

ICTICT517 - Match ICT needs with the strategic direction of the organisation

Assessor Instructions: Students must complete all the tables below.

The acceptable responses must:

- Be within the specified word limit.
- Reflect on the characteristics described in the benchmark answers provided in each section.

TABLE 1: STRATEGIC GAP ANALYSIS REPORT	
Student Name	
Workplace/Organisation	Bounce Fitness
Date Prepared	
Industry <i>Industry refers to the specific sector or category within the economy that the organisation operates in.</i>	Fitness

TABLE 2: STRATEGIC PLAN

Assessor Instructions: This section must include the information provided in the 20XX Strategic Plan.

Benchmark answers are provided in each section of the table below.

<p>Mission Statements</p> <p><i>This refers to statements detailing the main purpose and core values of the organisation.</i></p> <p>[Approximate word count: 40 – 60 words]</p>	<p>The Centres will serve the community with quality, comprehensive, unique and distinctive health programs and services. The employee team will expand upon the preventive services while improving the quality of life among participants through health and fitness services utilising state-of-the-art equipment and practices. These programs will reflect members' needs and be financially viable for all stakeholders.</p>
<p>Vision Statements</p> <p><i>This refers to statements detailing the organisation's long-term aspirations.</i></p> <p>[Approximate word count: 40 – 60 words]</p>	<p>Bounce Fitness is committed to an expanding role as a premier provider of wellness-integrated services. Through the evolvement of an empowered employee culture and the creative acquisition and use of resources, Bounce Fitness will develop and implement comprehensive programs and services appealing to all.</p>
<p>Objectives</p> <p><i>This refers to specific, measurable and time-bound goals or targets that the organisation aims to achieve with the implementation of the strategic plan. You will need to</i></p>	<p>a.</p>
	<p>b.</p>
	<p>Students must list all nine (9) strategic objectives:</p> <p>a. Sales Boost</p>

include all the objectives included in the strategic plan.

[Approximate word count: 300 – 320 words]

Generate a 10% increase in sales by intensifying efforts in acquiring gym membership leads. Employ targeted marketing campaigns and optimising conversion strategies. Focus on enhancing the membership experience to encourage retention and attract new customers.

b. Market Penetration

Increase market penetration by 15% through strategic marketing initiatives implemented quarterly. Use market research to identify growth opportunities, make marketing plans and reach new types of customers.

c. Customer Acquisition Cost Reduction

Decrease customer acquisition costs by 4% every six months by showing what is special about Bounce Fitness. Emphasise the distinct benefits of Bounce Fitness to attract and retain customers cost-effectively.

d. Employee Training and Development

Make sure employees stay up to date by organising yearly training sessions. Help the staff improve their skills and keep them knowledgeable at work.

e. Customer Service Resolution

Resolve all customer complaints submitted via all channels within 48 hours of filing. Prioritise a swift and effective resolution process. This helps enhance staff skill sets and maintain a knowledgeable workforce.

f. Diversification of Fitness Offerings

Offer different exercises every week in fitness classes to make it interesting for clients. Continuously update and diversify class offerings to cater to evolving fitness preferences.

g. Client Attendance Rate Improvement

	<p>Increase client attendance rates by 20% through targeted advertising campaigns implemented every quarter. Emphasise the benefits of regular attendance and engagement to boost participation.</p> <p>h. Brand Cultivation</p> <p>Cultivate and maintain the image as a premier long-term wellness program provider. Highlight how wellness works for everything and the good things it does for a long time. This helps Bounce Fitness become a trusted expert in the field.</p> <p>i. Business Expansion into Food Industry</p> <p>Expand the business into the food industry to increase the number of customers by 10%. Add healthy food choices that fit with the fitness centre's ideas. This helps get new customers and gives more to the ones already there.</p>
<p>Timeframe</p> <p><i>This refers to the period of time when the strategic plan must be implemented and completed.</i></p> <p>[Approximate word count: 30 – 50 words]</p>	<p>The strategic plan is designed to be executed over the course of the current fiscal year. Focus on implementing initiatives that align with the revised objectives. Allow for periodic evaluations to adapt to changing market demands and community needs.</p>
<p>Key Performance Indicators</p> <p><i>This refers to quantifiable metrics used to measure the success of the organisation's performance in achieving the strategic plan objectives.</i></p>	<p>a.</p> <p>b.</p> <p>Students must list all nine [9] KPIs:</p>

[Approximate word count: 180 – 200 words]

a. Sales Boost

- 10-15% increase in monthly sales revenue compared to the previous year.
- 5-10% quarterly increase in the number of new gym memberships.

b. Market Penetration

- 10-15% quarterly growth in market share.
- 10-20% annual expansion in the number of new customer segments.

c. Customer Acquisition Cost Reduction

- 3-5% reduction in customer acquisition costs every two quarters.
- 5-10% decrease in cost per acquired customer quarterly.

d. Employee Training and Development

- 80-90% employee participation annually.
- 85% or higher training satisfaction score from employees.

e. Customer Service Resolution

- 90-95% complaint resolution within the 48-hour timeframe.
- 90% or higher customer satisfaction score post-complaint resolution.

f. Diversification of Fitness Offerings

- 2-3 new weekly classes introduced each quarter.
- 20-30% member participation in new programs.

g. Client Attendance Rate Improvement

- 15-20% quarterly increase in client attendance.
- 85-90% client retention quarterly.

	<p>h. Brand Cultivation</p> <ul style="list-style-type: none"> ▪ 5-10% increase in brand perception index annually. ▪ 90-95% client retention rate annually. <p>i. Business Expansion into Food Industry</p> <ul style="list-style-type: none"> ▪ 5-10% increase in customer base after food industry expansion. ▪ 15-20% quarterly revenue increase from food industry venture.
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TABLE 3: STRATEGIC PLAN ANALYSIS AGAINST INDUSTRY		
<p>Assessor Instructions: This section must include an analysis of the current strategic plan against the industry environment. This must correspond to information on the industry environment relevant to Bounce Fitness that was accessed and reviewed by the student for this task.</p> <p>The student must provide the links/references of the resources they used to complete the analysis.</p> <p>Benchmark answers and/or instructions for the assessor are provided in each section of the table below.</p>		
	<p style="text-align: center;">Factors Impacting Strategic Plan</p> <p><i>You must list at least two (2) factors impacting the strategic plan for each category.</i></p> <p><i>Include the links/references of the resources they used.</i></p>	<p style="text-align: center;">Impact of Factors</p> <p><i>You must explain the Impact of each factor on the organisation's strategic plan.</i></p> <p>[Approximate word count: 50 – 100 words]</p>

	<p>Assessor Instructions: Students' factors for each category may vary, but they must be relevant to each category.</p> <p>Sample answers are provided below.</p>	<p>Assessor Instructions: Depending on the factors selected for each category, students' explanation of the impact needs to include one [1] of the following:</p> <ul style="list-style-type: none"> ▪ How the strategic plan adheres to or meets the factor identified. ▪ How the strategic plan makes use of the factor identified. ▪ How the strategic plan can potentially be changed or adjusted if there are any changes in the factor identified
a. Political	<p>The student's response can include the following factors:</p> <ul style="list-style-type: none"> • Government stability and policies. • Legislation and regulations. • Political events. 	
b. Economic	<p>The student's response can include the following factors:</p> <ul style="list-style-type: none"> ▪ Overall economic health of the region. ▪ Exchange rates and currency stability. ▪ Inflation and unemployment rates. 	

<p>c. Social</p>	<p>The student's response can include the following factors:</p> <ul style="list-style-type: none"> ▪ Consumer demographics and preferences. ▪ Workforce education and skill levels. ▪ Health and wellness trends. 	
<p>d. Technological</p>	<p>The student's response can include the following factors:</p> <ul style="list-style-type: none"> ▪ Technology trends and advancements. ▪ Automation and digitalisation technologies. ▪ Intellectual property policies and legislation. 	
<p>e. Legal</p>	<p>The student's response can include the following factors:</p> <ul style="list-style-type: none"> ▪ Employment and labour legislation. ▪ Health and safety legislation. ▪ Compliance requirements for legislation. 	

<p>f. Environmental</p>	<p>The student's response can include the following factors:</p> <ul style="list-style-type: none"> ▪ Climate and weather patterns. ▪ Sustainability and green initiatives. ▪ Availability of resources. 	
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Add more rows as necessary.

<p>TABLE 4: STRATEGIC PLAN ANALYSIS AGAINST OBJECTIVES</p> <p>Assessor Instructions: This section must include an analysis of the strategic plan against organisational objectives.</p> <p>Benchmark answers and/or instructions for the assessor are provided in each section of the table below.</p>	
<p>Organisational Objectives</p> <p><i>In this section, you must include the objectives provided in the 20XX Objectives document.</i></p> <p>[Approximate word count: 250 – 280 words]</p> <p>Assessor Instructions: The students must list all eight [8] organisational objectives found in</p>	<p>a.</p> <hr/> <p>b.</p> <hr/> <p>The students must list all eight [8] organisational objectives.</p> <p>a. Operational Streamlining</p> <p>Implement process optimisation strategies across administrative functions. Aim for a 20% reduction in paperwork and administrative tasks to enhance operational efficiency.</p> <p>b. Staff Development Focus</p> <p>Hold workshops and training sessions every month for the team to improve their skills in customer service techniques. Aim for a 15% increase in customer satisfaction scores based on improved interactions.</p>

the 20XX Objectives document. A benchmark answer is provided.

c. Community Connection Initiative

Establish quarterly community outreach programs, partnering with local schools or organisations. Aim to increase community involvement by 25% through fitness-oriented activities.

d. Facilities Maintenance Enhancement

Introduce a quarterly facility assessment program to ensure equipment reliability and centre aesthetics. Aim for a 10% increase in member feedback scores about facility maintenance.

e. Technology User Adoption

Run technology training sessions for staff every two months to make them better at using digital tools. Aim to reduce stress levels and improve morale, leading to a 20% decrease in absenteeism. Target a 30% increase in staff utilisation of CRM systems and digital platforms.

f. Employee Wellness Support

Initiate a wellness program offering yoga or meditation sessions for employees every two weeks. Aim to reduce stress levels and improve morale, leading to a 20% decrease in absenteeism.

g. Diversity and Inclusion Focus

Launch a diversity committee to promote inclusivity. Aim to achieve a 15% increase in employee satisfaction scores related to diversity and inclusion within the workplace.

h. Green Initiative Implementation

Introduce a pilot program to reduce plastic use within facilities. Target a 10% reduction in single-use plastic consumption by the end of the fiscal year.



Comparison of Objectives

In this section, you must compare the objectives provided in the 20XX Objectives document with the strategic plan objectives.

The comparison must cover how the strategic plan objectives support or align with organisational objectives in terms of purpose and scope.

[Approximate word count: 300 – 350 words]

Assessor Instructions: The student's wording may vary but their responses must:

- Be within the specified word limit.
- Reflect on the characteristics described in the benchmark answers provided.

The student's wording may vary, but their comparison will need to include the points mentioned in the benchmark answer below:

The objectives outlined in the 20XX Objectives document for Bounce Fitness emphasise internal improvements, staff development, community engagement, and sustainability initiatives. In contrast, the strategic objectives provide a broader vision for the company, focusing on sales enhancement, market expansion, and customer-centric initiatives.

- The operational streamlining objective aligns with the sales boost and customer acquisition cost reduction in the strategic plan. Both aim to enhance operational efficiency and reduce costs, contributing to overall organisational effectiveness.
- Staff development focus in the 20XX Objectives document correlates with the employee training and development and customer service resolution objectives in the strategic plan. Both emphasise continuous improvement in staff skills to enhance customer satisfaction and service quality.
- The community connection initiative in the 20XX document aligns with market penetration and client attendance rate improvement in the strategic plan. Both emphasise reaching new customers and increasing client engagement through targeted marketing and community-oriented activities.
- Facilities maintenance enhancement in the 20XX document aligns with the brand cultivation objective in the strategic plan. Both aim to maintain a positive image by focusing on facility aesthetics, equipment reliability, and customer satisfaction.
- The technology user adoption objective in the 20XX document aligns with the strategic objective of diversification of fitness offerings. Both involve embracing technology and evolving offerings to cater to changing customer preferences.
- Employee wellness support in the 20XX document aligns with the brand cultivation and customer service resolution objectives in the strategic plan. Both emphasise employee and customer well-being, contributing to the overall positive image of Bounce Fitness.
- The diversity and inclusion focus in the 20XX document aligns with the customer service resolution and brand cultivation objectives in the strategic plan. Both emphasise creating an inclusive environment and providing a positive experience for diverse customer segments.

	<ul style="list-style-type: none"> The green initiative implementation aligns with the brand cultivation objective in the strategic plan, as both emphasise sustainability and environmental responsibility.
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<p>Redundancies/Conflicts</p> <p><i>This section must include two [2] redundancies and one [1] conflict between objectives based on comparison.</i></p> <p><i>This refers to overlaps in the objectives or instances where the strategic plan does not support or align with organisational objectives.</i></p> <p>[Approximate word count: 100 – 150 words]</p> <p>Assessor Instructions: The student's wording may vary, but the redundancies/conflicts chosen to be discussed by the students will need to reflect the content of any of the seven [7] provided in the benchmark answer below.</p>	<p>Changes to Address Redundancies/Conflicts</p> <p><i>This section must include all changes that must be made to address each redundancy or conflict identified.</i></p> <p><i>This refers to modifications or adjustments to the strategic plan to ensure it supports or aligns with organisational objectives.</i></p> <p>[Approximate word count: 100 – 150 words]</p> <p>Assessor Instructions: The student's wording may vary, but the changes chosen to be discussed by the students will need to relate to their chosen redundancies/conflicts.</p> <p>Benchmark answers for the changes of each identified redundancy/conflict are provided below.</p>
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a.	a.
b.	b.
<p>The students may choose any of the redundancies and conflicts provided in the benchmark answer below:</p> <p>a. Redundancy: The staff development focus in the 20XX document may overlap with the employee training and development objective in the strategic plan, potentially leading to duplicative efforts in improving staff skills.</p> <p>b. Redundancy: The technology user adoption objective in the 20XX document may overlap with the diversification of fitness offerings in the strategic plan, as both involve embracing technology. Clarification is needed to ensure these efforts complement rather than duplicate each other.</p> <p>c. Conflict: The employee wellness support in the 20XX document may conflict with the business expansion into</p>	<p>The changes to address redundancies or conflicts will depend on the redundancy or conflict chosen by the student. Model answers are provided below relating to each redundancy:</p> <p>a. Integrate the staff development focus in the 20XX document with the employee training and development objective in the strategic plan. Establish a cohesive program that combines workshops, training sessions, and skill development to avoid duplication of efforts.</p> <p>b. Clearly define the technology user adoption and diversification of fitness offerings objectives to ensure they complement each other. Emphasise technology training for staff as part of diversifying fitness offerings rather than as a separate initiative.</p>

<p>the food industry objective in the strategic plan. Promoting wellness through yoga or meditation sessions may clash with introducing food choices, and clarity is needed to ensure a cohesive strategy.</p> <p>d. Conflict: The community connection initiative in the 20XX document may conflict with the brand cultivation and business expansion into the food industry objectives in the strategic plan. Balancing community engagement with brand image and business expansion requires careful consideration to avoid conflicts.</p> <p>e. Redundancy: The client attendance rate improvement in the 20XX document may overlap with the market penetration and client attendance rate improvement in the strategic plan. Ensuring that advertising campaigns are coordinated and targeted effectively is crucial to avoid redundancy.</p> <p>f. Redundancy: The diversity and inclusion focus in the 20XX document may overlap with the customer service resolution and brand cultivation objectives in the strategic plan. While diversity is essential, a clear delineation of efforts is necessary to avoid redundancy.</p>	<p>c. Align the employee wellness support in the 20XX document with the overall brand cultivation objective. Ensure that wellness programs for employees resonate with the brand image and do not conflict with the business expansion into the food industry.</p> <p>d. Integrate the community connection initiative with the brand cultivation and business expansion into the food industry objectives. Develop community outreach programs that align with the brand image and support business expansion without conflicting interests.</p> <p>e. Coordinate advertising campaigns for market penetration and client attendance rate improvement to avoid redundancy. Ensure that marketing efforts are streamlined and targeted effectively to achieve both objectives simultaneously.</p> <p>f. Clarify and delineate the efforts related to diversity and inclusion to avoid redundancy. Align diversity initiatives with customer service resolution and brand cultivation objectives to create a unified approach.</p>
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g. Redundancy: The green initiative implementation in the 20XX document may overlap with the brand cultivation objective in the strategic plan, as both emphasise sustainability. Coordination is required to ensure these efforts enhance rather than duplicate each other.

g. Integrate the green initiative implementation with the overall brand cultivation objective. Ensure that sustainability efforts are part of the company's image and values, contributing to a positive brand perception without duplicating efforts.

Add more rows as necessary.

TABLE 5: CURRENT STATE OF ICT

Assessor Instructions: This section must include information about the current state of information and communications technology (ICT) in the organisation.

Benchmark answers and/or instructions for the assessor are provided in each section of the table below.

ICT Systems

ICT System	Current Performance	Strengths	Weaknesses
<p><i>This section must include all ICT Systems currently used by the organisation.</i></p> <p><i>This refers to comprehensive frameworks or infrastructures that the organisation uses to manage, share and use information and communication (e.g., cloud computing, artificial intelligence).</i></p> <p><i>Add more rows as necessary.</i></p> <p>Assessor Instructions: The students will need to list all the ICT systems found in ICT Systems, Products and Practices.</p>	<p><i>This refers to how each ICT System is currently being used in organisational operations.</i></p> <p>[Approximate word count: 10 – 50 words per product]</p> <p>Assessor Instructions: The students' wording may vary, but their responses must:</p> <ul style="list-style-type: none"> • Be within the word limit. • Reflect the content in the benchmark answers provided below. 	<p><i>This refers to advantages and areas where the ICT System in the organisation excels.</i></p> <p>[Approximate word count: 10 – 50 words per product]</p> <p>Assessor Instructions: The students' wording may vary, but their responses must:</p> <ul style="list-style-type: none"> • Be within the word limit. • Reflect the content in the benchmark answers provided below. 	<p><i>This refers to the disadvantages and difficulties that the organisation encounters with the ICT system.</i></p> <p>[Approximate word count: 10 – 50 words per product]</p> <p>Assessor Instructions: The students' wording may vary, but their responses must:</p> <ul style="list-style-type: none"> • Be within the word limit. • Reflect the content in the benchmark answers provided below.

a.	a.	a.	a.
b.	b.	b.	b.
<p>a. Membership Management System (MMS)</p> <p>b. Point of Sale (POS) System</p>	<p>a. Effective management of member registrations and subscriptions. Performance limits during high membership volumes and occasional downtimes.</p> <p>b. Key role in sales transactions and inventory management. Dependency on stable internet connectivity, occasional glitches during high traffic.</p>	<p>a. Efficient handling of member data and integration with access control. Streamlined member management processes.</p> <p>b. Streamlined processing for merchandise, classes, and services. Valuable inventory management capabilities.</p>	<p>a. Scalability issues impacting efficiency during peak periods. Occasional system downtimes affecting access control operations.</p> <p>b. Dependency on internet connectivity, occasional glitches. Operational impact during high-traffic periods.</p>

<p>c. Employee Scheduling System</p>	<p>c. Effective management of staff shifts with automated scheduling. Challenges in software updates causing compatibility issues.</p>	<p>c. Automated scheduling and real-time visibility of employee availability. Optimal resource allocation.</p>	<p>c. Occasional software updates causing problems. Restrictions in remote monitoring access.</p>
<p>d. Security and Surveillance System</p>	<p>d. Thorough security and surveillance with high-resolution cameras. Infrequent software updates leading to compatibility issues.</p>	<p>d. Wide coverage facilitated by high-resolution cameras. Ensures the safety of members and staff.</p>	<p>d. Infrequent software updates causing compatibility issues. Limited remote access for monitoring.</p>
<p>e. Customer Relationship Management (CRM) System</p>	<p>e. Management of member interactions and tracking inquiries. Challenges in staff adoption and occasional lag in real-time data retrieval.</p>	<p>e. Centralised member data for personalised engagement. Seamless integration with marketing campaigns.</p>	<p>e. Staff adoption challenges due to a learning curve. Occasional lag impacting real-time data retrieval.</p>
<p>f. Website and Online Booking System</p>			

<p>g. Inventory Management System</p> <p>h. Communication and Collaboration Tools</p> <p>i. Financial Management Software</p>	<p>f. User-friendly website with an integrated booking system. Occasional server downtimes and limited customisation options.</p> <p>g. Monitoring and management of merchandise stock levels. Integration challenges with the POS system leading to discrepancies.</p> <p>h. Utilisation of various tools for internal and external communication. Concerns about data security and compatibility issues across devices.</p>	<p>f. Seamless user experience for online bookings. Integration with secure payment gateways.</p> <p>g. Real-time visibility of inventory levels. Automated alerts for low-stock items.</p> <p>h. Enhanced team connectivity, particularly for remote staff. Facilitation of internal and external communication.</p>	<p>f. Server downtimes impacting booking access. Limited customisation for specific class preferences.</p> <p>g. Integration challenges with the POS system. Limited scalability during peak periods.</p> <p>h. Data security concerns with external communication platforms. Compatibility issues across different devices.</p>
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<p>j. Learning Management System (LMS)</p>	<p>i. Specialised software for accounting, invoicing, and financial reporting. Complex interface requiring extensive training for new users.</p> <p>j. Utilisation for employee training, certifications, and skill development. Limitations in content customisation options and occasional technical glitches.</p>	<p>i. Streamlining financial processes and ensuring reporting accuracy. Integration with banking systems.</p> <p>j. Centralised platform for training resources and assessments. Tracking and monitoring employee progress.</p>	<p>i. Complex interface requiring extensive training. Occasional disruptions due to software updates.</p> <p>j. Limited content customisation options. Occasional technical glitches affecting course completion tracking.</p>
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ICT Products

<p>ICT Products</p>	<p>Current Performance</p>	<p>Strengths</p>	<p>Weaknesses</p>
<p><i>This section must include all ICT Products currently used by the organisations.</i></p> <p><i>This refers to tools and software that help the organisation manage information, communication and technology-related tasks [e.g.,</i></p>	<p><i>This refers to how each ICT Product is currently being used in organisational operations.</i></p> <p>[Approximate word count: 10 – 50 words per product]</p>	<p><i>This refers to advantages and areas where the ICT Product excels.</i></p> <p>[Approximate word count: 10 – 50 words per product]</p>	<p><i>This refers to the disadvantages and difficulties that the organisation encounters with ICT Products.</i></p> <p>[Approximate word count: 10 – 50 words per product]</p>

<p><i>video conferencing tools, AI assistants]</i></p> <p><i>Add more rows as necessary.</i></p> <p>Assessor Instructions: The students will need to list all the products found in ICT Systems, Products and Practices.</p>	<p>Assessor Instructions: The students' wording may vary, but their responses must:</p> <ul style="list-style-type: none"> • Be within the word limit. • Reflect the content in the benchmark answers provided below 	<p>Assessor Instructions: The students' wording may vary, but their responses must:</p> <ul style="list-style-type: none"> • Be within the word limit. • Reflect the content in the benchmark answers provided below 	<p>Assessor Instructions: The students' wording may vary but their responses must:</p> <ul style="list-style-type: none"> • Be within the word limit. • Reflect the content in the benchmark answers provided below
<p>a.</p>	<p>a.</p>	<p>a.</p>	<p>a.</p>
<p>b.</p>	<p>b.</p>	<p>b.</p>	<p>b.</p>
<p>Hardware:</p> <p>a. Servers and Networking Equipment</p>	<p>Hardware:</p> <p>a. Maintain seamless data flow and connectivity. Ensures the reliability and efficiency of ICT systems.</p>	<p>Hardware:</p> <p>a. Robust server systems for data flow. Efficient networking equipment.</p>	<p>Hardware:</p> <p>a. Potential issues with scalability. Dependency on stable network connectivity.</p>

<p>b. Point of Sale (POS) Terminals</p> <p>c. Workstation and Personal Computers</p> <p>d. Mobile Devices</p> <p>e. Wireless Access Points (WAPs)</p>	<p>b. Facilitate smooth sales transactions for merchandise, classes, and services. Equipped with touchscreens and barcode scanners.</p> <p>c. Used for various administrative tasks. Data entry, scheduling, and customer service.</p> <p>d. Provides on-the-go access to essential applications. Facilitates mobile communication tools.</p> <p>e. Ensures seamless and reliable wireless connectivity. Enables network resource access effortlessly.</p>	<p>b. Streamlined sales transactions. Touchscreen and barcode scanner functionality.</p> <p>c. Equipped with necessary software. Supports diverse administrative functions.</p> <p>d. Enables mobility for staff. Access to essential applications.</p> <p>e. Wide coverage throughout premises. Effortless network resource access.</p>	<p>b. Dependency on stable internet connectivity. Occasional glitches during high-traffic periods.</p> <p>c. Potential security vulnerabilities. Hardware maintenance challenges.</p> <p>d. Security concerns with mobile devices. Compatibility issues with certain applications.</p> <p>e. Potential security vulnerabilities. Maintenance challenges with multiple WAPs.</p>
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<p>f. Biometric Access Control Systems</p> <p>g. High-Definition Cameras and Monitoring Devices</p>	<p>f. Ensures enhanced security measures. Allows access based on verified biometric data.</p> <p>g. Part of security and surveillance setup. Ensures safety of members and staff.</p>	<p>f. Enhanced security infrastructure. Biometric data verification.</p> <p>g. High-resolution cameras for wide coverage. Effective security and surveillance.</p>	<p>f. Technical glitches with biometric scanners. Challenges in system integration.</p> <p>g. Compatibility issues with software updates. Limited remote access for monitoring.</p>
<p>Software:</p> <p>a. Membership Management Software</p> <p>b. Security Software Suites</p>	<p>Software:</p> <p>a. Efficient member data management. Subscription tracking.</p> <p>b. Provides antivirus protection and threat detection.</p>	<p>Software:</p> <p>a. Tailored for membership needs. Streamlined subscription tracking.</p> <p>b. Comprehensive security features. Effective threat detection.</p>	<p>Software:</p> <p>a. Integration challenges with other systems. Occasional lag in real-time data retrieval.</p> <p>b. Resource-intensive processes.</p>

<p>c. Customer Relationship Management (CRM) Software</p> <p>d. Accounting Software</p> <p>e. Class Scheduling Software</p>	<p>Ensures security and integrity of ICT infrastructure.</p> <p>c. Enhances member engagement and data analysis. Seamless integration with other ICT systems.</p> <p>d. Manages financial transactions and invoicing. Generates detailed financial reports.</p> <p>e. Designed for class scheduling and management. Ensures streamlined coordination of classes and instructors.</p>	<p>c. Specialised for customer interactions. Targeted marketing strategies.</p> <p>d. Streamlines financial processes. Integration with banking systems.</p> <p>e. Dedicated software for scheduling. Efficient coordination of classes.</p>	<p>Potential conflicts with other software.</p> <p>c. Staff adoption challenges. Occasional system lag impacting real-time data retrieval.</p> <p>d. Complex interface requiring extensive training. Occasional disruptions due to software updates.</p> <p>e. Occasional software updates causing problems. Restrictions in remote monitoring access.</p>
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<p>f. Email Marketing Platforms</p> <p>g. Learning and Development Platforms</p>	<p>f. Designs, automates, and analyses marketing campaigns. Targeted at members and potential clients.</p> <p>g. Offers specialised training modules and certifications. Supplementary to the Learning Management System.</p>	<p>f. Facilitates automated marketing. Analytical tools for campaign assessment.</p> <p>g. Centralised platform for employee development. Tracking and monitoring employee progress.</p>	<p>f. Data security concerns. Potential issues with deliverability.</p> <p>g. Limited content customisation options. Occasional technical glitches affecting course completion tracking.</p>
<p>Online Platforms/Applications:</p> <p>a. Web-Based Booking Applications</p>	<p>Online Platforms/Applications:</p> <p>a. Allows members to reserve classes, appointments, and facilities.</p>	<p>Online Platforms/Applications:</p> <p>a. Seamless online booking experience. Improved user accessibility.</p>	<p>Online Platforms/Applications:</p> <p>a. Occasional server downtimes. Limited customisation options for specific preferences.</p>

<p>b. Communication and Collaboration Applications</p>	<p>Enhances user accessibility.</p> <p>b. Facilitates internal and external communication. Includes email clients, instant messaging, and video conferencing tools.</p>	<p>b. Enhances team connectivity. Facilitates seamless communication.</p>	<p>b. Data security concerns. Compatibility issues across different devices.</p>
<p>Cloud Services:</p> <p>a. Cloud Storage Solutions</p>	<p>Cloud Services:</p> <p>a. Utilised for data backup. Secure and accessible storage.</p>	<p>Cloud Services:</p> <p>a. Secure backup for essential information. Accessibility from multiple locations.</p>	<p>Cloud Services:</p> <p>a. Dependency on internet connectivity. Potential issues with data privacy and security.</p>
<p>ICT Practices</p>			
<p>ICT Practices</p> <p><i>This section must include all ICT Practices currently used by the organisations.</i></p> <p><i>This refers to standard routines and actions that help the organisation</i></p>	<p>Current Performance</p> <p><i>This refers to how each ICT Practice is currently being used in organisational operations.</i></p> <p>[Approximate word count: 10 – 50 words per product]</p>	<p>Strengths</p> <p><i>This refers to advantages and areas where ICT Practices excel.</i></p> <p>[Approximate word count: 10 – 50 words per product]</p>	<p>Weaknesses</p> <p><i>This refers to the disadvantages and difficulties that the organisation encounters with ICT Practices.</i></p> <p>[Approximate word count: 10 – 50 words per product]</p>

<p><i>use technology well and keep it functioning smoothly.</i></p> <p><i>Add more rows as necessary.</i></p> <p>Assessor Instructions: The students will need to list all the ICT practices found in ICT Systems, Products and Practices.</p>	<p>Assessor Instructions: The students' wording may vary but their responses must:</p> <ul style="list-style-type: none"> • Be within the word limit. • Reflect the content in the benchmark answers provided below. 	<p>Assessor Instructions: The students' wording may vary but their responses must:</p> <ul style="list-style-type: none"> • Be within the word limit. • Reflect the content in the benchmark answers provided below. 	<p>Assessor Instructions: The students' wording may vary but their responses must:</p> <ul style="list-style-type: none"> • Be within the word limit. • Reflect the content in the benchmark answers provided below.
<p>a.</p>			
<p>b.</p>			
<p>a. Regular System Maintenance and Updates</p>	<p>a. Routine maintenance checks and updates are diligently conducted. Implementation of regular software patches, firmware updates, and security enhancements.</p>	<p>a. Mitigation of vulnerabilities through regular updates. Optimal system performance.</p>	<p>a. Downtime during update implementations. Potential compatibility issues with new updates.</p>

<p>b. Data Backup and Recovery Protocols</p>	<p>b. Prioritisation of data integrity and security. Regularly scheduled backups of critical data.</p>	<p>b. Swift recovery procedures. Prevention of data loss in case of system failures.</p>	<p>b. Resource-intensive backup processes. Challenges in managing large datasets.</p>
<p>c. User Training and Support</p>	<p>c. Emphasis on comprehensive user training programs. Ongoing support and training sessions for staff.</p>	<p>c. Effective staff familiarisation with ICT systems. Improved operational efficiency through training.</p>	<p>c. Time-consuming training processes. Challenges in training remote staff.</p>
<p>d. Cybersecurity Protocols</p>	<p>d. Implementation of stringent cybersecurity measures. Use of firewalls, antivirus software, intrusion detection systems, and access controls.</p>	<p>d. Multifaceted security protocols. Regular security audits for vulnerability identification.</p>	<p>d. Resource-intensive security measures. Potential false positives in intrusion detection.</p>
<p>e. Scalability and Future-Readiness</p>	<p>e. Forward-looking approach considering scalability and</p>	<p>e. Adaptable ICT framework.</p>	<p>e. Initial costs associated with scalable infrastructure.</p>

<p>f. Compliance with Regulatory Standards</p> <p>g. Incident Response and Contingency Planning</p> <p>h. Environmental Sustainability Practices</p>	<p>future technological advancements. Evaluation of systems for potential growth and adaptability.</p> <p>f. Adherence to industry-specific regulatory standards and data privacy regulations. Alignment of ICT practices with relevant compliance frameworks.</p> <p>g. Establishment of comprehensive incident response and contingency plans. Step-by-step procedures for mitigating the impact of incidents.</p>	<p>Responsive to evolving industry trends.</p> <p>f. Protection of sensitive member information. Maintenance of trust and credibility within the industry.</p> <p>g. Minimal disruption to operations during incidents. Swift recovery due to well-defined procedures.</p>	<p>Challenges in predicting future technological trends accurately.</p> <p>f. Frequent changes in regulatory standards. Resource-intensive compliance management.</p> <p>g. Difficulty in predicting all potential incidents. Challenges in coordinating responses in real-time.</p> <p>h. Initial costs associated with sustainable practices.</p>
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	h. Integration of environmentally sustainable practices into ICT operations. Efforts to minimise energy consumption and optimise hardware usage.	h. Contribution to the organisation's commitment to sustainability. Eco-friendly disposal methods for outdated equipment.	Limited availability of eco-friendly hardware options.
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Add more rows as necessary.

TABLE 6: ICT ANALYSIS AGAINST STRATEGIC PLAN

Assessor Instructions: This section must include a comparison of organisational ICT and the current strategic plan.

Benchmark answers and/or instructions for the assessor are provided in each section of the table below.

ICT Systems

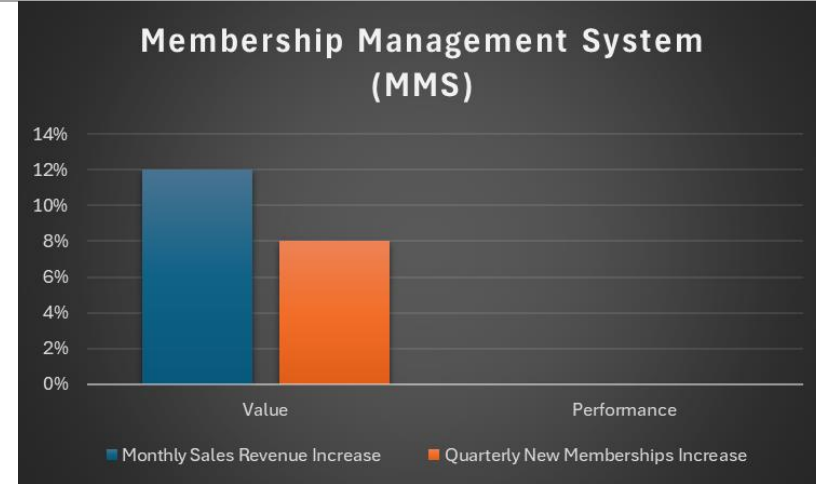
ICT System	Alignment Against Objectives	Performance Against KPIs
<p><i>This section must include all ICT Systems currently used by the organisation.</i></p> <p><i>This refers to comprehensive frameworks or infrastructures that the organisation uses to manage, share and use information and communication [e.g., cloud</i></p>	<p><i>This refers to how well ICT systems support the achievement of the strategic plan's objectives.</i></p> <p>[Approximate word count: 10 – 50 words per product]</p>	<p><i>This refers to a comparison of how well ICT systems in the organisation are meeting KPIs established for the strategic plan.</i></p> <p><i>To showcase the comparison, you will also need to insert two [2] diagrams [chart/graph] to showcase the performance of the following two [2] systems:</i></p> <ol style="list-style-type: none"> <i>1. Membership Management System (MMS)</i> <i>2. Point of Sale (POS) System</i>

<p><i>computing, artificial intelligence).</i></p> <p><i>Add more rows as necessary.</i></p> <p>Assessor Instructions: The students will need to list all the ICT systems found in ICT Systems, Products and Practices.</p>	<p>Assessor Instructions: Students' assessment of the alignment against objectives may vary, but they will need to explain the performance of each ICT system against the objectives found in the 20XX Strategic Plan. The student's responses will also need to be within the word limit.</p>	<p>Assessor Instructions: Students' comparison may vary, but they will need to showcase the performance of each ICT system against KPIs found in the 20XX Strategic Plan.</p> <p>The student diagrams may also be different, but they will need to relate to the performance of the following ICT systems:</p> <ol style="list-style-type: none"> 1. Membership Management System [MMS] 2. Point of Sale [POS] System
<p>a.</p>		
<p>b.</p>		
<p>a. Membership Management System [MMS]</p>	<p>a. Sales Boost: Enhances membership experience and aids in targeted marketing.</p>	<p>a. Monthly Sales Revenue: Good New Gym Memberships: Excellent Chart:</p>

b. Point of Sale (POS) System

Market Penetration: Good - Facilitates efficient management of member data for marketing initiatives.

b. Sales Boost: Streamlines sales transactions and inventory management. Customer Acquisition Cost Reduction: Good - Enhances overall sales efficiency.



b. Monthly Sales Revenue: Excellent
New Gym Memberships: Good
Customer Acquisition Costs: Good

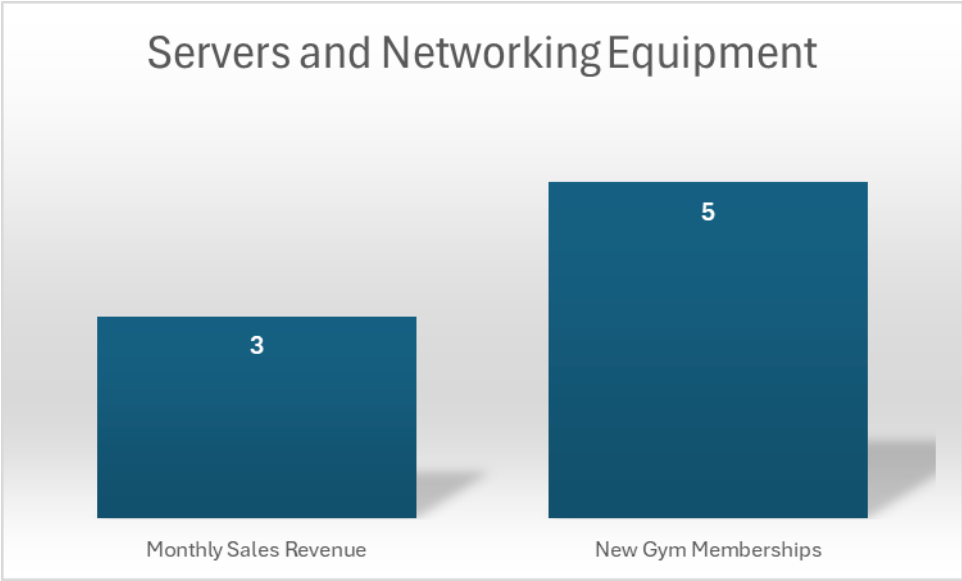
Chart:

<p>c. Employee Scheduling System</p> <p>d. Security and Surveillance System</p> <p>e. Customer Relationship Management (CRM) System</p> <p>f. Website and Online Booking System</p>	<p>c. Employee Training and Development: Facilitates efficient staff shift management.</p> <p>d. Brand Cultivation: Ensures safety, contributing to the organisation's image.</p> <p>e. Customer Acquisition Cost Reduction: Centralizes member data for cost-effective engagement.</p> <p>f. Client Attendance Rate Improvement:</p>	<div data-bbox="1137 194 2094 774" data-label="Figure"> <h3 style="text-align: center;">Point of Sale (POS) System</h3> <table border="1"> <thead> <tr> <th>Metric</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Quarterly New Sales Transactions</td> <td>5%</td> </tr> <tr> <td>Monthly Sales Revenue Increase</td> <td>10%</td> </tr> </tbody> </table> </div> <p>c. Employee Participation: Good Training Satisfaction Score: Excellent</p> <p>d. Brand Perception Index: Good Client Retention Rate: Good</p>	Metric	Value	Quarterly New Sales Transactions	5%	Monthly Sales Revenue Increase	10%
Metric	Value							
Quarterly New Sales Transactions	5%							
Monthly Sales Revenue Increase	10%							

<p>g. Inventory Management System</p>	<p>Facilitates online class reservations.</p>	<p>e. Customer Acquisition Costs: Excellent Complaint Resolution Timeframe: Good Customer Satisfaction Score: Good</p>
<p>h. Communication and Collaboration Tools</p>	<p>g. Diversification of Fitness Offerings: Monitors stock levels for diverse merchandise.</p>	<p>f. Client Attendance Increase: Good Client Retention: Good</p>
<p>i. Financial Management Software</p>	<p>h. Brand Cultivation: Enhances internal and external communication.</p>	<p>g. New Classes Introduction: Excellent Member Participation in New Programs: Good</p>
<p>j. Learning Management System (LMS)</p>	<p>i. Business Expansion into Food Industry: Manages financial aspects of the expansion.</p>	<p>h. Brand Perception Index: Excellent Client Retention Rate: Excellent</p>

	<p>j. Employee Training and Development: Centralised platform for training resources.</p>	<p>i. Customer Base Increase: Good Quarterly Revenue Increase: Good</p> <p>j. Employee Participation: Excellent Training Satisfaction Score: Good</p>
ICT Products		
<p>ICT Products</p> <p><i>This section must include all ICT Products currently</i></p>	<p>Alignment Against Objectives</p> <p><i>This refers to how well ICT products support the</i></p>	<p>Performance Against KPIs</p> <p><i>This refers to a comparison of how well ICT products in the organisation are meeting KPIs established for the strategic plan.</i></p>

<p><i>used by the organisations.</i></p> <p><i>This refers to tools and software that help the organisation manage information, communication, and technology-related tasks (e.g., video conferencing tools, AI assistants)</i></p> <p><i>Add more rows as necessary.</i></p> <p>Assessor Instructions: The students will need to list all the ICT products found in ICT Systems, Products and Practices.</p>	<p><i>achievement of the strategic plan's objectives.</i></p> <p>[Approximate word count: 20 – 50 words per product]</p> <p>Assessor Instructions: Students' assessment of the alignment against objectives may vary, but they will need to explain the performance of each ICT product against the objectives found in the 20XX Strategic Plan. The student's responses will also need to be within the specified word limit.</p>	<p><i>To showcase the comparison, you will also need to insert a diagram to showcase the performance of the following ICT products against KPIs:</i></p> <ol style="list-style-type: none"> <i>1. Servers and Networking Equipment</i> <i>2. Point of Sale (POS) Terminals</i> <p>Assessor Instructions: Students' comparison may vary, but they will need to showcase the performance of each ICT product against KPIs found in the 20XX Strategic Plan.</p> <p>The student diagrams may also be different, but they will need to relate to the performance of the following ICT products:</p> <ol style="list-style-type: none"> 1. Servers and Networking Equipment 2. Point of Sale (POS) Terminals
<p>a.</p>		

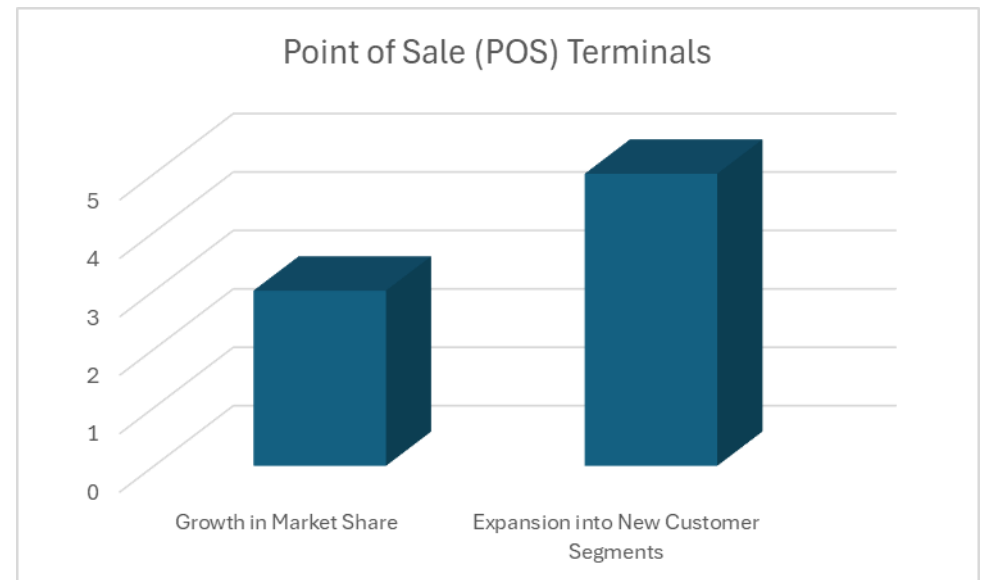
b.								
<p>Hardware:</p> <p>a. Servers and Networking Equipment</p>	<p>Hardware:</p> <p>a. Sales Boost: The robust server system ensures a seamless experience for online services, supporting targeted marketing campaigns and enhancing the overall customer experience. Market Penetration: Efficient networking facilitates market research, allowing the company to identify growth opportunities and reach new customer segments.</p>	<p>Hardware:</p> <p>a. Monthly Sales Revenue: Good - Ensures reliable data flow, indirectly contributing to financial reporting. New Gym Memberships: Excellent - Supports overall operational efficiency, indirectly contributing to new memberships.</p> <p>Chart:</p>  <p>The chart displays two vertical bars. The first bar, labeled 'Monthly Sales Revenue', has a value of 3. The second bar, labeled 'New Gym Memberships', has a value of 5. The chart title is 'Servers and Networking Equipment'.</p> <table border="1"> <thead> <tr> <th>Metric</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Monthly Sales Revenue</td> <td>3</td> </tr> <tr> <td>New Gym Memberships</td> <td>5</td> </tr> </tbody> </table>	Metric	Value	Monthly Sales Revenue	3	New Gym Memberships	5
Metric	Value							
Monthly Sales Revenue	3							
New Gym Memberships	5							

b. Point of Sale (POS) Terminals

b. Sales Boost: POS terminals streamline sales transactions, contributing to increased revenue. They are essential for tracking and optimising

b. Growth in Market Share: Good - Facilitates sales transactions, contributing to market share growth.
Expansion into New Customer Segments: Excellent - Enhances sales processes, indirectly supporting expansion strategies.

Chart:



<p>c. Workstation and Personal Computers</p> <p>d. Mobile Devices</p>	<p>conversion strategies. Customer Acquisition Cost Reduction: By providing quick and efficient transactions, POS terminals contribute to cost-effective customer acquisition.</p> <p>c. Employee Training and Development: Workstations support staff in various administrative tasks, ensuring they stay up to date by facilitating training sessions.</p>	<p>c. Reduction in Acquisition Costs: Good - Enables staff efficiency, indirectly contributing to cost reduction. Decrease in Cost Per Acquired Customer: Excellent - Supports administrative tasks, indirectly contributing to cost reduction.</p> <p>d. Employee Participation: Excellent - Enables on-the-go access for staff training and communication. Training Satisfaction Score: Excellent - Facilitates mobile learning, contributing to high training satisfaction.</p> <p>e. Complaint Resolution Timeframe: Good - Facilitates connectivity, indirectly contributing to efficient complaint resolution.</p>
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<p>e. Wireless Access Points (WAPs)</p> <p>f. Biometric Access Control Systems</p>	<p>d. Client Attendance Rate Improvement: Mobile devices enable on-the-go access to schedules and communication tools, supporting advertising campaigns and boosting client participation.</p> <p>e. Market Penetration: WAPs ensure seamless wireless connectivity, supporting strategic marketing initiatives and reaching new customer segments.</p> <p>f. Customer Service Resolution: Biometric systems enhance</p>	<p>Customer Satisfaction Post-Resolution: Excellent - Supports seamless connectivity, indirectly contributing to high customer satisfaction.</p> <p>f. Introduction of New Classes: Good - Enhances security, indirectly supporting overall operational efficiency. Member Participation in New Programs: Excellent - Ensures secure access, indirectly contributing to high member participation.</p> <p>g. Quarterly Increase in Client Attendance: Good - Contributes to facility security, indirectly supporting strategies for attendance improvement. Client Retention Quarterly: Excellent - Enhances overall security, indirectly contributing to high client retention.</p>
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<p>g. High-Definition Cameras and Monitoring Devices</p>	<p>security, ensuring customer safety and contributing to a knowledgeable and secure workforce.</p> <p>g. Brand Cultivation: Cameras contribute to maintaining a premier image by ensuring safety and security within the facilities.</p>	
<p>Software:</p> <p>a. Membership Management Software</p>	<p>Software:</p> <p>a. Sales Boost: This software streamlines membership management, enhancing the membership experience and contributing to sales boost.</p>	<p>Software:</p> <p>a. Increase in Brand Perception Index: Good - Manages member data, indirectly contributing to overall brand perception. Client Retention Rate: Excellent - Supports membership management, indirectly contributing to high client retention.</p>

<p>b. Security Software Suites</p> <p>c. Customer Relationship Management (CRM) Software</p>	<p>Diversification of Fitness Offerings: It aids in tracking member preferences and participation in various programs.</p> <p>b. Customer Service Resolution: Security software ensures data integrity, contributing to effective complaint resolution and customer satisfaction.</p> <p>c. Client Attendance Rate Improvement: CRM software aids in member interaction tracking, supporting advertising campaigns and</p>	<p>b. Increase in Customer Base: Good - Ensures security, indirectly contributing to overall operational efficiency. Quarterly Revenue Increase from Food Industry Venture: Excellent - Contributes to overall security, indirectly supporting revenue increase in the food industry.</p> <p>c. Monthly Sales Revenue: Good - Centralizes member data, indirectly contributing to financial reporting. New Gym Memberships: Excellent - Enhances member interactions, contributing to new memberships.</p>
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<p>d. Accounting Software</p>	<p>increasing client attendance.</p> <p>d. Customer Acquisition Cost Reduction: Accounting software contributes to cost-effective financial management, indirectly supporting the reduction in customer acquisition costs. Brand Cultivation: Accurate financial reporting and management contribute to maintaining a premier image as a trusted expert in the field.</p>	<p>d. Growth in Market Share: Good - Supports financial analysis, indirectly contributing to market share growth. Expansion into New Customer Segments: Excellent - Aids in financial planning, indirectly supporting expansion strategies.</p>
<p>e. Class Scheduling Software</p>	<p>e. Customer Acquisition Cost</p>	<p>e. Introduction of New Classes: Good - Facilitates effective scheduling, contributing to new class offerings. Member Participation in New Programs: Excellent - Ensures streamlined coordination, supporting high member participation.</p>

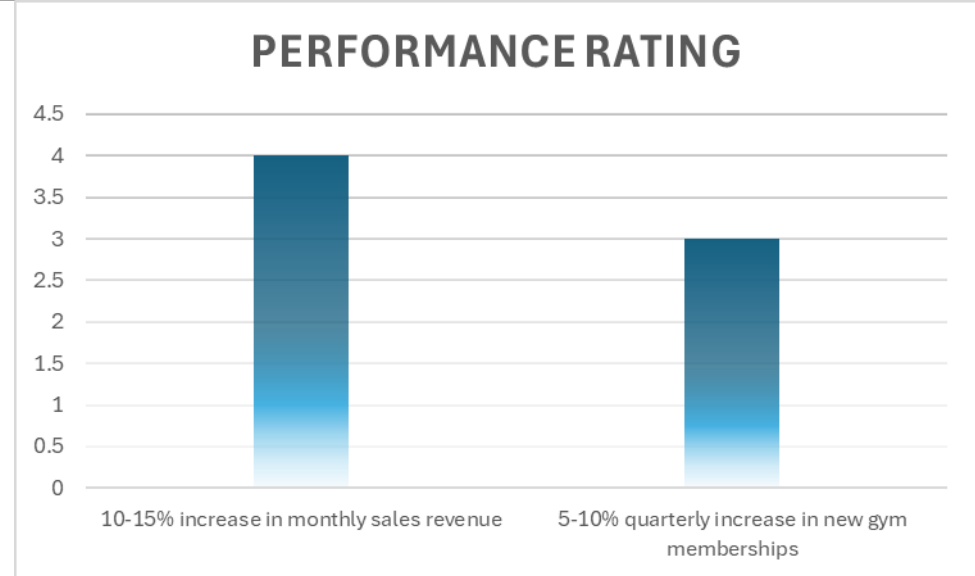
<p>f. Email Marketing Platforms</p> <p>g. Learning and Development Platforms</p>	<p>Reduction: Accounting software contributes to cost-effective financial management, indirectly supporting the reduction in customer acquisition costs.</p> <p>Brand Cultivation: Accurate financial reporting and management contribute to maintaining a premier image as a trusted expert in the field.</p> <p>f. Sales Boost: Email marketing platforms are crucial for targeted marketing campaigns, contributing to sales enhancement.</p>	<p>f. Quarterly Increase in Client Attendance: Good - Facilitates communication, indirectly contributing to strategies for attendance improvement. Client Retention Quarterly: Excellent - Supports targeted marketing, contributing to high client retention.</p> <p>g. Increase in Brand Perception Index: Good - Provides a centralised platform for training resources, indirectly contributing to overall brand perception. Client Retention Rate: Excellent - Supports employee development, indirectly contributing to high client retention.</p>
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	<p>g. Employee Training and Development: These platforms support employee training, ensuring staff stays knowledgeable and skilled.</p>	
<p>Online Platforms/Applications:</p> <p>a. Web-Based Booking Applications</p> <p>b. Communication and Collaboration Applications</p>	<p>Online Platforms/Applications:</p> <p>a. Client Attendance Rate Improvement: Web-based booking applications facilitate remote bookings, contributing to client participation.</p> <p>b. Employee Training and Development: These tools enhance team connectivity,</p>	<p>Online Platforms/Applications:</p> <p>a. Increase in Customer Base: Good - Enhances user accessibility, indirectly contributing to overall operational efficiency. Quarterly Revenue Increase from Food Industry Venture: Excellent - Facilitates online booking, supporting revenue increase in the food industry.</p> <p>b. Monthly Sales Revenue: Good - Facilitates communication, indirectly contributing to financial reporting.</p>

	supporting ongoing employee training.	New Gym Memberships: Excellent - Enhances team connectivity, contributing to new memberships.
Cloud Services: a. Cloud Storage Solutions	Cloud Services: a. Scalability and Future-Readiness: Cloud storage supports scalable data solutions, ensuring the organisation remains adaptable.	Cloud Services: a. Growth in Market Share: Good - Ensures secure storage, indirectly contributing to market share growth. Expansion into New Customer Segments: Excellent - Facilitates data accessibility, supporting expansion into new customer segments.
ICT Practices		
ICT Practices <i>This section must include all ICT Practices currently used by the organisations.</i> <i>This refers to standard routines and actions that help the organisation use technology well and keep it functioning smoothly.</i> <i>Add more rows as necessary.</i>	Alignment Against Objectives <i>This refers to a comparison of how well ICT practices in the organisation are meeting KPIs established for the strategic plan.</i> [Approximate word count: 10 – 50 words per product]	Performance Against KPIs <i>This refers to a comparison of how well ICT practices in the organisation are meeting KPIs established for the strategic plan.</i> <i>To showcase the comparison, you will need to insert a diagram to showcase the performance of ICT practices against KPIs:</i> <ol style="list-style-type: none"> 1. <i>Regular System Maintenance and Updates</i> 2. <i>Data Backup and Recovery Protocols</i>

<p>Assessor Instructions: The students will need to list all the ICT practices found in ICT Systems, Products and Practices.</p>	<p>Assessor Instructions: Students' assessment of the alignment against objectives may vary, but they will need to explain the performance of each ICT practice against the objectives found in the 20XX Strategic Plan. The student's responses will also need to be within the specified word limit.</p>	<p>Assessor Instructions: Students' comparison may vary, but they will need to showcase the performance of each ICT practice against KPIs found in the 20XX Strategic Plan.</p> <p>The student diagrams may also be different, but they will need to relate to the performance of the following ICT practices:</p> <ol style="list-style-type: none"> 1. <i>Regular System Maintenance and Updates</i> 2. <i>Data Backup and Recovery Protocols</i>
<p>a.</p>		
<p>b.</p>		
<p>a. Regular System Maintenance and Updates</p>	<p>a. Sales Boost: Ensures systems are optimised for efficient sales processes.</p>	<p>a. Monthly Sales Revenue Increase: Rated 4 [Very Good] Regular maintenance contributes to the optimal performance of systems, positively impacting monthly sales. Chart:</p>

Market Penetration:
Maintains reliable systems, avoiding disruptions that could impact market initiatives.



b. Data Backup and Recovery Protocols

b. Customer Acquisition Cost Reduction:
Safeguards customer data,

b. Customer Acquisition Cost Reduction: Rated 5 [Excellent]

Robust data backup ensures data integrity, supporting cost-effective customer acquisition efforts.

Chart:

<p>c. User Training and Support</p>	<p>contributing to cost-effective customer retention efforts. Employee Training and Development: Ensures availability of training data, supporting staff development initiatives.</p> <p>c. Customer Service Resolution: Well-trained staff can effectively resolve</p>	<div data-bbox="1137 194 2096 772" data-label="Figure"> <p>Performance Rating</p> <p>5-10% decrease in cost per acquired customer quarterly</p> <p>3-5% reduction in customer acquisition costs every two quarters</p> <p>0 1 2 3 4 5 6</p> </div> <p>c. Employee Participation: Rated 4 [Very Good] Effective user training enhances staff skills, contributing to high employee participation.</p>
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<p>d. Cybersecurity Protocols</p> <p>e. Scalability and Future-Readiness</p>	<p>customer issues within the specified timeframe. Employee Training and Development: Contributes to ongoing training programs for staff skill enhancement.</p> <p>d. Sales Boost: Ensures secure transactions, fostering customer confidence. Brand Cultivation: Upholds the image of a trustworthy wellness provider by safeguarding customer data.</p> <p>e. Diversification of Fitness Offerings: Evaluates systems</p>	<p>d. Complaint Resolution Timeframe: Rated 5 [Excellent] Strong cybersecurity measures ensure secure and swift resolution of customer complaints.</p> <p>e. Member Participation in New Programs: Rated 4 [Very Good] Scalable systems support the introduction of new fitness programs, enhancing member participation.</p>
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<p>h. Environmental Sustainability Practices</p>	<p>increased client attendance. Business Expansion into Food Industry: Ensures a swift recovery in case of incidents during business expansion.</p> <p>h. Sales Boost: Aligns with a positive brand image, appealing to environmentally conscious customers. Brand Cultivation: Demonstrates commitment to sustainability, contributing to the brand's perception.</p>	<p>h. Quarterly Revenue Increase (Food Industry): Rated 4 (Very Good) Environmental sustainability practices align with a positive brand image, contributing to revenue increase.</p>
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Add more rows as necessary.

TABLE 7: GAPS, IMPROVEMENT OPPORTUNITIES, PROPOSED CHANGES

<p>Gaps in ICT</p> <p><i>Refer to three (3) instances or situations where the performance or alignment of organisational ICT is lacking in relation to the strategic plan's objectives and KPIs.</i></p> <p>[Approximate word count: 100 – 150 words]</p> <p><i>Add more rows as necessary.</i></p> <p>Assessor Instructions: Students' identified gaps may vary but they must:</p> <ul style="list-style-type: none"> • Identify three (3) gaps. • The gaps need to be specifically related to ICT systems, products, or practices. <p>Sample answers are provided.</p>	<p>a.</p> <hr/> <p>b.</p> <p>Sample answers:</p> <p>Gaps in ICT Systems:</p> <ol style="list-style-type: none"> 1. Membership Management System (MMS): <ul style="list-style-type: none"> • Performance Limitations: The scalability issues during high membership volumes hinder achieving the objective of a 10% increase in sales. Downtimes may impact the seamless access control crucial for customer retention. 2. Point of Sale (POS) System: <ul style="list-style-type: none"> • Dependency on Connectivity: The occasional glitches during high-traffic periods, dependent on stable internet connectivity, may affect the quarterly increase in new gym memberships and impact sales revenue. <p>Gaps in ICT Products:</p> <ol style="list-style-type: none"> 1. Servers and Networking Equipment: <ul style="list-style-type: none"> • Reliability Concerns: Reliability and efficiency are critical for the ICT systems; any issues with servers and networking equipment may impact various KPIs, particularly in sales and market penetration. 2. Point of Sale (POS) Terminals:
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	<ul style="list-style-type: none"> • Connectivity Issues: Connectivity issues with POS terminals may affect the smooth processing of sales transactions and, consequently, the monthly sales revenue and new gym memberships. <p>Gaps in ICT Practices:</p> <ol style="list-style-type: none"> 1. Regular System Maintenance and Updates: <ul style="list-style-type: none"> • Cybersecurity Vulnerabilities: Failure to implement routine maintenance checks and updates may expose the organisation to cybersecurity vulnerabilities, impacting various KPIs. 2. Data Backup and Recovery Protocols: <ul style="list-style-type: none"> • Data Integrity and Recovery Speed: Inadequate data backup and recovery protocols may impact data integrity and the swift restoration of operations, potentially affecting KPIs related to sales and customer satisfaction.
<p>Improvement Opportunities</p> <p><i>Refer to two (2) instances or situations where organisational ICT meets or aligns with the strategic plan but can still be improved to better support its implementation.</i></p> <p>[Approximate word count: 80 – 120 words]</p> <p><i>Add more rows, as necessary.</i></p>	<p>a.</p> <hr/> <p>b.</p> <p>Sample answers:</p> <p>Improvement Opportunities in ICT Systems:</p> <ol style="list-style-type: none"> 1. Membership Management System (MMS): <ul style="list-style-type: none"> • Opportunity: Enhance scalability to accommodate sudden peaks in membership leads and ensure uninterrupted access control, contributing to improved sales performance. 2. Point of Sale (POS) System:

Assessor Instructions: Students' identified improvement opportunities may vary, but they must:

- Identify two [2] opportunities.
- The opportunities need to relate to specific ICT systems, products, or practices specifically.

Sample answers are provided.

- **Opportunity:** Implement redundancies and failover mechanisms to address occasional connectivity issues, ensuring seamless sales transactions and contributing to improved sales revenue.

Improvement Opportunities in ICT Products:

1. Servers and Networking Equipment:

- **Opportunity:** Regularly update and maintain servers to ensure reliability and efficiency, contributing to improved sales and market penetration.

2. Point of Sale (POS) Terminals:

- **Opportunity:** Invest in redundant connectivity options and stable internet infrastructure to address occasional glitches, ensuring seamless sales transactions and improving sales revenue.

Improvement Opportunities in ICT Practices:

1. Regular System Maintenance and Updates:

- **Opportunity:** Strengthen cybersecurity measures through regular maintenance, addressing potential vulnerabilities and ensuring alignment with organisational objectives.

2. Data Backup and Recovery Protocols:

- **Opportunity:** Enhance data backup and recovery procedures for faster restoration, contributing to improved data integrity and swift recovery in case of system failures.

Proposed Changes

a.

*Refer to **five [5]** adjustments and improvements to ICT systems, products, and practices to address gaps and improvements identified.*

[Approximate word count: 200 – 250 words]

Add more rows as necessary.

Assessor Instructions: The student's identified proposed changes may vary, but they must:

- Relate to the gaps and improvement opportunities identified.
- Be five [5] – as there are three [3] gaps and two [2] improvement opportunities that the student must identify in the previous sections.

Sample answers are provided.

b.

Sample answers:

Proposed Changes for ICT Systems:

1. Membership Management System (MMS):

- Adjustment: Integrate scalability solutions to handle high membership volumes more efficiently.
- Improvement: Implement redundant systems to minimise downtime during maintenance.
- Benefits: Enhanced system performance, improved scalability, and uninterrupted access control.

2. Point of Sale (POS) System:

- Adjustment: Explore backup internet connectivity options to address occasional glitches during high-traffic periods.
- Improvement: Implement performance monitoring tools for real-time issue identification and resolution.
- Benefits: Improved operational fluency, reduced downtime, and enhanced reliability.

Proposed Changes for Improvement Opportunities in ICT Products:

1. Servers and Networking Equipment:

- Adjustment: Implement an automated monitoring system for servers to detect issues in real-time.
- Improvement: Invest in load-balancing solutions to distribute network traffic evenly.
- Benefits: Enhanced server reliability, improved network performance, and increased operational efficiency.

2. Point of Sale (POS) Terminals:

- Adjustment: Introduce a secondary internet connection to serve as a backup during primary connection issues.
- Improvement: Explore cloud-based POS solutions to minimise reliance on local infrastructure.
- Benefits: Increased transaction reliability, reduced downtime, and improved sales revenue.

Proposed Changes for Improvement Opportunities in ICT Practices:

1. Regular System Maintenance and Updates:

- Adjustment: Implement an automated system for software patches and firmware updates.
- Improvement: Conduct regular audits to ensure all systems are up to date.
- Benefits: Reduced manual intervention, improved system security, and minimised vulnerability.

2. Data Backup and Recovery Protocols:

- Adjustment: Enhance backup scheduling to minimise the impact on operational activities.
- Improvement: Implement regular mock recovery drills to test the efficiency of recovery protocols.
- Benefits: Reduced downtime in case of data loss, increased data integrity, and improved overall disaster recovery preparedness.

TABLE 8: SOURCE LOG

Insert the documents you used to complete the Strategic Analysis Report and the date you accessed each document.

Assessor Instructions: Students will need to list the following documents:

- 20XX Strategic Plan
- 20XX Objectives
- ICT Systems, Products and Practices
- Style Guide

Source	Date Accessed
a.	
b.	

Add more rows as necessary

END OF STRATEGIC GAP ANALYSIS REPORT