customers, Dirt Bikes customers who attend racing events, or the average ages and years of schooling of Dirt Bikes customers) and print them.

Part 7:
In this project, you'll suggest applications of Internet technology to help a employees at real-world company work more efficiently.

Dirt Bikes's management is concerned about how much money is being spent communicating with people inside and outside the company and on obtaining information about developments in the motorcycle industry and the global economy. You have been asked to investigate how Internet tools and technology could be used to help Dirt Bikes employees communicate and obtain information more efficiently. Dirt Bikes provides Internet access to all its employees who use desktop computers.

- How could the various Internet tools help employees at Dirt Bikes? Create a matrix showing what types of employees and business functions would benefit from using each type of tool and why.
- How could Dirt Bikes benefit from intranets for its sales and marketing, human resources, and manufacturing and production departments? Select one of these departments and describe the kind of information that could be provided by an intranet for that department. How could this intranet increase efficiency and productivity for that department?

Part 8:
Management is concerned that Dirt Bikes's computer systems could be vulnerable to power outages, vandalism, computer viruses, natural disasters, or telecommunications disruptions. You have been asked to perform an analysis of system vulnerabilities and disaster recovery planning for the company.

Your final report should answer the following questions:

- What are the most likely threats to the continued operation of Dirt Bikes's systems?
- What would you identify as Dirt Bikes's most critical systems? What is the impact on the company if these systems cannot operate? How long could the company survive if these systems were down? Which systems are the most important to back up and restore in the event of a disaster?
- Use the Web to locate two disaster recovery services that could be used by a small business such as Dirt Bikes. Compare them in terms of the services they offer. Which should Dirt Bikes use? Exactly how could these services help Dirt Bikes recover from a disaster?

Part 9:
Use the Web to identify the best suppliers for motorcycle fuel tanks of a dirt bike and appropriate supply chain management software.

A growing number of Dirt Bikes orders cannot be fulfilled on time because of delays in obtaining some important components and parts for its motorcycles, especially their fuel tanks. Complaints are mounting from distributors who fear losing sales if the dirt bikes they have ordered are delayed too long. Dirt Bikes's management has asked you to help it address some of its supply chain issues.

- Use the Internet to locate alternative suppliers for motorcycle fuel tanks. Identify two or three suppliers. Find out the amount of time and cost to ship a fuel tank (weighing about five pounds) by ground (surface delivery) from each supplier to Dirt Bikes in Carbondale, Colorado. Which supplier is most likely to take the shortest amount of time and cost the least to ship the fuel tanks?
- Dirt Bikes's management would like to know if there is any supply chain management software for a small business that would be appropriate for Dirt Bikes. Use the Internet to locate two supply chain management software providers for companies such as Dirt Bikes. Briefly describe the capabilities of the two software applications and indicate how they could help Dirt Bikes. Which supply chain management software product would be more appropriate for Dirt Bikes? Why?

Part 10:
Develop an e-commerce strategy for Dirt Bikes. Dirt Bikes's management believes that the company could benefit from e-commerce. The company has sold motorcycles and parts primarily through authorized dealers. Dirt Bikes advertises in various magazines catering to dirt bike enthusiasts and maintains booths at important off-road motorcycle racing events. You have been asked to explore how Dirt Bikes could benefit from e-commerce and a Dirt Bikes Web site.

Add to your report for management, answering the following questions:

- How could Dirt Bikes benefit from e-commerce? Should it sell motorcycles or parts over the Web? Should it use its Web site primarily to advertise its products and services? Should it use the Web for customer service?
- How would a Web site provide value to Dirt Bikes? Use the Web to research the cost of an e-commerce site for a small to medium-sized company. How much revenue or cost savings would the Web site have to produce to make it a worthwhile investment for Dirt Bikes?
- Prepare specifications describing the functions that should be performed by Dirt Bikes's Web site. Include links to other Web sites or other systems in your specifications.

Part 11:
Senior management has started reading about knowledge management and has asked you to explore opportunities for improving knowledge management at Dirt Bikes.

Add to your report answering the following questions.

- What are the most important knowledge assets at Dirt Bikes? What functions and employee positions are responsible for creating, distributing, and using these knowledge assets? Are all of these assets explicit knowledge?
- What knowledge outside the organization is required by the company?
- How could the following employee groups benefit from knowledge management: designers and engineers, product development specialists, marketing specialists, sales department staff and representatives, managers
- Describe the kinds of knowledge management systems that would be most valuable for each of these groups. What information would each of these systems provide?
- Use the Web to research how the company could make better use of the Internet for knowledge management. What Internet information resources would be most useful to Dirt Bikes?
- Describe an enterprise portal for one of the employee groups listed in question 3. To which knowledge resources would it link? What would the home page of this portal look like?

Part 12:

A bill of materials is used in manufacturing and production to show all of the parts and materials required to manufacture a specific item or for the subassembly of a finished product, such as a motorcycle. The information in the bill of materials is useful for determining product costs, coordinating orders, and managing inventory. It can also show how product costs will be affected by price changes in components or raw materials.

Perform a sensitivity analysis for Dirt Bikes's management, they have asked you to explore the impact of changes in some of its parts components on production costs. Review the spreadsheet file containing bill of materials information for the brake system for Dirt Bikes's Moto 300 model. The completed bill of materials contains the description of the component, the identification number of each component, the supplier (source) of the component, the unit cost of each component, the quantity of each component needed to make each finished brake system, the extended cost of each component, and the total materials cost. The extended cost is calculated by multiplying the quantity of each component needed to produce the finished brake system by the unit cost.

The prices of components are constantly changing, and you will need to develop a spreadsheet application that can show management the impact of such price changes on the cost to produce each brake system and on total production costs for the Moto 300 model.

- Complete the bill of materials by calculating the extended cost of each component and the total materials cost for each brake system.