

1.5D: External Environment: Activity



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1.5 EXTERNAL ENVIRONMENT: ACTIVITY D

Read the case study information below and answer the questions that follow.

TECHNOLOGICAL FACTORS IN STEEPLE ANALYSIS

Getting to Know Your Rental



Enterprise Rent-A-Car has placed QR codes on key chains and on car windows. The codes are used as a promotional device and are targeted at renters who want to learn more about their vehicle from the automaker's website. The hope, of course, is that you'll end up buying that model. The program "has exceeded expectations so far," Enterprise spokeswoman Lisa Martini said. Currently, some 20,000 cars have been outfitted with tags, and in a few months, Enterprise plans to have nearly a million.

New Zealand KFCs rolling out kiosks



New Zealand KFC locations are deploying kiosks this year to speed up ordering, according to Yum! Brands spokeswoman, Kate Kenna. KFC France has already deployed kiosks, where customers place their orders on the touchscreen terminals and then pick up meals up from a dedicated counter.

The company doesn't plan on laying off any employees, said Amanda Creedy, chief executive of parent company Restaurant Brands. In fact, she expects the restaurants to become busier. "If anything, you tend to increase staff because you get more customers through the door," Creedy said in the story.

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KFC customers may still order from employees or use the kiosks. The kiosks, Creedy said, will give them more time to browse the menu. The first New Zealand KFC deployment will be in Auckland's North Shore.

Source: www.BusinessManagementIB.com

25 MARKS, 45 MINUTES

1. Define IT (information technology). **[2 marks]**
2. Explain how the IT systems mentioned in the case studies are likely to benefit consumers. **[5 marks]**
3. Analyse the likely costs and benefits of introducing self-service systems technology in fast-moving consumer goods retailing. **[8 marks]**
4. Discuss whether all retailers should take advantage of new promotional strategies that emerge from internet technologies. **[10 marks]**