saving customer's time and having their grocery's to them within 90 minutes. They also offer their customers complimentary products free of charge. This value makes their service very appealing to the elderly, disabled, and people that very base.

c) Describe the supply chain

Customers place an order online from Grocery Gateway's portal.
Grocery Gateway goes to their warehouse and packages all the food.
They load it on to trucks and deliver

d) Who are their competitors?

Their main competitor would be the super markets that exist in the consumer's neighborhood. It would be cheaper for a customer to go to their local super market and buy the goods themselves, as Grocery Gateway has to mark up the prices a bit to make a profit and charge for delivery to cover all the labor and transportation costs.

NOTE: Dispute over who the main competitors are. Super markets that exist as brick and mortar stores or other grocery retailers that have a presence online and deliver groceries to people's homes.

The other side of the argument is that the main competitors of Grocery Gateway is other online grocery stores that deliver within the GTA such as amazon.ca and realfoodtoronto.com because Grocery Gateway main customers are people who for whatever reason cannot or find it too difficult to shop for their own groceries in person e.g. live too far from grocery store, working all of the time, too busy taking care of the kids, physical disability, etc. So given the choice of shopping for their groceries online or in person, they would probably choose online.

2.

Grocery gateway collects information such as customers deliver orders through a portal on the Internet. The information collected is simply sent to the WMS (warehouse management system). The data is processed to the distributor in Malton, Ontario once an order is placed. This system allows Grocery gateway to satisfy the customers need.

a) ERP

Grocery Gateway has built in several key features on its web site to attract and retain its customers, by offering an online shopping demo, and customer support. The Grocery gateway order goes back to the ERP system through BizTalk and sends the order to the appropriate store and then you. They launched an app for the iPad to support grocery delivery.

b) E-Commerce

E-commerce is the buying and selling of goods and services over the Internet or i.e. refers to transactions that are made online. Grocery Gateway operates completely using e-commerce. It is a pure-play (virtual business). Customers are able to go online to grocerygateway.com and purchase their groceries anytime that they want (operates 24/7). Customers are able to select a time in which they want their groceries delivered and can see what the cut-off times are for making changes to their order. Orders are subjected to a delivery fee, although they can still remain competitive due to the fact that their customers value their home-delivery service enough that they are willing to pay the fee. The products are supplied by Longo's stores, some of which are exclusive to Longo's. They also sell items related to health and beauty and they also have a section of items targeting corporate orders (sell things like tea, food trays, bagels, coffee, etc.). They provide e-mail support, single item picking, and a shopping demo, and a tutorial on how to get started.

c) Database

stores important information about customer profile (customer's order and transactions), inventory, credit card information, location and deliver plans etc.

a) CRM

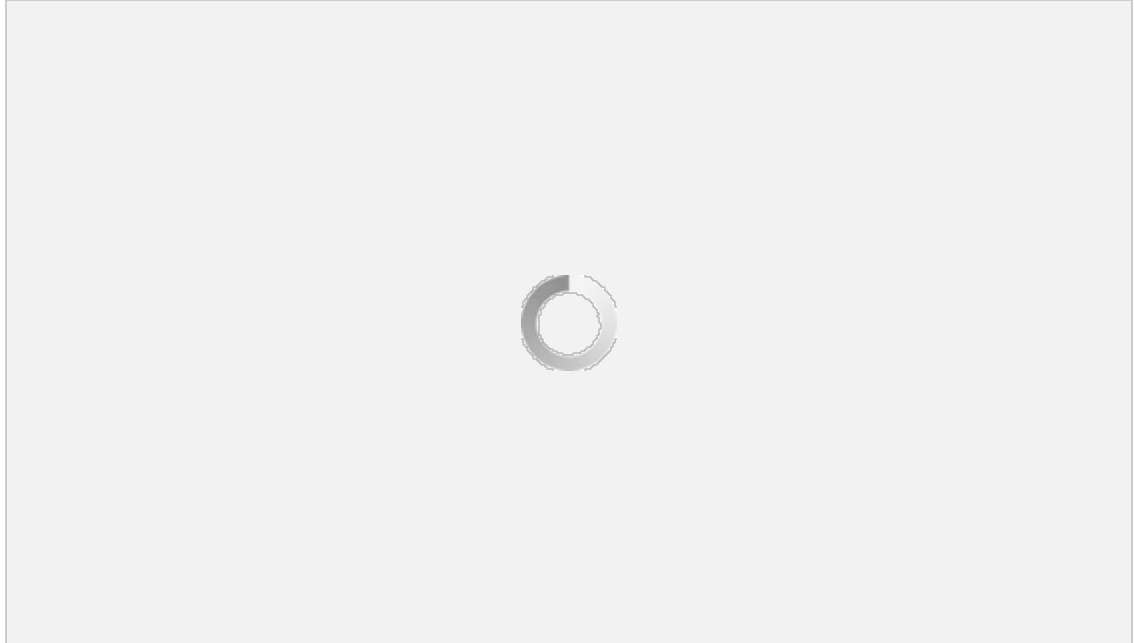
The Grocery Gateway online grocery store requires users to create an account. Grocery gateway is able to track their customer's orders (their last transaction, how often they buy, and how much they spend on average) to make decisions on what and when they will be delivering groceries to you.

Virgin

- a) What are the products and /or services?

Virgin Mobile products and/ or services are provides telecommunication. Virgin Mobile is the largest wireless network across Canada and largest privately funded network across the world. In the US, its joint ventures with Sprint and Virgin Group are the faster growing. It offers prepaid plans and postpaid flexible plans. The plans offer various sets such as data, texting, calling, voicemail, caller ID, also picture and video message. Business model is B2C (Business to Consumer).

b)



What is the value chain?

A value chain is a chain of activities that a firm operating in a specific industry performs in order to deliver a valuable product or service for the market. For Virgin Mobile it is to provide setting a analytical plan in order to target a certain audience (teens and people under 35 for Virgin Mobile) next the quality of expectation such as the type of plans that the company can supply. Next is the Outbound Logistics ordering the type of phones from the countries that produce it. Next coming up with the type of plans with phones that are a good deal compared to other phone companies. Its not always about the plan but the type of service such as connection around the area. And finally services where customer call center respond quickly with the accurate answers to your questions.

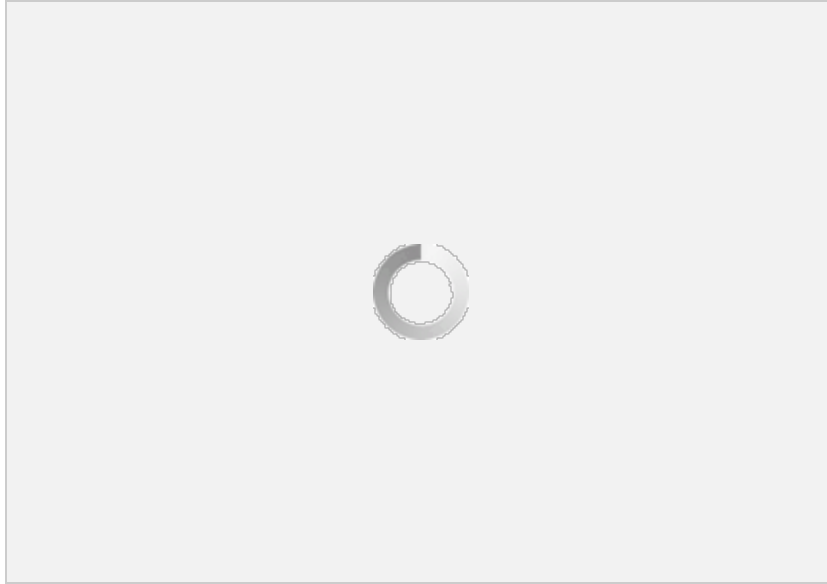
c) Describe the supply chain

Contact the supplier on phones and cases which Bell is responsible and is stored in a warehouse in Canada. When new shipments are in, they ship the products out to the retail stores, usually the ones doing success get more in bulks .

d) Who are their competitors?

Virgin Mobile competes with other wireless communication services such as Bell (Bell owns Virgin Mobile), Fido, Telus, Rogers, Koodoo, Wind Mobile in Canada. They provide cell phone plans as well as prepaid plans and phones which they are able to compete with their competitors.

a) ERP,



b) eCommerce

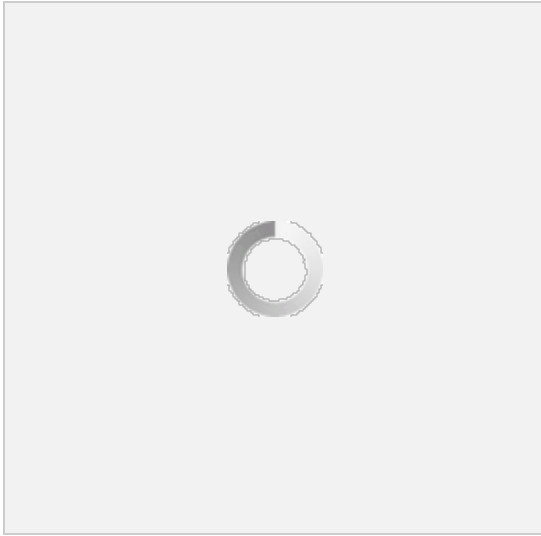
Electronic commerce, commonly known as e-commerce or eCommerce, is a type of industry where the buying and selling of products or services is conducted over electronic systems such as the Internet and other computer networks. Virgin Mobile does not sell goods on the Internet but it provides the designs of phones with detailed specs, details of the contract plans and other services a cell phone company can provide in store but online. More convenient than going to the store itself, just find a phone that fits yourself such as budget or design and then just go to the store itself and sign a contract to get it. The site itself is very appealing and easy to use as all the important designs are bold and attractive for teens and people under 35.

c) database,

The sales associates at Virgin Mobile have records of all the customers including new customers on the computer system so if a customer goes to a different location, the sales associates are able to keep track and the record of the customer. Virgin Mobile does not sell, or trade your Personal Information to third parties.

Virgin Mobile may provide its third party service providers and processors with access to your Personal Information. These service providers may include: credit card verification providers, our data warehouse and customer relationship management centre, marketing organizations, who may provide support marketing and promotional communications; internet service providers who administer our web page and provide internet services and host our facilities; and consumer research companies that assist Virgin Mobile with understanding consumer interests by conducting surveys

e) CRM,



Once a customer with Virgin Mobile, you have an account which you are able to keep track of your usage, billing and special promotions. This gives customers advantages to services and items. With anything out of order, Virgin Mobile provides a number and online chat for any questions concerning the bill or phone. Has call/support centres