Dirt Bikes USA

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Goals and Culture

Culture
Carl Schmidt and Steven McFadden founded dirt bikes USA. They noticed that dirt bike was becoming popular in the United States. They were founded on a friendly, family type atmosphere, attention to detail and quality, and continual learning and innovation. With these values Dirt bikes has excelled to one of the top companies, competing with the likes of Honda, Yamaha, and Kawasaki.

Goals
Dirt bikes goals are very ambitious, and if fulfilled will bring them to the top of the list. They want to improve on their services, and products, and innovate cutting edge technology, that will hopefully propel them to the top. They want to increase sales in both the domestic and international market.
Organization of company

Dirt bike is still privately owned, with Carl serving as CEO and Steve acting as president and Chief Operating Officer. Dirt bikes have grown to employ 120 employees working in design, engineering, and production. Dirt bikes employ three full-time product designers and three full time engineers. In addition to a four-person Parts department, Dirt Bikes maintain a ten-person service department to service warranties and customer problems with parts and motorcycle performance. Five employees work in Dirt Bikes' shipping and receiving department. Dirt Bikes' sales staff consists of a marketing manager and five sales representatives, two for the West coast and Western United States, one for the Midwest, one for the Northeast and one for the South. The corporate administrative staff consists of a controller, one accountant, one administrative assistant; two human resources staff members, three secretaries, and two information systems specialists to support systems servicing all of the business functional areas.

Organization Chart
Sales and Products

A Model for Sales

Dirt bikes should sell their products through authorized vendors. The actual dirt bike themselves can only be purchased at the vendor. This is done so there are not as many returns due to the customer not talking to a sales person, and not actually seeing the product and testing it out themselves. It will also cut down on shipping costs. But parts and paraphernalia can be sold through the Internet as well as through vendors.

Sales by Model Chart
Increasing International Sales

Ways that dirt bikes can increase international sales is by attending foreign races. So the people who attend the races will see, and find out, who we are, what dirt bikes we have to offer, and what types of products we offer as well. Another way is to sponsor foreign riders; this will make us become an active member in the dirt bike scene. People will be able to put our product with a rider, and see that a successful rider endorses our product. By helping to set up local vendors this will make our products easily available, and apart of the community. The web site shout also be viewable in the local language, this will allow foreign enthusiasts to learn more about us.
Increasing Value

Activities to Increase Value

Dirt bikes should attend major races; this makes consumers aware about our product. They should also sponsor professional and amateur racers. The more success a professional rider has the more the consumers will become aware of our product. Professional riders will endorse our product. By endorsing amateur riders it shows that we take an active role in the dirt bike community. It shows that we don’t just care about the big time riders to increase sales. We want to help riders succeed, and that will build trust and loyalty. Dirt bikes should also Sponsor races; this is where the enthusiasts go, if they see that we are taking an active role then they will be more likely to purchase one of our products.
Competition

Competitors
- Yamaha
- BMW
- Suzuki
- Honda
- Kawasaki

Competitor products

**BMW R 1200 GS adventure:** BMW’s top model, 2 cylinders, 100 hp, 85 pounds of torque, optional ABS brakes. **Price:** $16,350

**BMW F 650 GS:** BMW’s base model, single cylinder, 4 valve, 50 hp, 5 speed gear box
**Price:** $7,100

**Yamaha WR 450 F:** Yamaha’s top model, 450 cc, single cylinder, 5 valve, 5 speed gear box. **Price:** $7,199

**Yamaha PW 50:** Yamaha’s base model, 50 cc, 4 valves, and single gearbox, 2-stroke.
**Price:** $1,099

**Honda XR 650 R:** Honda’s top model, single cylinder 4 stroke, with 5 speed gear box, and single 240 mm 2 piston caliber brakes. **Price:** $6,349

**Honda CR 50 F:** Honda’s base model, single cylinder 4 strokes, air-cooled, 50 cc, three speed automatic clutch. **Price:** $1,349

Competition Strategy

- **Value web**- Have independent vendors located all around the world. Who will be able to sell our products, and offer customer service; such as a warranty repairs.

- **Focused differentiation**- Develop markets in areas that competitors have not yet gone to.

- **Product differentiation**- Make our products different from the competitors. Use exotic materials such as carbon fiber, titanium, composite materials.

- **Mass customization**- Vendors will be able to place orders for dirt bikes that are specialized to customer’s wants, by picking options. Example, for color of paint we may have 5 different options, type of suspension we may have 3 options, type of brakes 3 options; creating the possibility to have unique dirt bikes.

- **Extranet**- Private outsiders, the vendors, who will be allowed to have access to the private intranet.
E-Commerce

Able to communicate directly with customer, this will allow customers to know what the MSRP of products, the price of options, and special sales or discounts that is going on. Dirt bikes should only sale parts, and paraphernalia. Should only advertise, and offer information about dirt bikes. Because of the difficulty it would be to ship a whole dirt bike. Also to eliminate the mistake of any regretful orders a customer might have by not being able to actually see a dirt bike and talk to a sales man.

Web Site

A web site broadens awareness. Since the web site is in different languages and currency, it can be viewed by anyone with internet access all over the world. A web site also makes Dirt bikes easily accessible, anybody with internet access can look us up It will also educates consumer. Consumers can become more aware about our products, and our company. Some of the features that the web site should have are: show local vendors, and offer price quotes.
Dirt Bikes USA should use the Realty Tracker security service provided by Truste.org. In doing so it would provide a bountiful amount of information for Dirt Bikes USA to use in tracking the visitors destinations around the site. The information could be used to note what ads are being clicked on most and at what times. It also provides an inside look at what products are receiving the most attention. Dirt Bikes USA and its customers would benefit greatly from the use of enabling cookies. They could load saved pages faster and store non secure personal information without having to enter it each visit to the website. Dirt Bikes USA will choose to provide the customers with the right to opt-out of all company marketing when the purchase services from Dirt Bikes USA. Chapter 5 Dirt Bikes:

**Information Collection & Use**

**Registration**

In order to use this Web site, you must first complete the registration form. We use this information to contact you about the services on our site in which you have expressed interest.

You have the option to provide demographic information (such as income level and gender) to us; we encourage you to submit this information so we can provide you a more personalized experience on our site.

Dirt Bikes USA is the sole of the information collected on DirtbikesUSA.com. Dirt Bikes USA collects personally identifiable information from our users at several different points on our Web site.

**Orders**

If you purchase a product or service from us, we request certain personally identifiable information from you on our order form. You must provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date).

We use this information for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

*Consumers may sign up if they would like for a Newsletter from Dirt Bikes USA after purchasing an item.*

**Application Forms**

If you apply for a loan [purchase an insurance policy, other product or service requiring financial information] on our site, we require that you provide certain personally identifiable information, including your name, address, phone number, credit card number [and Social Security number]. This information is necessary to process your application and to contact you.
Surveys or Contests

We may provide you the opportunity to participate in contests or surveys on our site. If you participate, we will request certain personally identifiable information from you. Participation in these surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and shipping address), and demographic information (such as zip code).

We use this information to provide you the consumer with a better service of what you may be looking for.

We may use a third party service provider to conduct these surveys or contests; that company is prohibited from using our users’ personally identifiable information for any other purpose. We will not share the personally identifiable information you provide through a contest or survey with other third parties unless we give you prior notice and choice.

Tell-A-Friend

If you choose to use our referral service to tell a friend about our site, we will ask you for your friend’s name and email address. We will automatically send your friend a one-time email inviting him or her to visit the site.

Uses of Information

Non personal Information may be used to provide our advertisers a better look into who our site attracts. No personal information will ever be given out at any times.

Customer Service

Based upon the personally identifiable information you provide us, we will send you a welcoming email to verify your username and password. We will also communicate with you in response to your inquiries, to provide the services you request, and to manage your account. We will communicate with you by email or telephone, in accordance with your wishes.

Supplementation of Information

In order to provide certain services [specify] to you, we may on occasion supplement the personal information you submitted to us with information from third party sources. [Use all that apply to your business model.]

Credit Check

To determine if you qualify for one of our credit cards, we use your name and social security number to request a credit report. Once we determine your credit-worthiness, we destroy this document.

Enhancement of Profile Information

We purchase marketing data from third parties and add it to our existing user database, to better target our advertising and to provide pertinent offers in which we think
you would be interested. To enrich our Profiles of individual customers, we tie this information to the personally identifiable information they have provided to us.

**Personally identifiable information:**
- We DO NOT Share Personally Identifiable Information with Third Parties

**Agents**
- We use an outside shipping company to fulfill orders, and a credit card processing company to bill you for goods and services. These companies do not retain, share, store or use personally identifiable information for any other purposes.

**Legal Disclaimer**
- We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our Web site.

**Choice/Opt-out**
- We provide you the opportunity to ‘opt-out’ of having your personally identifiable information used for certain purposes, when we ask for this information. For example, if you purchase a product/service but do not wish to receive any additional marketing material from us, you can indicate your preference on our order form.

You will be notified when your personal information is collected by any third party that is not our agent/service provider, so you can make an informed choice as to whether or not to share your information with that party.

**Log Files**
- As is true of most Web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and click stream data.

- We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users’ movements around the site and to gather demographic information about our user base as a whole.

**Cookies**
- A cookie is a small text file that is stored on a user’s computer for record-keeping purposes. We use cookies on this site.

- We set a persistent cookie to store your passwords, so you don’t have to enter it more than once. Persistent cookies also enable us to track and target the interests of our users to enhance the experience on our site.
If you reject cookies, you may still use our site, but your ability to use some areas of our site, such as contests or surveys, will be limited. [Describe use of cookie for shopping cart, if appropriate.]

Some of our business partners (e.g., advertisers) use cookies on our site. We have no access to or control over these cookies. See “Third Party Advertisers.”

This privacy statement covers the use of cookies by www.dirtbikesusa.com only and does not cover the use of cookies by any advertisers.

We use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. If you would like to opt-out of these emails, please see “Choice and Opt-out.”

**Links to Other Sites**

This Web site contains links to other sites that are not owned or controlled by [COMPANY NAME]. Please be aware that we, [COMPANY NAME], are not responsible for the privacy practices of such other sites.

We encourage you to be aware when you leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information.

This privacy statement applies only to information collected by this Web site.

**Access to Personally Identifiable Information**

If your personally identifiable information changes, or if you no longer desire our service, you may [correct, update, delete or deactivate it] by making the change on our member information page [or by emailing our Customer Support at EMAIL ADDRESS] or by contacting us by telephone or postal mail at the contact information listed below.

**Security**

The security of your personal information is important to us. When you enter sensitive information (such as credit card number and/or social security number) on our registration or order forms, we encrypt that information using secure socket layer technology (SSL).

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can send email us at: support@dirtbikesusa.com
Business Transitions

In the event Dirt Bikes USA goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personally identifiable information will likely be among the assets transferred. You will be notified via [email] of any such change in ownership or control of your personal information.

Changes in this Privacy Statement

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

Contact Us
If you have any questions or suggestions regarding our privacy policy, please contact us at:
1-800-DirtBike
support@dirtbikesusa.com
Dirt Bikes USA would choose to use Microsoft Office 2003 Professional over Sun Star Office. Star Office might be the cheaper of the two product suites but it does not offer the capabilities and customer support features that Microsoft Office 2003 offers.

The TCO of having Microsoft Office 2003 at Dirt Bikes USA will be as follows:
- Cost of Software: $399.99
- Installed Cost per User: $100.00 (4 Users)
- Training Cost per User: $400.00 (4 Users)
- Annual Tech Support: $119.99
- Downtime: $59.99

**Total Cost of Ownership: $1079.97**

<table>
<thead>
<tr>
<th></th>
<th>Microsoft Office 2003</th>
<th>Sun Star Office 8</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>$399.99</td>
<td>$69.95</td>
</tr>
<tr>
<td><strong>Capabilities</strong></td>
<td>word processing, spreadsheet, presentation, drawing, database, email, security</td>
<td>word processing, spreadsheet, presentation, drawing, and database</td>
</tr>
</tbody>
</table>
Telecommunications Technology in Reducing Travel Expenses

Telecommunication Application Options

By using telecommunications applications such as Voice Over Internet Protocol, Dirt Bikes will save communications costs by utilizing the Internet rather than cell phones or company lines.

Such programs as Skype VOIP allows you to have a phone number that can be reached by traditional telephones and you pick the calls up directly from the Internet. You also have the option to maintain voicemail systems if you are not online or too busy to talk at the time. Skype offers the usual unlimited calling or international calling rates and it is a one-time cost for the number and voicemail for whatever options you desire, then all the calls you need for business. There are also telephone adaptors or phone wizards available to use a traditional phone with the free Skype calling options for those who are not comfortable with the idea of talking through the computer. This could help the company while employees are away from the office to keep in touch for less money and easier contact right over the Internet.

Another option would be Avaya Telephony technology such as the one-X portal system. This is an Internet program that needs no software to run and includes online telephony complete with voice messaging, conference call capability, contact lists, and call history. It is extremely user-friendly and could help the company cut costs for communications.

A third option is Gizmo Project, which uses the same Internet technology as the previous options making it as easy to talk online as it is to chat or instant message. It is set up visually like a traditional online chat program, but you can also see a map of the location you are calling, you can send files, or record calls.
QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.
Activity Benefits

Work activities such as customer service; ordering, purchasing or support can be done quickly and sufficiently. The service representative will be able to view his or her call history and immediately return calls right over the Internet, or by using a traditional phone attachment. If technical support is needed, or they wish to speak to another employee, the rep has the option to transfer or add another person to an impromptu conference call by finding them in a contact list and simply clicking their name to call.

Employees will also be able to contact each other from different locations to work out business deals. Faxes can be viewed as they come up right over the internet into the portal and can be viewed as the conversation is taking place to confirm contracts or purchase orders enabling faster response times and saving on technology costs or errors from traditional fax machines.

Pricing

Skype products are purchased over the Internet and downloaded directly to your computer and is free to download and talk to other Skype members. For unlimited calling, the price is $29.99 per year and comes with free voicemail. To receive incoming calls from traditional lines anywhere in the world, it costs $38 for a year, or $12 for 3 months and also comes with free voicemail. To send text messages to traditional cell phones, the rate is currently $0.47 but subject to change based on cell phone rates. Most packages have to options to pre-pay and receive Skype credit, which can be used at anytime to make calls. Once you have a Skype number, it is free to call other Skype members, as well as conference calls (up to 9 people) and video chats. The international rates are per-minute and subject to change. Payment options include PayPal, traditional credit card registration, or bank transfers.

Avaya Prices

Gizmo Project is free to talk to other Gizmo, Yahoo! Messaging, Google Talk, or Windows Live Member. It is free to download and includes free voicemail and conference calling. It is also possible to sign up for a free local LAN line number that can be reached by a tradition phone or cell phone at local rates of 1.9 cents per minute at a charge to the caller. To call out to LAN lines or cell phones, the same rates apply and vary for international calls. The charge is per minute based on where you call, not where you are and there are no connection fees or account maintenance fees.
## Internet Tools to Increase Efficiency and Productivity

<table>
<thead>
<tr>
<th>Internet Tool</th>
<th>Department</th>
<th>Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Mail</td>
<td>ALL</td>
<td>Sharing documents made easy</td>
</tr>
<tr>
<td>Usenet Newsgroups</td>
<td>Production, Marketing</td>
<td>Online Discussions reduce time for communication</td>
</tr>
<tr>
<td>LISTSERVs</td>
<td>Management</td>
<td>Group e-mailing can be sent to all employees at once</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>ALL</td>
<td>Live chatting among any employees</td>
</tr>
<tr>
<td>Telnet</td>
<td>ALL</td>
<td>Access to files from outside computers allow employees to connect and work from anywhere</td>
</tr>
<tr>
<td>FTP</td>
<td>Management, Sales</td>
<td>Sharing files from different computers is quickened</td>
</tr>
<tr>
<td>VPN</td>
<td>Management, Sales, Production</td>
<td>Departments and individuals can share information, designs, or marketing ideas across a secure connection</td>
</tr>
</tbody>
</table>
Intranet Influences on Sales and Marketing

The Sales and Marketing department can hugely benefit by Internet tools and intranet technology. As mentioned previously, they can easily create websites open to the public to advertise their products. They can provide information about the company and attract new people to their variety of products. Another advantage is the use of e-commerce and e-money, allowing consumers to pick out items and purchase them directly over the Internet, saving time, paperwork, and providing quick response time to their customers.

Intranets can help many departments at the Dirt Bikes Company. First, providing employee financial information, pay records, and even benefits information on one site can greatly assist the Human Resource department. They can even make this information available to each employee, through the use of a virtual private network. The production department may use intranet technology to use online chatting or group emails to provide more efficient communication among different levels of production. Sales and marketing departments could create websites to advertise their products, or even create databases to measure the amount of visitors they have daily, or weekly. They may also be able to monitor the demographics of those people who are purchasing which products, or even watch the amount of competitor products that are similar and are being purchased.

It is clear to see how Internet tools and intranets can greatly increase production over a variety of departments within a company. Through posting and updating websites or just making basic computer information accessible to employees and allowing easy facilitation of working in groups, any business can be benefited. WebPages, telephone directories, event calendars, procedure manuals, email, and job postings are just a few examples of the tools needed to successfully run a company and that can be advanced by these technologies.
Business Process Integration

Companies should always have alternative vendors to use, in case of problems with deliveries or change in price with the current part supplier. Some of the most crucial steps of process include the source, the make, and the deliver of the items. If suppliers cannot fulfill orders for components, distributors will to other companies that can fulfill the requirements and time deadlines. Some alternative fuel tank suppliers for motorcycles include: https://www.bikebandit.com. This company is a certified company that sells fuel tanks from dirt bikes to snow mobiles. The cost for a standard dirt bike fuel tank is $241.65. Standard ground shipping over $200 is $6.00. This makes for a total of $247.64 to the dirt bike destination of Carbondale, Colorado. The second sight is http://www.jcwhitney.com, which sell machine part for motorcycles and automobiles. The cost for a standard dirt bike fuel tank is $72.99 with standard shipping in 24 hours for $11.99. This makes for a total of $84.98 to Carbondale, Colorado. J.C. Whitney supplier has a much shorter time for expected delivery, and a much lower cost. Which is a price difference of $156.40 dollars.

High Jump Supply Chain Advantage suite and Microsoft Dynamics AX 4.0 are two dirt bike management software tools. High Jump Software clients have robust integration to achieve real-time, seamless information exchange between the two systems. This is critical to today's businesses, which must unify business processes across the warehouse and back office operations. The comprehensive set of standard transactions includes adjustments, customer returns, purchase order processing, order fulfillment, quality holds and cycle counting. Microsoft Dynamics AX 4.0 will enables suppliers to optimize processes and better connect and integrate the entire supply chain, from the customer to the supply partners, to support demand-driven operations. Microsoft Dynamics also allows for easy integration for old software programs to Microsoft Dynamics AX 4.0. The biggest benefit is that this software can work alone as the core-component or it can work together with other software such as High Jump. Overall, the better software is Microsoft Dynamics because it is cutting edge making its first appearance in 2007 and it has very good integration with older software programs. Also, High jump software is a software component that works with other components to make a complete software enterprise. Dynamics can stand-alone but can also work with other programs if necessary.
Knowledge Management

The most important assets are knowledge, wisdom, tacit knowledge, and explicit knowledge. Knowledge is the concepts, experience and insight that provide a framework for creating, evaluating and using information. Wisdom is the collective and individual experience of applying knowledge to the solution of problems. Tacit knowledge is the expertise and experience of organizational members that has not been formally documented. Explicit knowledge is knowledge that has been documented.

Knowledge management refers to the set of business processes developed in an organization to create, store, transfer and apply knowledge assets. Manager’s develop “knowledge culture” where the acquisition of knowledge is esteemed and rewarded. In particular, an employee such as a “chief knowledge officer”, which is a senior executive in charge of the organization’s knowledge management program.

No, not all assets are explicit, some are tacit. Basically, some assets are formed from knowledge which is done over with time and experience. For some companies, knowledge is obtained by developing online expert networks so that employees can “find the expert” in the company. Also, knowledge is brought in from outside the company by new employees that are encouraged based on prior experiences. But all firms need to have two to three key assets that the organization does best. These assets among the others, must be superior to other companies in order to stay competitive. The assets overall must be efficient, organized, superior and unique compared to other companies. For example, a unique customer relationship management system constitutes a form of knowledge system and can be a unique so that other firms cannot copy easily. With unique assets, firms become more efficient and effective in their use of scarce resources.

Knowledge management is the set of processes developed in an organization to create, gather, store and disseminate and apply the firm’s knowledge. Knowledge management enables organizational learning. Knowledge management increases the ability of the organization to learn from its environment and to incorporate knowledge into its business process. Knowledge management can benefit all employee groups by supplying new patterns in corporate data form the firm’s transactions to discover new structures and form new behavior patterns needed to build and maximize the return on investment in knowledge management. Designers and engineers, Product development specialists, Marketing specialist, Sales department staff and representatives all can benefit from knowledge work stations which is part network management systems (part of knowledge management). Such benefits include knowledge exchange services, community of practice support, auto-profiling capabilities, and knowledge management services. Another example includes CAD which is a computer-aided design that create and model new and innovative ideas into physical designs. Designers would have a knowledge network management systems since it allows for CAD and creative drawings, development specialist would have a semi-structured knowledge management system,
marketing specialist would have a structured knowledge management system, sales staff also would follow and structured as well as managers. These three are linked because the three jobs are part of a large organization that is part of the knowledge management.

Three types of knowledge management systems
- Enterprise knowledge management systems: genera efforts to collect, store, and disseminate and use digital content and knowledge

- Knowledge Work Systems: specialized workstations and systems that enable scientist, engineers and other knowledge workers to create and discover new knowledge

- Intelligent Techniques-are usually tools for discovering patterns and applying knowledge to discrete decisions and knowledge domains. They include, datamining, neural networks, expert systems, case based reasoning, fuzzy logic, genetic algorithms, intelligent agents.

Managers follow the regiment of structured knowledge within a Enterprise knowledge management systems. Since they need information that may exist somewhere inside the firm in the form of less-structured material, such as e-mail, voice mail and chat room exchanges. Designers, engineers follow a knowledge work system by keeping the organization current in knowledge as it develops in the external world in technology, science, social thought, and the arts. Sales department staff and representatives and marketing specialist follow a intelligent techniques system. This system helps organize and capture undiscovered business performance. Other strengths and benefits to intelligent techniques is the system’s ability to learn languages, accomplish physical tasks, and emulate human expertise and decision making.

Dirt Bike forums and links such as www.dirtrider.net, www.dirtbikeforums.net, and www.dirtbike.ws. These sights have over 100,000 members each within the forums. As a result, you have unlimited access to customer forum members from Professional dirt bikers to dirt bike company reps and certified dirt bike technicians. Also, you can ask questions to many people at once for instant responses.

Enterprise Portals direct individuals to digital knowledge objects and information system applications, helping them make sense of the volume of information that is available and also showing how organizational knowledge resources are interconnected. For example, managers use business online or phone conferencing tools that are part of groupware enterprise portals in different size companies. This tool allows specific individuals to monitor and track progress of other employees instantaneously at the same time. The interconnections comes between the numerous amount of people on the phone or online a the same time collaborating without having to physically meet each other to discuss business. To describe it, it would be a phone number that everyone dials at the same time, and checks it on the phone through role call, and for online, everyone signs into a given company page website with a username and password given by the company. Usually, the time to meet is decided by the company and given in a email memo to all of the concerning employees.
Enhancing Management Decisions

### Bill of Materials: MOTO 300 Brake System

<table>
<thead>
<tr>
<th>Component</th>
<th>Component No.</th>
<th>Source</th>
<th>Unit Cost</th>
<th>Quantity</th>
<th>Extended Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brake Cable</td>
<td>m0593</td>
<td>Nissin</td>
<td>$28.21</td>
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<td>$28.21</td>
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<tr>
<td>Brake pedal</td>
<td>m0546</td>
<td>Harrison Billet</td>
<td>$5.03</td>
<td>2</td>
<td>$10.06</td>
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<td>Brake pad</td>
<td>m3203</td>
<td>Russell</td>
<td>$27.05</td>
<td>2</td>
<td>$54.10</td>
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<tr>
<td>Front brake pump</td>
<td>m0959</td>
<td>Brembo</td>
<td>$66.05</td>
<td>1</td>
<td>$66.05</td>
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<tr>
<td>Rear brake pump</td>
<td>m4739</td>
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<tr>
<td>Rear brake caliper</td>
<td>m7942</td>
<td>Nissin</td>
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<td>Front brake disc</td>
<td>m3920</td>
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<td>Brake pipe</td>
<td>m0943</td>
<td>Harrison Billet</td>
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<td>Brake lever cover</td>
<td>m1059</td>
<td>Brembo</td>
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Total Material Cost: $654.04

### Sensitivity Analysis:

**Brake System Material Cost Variable Rates**

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<thead>
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<th>Variable total materials system cost per MOTO 300 Brake System</th>
</tr>
</thead>
<tbody>
<tr>
<td>103</td>
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<tr>
<td>-----</td>
</tr>
<tr>
<td>27</td>
</tr>
</tbody>
</table>

**Total Fixed units:** $1.00

- **Starting price per front brake caliper unit:** $103.00
- **Starting price per brake pipe unit:** $27.00
- **Ending price per front brake caliper unit:** $107.00

- **Ending price per brake**
Enhancing Management Decisions

### Sensitivity Analysis: Motorcycle Total Material Cost Variable Rates

Variable total material Costs per MOTO 300 Motorcycle

<table>
<thead>
<tr>
<th></th>
<th>103</th>
<th>104</th>
<th>105</th>
<th>106</th>
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<td>Total Fixed units:</td>
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<tr>
<td>Starting price per</td>
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<td>front brake caliper</td>
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<tr>
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<tr>
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<tr>
<td>Ending price per</td>
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<tr>
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<td>Ending price per</td>
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