

- c. A cycling shirt weighing 10 ounces.
- d. Storage for 1,000 sets of bicycle pedals for 3 months (using your own assumptions).

3-15. If AllRoad Parts were to use FBA, what business processes would it not need to develop? What costs would it save?

3-16. If AllRoad Parts were to use FBA, what information systems would it not need to develop? What costs would it save?

3-17. If AllRoad Parts were to use FBA, how would it integrate its information systems with Amazon's? (To add depth to your answer, Google the term *Amazon MWS*.)

3-18. In your opinion, does it make sense for AllRoad Parts to use FBA? Justify your answer.

3-19. How, if at all, would your answers to questions 3-13 through 3-18 change if AllRoad Parts makes some of its parts using 3D printing?

MyMISLab™

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3-20. YourFire, Inc., is a small business owned by Curt and Julie Robards. Based in Brisbane, Australia, YourFire manufactures and sells a lightweight camping stove called the YourFire. Curt, who previously worked as an aerospace engineer, invented and patented a burning nozzle that enables the stove to stay lit in very high winds—up to 90 miles per hour. Julie, an industrial designer by training, developed an elegant folding design that is small, lightweight, easy to set up, and very stable. Curt and Julie manufacture the stove in their garage, and they sell it directly to their customers over the Internet and via phone.

- a. Explain how an analysis of the five competitive forces could help YourFire.
- b. What does YourFire's competitive strategy seem to be?
- c. Briefly summarize how the primary value chain activities pertain to YourFire. How should the company design these value chains to conform to its