

“A VERTICAL MARKET SOLUTIONS FOR RETAIL READER”

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PREFACE

I have learned so many things while doing my book reviews, reflection papers and doing my vertical paper. I learned some of the things that I need to learn while making my own book. I learned things about what the retail industry is all about, and what the advantage in managing a retail business is.

The book is all about the vertical market in retail. It talks about all of the things about the retail industry. It also talks about the opinions of other people about the retail industry. In the business world retail business is the trend today, they say it is easy to earn money when managing your own retail business. I learned that retail is the trend in our time today. I also learned the strategy in handling your own retail business. While reading this book you will see what people can say about the vertical market solutions on retail.

DEDICATION

First of all would like to thank my professor, Mr. Paul Pajo, for guiding me is making this book possible, and also helping us to learn what Vertsol is all about. Without him learning about vertsol is not enough.

I would also like to thank my classmates, who thought me some of the difficult terms used in information system subjects.

I would also like to thank my Mom who continued to support me while doing this book review, without her I probably gave up in doing this book.

I would also like to thank Ms. Monika Reyes for always reminding me to do my book reviews every Tuesdays and Thursdays. Without her reminders I would probably have a difficult time in doing this paper.

Last and definitely not the least, I would like to thank the Almighty God for the blessings that he has gave me, for the things that I ask for and the guidance while making this book.

“THE CLUETRAIN MANIFESTO”

Book1: The Cluetrain Manifesto: The End of Business as Usual

Link: <http://cluetrain.com/book/apocalypso.html>

Rex Byron A. Roxas

Quote: “Communication is a Powerful tool”

My learning expectations from this book is that I will learn some of the changes that we are adopting in this point of time. I will learn some of the things like where the internet came from and how did it started and how people learn how to use it. Countries around the world is connected because of this technology. This review will help me to learn much about people adjusting in the technology that we have in this point of time.

Chapter 1

According to the book that I read we humans die, life is too short that's why we human beings die. The reason why we die is because of the changes in the world. Sometimes we always thought of what productive thing must we do in order to make are lives productive as possible. I agree what the book says that “Things change and change is often painful” people get downgraded if change will occur with people who don't adapt change. Incredibly human beings or some of the human beings can live with it. We learn to adapt change because if we don't, we will not survive in the world that we are living today. We know that all of the things in this world are temporary; people know that life is like that and it is not new to them.

A human being would always want to achieve something he has not achieved yet. He would not be contented with what he has at the moment. It is natural to have this feeling of searching something you don't have at the present. People would always find ways to be happier than yesterday. This feeling of dissatisfaction is just normal and what exactly makes us a human person.

People die. Death is natural to moral beings. There is nothing to be upset about it, it's just a matter of dealing with it and accepting it as a part of the human cycle because all of us will go through that, no one can escape it.

The beginning of the internet was a rough one because people were ignoring new ideas it introduced. People were laughing at those who give a damn entertaining the ideas of internet because they thought those were only delusions and impossible to be true. But the internet surprisingly grew largely as it was ignored. People who built the internet were those who were not afraid to try things out, those who are not afraid to commit mistakes because if they do, they would still have more options. All they had to do is to do this and that and if they failed Plan A, they'll proceed to Plan B. Their success was the beginning of internet getting well-known globally.

Nowadays, internet has attracted millions and millions of people. People found internet as a medium to communicate with each other without any delay or expensive bills. There are no constraints in the internet such as filters, censorship, sanctions, etc. There was language which made people more attracted to the internet because they get to know new things about so many things and they also get to talk about so many things about so many subjects.

The internet was used almost exclusively for government-funded projects back then and was used as a mode of communication with regards to such works. These people got tired of doing same old thing every day and so they began to do pretty much whatever they liked and surfed

the net whenever they are left by themselves at work. The thing is, people building up the net also left by themselves and got nothing to do but to experiment, did whatever they want.

In this age of internet, languages have been formulated. People chatting over the net say whatever they want and the definition of what they said may vary because the purpose might be different. It is in the matter of how a person expresses himself and explains it. Everything is impossible and possible in the internet. It is hard to believe right away because everything can be subject to question.

As time goes by, there are more people using the internet and becomes more and more dependent on it. And as people use it, it poses power as a multiplier for intellectual capital.

Everybody's hooked up in the internet. You can just type a single word and everybody would see it and probably, everybody would have an opinion regarding with what you said, or merely, acknowledge your presence in the room. People using the internet, particularly a chatter, learned how to use terms such as LOL, ASL, ROTFL, etc.

Connecting with people in the net or simply using it is not as hard as people who don't know how to use it think. If a person knows how to use the net, a person who is not knowledgeable wouldn't take a long time for him to learn how to surf the net because the net connects people to one another as if they're not far away to each other. People using the net created a new language and that's what makes people not to be bore with their lives. It is slowly becoming a culture.

Business is literally buying and selling things. We produce and make things and become the consumers as well. There is nothing wrong with this except when it becomes just the life.

The United States dominated the world market because it had large natural resources, growing population and a contiguous geography unbounded by tariff restrictions.

I have learned that the world is rotating fast so many changes can happen to world today especially the technology that we are using some people might be left behind but people will surely get along with the trend. And people will know how important is the internet in our daily lives.

Book1: Cluetrain Manifesto: Chapter 2

Rex Byron A. Roxas

Link: <http://cluetrain.com/book/longing.html>

Quote: We don't know what the Web is for but we've adopted it faster than any technology since fire.

I expect from this chapter that I will know all about the web or how important does the web in our daily lives we should know how to use it well in connection to the management field. I also expect to learn what is the connection of the web to the business world.

Chapter 2

Some of the people that we knew doesn't know how to use the web this days or how important that the web for us, how important or the commodity the web is for us.

According to the book the web is for the people, but the people does not know yet what is it for. We believe a fact that to be a business it to be managed. I can understand that if we manage properly we can manage our lives well unmanageable person cannot handle the way of life or cannot handle an disorganized way of living. A person that cannot manage or does not know how to manage can be compared with a weeds, riots, or even a cancer.

The idea that we can manage our world is uniquely twentieth-century and chiefly American. And there are tremendous advantages to believing one lives in a managed world:

- Risk avoidance. Nothing unexpected happens if you're managing your world.
- Smoothness. Everything works in a managed environment simply because broken things are an embarrassment.
- Fairness. In earlier times, life was unfair. Now you're guaranteed your three-score and ten and if something "goes wrong," the managed system will compensate you, even if you have to sue the bastards.
- Discretionary attention. If you were out in the wild, your attention would be drawn to every creaking twig and night howl. But now that the risks have been mitigated, things work right, and you can manage your time so you have not just leisure time but also discretionary attention: you can decide what interests you. Why, you can even have hobbies.

None of these examples of the benefits that are stated not delivered properly. There are still problems that will be encountering but if you will look at the bright side these will be an expectations that will happen.

"As flies to wanton boys, are we to the gods. They kill us for their sport."

King Lear

This is a statement by "King Lear" that is being assumed that being in control was the exception and the living in a wildly risk-filled world. Today these awful words sound like one of those quaint, primitive ideas we've outgrown.

One of the things that I were worrying about is that how to hate a Job that your in to.

However much we long for the Web is how much we hate our job.

We don't know what the web is for but we are learning to adopt it and we are in with the trend today but for me the web is very important because it is a new way to learn the modern way of research. And there is a saying that our voice is the stringest thing that we have when it comes to our personality in life. Our Business voice, can also help build our personality when it comes in a certain workplace we can say that we also need to learn how to use our voices in the business world. It can also help the company earn its asset from you.

Management is a powerful force, that can make our lives useful and heko us to stay alive. It can also help other people's lives it can move life. Management can also be the reason why we stay in the world of suffering it's a powerful word that it can also help us lead to failure. if not the organization -- down to the ground. Released from the gray-flannel handcuffs, we say anything, curse like sailors, rhyme like bad poets, flame against our own values, just for the pure delight of having a voice. The the web is statement will inspire me to work in the future experiences that I will encounter.

I learned that in the field of business we know how important that the web is for all people in the business industry. My readings from this book will help me to apply the things about the voice is a better weapon in the business field.

The Cluetrain Manifesto: Chapter 3
Rex Byron A. Roxas
Link: “Loyalty to a company is based on Respect”

My learning expectations with this chapter is that how people will be affected by the conversations of other people and I will also learn how they react of things or words that the people will going to use for their conversations. I also expect to learn the use of technology trough conversation.

Chapter 3

According to the book the voice is a very powerful tool it can make things happen. And it is also said that the voice that the words came from is a very powerful in a conversation.

In this point of time many changes had occurred from generation to generation when it comes to communication, communication is very important tool for us today because if we will not communicate people will have misunderstanding and sometimes it will lead to arguments, conflict with each other and it will lead to a problem that other people will be affected. We communicate using our voice according to the book, it elaborates the differences between people, things, and in are workplaces. The communication today is very different it can now be an inside and outside conversation, it will find a way to be connected to a wired connection or the help of the technology. We have no choice but to get along with communication technology that were in to because if we will not get along or to learn from the technology for the communication we will be left behind.

Email is one of the communicating tool that the web is providing, I can send a letter today then I can expect to receive a feedback not next week but I can receive it even the day that I sent it. They call it person to person mail conversation. Like an old school mail it only needs an address, not the home address but the electronic mail address.

Another convenient thing that the web and the internet is providing for us is, the mailing list. It is a feature that if the person will send a similar mail to several persons, it will be put on the list and it can be sent to the person or persons in only one click. For example: a cellular phone has a text future of a mailing list, you want to send a message to 10 people but with the same message, the names will be put on the list and it can be sent one click. It is assured that the people you sent a message will receive it one at the same time.

New groups are similar to the feature of the mailing list. It is like a blog. A conversation can be accomplish to the groups by the use of a comment that people will actually read also the conversation that you are conversing with the other person.

The popular thing of conversation is the Chat or chatting by the use of the web or the internet. It is the popular tool that the users are using the net. It can actually have a live conversation using text to text basis. Reading your conversation is the popular thing to do using the web because we Filipinos are fun of chatting. People already learned to chat because for example when you loved one is in abroad you can actually use the web for chatting for the convenience of not paying an expensive bill for the use of your telephone. It is more cheaper the only thing that you need is a computer and a internet.

Web pages are personalized site that the people are making. Some of the owners of a website pays a lot when it comes with requirements that needs to be settled. According to the book, a web page let us see the lives of other people, we can able to see the deeper personality of the person depends on the content of the website. A website is not only a personalized website, different companies today asked specialists to make a website for their company because it is one of their strategy to gain competitive advantage for their company. It can help them by their means of their transaction or the most common thing why companies would like to have a website is because for their advertisement under sale and marketing.

I learned from this chapter how important the web for us users we need the web for our convenience in communicating globally. People today are going globalization for work or for their businesses. The world is now small for all of us. Using the web makes are world small and keeps us connected.

Rex Byron A. Roxas

Link: <http://cluetrain.com/book/markets.html>

Quote: “First Markets are filled with talk”

I expect to learn how people in the retail business communicates and how they interact with each other. I also expect to learn what the roles of the internet in different businesses are.

Chapter 4

Markets Are Conversation

The author said that markets are nothing more than conversations. Magazines, stories and articles inside that magazine are forms of market. In order for a company or a single product to be cost-effective, it should be known and talked about by people, or else, it wouldn't sell in the market. No one would buy anything unknown or brand names new to their ears.

For a product to be able to be sold out in the market, it should have creative and interesting gimmicks such as promos, combos, stuffs like that which make encourage people to buy that particular product. Companies should never run out of creative ideas to promote its products, otherwise, if they stopped creating innovative ideas, they would have lesser market and less people would buy and appreciate their products. If a consumer really liked that product that he / she bought, tendencies are he / she would boast it to his / her friends, tell them how it gives benefit and added fun to his / her life.

The author mentioned that first markets are filled with talk. Market talks are all about goods, products, and opinions. It's as regards to selling products, what's its advantages and how will it benefit you when you get to have it. It's about the good talk. Salespeople would always tell you every good word they can think of just to catch your interest. They would even tell lies just to get someone purchased their products. It's good to believe to these sweet words, but at times, it's just too good to be true. Consumers shouldn't let themselves get fooled by these flowery words by the sellers. They have to see to it that their getting the good quality of the product and not just the beauty of the cover of the product.

As stated, markets are conversations between people who sought out others who shared the same interests. These interests are the common interests of those who buy; the buyers. They are the ones who have so much to say rather than the sellers. They have all to say, comments, weak points of a particular product or company, etc. Though buyers have so much to say, they also have positive comments, not just the bad ones. They can praise a particular product if it's really rewarding not only their own lives, but also other people's lives.

People naturally have intersecting interests. They always have things to meet when they start talking. This is just because people are social individuals. If there are problems encountered, talk about it, for sure resolutions will be made. Conversations are free flowing. But it's really unpredictable because it's coming from a thinking of one person. No one can easily predict what a person would exactly say after he / she ends a statement especially if that person doesn't have any interest in the discussion. Markets are conversations not because markets are noisy, it is because people see each other and converse about each other's work.

In the twentieth century, the industry has the ability to attract more potential customers because of the rise of mass communications media. Industries came up with tactics to magnetize buyers such as strategies with large rewards to consumers and these rewards were protected. Mass marketing did it all. Products were successful because it was all advertised to the market

through mass media. Products were put in the commercials, newspapers, magazines and stuffs like that.

Here comes the interruption of conversation. It is called the “anti-conversation”. It is the bad thing about marketing; messages are broadcasted to everyone, even to people who didn't want to listen to them. Sometimes, some people are pissed off hearing or reading these advertisements simply because they are not interested to buy any of it. There must be something wrong in the production or in the promotion and this could be the failure of marketing.

There is another form of market produced by the internet. When people are logged on, they get more connected and communicated with each other. People love to talk and talk about things that interest them. They would always find things to talk about and at find themselves thinking about the same thing at the end of the day. People would gather around topics that interest them and it's conversation. The internet is a place where we can buy things we need such as books, tickets, shoes, etc. We buy it from e-bay or whatever similar to that. It really pushes people to but something online because it's easier, it's like “you order-we deliver it to your home”, easy as that. People also get to learn, talk to each other and do business through this internet.

In the internet, everything is discussed. You can find details and information about a product you're thinking to buy. You can easily check the net regarding that product without bothering going out of your house and waste energy walking in the mall trying to find the better quality you want. In the net, it's all there, the comments, arguments and recommendations. These are done by people interested in it. The net invites customers to talk and learn from each other. Indeed, it has brought more reach and wider influence than ever. According to the book advertisement in the net doesn't advertise it only contains different sponsors for their respective product.

I learned from this chapter that conversation is very important between the producer and the consumer. If there is no conversation within the market their respective product will not be sold.

Rex Byron A. Roxas

Link: <http://cluetrain.com/book/hyperorg.html>

Quote: “Business is a conversation because the defining work of a business is conversation”

I expect that I will learn the ways of people on how they communicate using the internet or how they use the web in a conversation. I also expect to learn how does the hyperlink affect the organization? Is it a advantage or disadvantage to use a hyperlink? In this chapter I will also learn the importance of learning people’s experience on other people’s experience in a work place, using the web as there communication.

Chapter 5

Hyperlinked Organizarion

In our generation companies in our time has a very huge impact when it comes with a strong organization. According to the book it discusses how companies help us and how the company is constructed within the industry. the company is a kind of organization that has a vision and mission to achieve its goals. Company superiors is very powerful they almost control every transactions, plans and conversation of employees and speaking of the employees the company also controls whatever they want to do with them. The company doesn’t want any distraction coming from the outside, meaning they don’t want anybody interrupting the activity of the company they want to achieve their respective goals, in order for them to meet their goals they avoid some of the distractions.

To cut the story short it is about the company, the company has a big and huge impact that would help the writer to change or improve his life in the business world. According to the book the company communicates with his or her employees through newsletter. Some of the company meetings makes them improve their morale when it comes from their personality. They shape up their personality, or they improve through the comments of their company superiors. They also thought of that the company is the gateway to success. The company also has an organizational chart, it is a guide for all the employees that is in the organization. In the organizational chart we would know who to respect and who to avoid. Because it is a sign of power within the organization. The company also controls me how to manage my work. It also teaches me how to make my work right or how to make my work right. It also teaches him or her expertise and to overcome its weaknesses. The company also helps him to build up his or her future. According to the book it is a big help to shape up his life. It provides him a career path so that he will be productive in the future. The company also provides information so that good decision making will be develop. It also teaches the writer to have a goal oriented, or to have always have the goal for improvement and change so that it will have a contribution for the organization. The company also has deadlines so that they will have a goal on every goal that they need to achieve. The company also helps the customers to have a good satisfaction with the product that they purchased or the services that they rendered the company is in a office building so that all of the things will be there on order for them to get the job done. Employees, bosses and office equipment will be in a one place so that success can be easily reached. It also has a reward for all the employees, it also teaches them all of them for being a professional. The company teaches their employees for the professionalism for this reason, they will receive a reward. This is one thing about the company shaped peoples life.

Organizations in the world today has created personality among people, businesses namely the ig businesses or the companies, composed of people, people work together to achieve its goals. According to the book the real businesses is the connection of among people. From the head to

the seller down to the buyers or the customers, it is composed of people, people makes businesses work because they are connected with each other. In connection with the web the web also connects all of the people, all of the company and all of the organization in the world. The web is not obviously for individuals, its about the connections, the connections are hyperlinked. Hyperlinked are the connections made by the individuals. It also has no symmetry. In connection with the organization people who has a high ranks connects people they know so that they will have high ranks the speaker said its like a hyperlinked link together so that it would be easy to achieve something. Like they said it is messy. A messy org chart is the devils playground in connection with the net, it is not nice to put on hyperlinks. Hyperlinked is not associated because it creates mess in the organization.

Business hierarchies are power structures only because only because fundamentally there based on fear.

Business is a conversation because the defining work of a business is conversation -- literally. And "knowledge workers" are simply those people whose job consists of having interesting conversations.

In this statement work is a conversation it defines the conversation through the personality in the work place. If the person is interested in a conversation it means that the person has a habit of a good worker meaning he has an educated business man. According to the book business is simply a conversation among people and connects all people.

To sum up the chapter hyperlinks is not applicable in the compant because eit can create problems for the company. It is a disadvantage for the company because a positive or negative outcomes can make a company change its perspective. It can result on something. The internet connects people around the world to communicate about their experiences when it comes to business experiences or they learn from each other how to get their job right.

I learned from this chapter how the hyperlink affects the company around the world. According from the book it is a disadvantage from them because it can lead to outcomes whether it is a positive or negative outcomes. And it also said that the web helps the people to communicate about their experiences about the work that they are into so that they will learn from each other about they're businesses

Rex Byron A. Roxas

Link: <http://cluetrain.com/book/ez-answers.html>

Quote: Tell 'Em What You Told 'Em

I expect to learn what is this chapter all about. It is not clear to me what Ez Answers is? And I want to learn what is the importance of this chapter to the organization.

Chapter 6

In this chapter is like connected to the other chapter of the book. There is a saying in the book that “tell them what you told them”, I can understand from this statement that employees needs to learn from each other they should learn new ideas from each other. The learning part of this chapter is learning from other people’s experience because experience is the best teacher. For example in order for the physical therapist to practice his or her profession they should experience how to do their work properly. Going back to the employees, some of them learn how to work with the experience of other employees.

Review:

Well if we look at the technology now, it’s progressing day by day and people in the business sector are “adapting” to it and that progress is the internet. The internet is the greatest “invention” or gift to us and to the people of the world. It’s not just a place of overloaded information but a place to connect people. For example to stay in touch with family members, do a business video conference with a client who is at the other side of the continent. The internet also teaches us to have a communication without limitation. We can communicate around the world. It is an open communication. Internet not just connects people and It also connects businesses or business transactions to make them competitive advantage.

The internet technology has been added recently, I remember that the internet became popular or the boom of the internet was roughly around 1990’s and its started from their and here we are now. Some people uses the internet for social purposes. The websites for these are facebook, friendster and multiply it is a individual profile website so that people will know you.

Some of the companies said opinions about the book that the cluetrain book is interested to read to. This book gives them the key to start with. It is a guidelines for there success. it is a good practice for there company. This is a statement that will show you the secret of how to achieve a success of a organization according to the cluetrain manifesto. It is said it is an exiting way to start of a web involving to the business world.

The Cluetrain Hit-One-Outta-the-Park Twelve-Step

Program for Internet Business Success

1. Relax
2. Have a sense of humor
3. Find your voice and use it

4. Tell the truth
5. Don't panic
6. Enjoy yourself
7. Be brave
8. Be curious
9. Play more
10. Dream always
11. Listen up
12. Rap on

In this statement this is the secret in entering the internet business world it also involve creating an e-commerce website like we have learn in class, it would take ten minutes to make a e-commerce website. This twelve steps will help the company to have a good market strategy.

I learned from this chapter that in order to be competitive in the internet business world we should follow the book's advice to follow thehit one outa the park twelve steps strategy so that we will gain a good market strategy against other companies.

Rex Byron A. Roxas

Link: <http://cluetrain.com/book/post-toasties.html>

Quote: "knowledge work"

I expect to learn what chapter 7 is all about and what is the importance of it. I expect that I will get lessons from it. The internet is still the basis of the success of people and the different sectors of the organization. It is still the internet that we are talking about. And I also expect to learn how the internet organize the whole world in terms of their respective organizations.

Chapter 7

According to the book the internet is very important in our daily lives we use these things in order for them to be successful when we talk about the communication environment.

Some of the company does not know the importance of the internet. Ignorance is some of the topic that is in the book. Because of these ignorance other company will lead to total failure when it comes to their transactions. Some employees would suggest that, they need to use the online use of their transaction and conversations with the use of the net. Some of the businesses ignores the net, these would lead them to an average return only. They would only stay with the average return because they wouldn't expand to the use of the technology today.

The internet is also similar with the other chapters because it also talks about the importance of the internet. The internet always provides us the communication so that it will keep us connected with each other. It connects people around the world. It is really a necessity for us nowadays on our generation and it also requires us to know how to use the internet. Because some of the companies requires us to have an e-mail account with the use of the internet of course.

According to the book there is also an advantage and disadvantage in using the internet. The advantage of it is that it will give us the convenience in some sectors of our needs like our communication, our transaction and other personal things that we need to use the help of the online technology that is the internet. It has also the disadvantages of the internet some of the disadvantages that we use the net is the bad things of it. Like some people have negative intentions in using the internet.

In this chapter it is also trying to tell us the importance of getting along with other people because we need to adopt some of the working condition that we will see inside an organization. Some of the new things that we need to learn from the internet. It seems that we also need to consider when we are new in a organization, like for example we are aware that new working condition that you will experience if you are new in a organization. And there is also a new ways of having fun or will I say new ways of having fun or getting along with other people. The important thing is we will learn how to organize itself when it comes with self organizing. And time goes by people are learning new things like people are learning or discovering what they can do with themselves.

Going back to the internet or going back how important to use the net, we can say that it is our means of our communication. The book is also trying to say that people will have a fast learning experience in using the internet rather than learning from school or learning the different government laws that is happening to the economy. Therefore the internet is so easy to use and it is also easy to learn.

The internet help an ordinary people to be known or help them to be recognize, when it comes to knowing them what they did or who is this popular person. The internet contains a online learning experience that is globally connected around the world.

I have learned from this article that people can learn from the internet new things that they didn't experience yet they want people to know that all of the things that we use or do in this time, we always need the internet for our convenience. We also need to discover what our capabilities in learning what is the internet is all about.

“95 THESIS”

Slide 1: Markets are conversations.

Markets are conversations; conversations can be a source of market as well. Why do I say so? For an instance, people are conversing machines. They always find a subject to discuss among themselves. In every conversation they have, details and information are spread from one person to another, and if they find it interesting or they found value in the conversation, they'll discuss it to other people, with their friends, relatives, co-workers, etc.

To survive in our jobs, we certainly need to talk. If we don't talk, how could we learn about something we don't know how to program or to work it. Conversing with people transfers knowledge and information and it is needed for us to survive in the corporate world. Also, conversing with people creates connections. Because of talking, information is spread and we might find something interesting from the person we are talking to. For an instance, if you are a supplier and you are searching for potential clients, and you accidentally bumped into a stranger, conversed with that person and found out that he / she is the potential client that you're looking for. This is why conversations can be a source of market.

The information we spread in the products that we buy and use is a part of creating market. For an instance, if we like this product so much and we finally get to buy it for such a low price, we would boast it out to our friends, tell them how it benefited our lives. Of course, buying it for a low price makes it more interesting. In brief, the conversations we have send messages to people that urge them to purchase products.

When we converse about something interesting, that information could get the interest of the person we talk to and it becomes the influential element that makes people want a particular thing more.

Slide 2: Markets consist of human beings, not demographic sectors.

I can understand this quote as a statement that the market involves transaction that has a person to person or a one on one transaction with each other. I read the slide again and again, I realize that the market consist of people and not an institution that involves the retail business. The human beings should be categorized as their age or the potential to get in to a market. The demographic sector does not involve the market because it is an example of an institution or different companies. An example of this is the schools, hospitals, fire station, red cross etc. The market should only consist of human beings not a demographic sectors. In the market it is very important to communicate with each other if a transaction is involved a good market is a good market if their will be an understanding between them. I can't find the connection why the market can be categorized by some of the demographic sectors. For me the institution involve in the market will always have the competition between them. For me a market should only involve customer and seller conversation. That is why the message of the slide that a market should be human beings talking with each other not an institution or the demographic sectors. A market should have the knowledge of people that has a good communication to avoid misunderstanding between them.

I learned from this slide that markets should be conducted by human beings and it should not and it is not a demographic sectors that especially involves transactions.

Slide 3: Conversations among human beings sound human. They are conducted in a human voice.

In my analysis with the statement that it stated above, It is better to have a person to person conversation within the market. Misunderstanding with the customers within the market will have negative effects from it. For instance a buyer will buy a product from the market and the seller has an disorganize files, the buyer is not accurate in dealing with the customers. For example in the retail business it needs to have a one on one transaction, but the retailer is not focused on the customer that wants to have a transaction with him or her, it will now have a problem within the transaction.

For me it is very important focusing on a one on one conversation with the customer and the buyer in the retail business or in the market. Conversation with them creates trust within them and trust is very important in the world of retail businesses. Some of the businesses have a client and the market personel that is the one who will talk to, on order to have a transaction with, or we can call it a seller. It is important to earn their trust from them because if the customer or the marketer's client will trust the market, the customer or the client will come back to their market easily because they already trust them. It is conducted in a human voice. This statement that is stated above determines the volume or tone of voice that you will use in a conversation in the market. For me it will see how the customer will react if the tone of voice of the seller is bad or good. If the tone of the seller is bad the customer will react in a way that the customer will not anymore have a transaction in the market. When the tone of voice is good the customer will appreciate it, that the customer will know that it is good to have a transaction with.

I learn from this slide that it is important to check your conversation within the market because it is good to look at the retail or in a business market that the people will talk like people like the quote that is written above.

Slide 4: Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.

The statement that is stated above, for me is says that the human voice is open for everybody, it is free of charge everybody can use their voices. In connection of the human voice in the market the market involves the usage of voice we can say everything that we want to say. But everything that we say, when it comes out from our mouth we can not take it back anymore. It is permanent! It is also natural that the voices with it the market is normal. For me it is the same thing, for instance the market is in the same industry, they have a similar conversation with the customer needs. They have the same statement that they want to offer for their customers. For me its natural. Delivering an information is also open to every one, the passage way of the information is also free. When a person will have an opinion of something, it is normal, they have their own perspective on what to say at a certain product. Opinion of a person has a negative and positive statements, for instance that the customer is not satisfied with the product or service that was purchased, he or she has the right to give an opinion with the product the he or she purchased from the seller. The human voice can also lead to arguments, for example that the customer has a problem regarding with the product that he or she purchased he will have an argument with the seller.

I learned from this slide that the market is open to all kinds of conversation and it can lead into something, whether it is good or bad. Communication is typically open to all kinds of conversation especially when we talk about the market or the retail business.

Slide 5: People recognize each other as such from the sound of this voice.

When a person calls your name you immediately recognizes who is calling you. I recognize that a person is calling you through your name or a common thing that if a person calls you by a gesture or a common sound of a voice. In the previous slide conversation is characterized as a human can communicate with the use of the voice. In this slide for me it says that we can communicate with the use of our voices and but with this slide we can recognize if the speaker is communicating with us with the use of their voices.

For me people will know what the reaction or expression of the person from the sound of their voice. They know if the person is sad, happy, moody etc. they can also know the reaction of the person if they are offended what the opinion will say. We can know what the tone of voice of the person, meaning we can determine what the person's reaction when in a conversation. The voice also depends what the mood of the person, if the person wants to be serious or if the person has a mood to play around.

In connection in the market today, people in the retail business wants to know the voice of the people or wants to hear the voices of the people not just hearing their voices but knowing their opinions or suggestions to their product and services they can also learn about what are their needs and wants.

Slide 6: The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.

In the early years that the internet is not popular, people will only write letters to communicate with their love ones, friends, classmates, colleagues etc. they will have a difficult time to use a pen and a paper, put it in an envelope, bring it to the post office and we pay for it for the delivery. For me, in my opinion I will not have the assurance if my letter will be received by the receiver. Sometimes we have worries in a manual letter sending but in this point of time we have already the internet. The technology using the internet is widely spreading almost all the people in the world will know what the internet looks like. It is an online tool to communicate in the world.

The Internet enabling conversation among human beings not in the era of mass media. In my opinion the internet has a big convenience for people who know how to use it. The internet helps people through communication. This is a tool that will help the people to communicate in such a way that we will only need to read the message like in a text message. The internet helps people get into a conversation not the use of mass media. For me mass media uses the internet to help them to advertise, sell their product. They also uses the internet for all public service. It enables human being to have a conversation not the use of some institution to make them popular. Some examples of a mass media are the schools, big companies and other business sectors.

Slide 7: Hyperlinks subvert hierarchy.

In my own description of a hyperlink, Hyperlinks are texts found in the net that has access in connecting a website to the other website. It is a useful tool nowadays because it can lead you to link to the other website that you want to see. A hyperlink also connects a website to website so that you will not anymore type the address on the web address.

In this statement, we can learn that hyperlinks can also destroy a system that the internet is connected to. For example that the website of the company has a link of the website of the other company's website but the company doesn't have the permission to link their website. In this situation they will have a conflict between the two companies so they will destroy a group of person of a institution. Some of the links that connected to other website has no permission at all. Another example in a personalize website, the website of the other person has a hyperlink to the other person and the person doesn't have the permission to link it so in this situation they will have a conflict between them.

I have learned from this slide that some of the hyperlinks can destroy other reputations. It also has a proper usage in using the hyperlinks. How can users will know how to use their hyperlinks to their respective website. Do they have any idea that it has also a negative effect on it. Somebody should orient people what can happen if hyperlinks can destroy hierarchy.

Slide 8: In both internetworked markets and among intranetworked employees, people are speaking to each other in a powerful new way.

I can understand that markets in our generation are connected to each other, they are connected through the internet. Markets communicate in a powerful way they learn from each other how can they win the competitiveness of the powerful company. I know that the companies today are competing online through the internet they are connected to the customers through online surveys, online ordering system when we talk about the buying of products through the internet. What I am trying to say is that the communication among the markets and the employees as well are communicating properly. They can know what information that they can get from each other. Intranet has only limited access for the employees that who are in the position to access it. It cannot be shown to an ordinary personnel of the company.

The speaking way of the employees is limited for any opinions that they will say. They are trying to be safe in order for them not to have bad reputation about their personality they need to control on what they are saying. They cannot express their opinions about the services of other employees because they are under one roof. The only persons who have the right to express their opinions is the customers. Because they learn from them what is their opinions about the products and services that they are offering from the company.

The way of communicating with the customer and other types of the market is now the internet because it is now the trend today in our generation. Internet is for public use or in short it is used in the market. The intranet is for the organization that communicated with each other in order to have progress or to have the edge in communicating within the organization.

Slide 9: These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.

The networked conversation can lead to something that can be formed as a groups to hear there demands in every aspect of their lives. In this says in this statement that the conversation that we are talking about from the previos slide can form different social groups. The social groups that we are talking about is the groups that have their shared ideas or common ideas that they believe in. the internetworked markets and among intranetworked employees can lead to different social groups.

Networked conversation, for me it means that hearing out from the people about their opinions on something we respect their opinions because it is their perspective in the specific topic that is talking about. In this statement the Exchange of information is enabling the learner or the listener to get new information, so many of them basically learn from each other and it will lead to new forms of social group. And it says it can be powerful depending the number of participants in the group. They consider it powerful groups because they believe in the ideas and opinions that their holding toh. It is strong because they thought of this things as the right opinions that they want to.

I have learn from this statement or in this slide that networked conversation can lead to social groups and it can be a powerful group. The opinions of every individual can consider as powerful because it is the only thing that they would believe in. opinions are very powerful and it can also lead to groups that can exchange knowledge within the group.

Slide 10: As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally.

With the help of the internet markets are linked together in order for them to make their lives easier. For me the market are now aware of the use of the internet they are more informed because the internet is always updated when it is always updated by the owner of the website. They use it so that they are always informed on what is happening around us. The market is getting smarter because almost all the information is in the networked market because it is linked together so that they can blog their opinions freely. In my point of view, with the help of the networked market, it has the high chance of possibility that they will learn from the experiences or the performance of the market today or I can say that it is a bog help because we would know what is going to happen around the retail business or the market. The market is also becoming organized because all of the information that they need in a conversation is posted and it can be viewed easily. A conversation in a networked market is sometimes not organized because some of the information had no sense at all. In a market it is now an organized conversation because of the simplicity of communicating with each other. Because of this transaction is now easy because of the networked market. It changes people and it made them organized people as well.

Changes are happening around us because people adapt change from the market. In a external environment of the retail businesses there is so many changes that is happening, from the social segment, political, technological, demographic and even

global people need to change in order for them to get along with the market. I can say in the market people changes fundamentally.

Slide 11: People in networked markets have figured out that they get far better information and support from one another than from vendors. So much for corporate rhetoric about adding value to commoditized products.

An ordinary vendor is a manual way of working for a living they cannot get information about what is happening in other retail businesses or what is happening in the retail businesses around the world. An ordinary vendor is a solo way of pursuing the retail businesses or in the market. He or she does not have the tool of knowing what is happening in other retail businesses. People in networked markets have figured out that they have the power or has the advantage to get information from other people that are in the market. People in the market are improving when it comes from their businesses skills because they get information from each other and they learn based from the experiences from each other. People in the networked market can also get along and get the competitiveness with other fellow business people because of the information that they learn from each other. It has so many information from the people that are in the market itself. They advice or tell opinions on what can they say for the product or what are the suggestions for the product and services for the product.

I have learn from this statement that some people in the networked market has the advantage over an ordinary vender because and ordinary vendor cannot learn from other competitor. Learning from other competitor can make you improve on what you are performing in your current business. Learning from other experience from other competitor make you good In doing business.

Slide 12: There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.

There are no secrets in the market. In the long run secrets will be discovered and it will surely be discovered by people. The markets in the retail business have more information rather than the company itself.

With the help of the people inside the said market, people will advice the seller of the problem of their product or of the problem of the services that they offer. Learning about it makes them better and better. The market knows about the company's product is because part of the market is the consumers that buys product, they would know if there is a problem about their product and services. Companies will improve their product and services because of the comments that they will receive from the consumers or buyers. Comments and suggestions are very important for the company. If the company is not open for any comments and suggestions from the consumers or buyers of the product, the company will lose its competitiveness in the industry. the consumers might opt to buy to other competitors, other competitors will gain competitive advantage. Information about the company is easily spread out in the market. Because the market knows whether the company's product has a problem, other company has a website so that comments is easily posted and also suggestions. The internet is still very important for the company because some of it has a feature of putting or posting comments in it so that the company will read about it and do something about it.

I have learn from this slide that information is not limited to everyone. if a product has a problem about their product it would be easily spread out to the market and if the product has a good feature or I can say that the quality of the product is good people will have an idea about it because it will also spread the good news in the industry.

Slide 13: What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two.

In this statement it says, that whatever is happening in the market is also happening among employees of the company. Common conversation that is happening in the market, common arguments, the same attitudes, it is the same thing what is happening among the employees. It bothers me a lot that the market has the same scenario with the activities of the employees. I can understand the situation the reason why the company will have its success maybe because that the employees did a good job satisfying the customers that are inside the market. Again if the employee did not do his part, the company will be brought down to failure. The market and the employee are good combination for the success of a certain company. The company will achieve its goal if they do the job well. one thing I thought of is again "communication is very much important this days because without communication it will lead to failure. It is included in our personal life. Communicating is very important we need to have it and to use it well in order for us to be organized people and it will develop are personality.

The company consist of their own employees and with the help of the market they will not be successful if one will not participate or will be out of the context. For example that a buyer will have a suggestion about the product an employee will record the opinion and it will be passed on the head of the company and I am so sure that the company will do something about it because their customers and buyers are very important for them.

Slide 14: Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, literally inhuman.

From the previous slides the trend for now is high-tech, people in the market and people in the industry are new school, I can say that the conversation between the said sectors are through the use of the internet or now in an online conversation. people nowadays in the market talk from each other in person to person basis or we need to see the person that is in front of us to have a conversation with. But now in our generation we conduct are conversation through the use of the internet or the online conversation. like the other slide that is telling us. we learn from the market using the internet . we use it so that it would be easy and convenient for us. we are know in the time of progress that everything that we do involves technology even conversation within ourselves. I want to share something about shopping online. Some people are into shopping, not going to the mall but shopping through the internet, Shopping online. Retail business in an online system it is convenient with the customers because the product will be knocking at your door.

The customers want to be satisfied with their wants and needs they want to value their money when it comes to the retail business. The corporation does not have the common offer and does not have the common wants that we want from them. But the company will sound like they just want to earn above average return but they have the same goal for the audience, to satisfy their wants and needs.

I have learn from this statement that some of the market that the company offers them their product cannot be trusted because the quality of the product will not last long. The company again will have problem if the company will not hear the comments and suggestions from the customers.

Slide 15: In just a few more years, the current homogenized “ voice” of business — the sound of mission statements and brochures — will seem as contrived and artificial as the language of the 18th century French court.

In just few more years from now the current voice of business that they use for their communication in a organization will now be an artificial as the language in the early years like the one that they are using in the early years or the old generation. In this statement I didn't got the message of the slide but the first thing that come up to my mind, is that the old school language will be extinct. I realize that even the ways that they use in communicating will be extinct or I can say I will not appear anymore. In our time the technological change in our generation today is constantly changing even the things that we are using right now for communication will soon change its ways when we talk of, what are the ways of conversation among human beings. The language that they use in the 18th century will soon be an “old school” o way of showing what is inside of them or what are they trying to say. The ways today on how they express themselves is the use of the internet. The internet or the net is still important nowadays because without it we will go back in the old ways how we express ourselves. The net includes a blog so that our opinions and suggestions will be written so that every human being can participate in the usage of the net. The voice of business use their language with the net because it will be easily said and it is easy to blog about something. In my understanding with the statement. It is an old way to use are language like the 18th century French court . the sound of statements and brochures, the voice of business will now be easily expressed with the use of the net.

Slide 16: Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone.

In my own understanding with the statement is that in our time, the employee of the company does not anymore communicating in a person to person basis it simply means that with the help of technology it is not anymore applicable for them to communicate to a face to face basis. They know already the message of other people because of the net they read about the comment of other people on what are their opinions and suggestions.

In my own understanding the statement does not mean that the company is not communicating anymore or not even talking to anyone else, it means that they no longer use their literal voice but they now use the net or the networked conversations. They no longer use their voice but they communicate online. It is a convenience to the company because it is not difficult anymore in connecting everyone inside the company whether it

is outside or inside the company. The company is also communicating with the use of the intranet because they communicate inside the company not in the manual way but using the internet will also help them make their work not complicated. The net gain is very important when we talk about this statement. The statement simply says that the company does not anymore communicate using their voices but they communicate using the internet by emails surveys and any other ways with the use of technology. With the things that are happening to the industry the company also knows whats happening. Because they already know what is happening. The company does not speak anymore but they communicate using the net and the information technology without even speaking or communicating with their voices literally.

Slide 17: Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves.

The statement is trying to say that the markets that used to be their competitors, they usually are the same companies that they converse with because they usually sees the company using the advertisement in our respective television.

For me the statement is trying to say that the advertisement that we see in television is just the same as the advertisement that we see on the online markets or what we call the internet. It says that some of the people are not aware that in the online retail market we can see some of the products that are cheaper and has the better quality rather than the products that we see in our own television. The markets that we see in the advertisement in our own television are the same thing that we see in the internet. More products in the internet is available and easy to choose from. This involves the retail business that is present in the internet. It is very convenient to order from the internet rather than fooling ourselves what can we see in our television. But some of the company that we see in our television, the advertisement of it, we can also see it online. I realize that the online markets has unlimited features to show rather than the advertisement in the television. Because in the television we need to pay an expensive amount in order for the product to be known but the thing is it is better to show it online because you can put all of the features as many as you want to, because it is very easy to make an e commerce website. It has only 3 easy steps to make an e commerce website. Like we learned from our class.

Therefore I can say that the market that we see in our television advertisement is just the same advertisement or even a wider advertisement that we see in the online market. I have learned that the online market has a wider information about the product that they are advertising rather than what we see in our television screens.

Slide 18: Companies that don't realize their markets are now networked person-to-person, getting smarter as a result and deeply joined in conversation are missing their best opportunity.

People from faraway places can connect to each other through the internet. They acquire knowledge by conversing with each other. Even if people don't know each other, they just logged on and chat with each other, talking about something and learn something from each other. They engage on whatever topics they are interested in to. These are the advantages we get from the so called internet age; people from different parts of the world can get connected easily in just a click on the mouse.

Although we are now in this high technology era, there are still people who don't appreciate these advantageous gains. There are also companies which are still stuck with their traditional strategies for marketing. They don't get to realize that we are in this age where people can get connected in just a click. These companies are missing the best opportunity to get a bigger market. They should think deeper and think of innovations because these innovations would bring profit to their company.

If markets are networked from person to person, products are also availed and simply purchased. It is a relationship business; it is about helping people build a business or focusing on customers for products and services. It is all about sales. This is how people get smarter and deeply joined in conversation. People talk, do sales talk and do business with each other.

Companies as well need to converse, to achieve their goal, and that goal is to be competitive and to be in the top of competition because this would result in earning profit.

Slide 19: Companies can now communicate with their markets directly. If they blow it, it could be their last chance.

The companies can now communicate within the market. It is easy for them to communicate with the help of the technology today. The market is very important for the company because it is the source of their success and it is the source of their performance in the industry.

The market is connected to the company because of the net again because the net is the source of their communication without the net they cannot communicate within the industry. Miscommunication between the company and the market or I can say its stakeholders or the customers, it can be the source of their failure. Some of the company nowadays sees the importance of the internet because it connects every single words or the communication among everybody. Networked among the markets and an intranet connected within the company are still connected. Communication between them is very important because a failure will lead them to problems that maybe permanent damage for the company.

The company communicate with the customers by surveys, questionnaires and an online ordering system. The customers should have the convenience also in communicating with the company because opinions and suggestions should be open for them.

I learned that the company now has the convenience of communicating with the market, it is because of the net. The net is the gateway of their communication because without a net, miscommunication will lead them again in a total failure or a poor performance in a company. People nowadays should know the importance of the net, in terms of communicating each other.

Slide 20: Companies need to realize their markets are often laughing. At them.

In my opinion, I agree with this statement because if a company does not do well with the business or did not satisfy the customer needs, sometimes people will talk about the company about negative things. Opinions about the market is very important because they need to work out with their work on how to satisfy with its customers. Some of the companies tend to cheat about their product because maybe some of the companies want to get known by people. Sometimes it is an advantage to be known but it also has negative things that s going to happen if some people in the market will laugh at the company. The company will be easily to be recognize because of the popularity when the market laughs at them.

In the business retail industry, the market has always the advantage to know the company. Sometimes people will laugh or comment about the company but we didn't know that the company is happy when they are talked about. It is a part of there advertisement if the company is talked about or laugh about. The market some times laughs at the company because of the satisfaction or there is a problem. I realize that some of the company consider it as an advantage because they will find a way to please the customer if the customer has a problem. In this case the company will get popular. For example “nike”, nike shoes is not that sturdy, they made their shoes not sturdy so that people will comment on it then nike will make a new design so that people will get attracted again, it is a strategy. In connection with the topic people will laugh at it or even talked about. Some of the laughs are important for the company because part of it it is an advantage.

Slide 21: Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.

The companies today need to be serious on what they are doing because the companies today are having a hard time in working out what is really the purpose of putting up the business of a company. They need some times not to get serious because it will cause them the stress, it is not even good for them. The company need to motivate their employee to their work. The company needs to have an alternative activities not purely work at all because some employees will not be happy on what they are doing. Some of them will leave because they are not happy anymore with their job. Some of the company provides a break from work so that they will have the relaxation that they want. So that when they get back t work they will not anymore complain but they will work hard for their job. The company owners should be sensitive in the working condition of the employees they need to work things out in order for them to work in a proper order. The employees need to communicate so that they will not anymore complain. They need to talk about what is happening within the organization so that problems will not be encountering.

I learned from the article that the company needs to have a sense of humor in the industry so that order will be implement inside the organization and I have learned that employees should sometimes take a break from their work because stress will be relieved.

Slide 22: Getting a sense of humor does not mean putting some jokes on the corporate web site. Rather, it requires big values, a little humility, straight talk, and a genuine point of view.

Some of the websites has a saying that if the website is so serious on what they are saying, sometimes people will say that the article is boring. The reason why other websites has a sense of humor is because they want the viewers not to be board on what they are viewing in the website. Some of the website contains jokes but it also contains big values in it. It's a common thing that in order to make a discussion more lively as possible there must be a ice breaker on it so that you will catch the attention of the viewers. It's the same thing in the website, in order to make your website popular the designer of the website should have a sense of humor. Being creative does not mean putting non sense thing in a website, the designer of the website only have a technique to catch the attention of the viewers of the website.

Websites containing jokes only means that the owner of the website makes the site as lively as possible. In the internet it always requires information that contains values and other info that the viewers need. It also requires easy understanding, what I mean is, the information that is in the website should be straight to the point. It shouldn't be a broader or a wider talk because the viewers will be having a hard time understanding what the article or message is all about. It should be straight to the point on what is talking about.

I have learned from this slide that website contains jokes but it have a sense of humor. It does not mean that if the website contains joke it does not mean the website is useless but the important thing is the net should have values on it.

Slide 23: Companies attempting to "position" themselves need to take a position. Optimally, it should relate to something their market actually cares about.

It is hard for me to understand its slide. The first thing that come up in to my mind is that the company need to get in the position it means that, they need to get in to the situation that they need to under stand what is happening to the industry. it simply says that the company. The company need to care about what the ,market cares about. The market is looking for the best result on what company they should trust or support. The companies need to get into the position where the market would actually know about the company who is in the position. The companies in the industry need to get into the war or get the attention of the market so that their position will be established so that they will be known. The market is looking for a best result on the company it is because once you trust the company you will go back to the said company who has a good result on what they are in to. It is actually a competition among the company because they need the market badly in order for them to get better on what field are they in to. Companies need to position itself because they will earn profit in the market.

I learned from this slide is that the companies are competing among themselves because the they need the market for comments and opinions on what they can say about the goods and services that they rendered to the customers. Therefore the market is very important because the companies will get into the position where they can be notice about.

Slide 24: Bombastic boasts — "We are positioned to become the preeminent provider of XY Z" —d o not constitute a position.

I have read this statement many time but I am not sure what am I going to say in the next lines. This statement means that some of the people abuses its position of the company. For example a supervisor abuses its position in the company, he always shouts at his subordinates and he does not create working relationship between them. It might lead to arguments and resigning of employees it is a negative effect for the company because they will its employees and the company will lose people that they can work with. Good working relationship with your subordinates will lead to a progress for the company it means that it will be a successful thing for the company if all of the employees are working together. When a person abuses its powers the company will look back what you work for and then the company will give you bad preferences to you, you might lose your job because of this. Some of the negative effects that the company will occur is a resignation of an employee if a person abuses its power. For example some of my friends told me that in a retail store a boss abuses its power to his employee then the employee will think of something that his boss will never forget. Some of the issues is an employee puts poison on the bosses food. Negative thinks can happen because of the abusement of its power.

I have learned that we should not abuse our power if we are the boss in our future work in a organization because it is not good for the company if our image is bad it will lead to disadvantages in our personal life and also in the organization.

Slide 25: Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships.

Companies need to work the actual way instead waiting for the apple to fall down they just need to find a ladder to climb the tree up and get the apple for yourself. In this statement the company need to go out to the industry and to work their way of meeting different kinds of people in the market. Because if you only sit down and wait for something you will surely lead yourself to your failure. It is very important to create relationship in the market. Market is a conversation so conversation again is very important. Earning your profit involves communicating with your client if you don't know how to communicate with your client you will lead again to your failure. It is very important that the company needs to create relationship among the people around the market because it can create a good atmosphere to the working area for example in the office. Talking to the clients, employees should have a good conversation with them because if the client is not happy with the conversation the client will not go back or the client will not support anymore the goods and services that the company is offering to the market. And there is an instance in the retail industry if the customer sees the seller is not friendly or has a poor customer service the customer will not go back anymore to the company, and again the company will lose again its customers and it is a lost for the company.

I learned again that communicating with the customers or consumers is very important because it creates good relationship within them. And it will also create a good working environment in the workplace.

Slide 26: Public Relations does not relate to the public. Companies are deeply afraid of their markets.

The first thing that comes up in my mind is the relationship of the company to the market. The company doesn't really care about the public or the people but the market itself. The market consist of people that are communicating with each other or for example when we talk about some transaction within the market. The market consist of people that are sellers, consumers, buyers and any other people that are doing business. They belong to the retail business because it is an easy transaction. Seller to customer basis. The companies only concern is that they will improve on the customer service and other transaction. The company needs to care about their market because when we talk about the shares, if the shares goes up and down it can actually affect how the company will perform. This is very important for the company its performance because most of the company wants their company to be consistent with the above average returns. They want a high profit and a low cost. I learned that some of the company is not concern with the people but other company does. It is a good thing if the company wants their customers to be happy.

I have learned that some of the company is not concern with the customer, the only thing it is important for them is earning profit. Other company that I am happy about is that the important thing for them is the customer satisfaction. Companies is really concern with the market so that the performance of the company will be achieved.

Slide 27: By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.

I have read this statement many times. The first thing that comes up in my mind is that some of the companies are using codes or foreign language so that other companies cannot understand, this is for strategizing purposes. Companies have different strategies in order for the competitors not to copy what they know about the company that they are observing. The company uses this strategy in order for other company not to copy the strategy. Companies has this strategy has gain its competitive advantage. They use creative speaking language in order for other companies not to copy what they know in the industry. it is a tricky strategy because competitors will have a hard time of spying their competitors that has their strategy. For example of this statement in a football team, we can consider this as a company. Our coach gives us codes or numbers for our play and positions. Other teams will have a hard time figuring out what play that our coach is calling because of this strategy. It is the same thing with the business industry, some businesses using language or codes that is not easily can't understand by other competitors. This strategy helps a lot in doing business.

Using a strategy in speaking within the organization is so tricky to other companies. Because if some will attempt to spy on what the business is doing. The spy person will have a hard time how can they copy its strategy they keep other market away from their own market because of this strategy.

Slide 28: Most marketing programs are based on the fear that the market might see what's really going on inside the company.

The statement is trying to say that most of the marketing programs might have the fear of seeing the image of themselves by the market. In my understanding if the company does not know that they are being observed by the market they might have the fear of receiving a bad comment from the market. Because I think some of the companies are

not open for negative comment and suggestions that comes from the market. If the market is not that successful in getting information from the company. The market might have problems in communicating with the company they might ignore the company the company will lose its valued customer. The company's success factors depends on the customers satisfaction because the customer is part of the stakeholders that gives profit for the company.

Marketing programs are planned strategy in order to attract customers or the consumers. the market will surely know what is going on inside the company because of this marketing strategy. The company should have the risk of showing their product and services for the people if they don't they will lose their consumers or even their stakeholders.

I also learned from this thesis that all marketing factors is based from the customers. They attract customers so that their product or services can be supported by the means of comments and suggestions this is for them to improve on their performance not having the fear of accepting that people or the consumers might know what is happening inside the company. Customer satisfaction is very important.

Slide 29: 29. Elvis said it best: "We can't go on together with suspicious minds."

From what I understand from the sentence “We can't go on together with suspicious minds” and applying it in a market way. I believe that if a company or a firm makes assumptions and is always not trusting and being wary of their partners every move. Then it's “partners” in the firm or company can lead to a miscommunication which in return will “break” or cause “dispute” among each other.

Slide 30: Brand loyalty is the corporate version of going steady, but the breakup is inevitable — and coming fast. Because they are networked, smart markets are able to renegotiate relationships with blinding speed.

Loyalty for the company is very important because once you get used to the company you will love the company and you will have a good working attitude towards the company. Loyalty for the company is very important because it is hard for the company to let you go because of the performance. Other employees are not that good, in this situation employees are having a temporary attitude in working in their current job. The tendency of this is the employee will not do his or her job well. if an employee will separate itself from the company, both sides are have their own disadvantages. Because of the networked markets relationships between them develops between them. This creates a bond between the employees. because of the networked conversation, all of the markets or all of the markets get smarter and will have faster conversation between them.

I have learned from this statement that the relationship of the company with the market is very important because it creates a bond between them. And when we talk about the employees or the loyalty of the employees, it is very important to have the attitude of committing themselves with the company so that they will have a good working condition within them. To earn its loyalty communication is still connected because the conversation within the market will progress in order to earn its loyalty.

Slide 31: Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Y our own "downsizing initiatives" taught us to ask the question: "Loyalty? What's that? "

According to the statement. Markets today can make a decision at this very moment and change it at the blink of an eye. Due to some factors or matters. I believe that a market would keep their word but not cherish it. So if we're looking at loyalty it is where a market signs a deal with it's partners and in the long run builds a good relationship with them.

Slide 32: Smart markets will find suppliers who speak their own language.

From what I understand from the statement, a market is "attracted" to a supplier who is "known" or is reliable. Because every market wants a good supplier who can deliver and supply them with stocks or equipment when needed because it is crucial for a market to have a good supplier who "speaks" for himself. And that means you know that you can count on that supplier.

Slide 33: Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.

What the sentences says is that it's not easy to speak the market language. It's not something you pick up in grade school. You need skills and experience to make deals and talk to firms. Trying to "persuade" them. So what I learned is that it's a skill that you have to acquire overtime or during the years of yourself working in the industry.

Slide 34: To speak with a human voice, companies must share the concerns of their communities.

Looking at this sentence I understand that a company must not keep secrets or lie to their employees because that in return could affect the reputation and it's relationship with employees in which will make the company not work productively. Which will bring "down" the company

Slide 35: But first, they must belong to a community.

Looking at the sentence a market must belong to a community to familiarize it self with in the market. It is for them to know or have a good knowledge about their product which will be an advantage for them because they will know the strengths and weaknesses of their competition.

Slide 36: Companies must ask themselves where their corporate cultures end.

What I understand is that a company or a firm must first know where they belong and know when to not "step over" the line or know where their limitations lies. They have to look at the factors and the likes and dislikes of their customers. They should know how the culture affects the company's progress.

Slide 37: If their cultures end before the community begins, they will have no market.

What I understand from this line is you need a community which consists of top-level management, middle-management and lower-management. And other skilled workers. A company is an inter-related community. If one part is missing then one would not work properly.

Slide 38: Human communities are based on discourse — on human speech about human concerns.

Looking at the sentence I can say that human communities is a serious topic or matter in discussions. That they are always the “talk of the town”. in a market point of view. Companies have discussions on maybe how the community can affect their productivity.

Slide 39: The community of discourse is the market.

What I understand is that the market cannot “process” with out it’s community. The community plays a major factor in the market and with out it there won’t be a market around. It is a topic that is always around that the community IS part of the market.

Slide 40: Companies that do not belong to a community of discourse will die.

From my understanding a company cannot never survive with out it’s community because it’s community is it’s family, the leaders, workers, and partners. A company that belongs to a community will progress and grow in the future. It is a factor that can affect everything on how a company “runs”

Slide 41: Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than against their own market and workforce.

Looking at this statement. A company focuses so much on securing themselves that they neglect some small details like securing themselves from the competition which can lead to the down fall of a company due to not balancing and focusing to much of internal security instead of both internal and external. I believe that you need to have a balance of security inside and out.

Slide 42: A s with networked markets, people are also talking to each other directly inside the company — and not just about rules and regulations, boardroom directives, bottom lines.

Meaning to say that the workers or employees do have conversations in the workplace itself. And they don’t just talk about the company, they might be talking about the bosses personality. How one co-worker works unproductively. How their strategy is not working but not noticing it. An employee or employees would discuss matters sometimes that is not directly pointed at the company.

Slide 43: Such conversations are taking place today on corporate intranets. B ut only when the conditions are right.

What I understand is that conversations do go on in this world and it is normal. it’s reality that people talk inside the company. But only when the time is right or maybe when

know one is looking because they could be talking sometime about the company and it could be a very sensitive matter which in return could cost them their jobs.

Slide 44: Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore.

Looking at this statement and understanding it. I believe that When the top level management implement polices or rules with in the company. The workers sometimes don't really like what they have implemented and decides to just try to ignore the “situation” at hand and goes on with their work even though it's affecting them.

Slide 45: Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranetworked corporate conversation.

Basing my answer from the statement. I believe that not always starting from the top is always a good idea. Starting from the bottom sometimes is good because there are sometimes “special individuals” who has the talent and skill to construct sometime very valuable for the company which in return will benefit a company at the same time discovered a new talent

Slide 46: A healthy intranet organizes workers in many meanings of the word. Its effect is more radical than the agenda of any union.

What I understand is that if there is an effective communication going on with in the company and it's workers it's changes would be more far reaching and a company will advance quicker than any other company out there because of an effective communication which will build good relationships with the company and employees.

Slide 47: While this scares companies witless, they also depend heavily on open intranets to generate and share critical knowledge. They need to resist the urge to “improve” or control these networked conversations.

Judging it from the statement. Companies usually depend sometimes on other information or resources that they “hear” over the network and should not base their judgment from what they “hear” because they “heard” it. But should rely on their own intuition and think for themselves what is good for the company and what will benefit it.

Slide 48: When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversation of the networked marketplace.

What I understand from this statement is that if a company or firm is not restrained by the government or given rules by the government. They are set “free” and they seem to work very effectively and feel at ease in the market place with out working of intervention from the government.

Slide 49: Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high.

From the statement, I understand that Org charts can be old but still useful in companies because it might be outdated and “old” but that’s how it all started and it is easier to understand by others. So sometimes an advancement in technology could be a disadvantage. And sticking with the old method is good sometimes.

Slide 50: Today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority.

Today when we talk about the organizational chart we can see that the company has a mission and a vision. Some of the company that has an organizational chart has the proper way of leading the business to a success. I can say that the company has an advantage if the company will have an organizational chart. In our time the meaning of the statement that, what contains in the organizational chart is all connected with each other. All of the participants that is in the org chart has plans on what the business will do in the future. I can say that the organizational chart is an advantage over the other company that do not have an org chart. Organizational chart are connected with each other from the top head of the org chart down to the lowest position of the organizational chart. Still, communication is still present when we talk about the organizational chart, because they need to team up whatever transaction and problems that they need to do in order for the company to meet its goals. They need to be stable in receiving its returns. And they should treat each other the respect they deserve in order for them to have a good working condition. It is also important for us to know that experience is the best teacher according to the statement that is statement that is above. It is an advantage for all of the workers if they learned from their own experiences rather than learning to have the respect of others. In lay man’s term. In order to have the respect of the people in the work place we should learn to work for the position that we want to. In this situation people will respect you in how you work in the organization.

Slide 51: Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.

The first thing that comes up in my mind is that when a superior practices his or her power in commanding and controlling over his subordinates, he or she has the power to do that, he or she sometimes work with the power that he or she has. According to the statement, when a superior abuses its power over his or her subordinates it creates an unhealthy working environment so this is one of the disadvantage that the company will have if this situation will occur in an organization. In my opinion, it is important for the company or in an organization to have a good and healthy working environment in order for the company and the organization will have a happy working employee. They use its power around the company in this situation, some of the employee will not have a good working attitude, they will not work harder for the company. In lay man’s term the company will have a bad culture if some of the superior practices its bad power with bad attitude. Some of the situation that I observed when an employee will have a good position to the company, they sometimes not work at all and will not even work because they are not anymore motivated to work it is because of the abusive power of the

employers or the superiors. I have learned from this statement that anxiety will occur to the employee if the employer or the superiors will practice bad management styles.

Slide 52: Paranoia kills conversation. That's its point. But lack of open conversation kills companies.

The statement that is stated above is very easy to understand. This is the first time that it is easy for me to understand what is stated above. Some of the people is sensitive when anxiety will be present in a person it will affect a lot of things, especially their working condition. Paranoia kills conversation because the passage way of the message has a distraction. Sometimes fear is present in a person, were the person is having a conversation. It obviously affects the passage way of the information when conversation is going on. We should also learn to control our anxiety level because it will surely affect in communicating with another person. I will connect this in the corporate world. Open conversation is very important in an organization because if one people will not be comfortable on what other people will try to say it will surely affect the information that is going to receive. On the other hand if the speaker will not be confident in speaking because anxiety or paranoia is present the information that is transferred will also be affected. For me it is better to have a confident conversation because it will surely be clear in some of the area in the topic that is being talked about. If the person or employees will not be confident on what they are saying when communicating, there work will be affected and the information will not be clearly stated depending on the topic that is talked about.

Slide 53: There are two conversations going on. One inside the company. One with the market.

According to the statement that is stated above, I have leaned some of the information about, how important communication is in the market, I leaned that communication is important on the inside of the company and especially in the market. It is very important to team up all of the employees that is in the market because if they will not team up the goals of the company will not be met. It is also very important for them to communicate on what should they do in order for the company to progress. They need to carefully analyze what are the strategies that they need to do in order for them to gain competitive advantage over the other company. Like in the other statements, everything involves communication. Communication will lead to an order and stable above average return. When we talk about the market the market is always talking about what the company or how the company is doing. The market will see to it that the market that they will support will earn above average return because they will talk and talk everything how the company is doing. The market will serve as an advertisement for all of the people that needs to know about the company. Markets are conversation, everything is linked to one another, from manufacturer to buyer and seller. Please be informed that people loves to talk about something especially if a thing is popular. When a company is popular, people will talk about and people will support with this.

Slide 54: In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be traced to obsolete notions of command and control.

The first thing that comes up in my mind is that all failures will lead to a sad ending. Miscommunication is the source of failure. The first thing that comes up in my mind is that all failures sometimes cannot be healed. The reason why things fail, for me things failed to do its part because of miscommunication. Even though you are the only one that is in the room, you are still communicating by yourself on what to do. People will try to ask, why a certain company failed to achieve its goals. It probably the miscommunication among the employees that is in the company or the organization. People will always ask why the company fail. Markets are conversation people will always ask why the company failed. Everybody is connected with each other so people will think bad things about the company. Like in any other situations, miscommunication will lead to failure. Command and control will be gained by competitors if a certain company failed because it is an advantage for them if they will fail. A lost competitor in the industry is an advantage because they will have less competitor. Some of the company will copy some of the unique strategy of the company that failed, it has a connection on the statement of command and control because a certain company failed to work the goals that they need to achieve. I have learned that some of the company fails is because there is an miscommunication inside the company. Once again communication is very important, without communication it will lead to failure.

Slide 55: As policy, these notions are poisonous. A s tools, they are broken. Command and control are met with hostility by internetworked knowledge workers and generate distrust in internetworked markets.

According on what I read on the statement that is stated above, some of the ideas are not a good idea for the company. It creates the workers think of thinking some of the unfriendliness way that affects the trust in them. The superiors of the company need to work on the trust that they deserve from the workers. They need to work on the trust that they need in order for them to be followed by the workers and their subordinates. Bad ideas for the company can also affects the trust of the market. because again, markets are conversations. The market is can easily talk about what is going on in the different company that is their respective industry. I have learned that it is also important for the company to construct good or positive ideas that will lead them in achieving the goals of the company. There are instances that some of the company generates bad ideas this creates a negative impact when we talk about the market. conversation sometimes lead the market in a bad image. Sometimes communication is not that good because they use it in a poisonous notion that will create bad image for the company. The company needs to be creative with their ideas. For me a good thing to do will always lead to better things. in connection with the company, it will always lead to a success. people will support this kind of ideas because people will like what is the intension of the said market.

Slide 56: These two conversations want to talk to each other. They are speaking the same language. They recognize each other's voices.

This is an interesting statement to talk about. In the market and in the company, everything is connected. I realize that some of the people that are outside the company is still connected because like we said, and like we are talking about on the last slides. Market are conversation, market can easily can talk about everything what is happening around us. The conversation that is happening around the market has the same language that they are using everything speaks for the sake of letting the people

understand what is happening in the company and even in the market. They understand each other because they consider each other as an important component for the success of the company that is being talked about. Because if they won't communicate with each other, certain problems will occur. And surely misunderstanding will always be present if miscommunication happens. Inside the company they always talk about how they will do good in the industry and how they will satisfy the needs and wants of the customers. And for the consumers, they need to supply the company their comments and suggestions because these are important for the company. Because these things makes them better with their sales and services. I have learned that they are always connected with each other. Both are important in achieving the goals of the company because they still communicate in order for them to make the company better and to help the company to achieve its goals.

Slide 57: Smart companies will get out of the way and help the inevitable to happen sooner.

Some of the companies who are in the top will sometimes make it happen to make sure that its competitors will always stay on the bottom list. The company that is on the top will make sure that they will still remain on top. According to this statement, the companies that who wants to be on the top will make sure that they will always be on the top. Like any other companies they always want to make sure that other companies cannot bit them. Companies will always work on to gain its competitive advantage. I realize that time is very important for the company that wants to be on the top of the list because all of their resources needs to be integrated in order for them to gain their competitive advantage. Because without this resources they wouldn't know what is their status in the industry. Of course, they want it to happen because there are many companies who wants to get the advantage or to gain its competitive advantage over the other company. They want to make sure that errands will be minimized and proper strategy will be implemented when problems will occur. Some of the common errands that I realize from the company that was said is that, they did not consider the future changes that will occur in the near future. I learned that the companies that want to gain competitive advantage over the other company cannot be stopped and will continue to work the company's ways to gain the success that they want for their organizational goals.

Slide 58: If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.

This is a very interesting statement that can be talked about. Some of the company who wants to get in the party. I mean if the company wants to boost up to be as competitive as other companies wants to be competitive. I am very sure, using their own coconuts will be very useful for them because some of the companies sometimes has the edge but do not have the thinking of using their own coconuts. Sometimes we need to think first to make a move, it is for us to make a good decision making. Good decision making will always lead to a better result. In connection in the companies that wants to be talked about. Getting out of the way, means that they are looking for a way that will gain its competitiveness. Other companies will be threatened if they will look for to have the competitiveness. It is always important to think of the decisions that we are making because some of it will have good results if we will decide in a good perspective. The thing is companies will continue to use its IQ, they will have good results in terms of their

decision making skills. My learning experience for this statement is that using of once IQ is very important when it comes with our decision making skills because some of the company heads that uses their own coconuts will have a good results when it comes in decision. Achieving of goals can easily reached out if good decision making is involved.

Slide 59: However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.

Some of the companies see that people will always finds out that these companies can easily know what is in the minds of what we are talking about. Some of the legal persons will surely know what is the intension of some of the people for the company. In this situation bad persons will always be present. Bad intensions for the company will always be present in the picture. I realize that bad guys will surely penetrate and know the company goals of the company. I realize that if the company is successful spies from other competitors will penetrate the company who gains the advantage over them because they will continue to copy what is the strategy of the said company. People will die to see company goal is. People what I am talking about maybe the competitors involve. Competitors will always be present in the industry because companies will improve on their services or what they do if competitors are around. They make sure information will always be around in conducting some of the information they need for their strategies. People will listen to these information even though they heard it from another source. I have learned that some of the people will get smarter and smarter in learning what the information that they have because they want to make sure that on what the competitor have they also have its feature because it is important to have unique strategy in the company. It is very important in having every single information on what the company does.

Slide 60: This is suicidal. Markets want to talk to companies.

People will die, just to get to the company. They will die just to get some of the information that they want to have to gain the competitive advantage over the other companies. Information from one company is very important because they will get better because competitors is present in the industry. Markets will always want to talk to the company when it comes with their complaints and comments about their goods or services that they are offering to the market. if the company will close their gates from the consumers they will always look for a way to get to the company. It is very difficult for the consumers and even the customers if the company will close their gates closing their gates is like digging their own graveyard because communication between the customers and the company is very important because the if they will not communicate with the market they will not anymore be good in communicating, in terms of what they lack in the services that they render and good that they are offering. I have learned that like we talked about the other slides communication is still important because some of the companies still wants to communicate with the market because they always want the best out of it. Learning from the market means a lot for the company because they will always be good with what they are doing if they will hear out the comments and suggestions that is throwing to them. People should realize that their consumers will always be important in the industry.

Slide 61: Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false — and often is.

According to the statement that I read, some of the information of the company is private or they do not relay the information immediately to the market. They use some of the techniques that they know to relay the information to the market. I analyze the statement carefully and I understand that they hide some of the important information to the public, only few people or chosen people would only receive the important message from the company. Another thing is according to the statement that is written above is that some of the messages would be hidden or will be using some codes of information from the company. It would be really interesting if the important people will know what is the purpose of the company. I learned from this statement that some of the information is vital or important for the company. Some of it should be hidden because some of it are confidential. Only few people are lucky to know the messages in the networked market. I realize that some of the strategy used by the company is confidential. They use some of the technology in transferring messages, these are called private messages. They always use the net in transferring the messages that they receive. They also want the messages to be private as possible because they want it to be a private thing when it comes with the strategy of the company. They still want their strategy to be unique as possible and other companies don't want it to be copied.

Slide 62: Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.

According to this statement that I read, the markets have good intentions when it comes to their conversation. They want their conversation to have sense on it in order for them to lead the organization to the success as they want it to be. They also want the company to be successful. The market has no bad intentions with any organization; it is just that they want to talk about the company in the purpose of commenting about the services of the company. They also want to make sure that they also want the company to be successful in a way that their conversation will lead them to success. I learned that the market also wants to participate what is going on in the industry today because the market will always help the organization to make good in their organization. The market also want them to follow the goals of the company, they will help them with the suggestions that they are making. Markets will not entertain any errands that will go on their way because time is very limited when you need the progress. I have learned that some of it will not be a sense for the market and will not be a good help for the company. I learned that some of it will be good when talking about what is happening in the corporate world because again markets are conversations. They want to talk about what is happening in the market and in the corporate world today.

Slide 63: De-cloaking, getting personal: We are those markets. We want to talk to you.

Some of the market have their own way of thinking, some of them are getting personal with the opinions that they are making. They always post what they want to say because it is clearly stated that the market wants to talk to the people involved in the said companies. Some people are tired of talking because some of the reactions are not reacting on what they are trying to say. Please companies are always conversing with each other, whatever happens comments and suggestions will always be posted

whatever language and codes that they are using to communicate with each other. But still they always prove what they are trying to say to the company. They always have strong opinions against the company because they always communicate with a loud and strong voice. They always have a strong personality when it comes to that because markets will continue to be as market of conversation. I have learned that getting to serious what they are talking about creates a reaction between the companies that are involve companies will should continue to hear out the comments and suggestions of the company because they are conversing with each other. I also learned that being frank with what they are saying is very important because they always speak in a loud voice that the company would always want to hear from them. They use codes so that people will not understand what they are talking about, now that is the importance of communication within the market.

Slide 64: We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance.

People inside the market want to have the conversation with the company that they want, they always want to have the conversation among them, and the company must have the willingness to communicate with the people around the market. What do you think is the possibility of the people that are in the market must have in orde for them to know what it is inside of the market. Some of them wants to access some of the information that they want to have in order for them to be successful. People is still want to communicate in the corporate world of business. People still want to know what is in the mind of the people that is in the said company or the company that is being talked about. Companies must know and have the capability to communicate well with their customers, because if the company will not have this capability the company will loose some of th customer in the reason of the close doors of the company that is being talked about. People should get in the party because the company will not improve if they do not accommodate any of the customer that is being talked about. Companies has the widest coverage when in trerms of communicating with people that is in the company. I have learned that some of the people that is in the compan must have the knowledge of what are the plans of the said company for the betterment of its future.

Slide 65: We're also the workers who make your companies go. We want to talk to customers directly in our own voices, not in platitudes written into a script.

What makes a subordinates helpful in using the time that they need in order for them to be succesful. In the company they must also participate in the goals of the company they must also know what is going on inside the company. If most of the employees will not have the knowledge of what are the goals of the company, they must know it. If the superiors will keep secrets, the tendency of it, is that employees will not have any of the following ideas so employees will rather wander why are they working for the said company. Poeople will always have the wonder in their minds because some of the ideas are being kept among the superiors that is in the company. Maybe some of them will pursue of knowing the information that they need for the works of the company. Some of the workers or employees need to talk to customers because some of them have the habit of a customer or the customer will think. These workers always have the purpose of making the most out of the conversation that they want to communicate with. They also want to talk to customers with their own ways, because of this some of them

will have the confidence in communicating if they would have their own ways in communicating, it will also benefit the company if the working condition of the employees will have a good environment. I have learned that all of the people that are involved in the company must be treated like an important persons. Because some of them or all of them is a big help for the success of the company. Lets bare in mind that company has its goals to help the customers and also the employees.

Slide 66: As markets, as workers, both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other?

Why to people will always have to work their asses every time they need some of the information that they need for the company. According to this statement that I have read the thing is most of the company are sometimes not informing the employees on what to do with their jobs. They see to it that none of the information that they need is not coming to them the company sometimes keeping some of the vital information that they need. Why do you think some of the employees cannot receive some of the information? Maybe because the company lacks in communication. They always lack in communication because they are not communicating within the organization. The superiors are not informing its subordinates one is happening around the market. Some of the employees should receive these privileges because they are part of the organization. They should not be ignored. I realize that employees will have its loyalty to the company if the company will not ignore their employees. it will benefit the company because it will have its competitive advantage if the company will have a good working condition for the employees. I learned some of the point that employees is the reason why the company receives its above average returns, because one of the component is giving importance to the employees that needs its privileges, they will work properly if they are not ignored anymore. Maybe in the next slide I will learn about the importance of the working condition and the communication of the employees within the company or in the organization.

Slide 67: As markets, as workers, we wonder why you're not listening. Y ou seem to be speaking a different language.

Some of the companies lacks in communicating inside of their own company and also outside of the company. They will always need the understanding among the people who is involved inside the company. It is very important to communicate with understanding among the people who are around the said company. People will always have the wonder in their minds if the company os not listening if they do not listen they will lose some of the vital assets that they need in order for the company to be successful. The company is not successful if they do not communicate, part of communication is understanding among the people who is involved inside the company. I realize that some of the companies are using codes or uses any of the language that they use but the person does not understand it. So miscommunication again takes place. People in the organization and people who works for the company always wonder why are they not listening with all of the words that comes out in their mouth. People will always think of that the company is ignoring them. Some of the company uses in a different style maybe the company do it in purpose, so that the people will not read what are their plans is. I learned that the company should let all the people be involved in all of the plans of the company because if they do not let the people know what are their

plans, people will rather switch to another company that they will speak to and will listen with.

Slide 68: The inflated self-important jargon you sling around — in the press, at your conferences — what's that got to do with us?

Some of the companies have their own opinions on what should have to do with the things around the company that is talking about people will tend to know what do they care of the things that they want to say to the press about their plans and things that they want to do for the company. People will always think of the things that the company must do, in order for the consumers to be satisfied with the things that they need in order for them to be successful. They don't care about the plans that you are going to do that you're telling the press, they just want the thing that you must do for the company. People must tell the company about their opinions and the company must know that they need to listen with the people that is around the industry that the company is in to. People will have to deal with want the company will tell you to do. People will have to face with all the things that the company can only provide. If the company will do this they will not be a healthy working and serving condition inside the market. I will have to say that all of the other slide is connected because it talks about the company is not communicating well in the market and also with their own employees. I have learned things like this will not work if communication will not be used by the companies, or id the companies will not communicate with all the people that is in the market and also in the industry.

Slide 69: Maybe you're impressing your investors. Maybe you're impressing Wall S treet. Y ou're not impressing us.

Some of the companies that is popular can be seen in the press, it can be watched in our own television. It can be seen in our television because they are introducing new products or new services or sometimes in the purpose of advertise zing. But some of this is useless or some of it is just a material to impress the investors according to the statement that is written from this thesis, people said that they use this kind of thing just to impress the investors who are investing for the company. The person who owns the company, do everything that they can to impress their investors. But the people are not impressing because the company only makes themselves popular but they do not work out the relationship with in the market and also in the employees. Some of them will rather have the information that they need to work with the superiors in a healthy working condition for them. They always have the doubt in their mind if the owner of the company really care with the treatment that they receive from their superiors. They always think of a way that they will work in a good working condition for the company itself. I have learned that some of the things that we must to have is a good communicating or a good communication in the organization that are into. People will rather to work from themselves wather to work from a selfish superior. And again communication in the market, in the company, and also with the workers is very important.

Slide 70: If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't let you talk that way.

According to the statement that is stated above it is all about the bad communication with all the people that are involved in running a business. Business owners should sometimes please the investors because the investors are the one who runs the business in a smooth running condition, meaning they are responsible in running the business. I can say, an example of an investors is the customer also because they also invest their own money in order for them to receive above average returns. Because if they do not please the investors they would rather take a bath or rather go home. They don't want any more to listen some of the craps that is talking about. People would rather go home if the company will not satisfy its customers or its investors. People will go home if they do not talk to them. If this things would happen if miscommunication happens, the company will have the tendency to fall or have the tendency that they will not make it to reach its goals. The bottom line is if the company will not work there asses out they will not be a successful institution. With all of the kinds of things that is going around the world people will have the choice to do what is right with them. If the investors will not understand what is going around they will not anymore invest for the said business people would rather go home. I realize that communication is very important again in this said slide because without communication, even investors will go home instead of investing the things they need for the company itself.

Slide 71: Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections — perhaps because we know we're already elsewhere.

Why do you think of people that are tired of the tired notions of the market. Some people will say that some of the ideas that are being projected by the people who are in the company, sometimes they are ignored. Maybe some of these ideas will benefit the company. People should continue to formulate some of the ideas that will make the companies make a change over the thinks that they want to change with some of the things that they want to change. We don't recognize some of the things they want to show to the market, according to the statement that is stated above. Maybe they kept some of the things the market needs to know. Some of the employees don't recognize how important they are when it comes with their works. Because some of it, I think they already know were they are in the industry. People will rather work for the company that makes them happy all the time and will rather let them feel how important their employees. It will also help them to know the market better. I have learned that all of the things are connected within the market because all of the ideas come through the communication within the people who works well for the company. I realize that some of the works need to be done in a better way so that the market would participate and their eyes will now focus on the market that communicates well. The market is full of conversation and people will always know what is happening.

Slide 72: We like this new marketplace much better. In fact, we are creating it.

According to the statement that is stated above, people make their own marketplace, they talk about on something that can be talked about. I think If a person cant get any of the information that they want to get from the company itself, they would transfer to another company that they want to talk about. Some of the companies are close to the

market, so they have the tendency not to improve on what their line is because they have close doors when it comes in communicating with the market. It is very important to communicate with the market because they want to learn on what is in the mind of the people that are talking with the same topic about their companies. Comments and suggestions are examples of communication between the market and the company. Markets continue to communicate because learning is the best thing to improve on the performance of the market. When people shift to a new market they are thinking of a much better thing to talk about. They create a group where people can condensate with each other or to learn from the experiences of each other. I would rather participate in a conversation with a learning experience. People would rather speak with their own voices when it comes with the thing that they are talking about. I have learned that people can create new groups and new discussion if a certain market is nothing to talk about. They can easily create new things that can talk about of the topic is nothing to talk about.

Slide 73: You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down off that camel!

Some of the people are not aware that they can participate in the market. They can also comment out of the things that they want to say. In the market everything is connected. Especially in online retailing, when selling goods we can blog anything that we want to say. Comments and reaction and suggestions would really help the company to make things better. Some of them are not aware If they will not join they will just a vase waiting for something to be put on. Some people are waiting for somebody to speak for them. It is a world of conversation when we talk about this topic. There are no barriers of not joining the group itself. People will have an idea of what is being talked about and what should people do when it comes with the topic that is being talked about. If people want to join they can simply talk by blogging and commenting what can they say about the topic that is being talked about people would rather go to this sites just to tell something and to talk about on something about the said topic. The thing is everybody can join this kind of world but if people will not join, it is hard for them to keep what is it inside them, they would really appreciate about something that you want to say. I have learned that some of them needs to communicate if they cannot communicate the market will not be complete if people will hesitate to give information about a certain topic.

Slide 74: We are immune to advertising. Just forget it.

Some people would ignore advertising because some of them are not real and some of them are just show of on what the product or services can do. Some of it are imitation of what they can offer. This is for some of the people can comment on what that thing can show. Fake advertisement or some of the fake advertisement are show of, if they want the real advertisement, it must be shown with a quality. They must know what quality advertisement means. People will just forget this fake things and comment of some of the lies that they are saying. People would rather go to a place and talk about real things that can be talked about. People would talk about useful things and quality things. Some of the companies use some of the advertisement just to show what they can do. The market know some of this, they will just forget it. The markets will talk about the things that they want to talk about. They want to talk about with a sense. They want to be productive on what they are talking about. People would rather sleep if the advertisement is a crap. I myself would speak if the topic is worth talking about. but is it

is a crap I will just simply throw it away. I have learned that some of the advertisement is a fake of offering goods and services to the market. People have the right in commenting with this poor quality of goods that they are offering.

Slide 75: If you want us to talk to you, tell us something. Make it something interesting for a change.

Some of the conversation is worth talking about. It is a simple thing because people would rather condense with you if you have sense. For example you are reacting on something on the article in the internet, you would give reaction by posting it and people would react on it but if you don't have sense people would just ignore and say what are you talking about. If you want people will speak also with you, you also need to have a sense and worth talking to. If you want people to relate with you, some of it needs sense in conversation. People will react on what are you trying to say if you have a sense on it. I realize that people would only react on what are you trying to say if you have a sense and worth talking. Because they would only react if you are talking about the topic that is being talked about. People would rather react on somebody's post if that somebody has a good topic that can talk about. I have learned that some of the people cannot be pleased so people would also rather to comment on somebody who has a better post. If you want to react on you. You should have sense on it. People will always talk to you if you have a good topic. They would always ask for your opinions on something that needs to talk about. Market are conversation, it always involve communication within you and the market itself.

Slide 76: We've got some ideas for you too: some new tools we need, some better service. So tough we'd be willing to pay for. Got a minute?

Some of the people that want to have the capacity of attracting customers; they must do it as better as possible. They also want them to gain the trust of their customers. We also want to do the same thing when it comes to handling the customers. People are willing to pay for something if the product is worth buying for. People would rather tell you some of the information that they need for the company. They would tell you if they would rather go to some were else. They would go to the place where conversation is open among people. New tools will be adopted by people who are users. I have learned that some of the people who are users themselves can't handle the communication between the people who are in need. They would rather go to the place where communication is still present.

Slide 77: You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.

You're too busy to handle the business but people would rather talk to you if you are open they will go to a place that people will rather go. People will go to you if you want to talk they will go to you if you want to talk. If someone is busy to handle the business. They will go to a place that anybody can communicate people will see you no matter what they want to talk about. They want all of the people to participate in the open conversation within the company.

Slide 78: You want us to pay? We want you to pay attention.

Some of the advertisement on television does not earn much because some of them have low quality in showing its advertisement. People will always look for something good when it comes with the products that the company is promoting for the customers and also to the consumers. Some of the advertisement can also be seen in the internet. If people wants to pay for the advertisement that can be seen in the internet or some of the blogs. Some of the company also pays the blogger if their name is included in the blog itself. People will just view if the advertisement is interesting. We can see some of the sites commenting about the products and services that the company is offering because the internet is a networked community that all of the people are talking in the market itself. People will always know about the company. Company and business owners should catch the attention of the consumers because if they do not, customers and consumers will pay attention and pay for another company that is better from the previous company that they observed. I have learned that some of the people that recognizes only at the company that is good with the products and services that they offer. I realize that some of the comments and suggestions are very important and some of the comments can earn. Advertisement is very important when it comes to company recognition for the customers and also the consumers. Retailing is one of the trends today when it comes with business styles that people should grab the opportunity.

Slide 79: We want you to drop your trip, come out of your neurotic self-involvement, join the party.

Some of the people in the market want to tell to all of the people who are joining the market to participate in all of the conversation that are in, depending on the topic. People will always talk about something that they want to talk about. They want to make sure that they are talking about involves strategy for the company to be implemented. People will always wonder if the company is doing good or if the company is doing bad. People will always know if the company gives them importance. And also people will always want to know if the company gives them the freedom to talk about themselves. All of the people that its in the market want to tell all of the people to join the party and participate to the conversation that is going on in the industry. Blogging is one type of conversation that people are into they will always comment on something and if they comment on something people will grab the opportunity to earn money from it. Because blogging is a very powerful tool so that the one that they are talking about, will surely react. And some of the blogging company will pay the bloggers. People will always know that they blog because they have a comment and these comments will surely change the company's performance. I have learned that all of the people need to participate in all aspects of conversation because a group of voice will surely help the company's performance and the company will surely react on the thing that the market is talking about.

Slide 80: Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.

Some of the things that the purpose of the users is only earning money and not the purpose of putting sense things on the site that they are blogging. I have something in mind that blogging also earns money and the money that they are earning, some of it came from the one that they blog for because commenting something in the internet or posting something in the internet makes money. For instance, the owner of the website pays the person because the person uses the name of the site is connected with the person who owns the web site. The owner of the website acknowledges the person

because it helped them to promote its website. Because of this earning money would be very easy for the owner of the company. I have learned that if the users view something in the company's website, the company will earn one peso, just for viewing the company's website. In this article earning money through blogging is something is all about in this topic. Money matters is the purpose of some of the people who are in the blogging industry. I wish that people will just blog just for the sake of participating on what is the topic is all about not just the purpose of earning money. People should do the same like some good owners of the website because they view for the purpose of entertaining the public viewers. Blogging or commenting something on the net is something that can be earned for, and something that can be learned by the users of the net.

Slide 81: Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?

Some of the things that can be talked about in the internet is of course, the most interesting that can be talked about is money. What is the purpose of having something to talk about If the purpose will only lead to money matters. Like what we have talked about in class it is easy to earn money in the internet itself. If a users will view an advertisement some of it is equivalent to 1 peso. So there are milion of users who will view it and possibly it will earn that much. Things that can be talked about in the market has his and her own purpose either buying something on the net or earning something from the net. Some people consider money is a boring thing but I do not agree with this statement because money talks a lot and people will always talk about money whatever happens. Money moves a thing on its place, because without money, a thing will not move because the absence of money itself. I realize that money is sometimes boring but what else can people talk about rather than money because money can move things around and can make people's life as pleasure as possible. I have learn that people talk about things that can make their lives worth while, because of money people will make a statement out of it.

I realize that some things can make a money consider as the most important element of their lives. Money talks everything.

Slide 82: Your product broke. Why? We'd like to ask the guy who made it. Y our corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in?

In the mall you will see different kinds of prodvut that you can choose from. And there is a lots of variety of items to choose from. What else can we see in the mall? Some of the mall has its own amusement centers, barbers, chapels, and many many more. Malls today have different establishment inside it. Here in the Philippines, malls consider as their second home. Because without the malls, maybe the mall the communit will not be a live living society but a boring society. For intance you bought something in the mall, a product for example. Then you product will accidentally broken. The mall is only an establishment that can sell different kinds of product and has a different company owned brand. The consumer cannot directly talk to the company. But they will talk to the mall itself or the store were the product was bought inside the mall. There is other way that the suctomer can talk to the company that own's the product. Vewing the website and comenting on the website of the product itself. this is one kind of way that the company

can talk to, because posting your comments and suggestions can make a statement because people in the world could see what you are posting on the internet. People will read if the company has a good quality or not. People will see some of the bad news or the good news that is being posted. I learned that this statement is trying to say that comments can be posted on the website and people found a way to talk at the company, it is the internet or the networked conversation.

Slide 83: We want you to take 50 million of us as seriously as you take one reporter from The Wall Street Journal.

Some of the products that can be bought in the market is defective or some of it has problems on it. Sometimes products are not that good. Some of the companies are not that sensitive enough if the product has problems. Situations like this will need to make some actions on it. People will react if the product has low quality or has a problem. Product differentiates other product through comments because if people will not read any comments inside the internet browsers. Company owners will not react on it. Posting in the internet is very powerful because a lot of people will read about it. Some of the people will participate what is happening in the market. Because market are conversation and the market will look for a thing to talk about because it is a powerful tool. Blogging is a powerful tool. I realize that some of the things that are blogged serve as an important thing because without this tool people will not react on it. Some of the things that are talked about is surely interesting when it comes in the net. Because the net itself serve as the widest coverage of connecting all of the people that are involved. The internet serve as a tool that guides us in the market because conversation will always be present in the everyday world. The internet will serve as a tool that enables all users to participate and this is one of the purpose why is the Cluetrain manifesto was made, to create impact on people who wants to participate in the conversation in the marketplace.

Slide 84: We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?

Some of the people that are inside the company itself serve as the power to lead the people to get in the conversation. Some of the people that we know inside the company can converse with us. Some of them will ask us if he or she wants to grab a coffee to converse with them some of them will surely wonder why these things is happening in the corporate world because some of the company is aware that some of the people is talking about on something different when it comes to the business world. People will always wonder why the company does this and that. People sometimes be agree of the person inside the company because the person is not accommodating the customer. So the customer will go to the site and post whatever they want to say about the company. This way the person will be fully aware on what is happening around the market because of this conversation because conversation is a very powerful thing to talk about and people inside the company will notice that changes will happen if they ignore the people who are outside of the company and waiting something to happen because the company itself is a conversation. I have learned that it is important for the people inside the company to communicate with all the people that wants to communicate with them

because if they ignored it, some of the customers will transfer to other company that the company will assist them. Customers will be lost if customer will ignore it.

Slide 85: When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to.

According to the statement that is stated above people will have a problem on what other people will try to say. Questions will always be present in a conversation. Conversations will never be avoided because it is part of a communications. People will have problems when it comes to speaking in a voice that is hard to be understood by other people. Asking questions to other people will have better conversations within them because they will learn in an open conversation style between them. Asking questions is a part of learning, learning will be an easy way if asking questions is conducted in every conversation. You will not get any information from other people if you don't ask questions from them. Some people will rely on the people who will ask questions and will learn from them.

Slide 86: When we're not busy being your "target market," many of us are your people. We'd rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job.

According to the statement that is stated above markets will lead people that is stated that they need something, to refer on something or what is going on with the market today. People will rather go to the internet so that they will talk to people that has the knowledge of the market itself. They will go to the internet so that they will learn more about the people who is communicating. Sitting around the house will just end up to a miserable time. Waiting is unprogressive activity to do. Communication again, is important in gaining the trust of every people that you are conversing with. People would rather go to the store that has the information with them. The information is coming from the people who blogs in the internet. People will just say that the product is good to sell in a certain place or the product is bad to sell in a certain place. I have learned that people really rely on the things that is said from the internet. People will really do the same thing about following or getting information from you because information about the market would really help the people who are looking for information.

Slide 87: We'd like it if you got what's going on here. That'd be real nice. But it would be a big mistake to think we're holding our breath.

According to the statement that is stated above, some of the opinions had been said by the people who comment about something doesn't really comment as a whole, meaning some of the comments are not said well by the people who read in because some of the people will have the same thing about the limiting the things that can be said about the product itself. People will have a problem on what will the people will try to say about the product. I have learned that some of the things must be said freely by people who are working on commenting the things that is talked about in the internet, depending on the topic. People will always surf the internet to look for information that is helpful for the

company itself. Plenty of things that can be talked about so people will rather go to the internet center to rent the online system. They will just blog all day long until the end of the day people will always look for a thing that they can look for in order for them to get along in the world of conversation in the online world. Learning on what is said in the internet will help people to gather information on a certain topic, but if we hold our information behind our tongue, people will just miss the information that it is in your mouth. Learning is very important because learning is learning from one another. Posting something in the internet will help people to gather information and they will also blog on it.

Slide 88: We have better things to do than worry about whether you'll change in time to get our business. Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom?

Some of the people in the world need to be aware that they need something to work on, in order for them to survive and to help other people. Some of the people will have to create something in order for them to help other people and also to satisfy them. So people need something in order for them to earn money. Business is one way to build up, in order for them to earn money or in order for them to help other people in terms of their satisfaction and depends on their needs. The Business will create mission and vision in order for them to be guided in their goals of their respective organizations. The market is also a big part of the business, because without business their will be no market. The marketplace is composed of people communicating with each other when talks about retailing. The businesses also need the consumers because without the consumers, the business will not survive. Obviously the consumer is an important factor in businesses and also in markets. But the consumer for me doesn't need the business because the consumer can switch to other businesses that they can support. People need something in order for them to survive and also to help other person that is business itself. Business helps them to gain their skills in terms of their bargaining powers or their selling skills. The businesses creates the personality of the consumers because they make the consumer smart in terms of their bargaining powers and their selling skills.

Slide 89: We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with.

The business has all kinds of components, in terms of the type and in terms of the style. They will always build the personality of every individual in terms of their bargaining skills and how they will choose the business they want them to support with. The power of the customer has always had the advantage over the business because they will contribute in the success of the company itself because without the customers the company will not anymore successful or the business will not anymore be successful. People in the market will not anymore go to the business if they will not have the strategy to tell the people that their business is better than the other business. Their service is better from the other businesses. People have the power to tell their opinion to other people, if this power will be integrated, some changes will occur if these power will be used by the people. Some has sayings that opinions are very powerful they will change the things that they supposed to happen. They can move a certain object from one place from another. In lay man's term they will change how organization runs. I learned some people has strong opinions, this people has a strong personality that they hold on to it.

They will always have the advantage on other person that is so quite to talk to. This people will be successful. They have strong opinions so they change how people think about the company itself. Company can change how they serve because of these opinions.

Slide 90: Even at its worst, our newfound conversation is more interesting than most trade shows, more entertaining than any TV sitcom, and certainly more true-to-life than the corporate web sites we've been seeing.

Some people will have to say that the conversation is a crap or the conversation has no sense at all. Even though the conversation has no sense at all they can easily transfer to other market that the conversation is interesting to talk with. People will have to say something about the thing that they are talking about even though the conversation has no sense at all they can talk about something big, they can transfer to other stores to buy with and they can talk about the things that they think it has sense to talk to. People will have to face the fact that they will talk on something and they will react on something. People will have to say that the conversation that they are talking about will lead to something that will change the way that they are talking about. People will see its difference between the new system and the old system that the company is running. I have learned that the thing that they are talking about has a purpose. If they will not be heard by the people they will transfer to other organization and its worth talking to. Talking to something that has sense with is a knowledgeable person and it will lead to strong structure of organization. A person in the world has their rights to post opinions and they can easily talk to something that has sense so that they will learn from each other. Posting something in the website will surely be read by the people and make a statement out of it.

Slide 91: Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future.

Some companies in the industry have a negative impact on the company because they create an environment that does not help the economy. Some of the companies have their own strategies but their strategies seems like it has no impact on the economy. Some of it has impacts but not well at all. It only creates a distraction for the consumer or the customers. They only create a trash for the company itself. They will have the things that they need but it is not enough for the success of the company. They will not have the capacity to work hard for the company. The employees will not work hard so they will not have a good working condition for the company itself. The tendency of this negative thing is to bring the company down. So the economy will be affected and the people will have no jobs at all because the company failed to do what their thing is. The company will face problems in terms of the downturn of the company. People will relay on the things that they need to know about the company because the market is conversation and they will talk about something if the company has problems. I have learned that the some company has negative impact in the economy. They will always have a thing that they talks about on something that the company will lead to something. Companies that is not included in the community or society will eventually “ die” and soon to be extinct. Because for a company to exist those are the factors they have they have to be involved in.

Slide 92: Companies are spending billions of dollars on Y 2K. Why can't they hear this market timebomb ticking? The stakes are even higher.

Some of the companies cannot afford to spend money over the things they cannot afford. Some of the companies are left behind because of these problems in the industry. Some of the problems of the company cannot be resolved because of the problems in the industry. A person in the world also has problems that cannot be resolved easily, so we should think of a way to resolve our problem without spending so much money over it. Companies are spending millions because of our generations today. Because in our generation it is the highest peak of generating the high edge of technology, people should know that companies today are spending so much money over the things that they can spend with. Some people the stakes are contributing to the industry much higher cost over the things that they can see in the market. People in the market are ready to face the challenge of the changes that is happening today. People in the world should be open in challenges because without challenges we will not be better. The stakes are composed of people who are participating in the businesses and also the company itself.

People are going to do something that will give them the advantage of knowing what is going on inside the company. People are into working for the company that has good benefits in it. Time is too short, people will be employed most of the job that is available in the industry. The company is getting expensive when it comes with their respective capital and savings. People would rather go to these companies because they will have a good time and better benefits over them. I learned companies are spending so much money over the market because the market is composed of different shareholders and stakeholders were this participants is very important in the industry itself.

Slide 93: We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to take them down.

According to the statement that is stated above, the people around the company or the businesses, whether it is outside or inside, they are still consider as part of the industry and also the market. Some of the people around the industry or on the market has his or her own problems from the company that they have problems with. A conversation about the company creates groups, groups that they can talk about the company itself. This group creates conversations about the company itself because they have something to say about the performance of the company. Groups composed of a person that communicates among themselves about the company. They will have the ability to say something about the company. They will always have the assurance that the communication among these people will not go out to other communicating groups. This conversation is confidential, other groups will not be known by other groups. They only blog only for their group alone, this people will have a strong structure about the company. Because market are conversation, they communicate only among the people around them. People around the world talk to each other, they talk about the company depends on the topic. If the company does not do his part, people around the company, whether it is outside or inside the company will have a hard time in communicating with their customers and eventually they will go down as well. I have learned that people are both outside and inside the company, they are separated but they are just an obstacle to

face. This company will go down and people will work on both sides in order for the company to move or to make a move about their problems.

Slide 94: To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.

According to the statement that is stated above, people around the world are just there to observe. This networked conversations may appear that they just a destruction for the company but they are not. They are communicating within themselves in order for them to talk about on something that is worth talking about. They will not hesitate to say something; they will continue to say their opinions about the company. They will continue to work on what they work for. The network conversation is faster than ever to build the telephone. They will immediately read on something what is posted in the networked conversation. They will always have a strong opinion on what is being talked about. They will always work for something that is contractive to work for. Some of these works will help them to gain money sometimes. And they will always work for the company that has a good image. This conversation has been organized than ever. This conversation is an organize way of organizing because this are the things that they want to do in order for them to be successful. And the purpose of this networked conversation is for learning from other person that is connected trough this networked conversations. I realize that this conversation will change something or it will have an impact in the industry as well. A person communicates through the net worked conversation because there is something to talk about. And this is how the market communicated in the online websites, blogging in the net, this are some of the tools that helps them to have an impact in the market and also in the industry.

Slide 95: We are waking up and linking to each other. We are watching. B ut we are not waiting.

People are not waiting to make things happen. Opinions of people are strong they will make a statement out of it. Communication is very important when it comes with this kind of tools that are being used people will have to make this groups in order for them to tell the company and also tell the world what information that they have in mind. The market is composed of a person that communicates with each other. They learn from each other by getting information about the internet as well. A person in the market is making a statement out of other people's statement. Because this words is impossible to be brought down. The company against the people that is in the market that is a thing, that the company needs to hear out from the market. The market makes them better because they learn on what other people will try to say about the market itself. The networked conversations are linked to each other in order for them to get information out of each other. They learn from other people's information because they learn from the experiences from each other. People around the market are watching and also observing every move that the company will do. This people will help the company to be better that its usual performance. They are watching every move that they will make. Because one wrong move they will immediately react on what they are going to do with the company that has wrong moves. I have learned that the networked conversation is

very important because every word that comments out in the web, people will always react on what it is in the networked conversation. People will talk to each other forever and this makes the company better than ever. Markets are conversation everything can be connected and can communicate with each other.

WEB 2.0

INTERVIEWS WITH 20 WEB 2.0 INFLUENCERS

BRADLEY L. JONES

Rex Byron A. Roxas

Book: “Web 2.0 Heroes”

Quote: “ You Blur the lines between the desktop experience and a web experience, and that’s really where everything is headed”

Chapter 1

I expect to learn some of the significance of the world wide web in our world today. Ebay is one of the most popular websites. All of the information that is in the web site is so important for the people who viewed it. Most of the people are businessman, students and any other person that who is using the website. I expect to learn from Max Mancini on what is he trying to say about the ebay and what does he wanted to proof that ebay helps a lot of people in the world. I also expect to learn what ebay is all about, what ebay is trying to tell other companies that they just need the help of ebay for their online transaction. What does ebay do to help businesses? How they can improve the transactions of the company?

The author tells us that if people will talk about online transactions. The first thing that will come up in their minds is ebay, ebay is not just an auction of products, it is all about online transaction. They help other businesses with their transaction in selling their items or rendering services for the customers. According to the book it helps the seller and buyer to meet together and to do transaction or business transaction between them. And this is how the ebay website earns its profit for bringing a seller and a buyer meet together in order for them to do transaction.

Max Mancini is a senior directory of descriptive innovation at ebay. He’s role is to help businesses to get there or help businesses with their transaction. Max is a big help for some of the businesses or people that uses the ebay site. Max works for ebay and runs the platform of descriptive innovation team. The role of the team is to inspire people trough innovation and trough experimentation. The team’s work is to simply teach the users what ebay can do with our transaction and simply with our businesses. According to max, they cant just rely on people who knows how to use a certain system, the team provides online tutorials for people does not know how to use it. The team also provide professionals that are willing to provide some of the information that they know so that they can impart their knowledge of what are their profession is.

And according to max they are willing to find people who are willing to share more information because it is the trend today. Some of the tools that are launched in the net is the facebook and the neighborhood ebay where we can get or share a lot of information about our personalities. The trend of today is learning from each other depending on the information that you want to be post for other people can read and can get information so that they could possibly learn of get an information. Max is also trying to say that what needs to evolve is simply they need to monetize to make money otherwise a lot of company will give up with their own businesses. Some of the example that the web needs to make money out of it, is the use of their paypal . in order the web to earn its profit an example of this is the use of their paypal. Paypal is one way so that a web owned system will earn its profit. Monetization model needs to be implemented in order for them to earn money and businesses will be successful.

In doing this monetixation model thing it is still a risk according to max again and again, a lot of competitors will still be present in doing this model. Proper strategy still needs to be learned in order to be successful in the world of business is the net. Using online transaction. Some can

get the code of the credit card and make use of it. These are some of the disadvantages in using a credit or debit card. It also suggests that we are required to use our own card or a different credit card in using the online transaction of a system. This would prevent copying the account number of the credit card. This card will require the user to put an amount of money that is only the budget or the money that you can afford in doing a transaction in the internet. We go back in the definition of the web 2.0 its creating a lot more openness so you can integrate things that would have had to build from scratch before. Some of this have a rights and trust. Trusting the web will definitely support the people that who will trust them to give information about what are they trying to address to the viewers of different web users.

“As messed up as our cell phone service is in the United States, I can’t imagine us in a situation where we always have connectivity.” This one of the statements that is in the book. According to Max Mancini, soon we are going to be like our cell phone were everything is connected with each other. In the future we will assume that everywhere is connected with each other. All of the people are having conversation through the web. That is how high-tech we are in this time. When we go back in eBay, eBay can easily be trusted with all kinds of transactions that we are into. In the huge marketplace like what we are using, the net, and eBay, people are trying to figure out how can they gain advantage or take advantage of other people doing business.

Everybody has its own definition on what web 2.0 is, but according to Max Mancini, everybody seems to have a derivative or a variant on the same theme – at least among the people I talk to. It depends on how people would interact in the web. They give their own description on what web 2.0 is.

Everybody has their own capabilities in operating their own businesses but letting other catch up in the place where your business is it will now start into a competition. Who has the capabilities to hold on in the industry that you are into. There is plenty of opportunity if others will catch up to you according to the writer, people just need to get there in order to engage with people that are connected.

We need to worry about our product and innovation according to the writer because if we worry about the infrastructure of our business, there is a big chance in failing in the business or in the industry that we are into. Big companies love to gain its possession because they want to control or practice its monopolizing technique but we have an antitrust law. But if we can create a compelling experience for the consumer, and that really important for us.

One of the advantages of using the web 2.0 and the beauty of it is, it is a lot cheaper to develop things.

I have learned that web 2.0 is an advantage of knowing and learning from it because it would be a great experience if people will impart on us the information that we need in order for us to get connected with each other.

Rex Byron A. Roxas

Book: Web 2.0

Quote: “Web 2.0 brought the learning curve down to really low level so you didn’t need to be a computer engineer to be able to run your own blog site.”

Chapter 2

I expect to learn what will Alan Meckler can say about the web 2.0. in what the previous chapter is talking about the web 2.0 is simply connecting or making a connection with people to people with the help of the market or the vertical market solution. People will fully understand what is web 2.0 and how far are we left behind because of this issues and events.

According to alan meckler the internet is not just the net, there is a web and there is an internet. And according to him there is one and only interent.com and alan meckler and jupitermedia oversee it. Internet.com is a site name that is very easy to remember in obvious reasons; however, ir is just one of the many websites and company’s products that make up jupitermedia. The book is trying to tell us that jupitermedia is one or it contains many websites that contains company products that cells it trough the online system.

Jupitermedia bills itself as the leading provider of images and information for creative, business, and information – technology professionals. The jupitermedia is divided into two primary divisions. Which is they provide photos and other graphic images electronically. The second thing is they provide information on IT professionals and also developers so that they can get other experiences from each other and they will learn from each other.

According to alan what is really important for the web 2.0 is the having a website that has a feature of a beauty of a vertical market solution. It would really help the people to have a website with that kind of feature on it.

Alan also made the first acquisition of a website, thelist.com. some servers are so expensive, in this kind of situation alan made a website where it is cheap to have a transaction with. And alan to agreed that the model that we are talking about, it was basically built on the concept that we would be a master website for all types of organization because it was difficult to build a website before.

On the other hand alan also does not agree with the web 2.0 because other may or may not be profitable with the business that they are into. Some of the company that was almost file to bankruptcy, so they had a chance and have the opportunity to buy the domain name internet.com. so I can say that this man does not agree with the web 2.0 properties will not make it in the industry. according to the book, 99% chance of all the properties of web 2.0 will not make it in the industry.

In the world today, according to alan the web 2.0 is just a bonus on what we had today or what was already there in the year 1998 and 1999. It is just an extension of what was already there. When we talk about the internet, 20 to 30 years from now it will always revolutionize in terms of what is going to happen

I have learned from alan that sometimes we shouldn’t rely on what the web 2.0 is trying to say. It is just an incentive or addition on what we have had in the year 1998 and 1999. We should learn what is the trend today and how can we participate in the world of ours today.

Rex Byron A. Roxas

Book: Web 2.0

Quote: “web as a platform”

Chapter 3

I expect to learn what a blog lines is really is. Is it the same blog that I know that we blog or to comment on others comment? Or is it the same on what we are commenting on the net on the blog area. I expect to learn what are the bloglines that Erick eagleman is talking about.

If you ask a number of people to name a website or name the websites that has a blog on it, you'll quickly see that bloglines is near on the top of their lists. And when we talk about the web 2.0, you will again see blog lines appear on people's lists.

Bloglines is created by or started by a tool created by mark Fletcher in 2003. It quickly grew from there. Today the site build itself as a free online service for new feeds, blogs, and rich in content. It helps you to search, subscribe, and share these services without you to understand and relying on the technology today.

When we talk about the web 2.0, according to the author of this chapter Erick defined the web 2.0, he looked at the documents to center the conversations. Those are the cluetrain manifesto and the o'reilly web 2.0 documents. So I can say the web 2.0 is very similar to the book of the clue train manifesto because conversation is still present in this book or in this topic.

According to Erick the web 2.0 is really about the end users. For ercik “the applicaton as a platform” where he talks about the web as a platform but really it is trying to make u the application as a platform. The app is an ecosystem of users and consumers of the application and the data that is being created by the users. The data can be user generated or application generated. It is really about the users, according to Erick.

Bloglines may not be the app as a platform yet, but it is definitely “web as a platform”. Bloglines is all about consuming data, all about consuming RSS feeds. There few developers that created a bloglines. one thing that is great about the bloglines is that people have created different JavaScript to enhance their bloglines. They created different skins so that bloglines will look like mac OS view.

People need to be constantly talking to their customer base, constantly innovating and coming up with great ideas. They need to continue of making the customer satisfy with their needs and wants. And the people should continue to make new things about their product so that the user can view always and support what the web 2.0 is trying to say.

Web 2.0 brought the learning curve down to a really low level so you didn't need to be a computer engineer to get your message out of the web. Anybody can customize their web at

their own learning experience according to the writer of this book. According to the author of the book the web 2.0 is a kind of resurgence after the dotcom bust. The web 2.0 is limited and sometimes they say it is so boring to use this kind of application. Some say it is very hard to understand. The common thing of this web 2.0 is they really lower the hurdle for the user. It means that they make the user use the web easy so that they can easily jump through on what they are jumping for or simply they learn easily.

In the old times the internet cannot be controlled by the users itself whereas the past is also not in control. People are focusing on social graph. People are socializing with other people so they handle the web with their own capabilities.

According to the author of this book or this chapter is that, what they like about the web 2.0 is that they have full of surprises and a lot of new things to learn. But although it is contradictory 95 percent of the web is not monetizable, meaning that other websites does not earn its profit or does not have the intention of earning the profit.

I learned that bloglines is one of the app that I am using. I realize or I am not aware that I myself is using a bloglines that creates and design my own personal websites. Erick agrees on the success of the web 2.0. and I learned that in the past people do not have the control of the web but now they are controlling their own websites. In this situation they learn by themselves.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “I think the freedom that is enabled by the Internet and what people are doing with it today is just really profound.”

Chapter 4

I expect to learn what Gina Bianchini will have to say something about her Ning.com. what is the contribution of her website to the web 2.0. Does she also has the definition of the web 2.0 or she has also the same definition like the other author does.

Ning.Com is one of the more dynamic and user-driven network sites in the which was started by Marc Andersen who worked for Netscape in the past and Gina Bianchini a master of the Web 2.0 space. Ning.com is a platform for creating social networks under any topic that they may find interesting. Ning.com is user-friendly and it takes only a few minutes to be able to create your own network where you can post some of your content or join some already pre made networks. Cupertino was born in the Silicon Valley and remembers starting out little by little with her friend marc with the premise, “what if everybody had the opportunity to create social networks for anything?” and that has been.

Their driving force since they started out, diverse and very personal for any individual to be able to connect to a multitude of other interesting people, to be able help each other through a certain issue or to just have plain fun, and for free. People like putting terms on things specially in a fast paced world today with changing technology and bianchini thinks that trying to do this to Web2.0 and concentrating on complicated coordination centralization will just peg it down and is just irrelevant nowadays. all you need today is a bright idea and some follow through, which is very exciting and motivating. This could be a start to a whole way of communicating with other people that we can't even fathom today which is incredible. the web is more important than ever, with exciting new applications and sites popping up with surprising regularity and of course we can not escape the fact that people would go out of business if network sites neglected the fact that they rely on the ad sites and they have an actual choice of not allowing advertisements but still choose to go on with them and it is not that big of a deal anyway in this day and age. What's more, the companies that had lived through this changed seemed to have some things in common. the dot-com collapse marked some kind of turning point for the internet such that something had to be done so the Web 2.0 was born. the term "Web 2.0" was accepted, there's still a huge amount of disagreement about just what Web 2.0 means, with some people saying it as a meaningless marketing buzzword, and others accepting it as the new conventional wisdom with the relentless increase in the number of social networks for every thinkable niche, need, interest, location and in every language for any and every possible purpose thinkable and some maybe too early for their time, and a market of 1.3 people online and growing, the future of it all is bright up ahead.

I have learned that she also has a similar meaning on what the web 2.0 for her. The web 2.0 for her is meeting up different kind of people in the industry as well because the web 2.0 is our generation for today and it will have an impact in our society.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “For Technorati, a lot of Web 2.0 is about authenticity, accountability, interaction, and this idea of the people powered or the social web.”

Chapter 5

I expect to learn what Dorian Carroll will have to say about his works for his company. And I also expect to learn what can he say about the web 2.0. what do you think is his contribution on the definition of the web 2.0? do you think it will have an impact in the computer industry? I also expect to learn what are the contributions of his works for the web 2.0.

The Technorati site focuses on the side of Web 2.0 that spotlights blogs and the individuals that make them and they track more than 100 million blogs and more than a quarter of a billion pieces of tagged content. The vice president of engineering of Technorati worked with companies like posini, Excite Home, Electronic arts and oracle and is an expert in search, email processing, e - commerce, CRM ad targeting and other web enterprise technologies which makes him the best bet in his field and the right person to talk to about Technorati and Web 2.0. Just past his third year for the company he has dealt with large-scale internet applications, data bases cause he is known for being the data junkie but prior

to technorati he worked three years running anti-spam engineering that have grown from 5 million messages to a hassling 500 million a day. patient work like lots of text processing, large scale systems and distributed systems and even before that he was at Excite running internal ad-serving, reporting, partnering out it's shopping channel, large internet with lots of potential and going through it with nothing but dedication and passion, challenges are easy to go through, and making money is just really an added bonus, thinking that his talents are being able to understand complex problems on a large scale and figuring out a way to match them to a companies needs, not just the side of technology, and even before that he worked for Electronic Arts for for years building P&L systems, data warehouses, point of sales and analysis systems as they slowly transformed into a giant gaming industry, and even before that he was at oracle for three years also building the CRM apps before CRM was called CRM, so with 20 years under his belt doing a variety of things and contributing to our modern way of living today, affecting the lives of a billion people, he is without a doubt the right kind of person to talk to about Technorati. Technorati was founded by Dave Sifry and a couple of people that he brought in. the first year rode on the need of inventing something that hasn't existed yet, something gresh, recognizing the potential of blogging. Dave as a blogger himself who was also into a kind of self-publishing it was about realizing a way to find people with the means that are actually referencing him. One of these things with blog-publishing platforms and with moving into that Web 2.0. concept was for people to be able to recognize each other, build communities, relationships and connections that were innately impossible before, and before he knew it these things started to happen in near-real time and from a very pure, ego-driven perspective and this was what they had to remedy. blogging was not yet a household name in 2004 but gradually it started to take off and that's when we started to ask people and find out

which facets of the site they were focusing on and that is what makes Technorati what it is today.

I learned that the web today is now a one way web, were people are communicating in the same tool of what other people that are using in the net. In our time one people can now communicate with a mass audience like most of whom that they still not encountered.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “Enterprises have some complex work flows, and I don’t think online applications...are ready to really fit into the complex workflows in enterprises yet. They’ll get there someday, though”

Chapter 6

I expect to learn what Raju Vegesna will have to say about the web 2.0. will he has the same definition like the other author does? I also expect to learn what Zoho is all about and what Zoho is connected with the web 2.0.

Zoho is One noteworthy site that had the tenacity to compete with software giants Google Apps and Microsoft Office live and made a name for itself.

It is an office productivity suite from adventnet that provides a number of tools like an online word processing,online spreadsheet, an online presentations tool, an online conferencing tool,an online notebook for taking notes, a scheduling and planning tool, a project management software tool, and a mail program that allows for a mail account, other tools as well like Customer Relationship Management tools, a database application, wiki tools and chat. Utilities include a web site monitoring tool, a viewer, online polls and more, while others are swiftly moving forward like google and microsoft it is easy to see that Zoho has already made it's mark and it's all because of a number of people contributing to the products and making it runs smoothly like Raju Vegesnam a spokesperson on the site who has been working with them and Adventnet for the last seven year, an evangelist for Zoho currently, and prior to that he started his own start-up back in india, technically Zoho is only the second company that he has worked with and he describes Zoho as being not a company but a division although many people think that Zoho is a separate company when it is in fact a brand, and not a division within Adventnet, a private company that was founded in 1996 and has been profitable from the first year and over the last 1 years, Adventnet has had more than 20,000 customers, not considering Zoho and has been very profitable without raising any venture money, it is a private company and the headquarters are located in Pleasanton, California while all of our development is in India, We have offices worldwide in London; Beijing and Tokyo.

Adventnet focuses on software in general while Zoho is the only division that is focused on online software, all of the other divisions of Adventnet sell software.

Word processors today can edit the same page or the same document at the same time. gradually some changes are bound to be realized like chatting real-time, multitasking, real time collaboration and communication is wat is enabling the web-based word processors and in fact, some of the wikis are supporting this. he personally thinks that the gap between the word processor and wiki is coming down. Eventually you may not see a specific wiki out there, but they are still eager on how it plays out.

I learned that this chapter has the same thing what is being talked about in the other chapter because it is always involve of the networked conversation between them. People will always have the basis of communicating with each other. Word Processors is most useful thing for him because wikis are the most advantage for him.

Rex Byron A. Roxas

Book: Web 2.0

Quote: “A lot of that stuff will hopefully become automatic in the future given Semantic Web technologies.”

Chapter 7

I expect to learn what Richard will have to say about the web 2.0. What is his opinion on what web 2.0. I will learn things about what does really in the web 2.0 and how important for people to know about the web 2.0.

Richard MacMabus founded and runs read/write Web. In September of 2005, he had also started the web 2.0 workgroup along with Fred Oliveira and Michiel Arrington. He has worked for companies such as Zdzed, Micro Media Corporation and more. According to this chapter, the web 2.0 is a web based application that people will use it and will learn from it. Some would say that they will learn and somehow it's the source of their income.

According to the book Richard has been involved with the web 2.0 since the web 2.0 had become popular in our world today. And according to the book Richard had an insight into what web 2.0 has been and what web 2.0 really is for other people.

In April 2003 Richard started writing about the web technology. And according to Richard in that time there was no web 2.0 or in layman's terms web 2.0 is not that popular. So Richard started writing about the web 2.0 thing and he started writing about it while it is not popular. He started writing about people who love to do interesting things in technology and developing stuffs. In this time Richard was a web manager of a certain company that he was working for.

Read and write web is about web technology and it covers news and analysis. It tries to cover quality and pulse. It has an emphasis on analysis and explaining the latest trends around web 2.0. If they write about the product they make sure that they compare it to other products so that competition will be present. In this situation the company's products will get better and better because of its competition.

According to Richard it is very hard for him to define what web 2.0 really is. Web 2.0 became difficult to keep adding more into the site. In the early years it was a great way for people to discover all the sites and all the people that are talking about the web 2.0. And Richard also mentioned web 2.0 involves social aspects, mashup and more.

What I read about the book is that the most important thing that he named the web 2.0 or the read/write web is the fact that the current era of the web can be contributed to by anybody. Everybody can create their own content and they can also personalize its content, whereas the last era of the web was people publishing things to the web and you went onto the web to read it, with the current era of the web anyone can contribute and can write their own content or launch an application on the web. Anyone can write their own content but it is hard to choose or to focus on the best content.

Some of the statements that is in the book trying to say that there are also misunderstandings about the web 2.0. Some of the content of the web 2.0 are rubbish and has full of tricks people will not support in this kind of content. And people will know think about the web 3.0 because of this reason. They think of the semantic web, the intelligence web, where they can filter out the

information more so than we can at the moment. so this is one of the challenges of the web 2.0 at this time. The semantic web is possible for example of a company's product that made it possible is the AJAX. AJAX website made it a lot more interactive. A lot companies are trying to incorporate semantic web features into their products.

Premium content is kind a lost for the web. It is because it is obvious that if the web does not have a content that is not write for the veiwers the veiwers will not have a good time in viewing the website.

I have learned from this chapter on what Richard is trying to say about the web 2.0. for him it is very important to have a quality content on the book that we are reading about it is nice that people will read and they will learn on what they are reading.

Rex Byron A. Roxas
Book: Web 2.0
Quote: “Five years is an eternity”

Chapter 8

I expect to learn what will Tj Kang will say about the web 2.0 is. What can he say about the web 2.0 . We should able to know the changes of software were used and how they distribute it to the consumers.

We were about to change the way software was used and distributed. We were going up against this 800 lb gorilla in Redmond, washigton, according to the writer of this chapter. Online application is gaining its popularity and people will now has the ability to learn from it. Online application will help the users to make their lives easier.

According on what I read, TJ Kang is the CEO of ThinkFree, where he leads the strategic direction of the company. He has worked with ThinkFree since 1999, when he founded it. Like many people in the Web 2.0 world, TJ has a background that helped lead to what is now considered a prominent Web 2.0 site. TJ talks about his background, about ThinkFree, and about technology. He started his business in his last year in college. He figured out how is the intelligence of computer in our world today and he said he can automate the technology that is present today.

According to Tj it is hard for him to compete to Microsoft, as time goes by competing against microsoft gets more difficult and difficult, it is harder for him than he thought of then he thought of creating a business model that creates a software and to sell it to hardware vendors for bundling. He change to provide office productivity as a service.

He created the application service provider or the ASP. And it also became popular, there was several companies that want it as their application. They call it or they consider the software as a service for different kinds of company that they want a software that will make their lives easier.

Some of his competitors are not that good bbut if he work on his creation well he will gain competitive advantage over the other software developers. And time will come his competitors will get better and better, they will keep trying in order for them to get better.

People will also change how they work in their respective workplace. When it changes definitely people will change how they work in their workplace.

According to Tj, they asked him what web 2.0 really is for him, he said that there is no correct definition of a web 2.0. web 2.0 is being used in a lot of ways. And for him web 2.0 will have its own definition in every individual who works for it. He can connect it in the work of the thinkfree system. Thinkfree system has its own definition.

And according to Tj the features that we know about this chapter is that everything will change and it is temporary. It will have some changes and have real changes taking place in an area of the market that have been stagnant for the last 15 years.

I have learned from this chapter that all of the things that is happening in the web 2.0 is all temporary in our rime because the era of web 3.0 is know or soon will be present because it is hard for him to understand what is the thing with web 2.0 because he believes that web 2.0 is temporary.

Rex Byron A. Roxas

Book: Web 2.0

Quote: “web 2.0 is a course of correction”

Chapter 9

I expect to learn what Patrick crane wants to say about the web 2.0. In the other chapter of the book all of the authors or the writers about the book has its own definition on what the web 2.0 is. I expect to learn what can Patrick say about the web 2.0. will he say the same thing that the web 2.0 has its own definition in different people who used it or will he have a different definition.

Web 2.0 is a course of correction according to Patrick crane. It weaves the Social Fabric Back Together again you can now consume or share things, and discuss them, interpret them and ultimately get that lens on the world, and its not just your own individual perceptions and observations anymore its back to their old way. This was said by Patrick crane.

Patrick crane have benn working for B2C marketing for about 13 years. He have worked on trying to make sense of the new and high edge technology for the consumer and by his whole carreer. He had done many technologies in different countries, one of this is the Vodafone and recently in four years in yahoo. For him web 2.0 is the advent of the individual publisher and the advent of the group consumption and interpretation of media. In the yahoo company he integrated the web 2.0 space. Then the linkedIn came along. LinkedIn is a professional networking site, it uses many of the technologies and capabilities of the social networked but basically it connects all professional together in order for them to remain its communication. This is for them in enabling to accomplish tasks, get information about their market and their industry, to do research and getting things done properly and in order.

According to Patrick, web 2.0 is a fundmental course direction for the internet. And he explained further that web 2.0 is the advent of the individual publisher and the advent of the group consumption and interpretation of the media. He believes the way that we all used to consume media and information coming at us was as a group.

Patrick considers that the web 2.0 as a new technology that solves age old problem. Which is maintaining human relationship alive and will be staying connection like what the internet is providing for us right know. And people will not say about that they are tired of what to think, they mean that the web 2.0 will serve us as out communication service in all our needs in life. Web 2.0 has its definition that simply means connecting everybody even they are far away from home.

And one thing that he noticed about the in working in the space or the web 2.0 space is that there is that “ pent up desire among everybody people to say, hey am a bit tired of people of what to think.: this is being shaped this way and of reading newspapers that have a particular political bias or an agenda. He beilives that the television and media advertisements will end up in the trash can, they are in trouble in keeping their businesses alive or remain in the service of the people.

One of the ability of the web 2.0 is the ability to mix and remix and it is trying to teach us how to get things done. And it is teaching us how to be creative in the use of the web 2.0. in this situation there are more professionals who are joining the linkedIn every second of the day.

Because they want to learn what is in the software or in the application. The web 2.0 makes the processes a lot more easier or what can we say it is precise indooing the things done. If people will learn from it it will have a better business ethic in the world.

Patrick has a different definition on what web 2.0 is. He believes id people will be aware of this application businesses in the industry will be a lot more better than anything is expected.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “Web 2.0...was sort of the best attempt at coming up with a nice buzzword for a whole lot of new technology and innovative ways that people are using the Internet.”

Chapter 10

I expect to learn what will Shaun Walker have to say about the web 2.0. All of the authors that is in this book has their own definition what the web 2.0 is for them. After I will read this chapter I will learn about the web 2.0 for Shaun walker. I am sure he has his own definition what web 2.0 is for him.

There are web sites that have platforms for building web sites. DotNetDuke is both. It is a web site for a platform that can be used to build projects such as commercial web sites, Portals, and Vertical Applications. DNN is available for free. Additionally, It is licensed under an opened source agreement that allows people to do whatever they want with the platform, according to Shaun walker. And according to him this characteristics have resulted in over 440, 000 people using and supporting DNN. It means that almost all of the people who are using this application has the Edge over the other businesses that they are into they can use this platform to build projects such as commercial websites or they can use them as their advertisements.

According to Mister Shaun walker a lot of the players who are in the company need to evolve or make changes and adaption what the technology does in the industry. I am talking about that some of the company needs to adapt forward integration, they would also need to consider the future changes of what the technology do for them.

Shaun walker is the president and Chief Architect of DNN. He is the creator or the founder of the application and continues to be the speaker and spokes person of the said establishment.

According to the book when they interviewed Mr. shaun Walker. At first it is an open source web application framework that runs on the Microsoft technology, SQL server, Windows Server and even asp.net. the application framework can be used in building web application and then it comes with a fully functional content management system as part of the package, which allows you to basically build your own web site using a web browser.

According to Mister Walker he defined the web 2.0 into a number of different quadrants in terms of functionality and user expectations. One part of that is the user generated content, where the public users is now interested in putting information about what they are in the internet public content, which is different in the past where the consumers where just contributing or consuming of consumers content. Sometimes I thought of that the people is also using the internet to express themselves or to state some of the opinions that they want to say. Shaun also see some of the important thing about the communication basically he said that, part of the web 2.0 involves communication. Social networking is another important part of the web 2.0, and it ties up in user generated content. He said that big players in the online industry is involves like Myspace, Facebook, which have really specialized social networking, but there are also small players who are in this application, basically they also allow people to interact and express themselves. Another feature of the web 2.0 is the search content of the said application. It means it also have the advance search capabilities. Sharing of information in a

certain websites is something web 2.0 is trying to say to us. for him web 2.0 is sharing websites among websites users in the world we build social interaction trough this sharing of websites.

The benefit of using the DNN is the user generated content. This is one of the important feature of this said user interface. It allows user to build its own web sites. Some of the features of this are the discussion forums, wikis, Blogs all of this is available at the user generated content. As far as social networking is concerned, DNN can be used to build a large community website. Each user can have their own account in the website. They can associate with one another through various modules, like the one was mentioned earlier the forums, Blogs , and the wikis.

The most important feature of the web 2.0 is the social networking according to Shaun walker. AJAX and flash has the most hype around them. And according to him the business model perspective, search, syndication, and content management will be leaders , they all fit together. But there is a misunderstood thing about the web 2.0, is that people has so many meaning about the web 2.0.

The web 2.0 technology was sort of the best attempt at coming up with a nice buzzword for a whole lot of new technology and innovative ways that people who are using the internet. There is no doubt that technology is going to continue to advance, so does that mean is going to be called 3.0 is some point, according to Shaun. The consumers need simple ways in categorize major advancement in technology.

I have learned that it is part of our everyday life to be connected all the time because again communication is very important. The web 2.0 is means to shaun the social networking among the users of the internet. Communicating among the people is web 2.0 is all about . according to Shaun web 2.0 is a web site is socializing with the user with a web site and to another user who are using the website. I have learned that the web 2.0 involves socializing among people who are using the internet. This is the most interesting topic for me because the web 2.0 for the author is simply socializing with another people using different socializing websites like facebook, multiply, friendster. Etc.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “The Web is increasingly a social environment and...people are using it to communicate with one another, like they’ve always done—but now in such an open way.”

Chapter 11

I expect to learn what will Biz Stone will want to say about the web 2.0 for him. According on what I read about eh web 2.0 everybody has its own definition on what the web 2.0 is for them. This chapter always talks about the site twitter and it also talks about what are the benefits of the twitter for us today.

What are you doing right now? What are your friends, co-workers, family members, or the guy down the street doing? If they belong to Twitter and are posting, you can likely find out. Twitter is a worldwide community where members send updates about what they are doing or thinking at any given moment. These updates are sent via text messages from the Twitter site or from a mobile phone, or via instant messages (IM) from Jabber, AIM, LiveJournal, or Gtalk. According to the book that I read it is an introduction what the twitter is all about.

When you are a member of twitter, you can post short messages about what you are doing at any given time. All of the other members can do this too. Of course, if you try to read all of this messages, it could get very noisy. However, if you describe to people that are interesting to you, then you can keep up with what they are doing by seeing what they post to their twitter feeds.

Twitter is an application that has communicating feature. Like what we talked about in the last chapter web 2.0 is simply socializing with other people that is also subscribed in a certain social website. Twitter is a kind of a user interface that people will read about the blog of other people. They input every single thing that they are doing.

Twitter is often described as a micro-blog because of its short-message format and its ability to follow what a person is doing. Regardless of how you describe Twitter, it has struck a chord with the worldwide community.

People find value in opening oneself to other people. This is the thing when you are comfortable with other people’s opinions. Twitter is a form of blog that is easy to use and you can simply open yourself to other people.

Biz stone is the creator of a number of websites. In addition with the work of biz stone he als helped building the websites of Xanga, Blogger, Odeo, and Obvious. He has shared his insights offline as well in books such as blogging.

Biz started the web service called xanga.com. it’s a web logged in community that he started to develop with some of his friends in new York in the year 1999, and it is still pretty popular. According to biz the web 2.0 is a kind of application that is a social utility that people would input what they want to say that people will also read about it. He has the same opinion on what Shaun walker would have to say about the web 2.0. Social networking is the thing for Biz when it comes in the web 2.0.

I have learned that some of the things in twitter are as simple as possible. Biz created the Twitter for simple blogging among the people who are member of the twitter website. This would help people to talk about what is happening with them and what the person is doing. The web 2.0 for Biz is simply communicating within them using the interface that is being created. For me the meaning for web 2.0 for Biz is simply socializing.

Rex Byron A. Roxas

Book: Web 2.0

Quote: “If you don’t [innovate], then you’ll lose market share and you’ll wish you did.”

Chapter 12

I expect that what Seth Sternberg will have to say about the web 2.0, some of the things that was said by biz and Shaun has the same definition or has the same thought that they think about the web 2.0. Would Seth will also think about the same thought that Biz and Shaun thought about.

Instant messaging has been part of our society. And it is one of the main, primary means of communication. There are many companies that provide IM Solutions. This includes IAM, Yahoo’s IM, Google talk. And even Microsoft MSN IM. Of course not all IM networks connect easily others each of the IM networks has its own desktop use.

Meebo changed instant messaging by doing two key things. First, it provides a single interface that can be used to connect to all of the different IM networks. Second, and more important, Meebo removes the need to install software on your machine. Instead, you end up with the ability to access your IM networks via a web browser. In terms of social interaction and web 2.0.

According to Seth, there is Anything right or wrong about the web 2.0. Meebo is an instant messaging what programs like Hotmail and gmail are like emails. They bring the ability to socially interact with anyone else in the world with the only requirements being a browser and an IM handle. With growth from start up to over a million users in the matter of about the dozen months, meebo has shown the power of web 2/0 and the community.

Meebo was created by three people Elaine, Sandy and Seth. Elaine is the front end tech guro, so she is like the AJAX person and sandy is the back end and seth is the busy guy. This will talk about the thing that he is in to. In this time we have more than six million unique people who sign in meebo every thirty days.

According to Seth web 2.0 is some kind a interactive web, there are some of the unque technologies that came along with the concepts that made the web overall more interactive to people. It something talks about empowering the human voice makes an individual powerful. Opinions of evry person in the internet makes themselves powerful we can see some of the blogs makes the people react to another blog. So the book is trying to say opinions or comments are very powerful when we talk about interacting in online interface. Some of the comments can lead to a change that people will react or all of the people will react on what they are trying to say.

To make a very significant money in advertising you need either make a very large size of a very dericted website. The web 2.0 for him is also an advertisement for him because the web 2.0 is simply communicating with the users.

There is a big movement right now when it comes to the web 2.0 because time passes by web 2.0 will change and will adopt new technologies and much better technologies in the world of the web. For him everybody does not really know the meaning of the web 2.0. The thing about this finding people who wants to join the web and find people who wants to contribute for the

web. The important thing is it also needs to contain very important and interesting content. And it is also important the efficiency of the market.

I have learned that some of the things that are in the web site must be important and should have sense on it people will need to understand even though the web is socializing the web should have sense on it and should jive in the topic.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “That’s where Web 2.0 started; it was to help people more easily get into services like ours, which are braindead simple to use. So, it has allowed people to have conversations that they wouldn’t necessarily have been able to have.”

Chapter 13

I expect to learn on what Joshua Schachter will have to say about the web 2.0. Some of the authors or most of the authors of the chapter has the same definition about the web 2.0. I think I will expect that Joshua will have the same definition on what web 2.0 is for him.

According to Joshua Schachter while we are reading this book chances are, we are also using the web. It means that we are also a web user. We always have in mind what web 2.0 is for us. And according to him chances are, if we read this book people will probably have few sites of what their favorite is. There are large number of sites, if you visit it more chances that will come it is already your favorite site and you will always come back to the site that you have visited. Most browsers will allow you to create a bookmark or mark a page as a favorite so that you can find it later. Unfortunately, if you have more than one computer, if you are currently not at your computer, or if you are using a different browser within your computer, then using a single browser’s favorites simply doesn’t help you get back to the sites you like, according to this book that I read from this chapter.

Some of the saying of this author is that the answer of your dilemma is to store of your favorite on your web. That is were del.icio.us comes into place.

Joshua Schachter is the founder and creator of the del.icio.us. Yahoo also aquired this application. He also is the director for engineering for del.icio.us. His experience for del.icio.us provides us what the web 2.0 is for us and also provides us great insight on what the web 2.0 is really for us.

He founded del.icio.us in the year 2003, and it is a system for saving bookmarks and finding things you have found previously, organizing those things, and providing short memory for the web itself.

According to him when he started the system, he never thought of having what the web 2.0 really is, and it is not included of his key concept in his vocabulary while building the system that he invented. For him web 2.0 is an artifact of the economic conditions of the ability for people to take passion in a topic and actually implement something. So instead of millions of dollars for java, they were able to build a low cost which is linux sort of environment for building pretty much of anything. This can build in a very low scale when it come in building a system. According to Joshua as a developer or as a member of a community are able to try out lots of idea and many more from the previous because there is a lower transaction cost for trying those things out. It just when you build something you always try out the low cost of a certain system. He build del.icio.us not just because he has a business plan but because he wanted it and he has the capability to build something and the desire to see it happen.

People will always thought of that the web 2.0 is like the AJAX application, but it is not. But there is a little web 2.0 on it, and so is the system, there is also an AJAX on it.

There is also an idea or a concept that fits into the web 2.0 and it's the idea of a community. But Joshua said he is not sure with the concept. There is a large community in the web before this was topica, yahoo, IM and friendster. But he is not sure if it is really a component on the system or even the concept of the community itself.

And according to him web is all about the data, it is not all about the web or the what contains the web. For him the important feature of the web 2.0 is form him is that, it is not the thing for him because it doest hold. I think economically, the cost of implementation and the cost of failure are so low that were able to prototype and try a lots and lots of things very quickly. Things that work include sites that have community they're very efficient in terms of cost to produce, that kind of stuff, so he think it all fit in sort of a line. For him he don't agree with the web 2.0 people kind a misunderstanding about the web 2.0. For him web 2.0 is vaguely defined and vaguely used are true. Then his question is that how can it tell when he or she is not using it correctly.

I have learned that his definition of the web 2.0 is different because it is very difficult for him to define it and to use it because it is rarely vague and it is kind an application that is not connected with the system that he used.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “That’s where Web 2.0 started; it was to help people more easily get into services like ours, which are braindead simple to use. So, it has allowed people to have conversations that they wouldn’t necessarily have been able to have.”

Chapter 14

While social networking and video sites are often among the most talked-about sites on the Web, there are a lot of other sites that are also important and growing. One thing that links a lot of these sites is their ability to focus on doing something well.

Yousendit is a site that has a primary focus and they do it well. That focus is transferring of files and information to others. The system has the focus on what they do. You will find that there is a task touches on many of the critical issues that people face in the web itself. This includes sending of information and tracking the information were the information will be sent.

Randith is the founder of the you sendit application and he is currently responsible of product management and corporate marketing. His experiences prior with yousendit is the application of the verisity and the red hat whre he is an architect of the open source software.

We try to allow data to move freely from one place to another. This is another statement that he said. Yousend it can allow users to send and receive, large files. Files of any size. It primarily cater to businesses and professionals but they have vested in to the consumer based as well.

There are three things that he can say about the web 2.0, first thing is that the web has the ability to connect people and enable collaboration. He allowed data to move very freely from one place to another. He always try out to think of if there is anything going to happen around the conversation or is there anything going to happen around the transfer of data. Some of these activities must be important because it is a good thing for us if the conversation would have a sense on what they are talking about. The system also allows the customer to talk to the other customers. He build an ecosystem of business and services. All of these things are some of the features of the yousendit application. For him yousendit in general is the breadth of the use cases that we see. Things that move through our system start anywhere from geo – seismic data that oil companies are sending around, to crochet patterns. This is something a traditional service constrained by shelf space could’nt address. Those are his favorites.

According to the book that I read, the most important feature that he can consider is the ability for people to easily adopt the services and thus connect to more people and start more conversation. that is where it started. Form me communication is very important for people who is always conversing with other people when we talk about talking or conversing in the retail market itself. the system helps them to be connected. The system provides the companies with all the help that they need with the market itself. and again market is convesing or communicating with one another, about the goods and services that they offer to one another. It also help the people to get use from the services that they need like the services of the yousendit application.

According to the author of this chapter, he thinks that web 2.0 is known in having the conversation among the people who are using the online mode of the transaction itself. he said that he looks at the 80 percent collaborative efforts to happen asynchronously.

What I learned in this chapter is that the web 2.0 is now getting popular of what the system really does for the people who may not know at the system that they use. The web 2.0 for him is like what other author say about the web 2.0. it is like a web who does socializing with other people who also doing socializing things about the other users in the user interface.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “Web 2.0 is really about the user experience and not the underlying technologies”

Chapter 15

I expect to learn from this book or from this chapter what will Garrett Camp will have to say about the web 2.0. For me, this book will help us to learn what is the web 2.0 really for us, and it is not all about the things that we are using or browsing today in the internet, its about learning what and how can we use the things that we use in the net in our time today.

According to the book, there is a question that asks how often we receive an email from a colleague or to a friend pointing you to a website that they knew, and they wanted to see them. I can say that a friend will not anymore tell you that you need to look or find the web site by yourself. Is simply you will use the search engine to find the website by yourself because the search engine enables us to search some of the close results of the web sites that we are looking for. But some of the search engine can give us bad results that will result on bad websites. The search engine will just give us bad results that will lead to, maybe a harmful website. I can say that the search engine will try its best to give us the good results that we want to search or what we want to have.

The system that we are now talking about on this chapter is the stumbleupon. The stumbleupon allows us to share those interesting sites that you stumble upon as well as helps you to discover sites others have found. The use of the community, stumble upon enables to gather positive and negative ratings to help those sites that are really good float to the top while others sink out of sight. The overall result is that with a little bit of tagging and categorization, you can quickly find sites that others through worthy of recommending on any given topic. It also created addins for Microsoft internet explorer and firefox.

According to garrett camp its all about the user experience not the technologies. He is the founder and chief product officer for stumbleupon. Since 2001 he has been helping others to share the sites they stumble across the world. The result of this experience helps to provide some interesting insights into web 2.0. he started stumbleupon about six years ago. He is based in Canada and he was doing both stumbleupon and graduate school for four years until the end after the four year when he founded the stumble upon. After graduation he bought the company down to Canada to san Francisco in hanuary 2006 and he reaised some fund. Once we had money, we started to hire people, and we’ve now grown from just 3 to 20 people. According to this man the web becomes a lot more of an interactive platform rather that just a way to buy or read stuff. It means that the web is getting popular and popular through out the years, people will get the internet or to avail the internet rather than buy or read books and stuff. What information that contains the book, it is already in the internet it is all in the online world of the internet. According to this man he is actually not around when the web 1.0 is popular, according to this man he can say about the web 2.0 is an interactive or the web 2.0 is interactive. Sites already have the participation of the users, and there are community elements to it with things like profiles, reviews, ratings and user generated content. He said, in our time it seems like every web site wants to add social or community features on it because they consider it as the most important feature of the said system. He said, the web becomes much more of an interactive platform rather than just a way to buy and read stuff. He defines the web 2.0 as an interactive web site or a socializing web site. This is to sum up the statements that is stated above. People look at it from the technical side with toolkits such as ajax or ruby on rails, but I

think those tools developed independently as a way to make pages more interactive and responsive for the users. If it wasn't for open source, it would have been much harder to get started, according to the statement of garrett. And the interviewer asked garret about how will he react on the people that would say that ajax is web 2.0, he would say that web 2.0 is more of a marketing term than a technology thing. Tim O'reilly first started using it to describe the second wave of the web. And according to him ajax is just one of the central tools that needs to e present at all time in the tool area. But its just not going to be just ajax to be always present in the said statement. There are other toolkits to be followed. The LAMP platform has enabled a lot of it with the low cost of the platform. It seems loke LAMP is the base on which most of the web 2.0 systems are built. It is one of the core technologies that has allowed people to do so much with free tools. Al lot of start ups would not have gotten this far if we had to pay for software or buy database licenses. Lamp stands for , Linux, Apache, MySQL and PHP. According to this man he believed that the web 2.0 enables an open source. There is a problem with this thing other users never adopted this semantic changes in the web today. Personalized search has not been taking off yet or is still not implemented. And his system it does'nt require a lot of money in using the web. And software as a service is always been a marketing term.

I have learn to day that the web 2.0 is just like the things that the other authors will have to say to them and for me. Web 2.0 is a social system that people will always to have their comments and they will always post it in the platforms that they are using. People will easily react on what will you have to say about what you said. I realize comment of a person never changes and it is a strong opinions for me.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “The most important thing is that even though we felt in the '90s that the Internet was having a big impact in people’s lives, we’re seeing in this decade that it’s reconstructing a lot of industries and shifting a lot of value around while improving people’s lives.”

Chapter 16

I expect to learn from this chapter of what the web 2.0 is for Rodrigo Madanes. Would he say about the same things like the other authors described the web 2.0. Would he consider the web 2.0 as a social application in the net? As a read this chapter, I will learn things that what Rodrigo will have to say about the web 2.0. I also expect to learn, how his company is connected with the web 2.0.

Skype is considered as a web 2.0 application, according to this chapter that I read. But the things is its web site is only a minor part of the web 2.0. according to this book Skype is used to make phone calls to other people through the use of a person to person technology. You can also use the application to other users as well. the application has made it easy to call other people on a regular phone or even to a cellular phone. This has made easy to other people no matter where in the world they are living.

Skype is founded by Niklas Zennström and Janus Friis. Since that time, Rodrigo Madanes joined the group, who lead the product strategy of the company. And according to this chapter he is also the one that you can talk to about the web 3.0. Skype is a piece of software that people can use to talk for free, one of the feature that the skype has is they can even video call with each other. Most of the people are familiar with this application. Rodrigo is a technologist he is in the industry for almost 15 years, and according to him he did his phd in a flavor of human interaction, so he is been studying people on how they use the computer. His job in skype is doing product design, it is involved in making the application friendlier to use. That is one of the big innovation that the website has, internet calling is one of the thing that is easy to use. his job was simply taking the products were it should be.

For him web 2.0 is a complex set of technologies and enablers, and according to him the best definition will come about the resurgence of web innovation after the dotcom bust in 2002. It was a great part triggered by some technologies and the critical mass of broadband users around the world. That is lead to the ability to have a greater communication among people, watching videos, very interactive web pages,n and many more. Broadly speaking it is a resurgence in the web innovation. According to madrigo it is the only thing that the innovation that are listed. The innovation is focused on the interaction between the people who are communicating. It is the ability to share the things that uses to communicate is like having the social tools. Is focuses on the rich interaction among the people who are users.

According to Rodrigo the components of having the web 2.0 are the AJAX , AIR and the FLASH. These kinds of components contributed to the making of the web 2.0. but the web 2.0 is the result with a critical mass of people with broadband, enabling technologies, large investments and start ups and also the combination of low-cost, open source packages that enable these start ups to accelerate very quickly, all of these things led to the transformation in the industries of telecommunication, advertising and television.

According to Rodrigo telecommunication is at the beginning of what will be a longer transformation. And according to him the most important thing about the web 2.0, even though he felt in the 90's that the internet was having the big impact in people's lives, he's seeing in this decade its reconstructing a lot of industries and shifting a lot of value around while improving people's lives. And these are large industries that are being constructed. According to him, one of the reasons why he loves to work and he likes his work is that the benefits that are involved. It also gives an opportunity to improve the performance of the consumers around the industry. And for him telecommunication is at the beginning of what be a longer transformation. One of the reasons why Rodrigo wants to work at Skype is that the benefits are real, some of the talking are in videos. It is how people maintain their relationship even though across the country. I have learned that the web 2.0 is also connected to the other chapter of the book because it also talks about people who is related of giving out information across the world. For him the web 2.0 involves the technology that it is in the web today online conversation is somehow related of what Rodrigo is talking about.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “Web 2.0 is about how businesses are changing, how people are collaborating, and how people are unlocking content to be used in new and innovative ways through customization, at orders of magnitude of less cost than they’ve ever had before.”

Chapter 17

I expect to learn what Rod Smith will have to say about the web 2.0. and I also expect to learn what IBM has to do in the popularity of the web 2.0. Will Rod will have a same definition about the web 2.0 or will he have a different description of what the web 2.0 means to him.

IBM stand for International Business Machines and is a name that is been around in the world of the computer industry for a very long time. The IBM company incorporated many years ago. IBM focuses on many areas including the products and services that they offer. The company is well known to its mainframe arena and it is also been a big proponent of open source, Linux and many more. It will also take an entire book to describe what IBM has done and what they do now. And it is also a company that is open for questions to be asked in terms of the new technology that is available.

Rod Smith is the IBM Vice president of the said company. According to Rod, Blogs, wikis, innovative sites, like Wikipedia and google maps are going to change the way that productivity applications are developed.

According to Rod he leads the emerging internet technology initiatives at IBM, and before he became the Vice president of IBM, he was also the CTO of Java and was thinking to help grow java from the language into an open middle ware platform that would garner broad industry adoption. Some of his teams also involved in Open source, particularly through the apache foundation, and open standards around application and data interoperability, there were early innovators of XML, providing the early, W3C, standard based parser of an apache project. This then evolved into working on open distributed computing standards and technologies, such as soap, which evolved into web Services.

Rod Smith would define the web 2.0 is close to the definition of the O’reilly. It is the intersection of social changes, economic changes and technology changes. That is what make the web 2.0 elusive. And according to him, it hasn’t been about one technology, it is about how businesses are changing, how people are collaborating, and how people are unlocking content to be used in the new innovative ways, much faster and simpler than ever before.

Today businessman are discovering emergent business opportunities and asking how they can harness these opportunities quickly to add new value. Web 2.0 has a potential that offers in terms of the mash – ups, for example, where the domain experts collaborate and assemble new business solutions in days or weeks, especially of people who are in line of business and IT people. As businesses men they put up barriers toward quick innovations. Business wants the same kind to create Culture and capabilities web 2.0 is enabling inside the enterprises.

According to Rod, today, with web 2.0 we can come back to vendors, quickly engage them with business level. Now we are now seeing it in the line of business, it is now involve of creating businesses a successful thing to do.

I have learned that the web 2.0 for rod involves the progress of the IT users. Rod has also the same definition of the web 2.0 like the other author does. And according to Rod, many businessman will benefit the use of it when it comes with the line of their businesses.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “Enterprises want to take advantage of the social and collaborative aspects of Web 2.0 but don’t necessarily want the business models of Web 2.0 shoved down their throat.”

Chapter 18

I expect to learn what Tim Harris will have to say about the web 2.0. Will he have the same definition like the definition or the description of the other authors will he have the same thing as well as the other authors? How can he connect the company to the web 2.0? how did his company contributed to the web 2.0 itself?

Microsoft is the company that nearly everyone in the modernized world has heard mentioned. And I can say it is one of the world’s most popular companies. Microsoft internet explorer, means that anyone working with web 2.0 or the web in general is also likely to be fully aware of Microsoft. While there are some that might say that a pre web company can’t fully understand the web 2.0, there are more that are likely say that the company like Microsoft will be involved in any major, current technology.

According to this book, Microsoft is showing itself as a big player in the world of the web 2.0 and also in the market itself. as a tool maker, they have developed some of the key tools of people are sing to develop web 2.0 sites. This includes the asp.net AJAX control tool kit and asp.net AJAX extensions. A new tool also provided by Microsoft also considered as the web 2.0. This is Popfly, in this application; you can use an interactive web site to develop your own site or to create a mash – up using building blocks created from other sites. Most importantly you can create from other website and you can also share your creations. Microsoft is also known as the web 2.0 site. However is Live Search. This portal is a starting point for a number of feature that are generally considered web 2.0. On live Search, you can find mail, messaging, blogging, and many other social features.

According to Tim Harris the web 2.0 is the technology pillar were people are talking about things like RSS, Asp.net AJAX and technologies for building web sites and web applications. And there is the business model pillar and it talks about the fact that business models have become inextricably linked to the software and so of the most of the advertising model and all kinds of subscription models and other business software depending on the delivery of the users. The last pillar would have to do with people who have the tendency to talk about the social contracts. People also have the tendency to put web 2.0 in the browser bucket, and say that if it is not running in a browser it is not a web 2.0.

Microsoft has developed a lot of tools and it also contributed to the existence of the web 2.0. It also helps us to identify which of the generation are we into and it will also help us to learn how to use some of the tools that Microsoft had supplied for us. I have learned that the web 2.0 is also the same thing that the other author is also talking about. And I learned that all of the definition of the web 2.0 is simply a socializing application.

Rex Byron A. Roxas

Book: “Web 2.0”

Quote: “Anyone with reasonable smarts can have a good idea for a web property on Monday and can have something on the air two weeks from Thursday.”

Chapter 19

I expect to learn who is Tim Bray and also what are some of his contribution about the definition of the web 2.0. What are some of the contribution of his company for the web 2.0? Do you think will give the same definition of the web 2.0? What are some of his thoughts about the networked market. I also expect to learn what are the Sun Microsystems is all about and what is the connection of this company to the web 2.0.

Most people have heard about the java programming language and likely the company behind the programming language, Sun Microsystems Inc. Using the slogan “ The Network is the Computer,” Sun is actually involved in hardware, operating system, programming languages and more. When it comes to web technologies, at sun, the Java Language and other initiatives that have occurred that what is involved what is happening in the web. There is work in hardware and operating systems has also given them perspectives that are worth nothing in regard to the web as well.

When it comes to web technologies, java language and other initiatives it is all involved on what is happening to the web. The work of their hardware and other operating system give them the initiatives in working out what is really in the web. And according to Tim, the web 2.0 is all about the flow of the system. The flow initiates what is happening on the world of the web 2.0.

Bob is the CTO and VP of the Sun Microsystems. Bob is like Tim Bray who also contributed for the success of the Sun Microsystems. Some of the work that is done on the company is the things that will layer on top of operating systems. Robert Brewin is responsible of this said activity for the Sun Microsystems. He is a distinguish engineer and the Chief technology officer for software of sun Microsystems. And they also have another CTO for the sun Microsystems, Tim Marsland, he also focuses on the operating level. But to some up all of this participant Tim Bray is responsible for the definition of the web 2.0. According to them, all the participants on the web have an equal say in how the web and the information on the web resolves. And according to them the definition of the web 2.0 comes from the people who contributed on the part of it. And they said the web 2.0 comes from the hot features from the past web 1.0, the web itself today, Is just the definition of the web 2.0 today, it just some added features on it. So basically web 2.0 is the contribution of information from among people who also use it. And according to bob, he has a different definition on what the web 2.0 is for him. According to him, they all agree that there are notions that the information flow in one way, it is not unidirectional, so all the people and all the participants on the web has an equal say in how the web and the information on the web resolves. Bob said that web 2.0 is not a technology, how technology manifests fundamentally is an aspect of what web 2.0 is. Tim said there are some of the good technologies that he believes are going to improve user experiences. There are some of the web 2.0 sites that are very web 1.0 in their technology. The technology is the facilitator, and it reduces friction, but it is not a dispenser of things. The dispenser of things is the new information flows and the culture of contribution.

According to tim, everybody can participate. Everybody can contribute one what is the web 2.0 is for the said system. If an individual wants to build a website, you don't have to study the java language for years you just need to learn what is in the web 2.0 and according to bob, you don't need to be a founder you just need to be a member of it.

One thing that people would misunderstand what is the web 2.0 is for them is the hype of it. If you go around the bay and not just silicon valley, it is getting a little bit complicated and a wider information just this days. One thing that is good about this thing of the web 2.0 is that, it is much cheaper than the web

1.0. Hangover will be less painful once we wake up. There is no doubt that people are painting the web 2.0 on anything they are trying to sell this days.

Some of the benefits of the sun Microsystems that are seen in the web 2.0 is that every people are connected with this kind of technologies. The network is the computer, and the person who uses the computers is us people. One of the thing that would the web 2.0 like to address to us is communicating to the market. Communication in the market is important. Another thing that is good for the web 2.0 is the thing that if we invest something it is fast to receive the investments that we invested. It is also fast in earning what we invested.

I have learned that the web 2.0 for them is networking among people who used the computer. The web 2.0 for them is the connection of people who used it. Some of the information that are being used or being read is contributed among the people who used it.

Rex Byron A. Roxas

Book: “Web 2.0

Quote: “[Web 2.0] is all about giving a lot of control back to the user and leveraging that infrastructure that we built with “Web 1.0” to enable extremely rich experiences now, that we couldn’t do back in the day.”

Chapter 20

I expect to learn who is Michele Turner. What he has to do about the changes of the web 2.0? I expect to learn what are his contribution in the definition of the web 2.0. I also expect to learn what is the Adobe systems will have to do about the web 2.0. Where is the web 2.0 in the Adobe systems? How is it related to the web 2.0.

If you use the Web, chances are you are familiar with Adobe Flash. If you are familiar with Flash, then you are familiar with at least one of Adobe’s products. In addition to Flash there is a good chance you’ve also heard of PDF files and it is statistically likely that you’ve seen or installed the Adobe Reader that reads documents in the PDF format.

Adobe is more than just the flash and reader. Some of the products that they have are ColdFusion, Dreamweaver, Flex, In Design, Photoshop, premier and many many more. The products cover different categories, including design, publishing developer tools, digital imaging, elearning, web design, video and audio. Few companies can boast a 95 percent presentation within a market. Adobe however can carry with their flash player. Few companies can only target both designers and developers. But like what is written in this chapter adobe is one of the succeeding application that can be found on the web 2.0 itself. Adobe is succeeding as well as the web 2.0 gives them the advantage spade that they want to achieve.

Michele Turner is an executive of the adobe. She brings a vast amount of experience as well. She also works at net flex and she was the vice president of product marketing and design. She also worked at AOL and she also was the vice president of marketing. At Exite@home she is also the senior vice president as well as the general manager for development. Her credentials will go on to include the companies such as silicon Graphics, sun Microsystems, and Stanford telecommunications. In the experiences of this said company we know for sure that she has insights of what is the web 2.0 for her. And what the company contributed on the presence of the web 2.0. Her work for the company is that she made a couple of startups for the web 2.0 before she was hired in the Adobe systems. She also done the big internet companies, the little internet companies, and kind to follow the whole thing from the web 1.0 to the web 2.0.

According to this article or to this chapter the web 2.0 for her is the user generated content, it gives the users a lot of controls, opening up some API’s, opening up some feeds and being able to create lots of different content type together to create new experiences. Some of the major things that define web 2.0 is this kind of activities that are being created with adobe. Technically the web 2.0 is the changes to the user interfaces.

AJAX is one of the technologies that fits into the whole user experience part of web 2.0. a couple of years ago you can look at a site, and tell what the web 2.0 is all about. Flex is one of the programming language that is being talked about. And they have a common similarity on how it contributed in the existence of the web 2.0. Flex is a programming language with an “Integrated Development Environment” , in compiles the code of the flash player and the adobe player. And according to her if you are a programmer, and you are familiar with java, then flex is

easily to get started with. Autoscript, the scripting language is the java script. Their library is set around the mind set of creating videos. Flex is a software developer in short. It is easy to get up in running with. Flex is one of the best environments in running a programming language.

One of the misunderstanding things that are happening to the web 2.0 is they have a fad that we are going through.

One of the things created of the web 2.0 is the Ruby on rails application. It made easy for anyone to get a web 2.0 application up and running quickly. So we have this proliferation of application that have no business model. The trends in the consumer space are toward much cleaner, effective patterns and user designs that are coming out of web 2.0.

I have learned that some of the things that are discussed in this chapter is all about he user generated application that creates the web 2.0. She also has the same definition of what the web 2.0 is really about for the people who also uses it. Being connected with all the application creates the user interfaces and it is generated to the web 2.0 itself.

“BOOK REVIEWS”

Rex Byron A. Roxas

Chapter 1 : An Introduction to retailing Questions

1. Explain how a retailer, as a marketing intermediary, makes the distribution of goods from a producer to a consumer more efficient.

The distribution channel of the retail business is summarized only into three processes. Intermediaries facilitate the distribution process by providing points at which deliveries of merchandise are altered in their physical state and are made available to customers in convenient or cost-effective locations.

2. Retailing is not just an economic activity, but also one of the significant social meaning.

The retail business is so convenient to the people around us people will just go out of their houses, and they will just do to a place that they can have transaction with. It is a person to seller basis when we talk about the retail business. It is not just involve the economic view but it is a social communication within them.

3. Explain what is meant by vertical marketing system. Referring to vignette1.1 on thorntons, identify the advantages and drawbacks of using vertically integrated marketing channels. Can you think any other n retailers who have successfully used vertical market integrations.

Vertical marketing system means the that people will have the convenience of using this kind of market the usefulness of it. People nowadays enter in a vertical market because of the usefulness of it. The advantage of it is that they can directly go to the producers of the product to cut out the non usable sellers or they can cut cost. Retailers used who have successfully used vertical market market is nestle Philippines.

4. To what extent do you think that multi- outlet retailers have become too powerful? What are the negative aspects of a highly concentrated retail industry.

They will become powerful if there is a competitions among them and if one of them will have an competitive advantage over the other retailers. The negative aspects of a retail industry is that if retailers will not follow rules of a country. They will just sell everything that they want. Some of the products are illegal and other producers will affected.

5. There are different kinds of position that is being hired when it comes in the retail business. Position in a business like managers or accountants.

Rex Byron A. Roxas

Book: “Retailing , An Introduction” by Roger Cox and Paul Brittain

Quote: “ a nation of shop keepers”

Library Reference: HF 5429 C68

I expect to learn from this book what retailing is. And I will also learn how to apply this topic in our daily lives. Roger Cox and Paul Brittain is the author of this book. It will also tell us that retailing is an advantage to use in our own businesses. It will also tell us that in the UK retailing is an advantage to use. Because people in that place are used to sell product that is a customer to customer basis.

Retailing is one of the most important industries in the UK . Napoleon bonaparte’s jibe about the nation shop keepers still has the ring of truth. This chapter of the book that I read considers the functions of retailing, together with some of the more recent trends in retailing and theories of retail change.

According to history retailing has been viewed as the sale of goods to the customer through retail shops, but today in our time retailing is more broader. Retailing is the sale of goods and services to the ultimate consumer for personal, family or household use. It also involves more than selling tangible products. The purchase of a service such as haircut or dry cleaning is also a retail transaction. Purchase for business or industrial use are not retail transaction.

In the economy there are places and sectors or what we call the retail store. The definition of the retailing has a wide definition or a broader definition, so the retail stores is very important because it is a final link in the chain of production that begins as the extractive stages, moves through the manufacturing processes and ends by the distribution of goods and services to the final consumer. It is also important because it is the second largest employer in the UK with over 3 million workers involved. It accounts for 23 per cent of the gross domestic product. It accounts for about 35 per cent of consumer expenditure. It is also important of the tax collection example of this is the value added tax.

Retailing has also its functions. The retail outlet may provide some of the following services to its customers. Convenient collection, an assortment of merchandise appropriate to the particular market, breaking of bulk so that small quantities can be sold, processing of merchandise to more acceptable forms, holding of stock for instant availability at relatively stable prices, helping to effect change in ownership of goods, causing goods to move through the distribution system, information not only to the consumer but to suppliers, product guarantees, credit and hire purchase facilities and some facility for social intercourse.

The demand for retail product and services will perform well during its performance. In the UK there is a trend showing consumer expenditure shifting from spending on goods and services. They have performed well during the year 2000.

In the retail business it also has a large number of retail shops. In the early year there are about 500000 retail outlets but has declined to 310000. The retail outlets dropped to this number because of the competition inside the market or the industry. Small retail outlets had closed because they loss there competitive advantage. Their competitors or there larger competitors had the edge is because there competitors gain competitive advantage over the other businesses.

The retail becomes popular the large retail stores are offering to the customers one stop shopping meaning they only need to get inside the store or business what they want to buy. Small retail store are also successful because of their specialization . All of the small and large businesses had encountered their difficulty but one became successful because of their strategies. Some of the stores also combined with each other. They merge together to have an advantage in small businesses but there is also an acquisitions of some of the rivalry in the business.

E – tailing, there is also a rapid expansion of the e commerce. Like what we talk about in the cluetrain manifesto transactions and communication is not anymore a manual conversation they are now communicating online. Even the seller to customer they are now communicating online. These is with the use of the internet because the online system of transaction and communication among them is the trend in todays generation. An online retailing is the trend in todays generation like what the author is telling us.

The retailing industry had change are society today there is also a change in the consumer character demographic, social and economic. There is also a change in technology. Because technological change is always present. Changes in competition that influences competitive strength to some weak businesses.

There is also a theory in that some of the business that are weak will surrender and will not make their business better it is because of the organizational deterioration. And some businesses change is because of the economic factors

Then there is also a theory of retail life cycle where in there is an innovation stage that tells us a new retailer will have few competitors, rapid growth in sales but low profitability due to start up costs. And there is the growth phase, sales of growth is till rapid and profitability is high due to the economies of scale now possible. And there is when we talk about the maturity stage, it means that there are open to comapetitors. And the last the final decline phase means that sales and profit fall and new, more innovatory retailers are developing and growing.

I have learned from this book the importance of retailing or the advantage of retailing on the industry. the book suggests that retail businesses is easy to earn profit and it has also low in cost. If we will have a business retailing is a good thing to start with. Retailing is a customer to seller basis that has a easy transaction and communication in the market.

Rex Byron A. Roxas

Link: https://www.dallasfed.org/news/research/2004/04it_anderson.pdf

Quote: Forget squeezing millions from a few megahits at the top of the charts. The future of entertainment is in the millions of niche markets at the shallow end of the bitstream.

I expect to learn how important the niche market and how effective the niche market in the industry. the niche market or the retail market is an effective way and a successful way in doing business. I expect to learn how the long tail is all about and what is the connection of it, in our way of doing business.

The book that I read is all about the long tail. The long tail is an part of a diagram that teaches us or they are trying to tell us there is a money in some of the low class businesses, that is the retail business because some of the experiences of a businessman there large income comes from their convenience store. We won't even know that a small convenient store earns a lot of money. According to studies and according to the long tail the key of some of their business success comes from their retail business. And according to the book that I have read some of the useless things that can be thrown away is like throwing are own money in the trash can. The book is trying to say that money can be discovered in the trash.

The book is also trying to say that if a company or if a certain business is popular in our time this business will not anymore control the industry or monopolies the industry. According to the author if you have small businesses but plenty of them the huge business sector will not anymore monopolizing the industry is because small but plenty small retail business is much effective rather than other businesses.

The book is trying to tell us that in this topic it has always the connection with the internet. The net is always a big factor in the world of retail business because when we talk about the vertical market or the niche market, the net is accurate in giving out the information and the features of a certain product

The book is also trying to say that some of the niche market or some of the retail businesses had failures, an example of a business is the tower of records. The problem of this business is that some of the product is not available. The topic long tail is trying to say that in doing a business it must be available in all products. “Make everything available”, this statement means that they need to have a rule that in doing retail business or niche market, all of the product that you are selling must be available depending what business are you into. This business avoid online transaction maybe this is one of the reason why the business failed to do business because they did not see what is in the feature. One day, few years from now all of the transaction of the niche market will be online because in our generation the net is know the thing for us. I can call this as the “new school” our generation is practical because we can now do business in our very homes with the help of the net.

The article is also trying to say that the online transaction in purchasing a product has a high percentage in getting yourself a rich person and making your business a progressive business. And there is a saying that its more expensive to evaluate than to release. It means that it is more expensive and a huge cost to keep your product in a an inventory rather than releasing them to the public. Some of the product need to be release so that the niche market would be running. This is a succesfull thing to do in order to keep the business running. There is the second rule that says if we lower the price depending on the strategy the business or the niche

market will get richer because almost all of the product that lower the price, the buyer will immediately grab the opportunity to purchase the low cost product.

Popularity is no longer has the lack of profitability because it is free in competing with other competitor that is doing business. It is free in doing business because we have the e-commerce website were the niche market is present. And the last rule of the article is help me find it, meaning we should help other people in canvassing what product should buy through the net using the blog. They see suggestions and comments about the product so they learn from each other using it. Another is recommendation from other people, it is also a big help.

I have learned that the niche market is a wide industry and is free in doing business. With the help of the net it is easy to do business. And it is also a big help in doing business in helping the gain profit and to help to call customers or to be recognize by the customers.

“VERTSOL PAPER”

Mega Shawarma

A Study on Mega Shawarma’s Inventory System

By

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Submitted in Partial Fulfillment of the Requirements

Of the Course, Vertical Solutions

De La Salle – College of Saint Benilde, Metro Manila, Philippines

November 21, 2008

Company Background

Company Overview

MEGA SHAWARMA, 1073 Del Monte Ave., San Fernando Del Monte, Quezon City, Philippines

Company Logo



Company History

It was in March 2004 when MEGA SHAWARMA was conceptualized by Mr. Vernon Qunitio. Their primary goal is to serve high quality roast beef sandwich, commonly known as *shawarma*, at a reasonable price.

His determination paired with sheer hard work paid off when MEGA SHAWARMA was cited as the “Best Shawarma Brand” (National Awards), by the National Product Quality Excellence Awards in September 2005. Shortly thereafter other awards were conferred upon MEGA SHAWARMA namely, “No. 1 Shawarma Brand” by the National Shoppers’ Choice Award (November 2005), “Most Outstanding Shawarma Brand” by the Philippine Quality Awards for Business Excellence (January 2006) and “Most Outstanding Shawarma Brand” by the Philippine Brand Excellence Awards (April 2006).

Passion for superb taste and quality are the key factors for the success of MEGA SHAWARMA. Its unique and renowned flavor dominates the market today and its popularity grew tremendously.

Equipped with efficient and well-trained service crew, it has established several branches, ventured into catering, and introduced the concept of franchising to prospective business entrepreneurs by shawarma retailing.

Products and Services

- ☒ Shawarma
- ☒ Bottled mineral water (Summit), and
- ☒ Other beverages:
 - C2
 - Sprite-in-can
 - Coke-in-can
 - 7-Up-in-can

1. Number of customers

Mega Shawarma has 150-250 customers in their different outlets, in a daily basis.

2. Number of transactions

The number of *shawarmas* ordered determines the number of transactions made in different outlets. Daily, outlets selling Mega Shawarma’s products receive 200 up to 300 orders, individually.

1.1. Statement of the Problem

In this study, the group decided to focus on the inventory process of Mega Shawarma. The group discovered that presently, the company is experiencing a number of conflicts in recording of daily transactions. These are:

- **Inaccuracy in counting of product**

Occasionally, the number of products based in inventory reports doesn't match with the actual counting

- **Mishandling/ misplacing of forms**

At times, the controller fails to store the inventory forms to the temporary file storage. Because no back-up forms can be traced, the process of inventory listing will repeat again.

- **Inerrancy in listing of stocks that have been discharged from the commissary**

The controller sometimes fails to track down all items that have been discharge from the commissary since delivery/pick-time is very limited.

- **Failure to inform the owner in discharging of items**

From time to time, the controller forgets to inform the owner about the discharging of discarded supplies. But instead, the owner does the job. However, the approval of the owner to replace the discarded products should be considered.

- **Incorrect ingredients delivered to the outlet**

Some items delivered to the outlet are incorrect due to the misunderstanding between the controller and the owner.

This process is essential to the company in terms of updating stocks available in the commissary, handling every form well and making sure that they update everything on time. That's why we selected this process; we believe that every inventory process in a company plays a significant role. Especially in our company, if their inventory process will continue to have these problems they would have a decrease in income. Inventory process' goal is to have an accurate figure of stocks available; stocks delivered to outlets, and left over.

1.2. Objectives of the System

The system we want to propose is a Retail Inventory Management System (RIMS). It keeps track of the stock levels by product type, store, deposit and shelf, aiming at optimizing stock levels, and avoiding stock failures. Here are the core benefits of having RIMS: More accurate inventory and a timelier ordering. With an inventory management system, the owner can get up-to-the-minute reports on what you have in stock, on order, and in transit. No more "assuming" that the owner has enough of a particular item. No more "thinking" that the owner has placed the order to replenish your supply. Retail software with an inventory management system eliminates the guesswork from running the owner's retail business. Some inventory management systems can be set up to automatically notify the owner when it's time to order more inventory, such as when stock falls below a pre-determined level. By always having the owner's hottest items in stock, you'll be sure to not miss sales due to out-of-stock items. Many retail software packages will even generate purchase orders, further streamlining your inventory management. In addition to increasing the owner's sales, retail software with an inventory management system can drastically reduce the owner's operating costs by reducing the time spent manually counting inventory and creating purchase orders.

In the reorder process, the RIMS stores inventory counts and triggers replenishment orders to the ordering system. The RIMS calculates inventory by subtracting what has been sold from what was previously ordered and received from suppliers. The RIMS is a tracing and supporting system at the same time. It traces product stocks and their location, and support location and ordering decisions as well. In the case of the studied company, the inventory management system maintains the store position using all available stock movements. Its stock position is maintained using sales drips – sent every 15 - 20 minutes which are received throughout the day to keep track of store stock. Stores can also count at any time of day.

- To find representative use cases for inventory process improvement, in terms of current operational procedures
- To help the owner to be immediately informed in the availability of products in the commissary
- To lessen the inerrancy and inaccuracy happening in the current inventory system

- To lessen the inaccuracy of inventory reports
- To inform the owner if they have enough stock of supplies
- To have easy access to the reports
- To lessen errors in recording ingredients/products during
- To know what the outlet needs and make sure that they will deliver the right order and quantity
- To have updates anytime during the day

A. Tangible Benefits

1. Error reduction:

We can reduce errors by having separate forms for report and inventory form of ingredients/products so that the controller won't be confused in using it. The most important thing is they should monitor everything well.

2. Increased speed of activity:

We can increase the speed of activity by using manpower. They should have 2 or more persons monitoring and checking stocks everyday. By having more manpower, they could finish the process early.

3. Faster delivery of reports

We think the best answer to this is to have an automated system that can send forms from one computer to another within the local network. This is to inform the owner on how many ingredients are left in their storage room or how many ingredients were delivered back to them.

4. Flexibility in updating

If they would have an automated system, they could easily update it. They're currently using manual forms; the risk of using manual forms is that forms might be misplaced and of course, there are no backups.

5. Reduced cost of printing

If they'll use the technology in monitoring their stocks, they would save a lot of money from the cost of printing forms.

B. Intangible Benefits:

1. Efficient processing of information

They can process information efficiently by using the proposed system. They can save time during the recording and forwarding stocks update to the owner.

2. Maximized use of resources

Mega Shawarma's inventory system is limited to recording their available stocks using manual forms, so the group decided to propose a retail inventory management system and a point of sale system to help achieve their goal in providing themselves accurate and reliable information. By implementing these systems, the company can save more time and able to view records anytime. The group strongly believes that this system would help them to be successful in the industry

Significance of the Study

A. Company

The importance of this study is to monitor the inventory process used in Mega Shawarma. It would be a big help if they'll increase the production of form and report templates for each item, this is to avoid confusion. Important factors in this study are ordered products, leftovers, number of items received from the supplier, number of items given to franchise dealer. It is also beneficial if they will be producing more forms and reports respectively. Ordered products, leftovers and the like would be determined by proposing a system to be automated.

a. Group

This study accomplished by the group for the Mega Shawarma will provide fresh ideas on how to improve their service in the public by means of productivity, efficiency and quality. For the group, analyzing the processes in Mega Shawarma provide us further grasp and familiarity about how things work and what are the problems in the company. Furthermore, this study has shown the group what the reality in industry we are having is. This study would not only aid the group to become better system analysts someday, but also inculcates the group how to deal things in life.

Scope and Limitation

Though our objective is having an automated system to be proposed, the only primary scope of this analysis study is only for the inventory system of Mega Shawarma.

In this study, the group partially included the ordering system of Mega Shawarma to the suppliers so that the group could determine the number of products to be list down in the inventory, once the supplies are delivered to the commissary. In the same way, we also included the ordering

process of the franchise dealers to the commissary, since the number of supplies that has been taken out from the commissary will also be listed down in the inventory as well.

This study would only focus on the transactions happening between the owner, the commissary, the controller and the supplier.

Definition of Terms:

1. Billing Invoice

- It is written statement, informing the buyer that he/she ordered a product or supplies

2. Commissary

- Part of a food company, wherein, stocks of supplies are gathered, checked, and stored

3. IN

- Refers to the number of supplies that has delivered and checked from the suppliers to the commissary

4. Inventory

- An account of listed supplies used during and after the ordering process of the company

5. LO

- Refer as leftovers; supplies that have not been used in a branch or branches.

6. OUT

- Refers to the number or supplies that have been taken out from the commissary to its branches

7. Outlet

- These are sub-divisions of a retail company like Mega Shawarma

8. Purchase

- Something acquired by purchase

9. P.O.

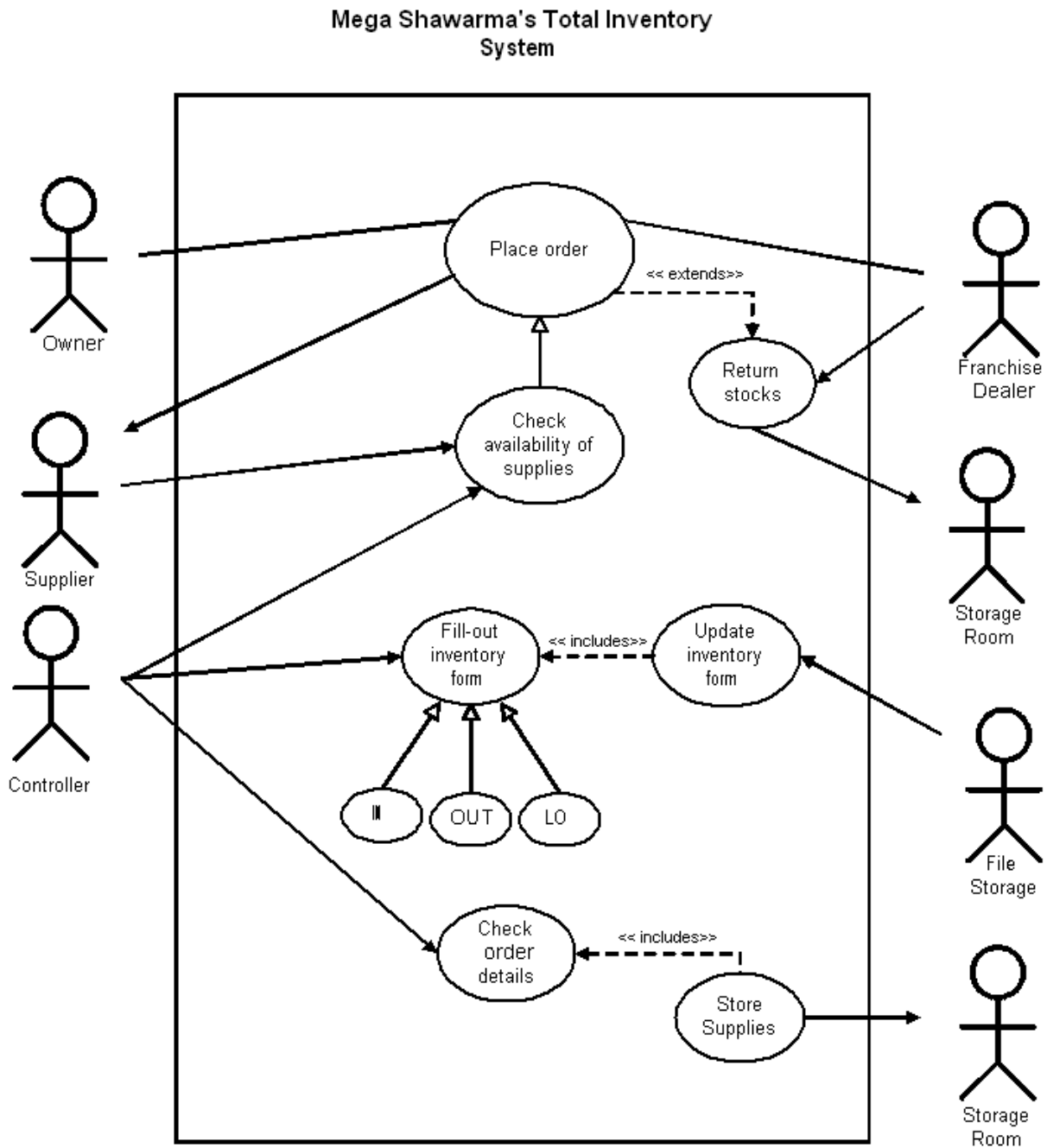
- Abbreviated word for ‘purchase order’

10. Shawarma

- The main product that Mega Shawarma is selling

11. Stocks

- Refer as supplies ordered



Use Case Diagram

a. Narrative

Mega Shawarma’s Inventory System

A. General Description

The Full Inventory System of Mega Shawarma Lines Inc. allows the owner to track down all daily transactions of supplies, between a commissary and supplier and the commissary to outlet.

B. Primary actors

1. Owner

The owner is responsible for ordering supplies from the supplier. He/she is in charge in approving of daily transactions happening inside the commissary.

2. Supplier

The suppliers are accountable for delivering the supplies ordered by the owner.

3. Controller

The controller is the person who is responsible for the checking of orders placed by the owner. He/she has the sole responsibility to track down all ordering and purchasing process happening between the commissary and the outlets.

4. Franchise dealer

The franchise dealer is liable for any transactions happening inside the outlet. He/she is responsible for ordering supplies in the commissary.

Use Cases

a. Place order (Owner)

The ordering of supplies of the owner will first take place before inventory listing.

b. Check order details

Soon after receiving the supplies from the supplier, the controller will check the supplies whether to be approved or discarded. All checked and approved stocks will be stored inside the storage room.

c. Place order (Franchise dealer)

A franchise dealer places his/her order to the main branch.

d. Fill-out inventory form

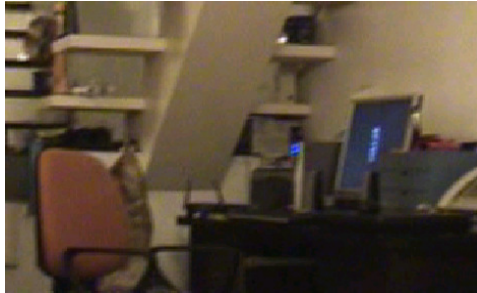
The controller will fill-out the issued inventory form by tracking down all transactions made up in the daily basis. IN, OUT and LO are the items to be track down in the inventory form. Every now and then, the controller should update the inventory before a day would end. All inventory lists will be stored inside the file storage.

e. Return stocks

Every end of afternoon, franchise dealers are opts to return ordered stocks to the commissary. These returned stocks will be sent back to the storage room located inside the commissary. If no leftovers from the outlets found, no returning of stocks will take place.

Process Walkthrough (Use Case with Pictures)

1. In the inventory process of Mega Shawarma, the owner would primarily order first the supplies from their supplier.



2. After placing the order via telephone, suppliers will deliver the purchase ordered by Mega Shawarma.



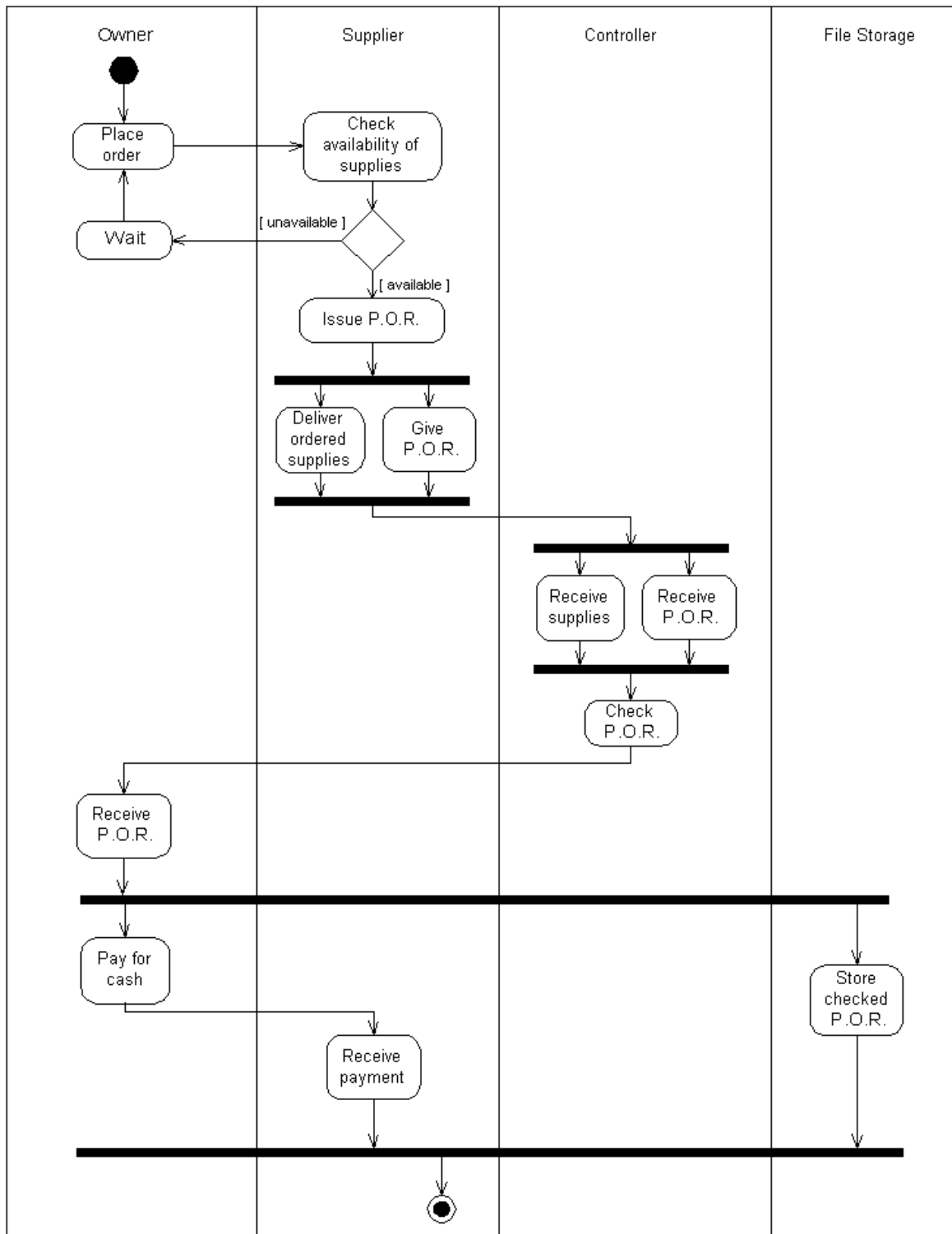
3. An official purchasing receipt, along with the billing invoice, will be handled to the owner after the transaction of payments, in cash, takes place.
4. It is now the responsibility of the checker to verify the order details of the product ordered by the owner. Details to be checked are: quantity of products delivered, number of supplies purchase, and the like.
5. After which, the checker would list down all the available supplies in an inventory form. Checked supplies will be stored in the commissary. Discarded products (e.g. damaged, expired, etc.) will be reported to the suppliers and will purchase for another item, exchanged to the discarded ones. The checked ones would notify the owner on the inventory by making an inventory report each transactions would occur.

6. Available products from the commissary will be sent to the franchise dealers once their supplies would nearly go out-of-stock.
7. A purchasing order will be sent out to the owner.
8. Supplies will be delivered to the location of the branches, depending on the distance of the location from the commissary. Branches near the commissary have the option to choose whether the supplies ordered will be delivered or they would just get it directly from them.



9. Once the supplies have been delivered to the branches, a purchase order will be handled to the franchise dealer. After the purchase was made, the inventory in the commissary will be updated.
10. All transactions, incoming and out coming, are monitored by the checker. The controller will generate inventory reports weekly and monthly to owner.

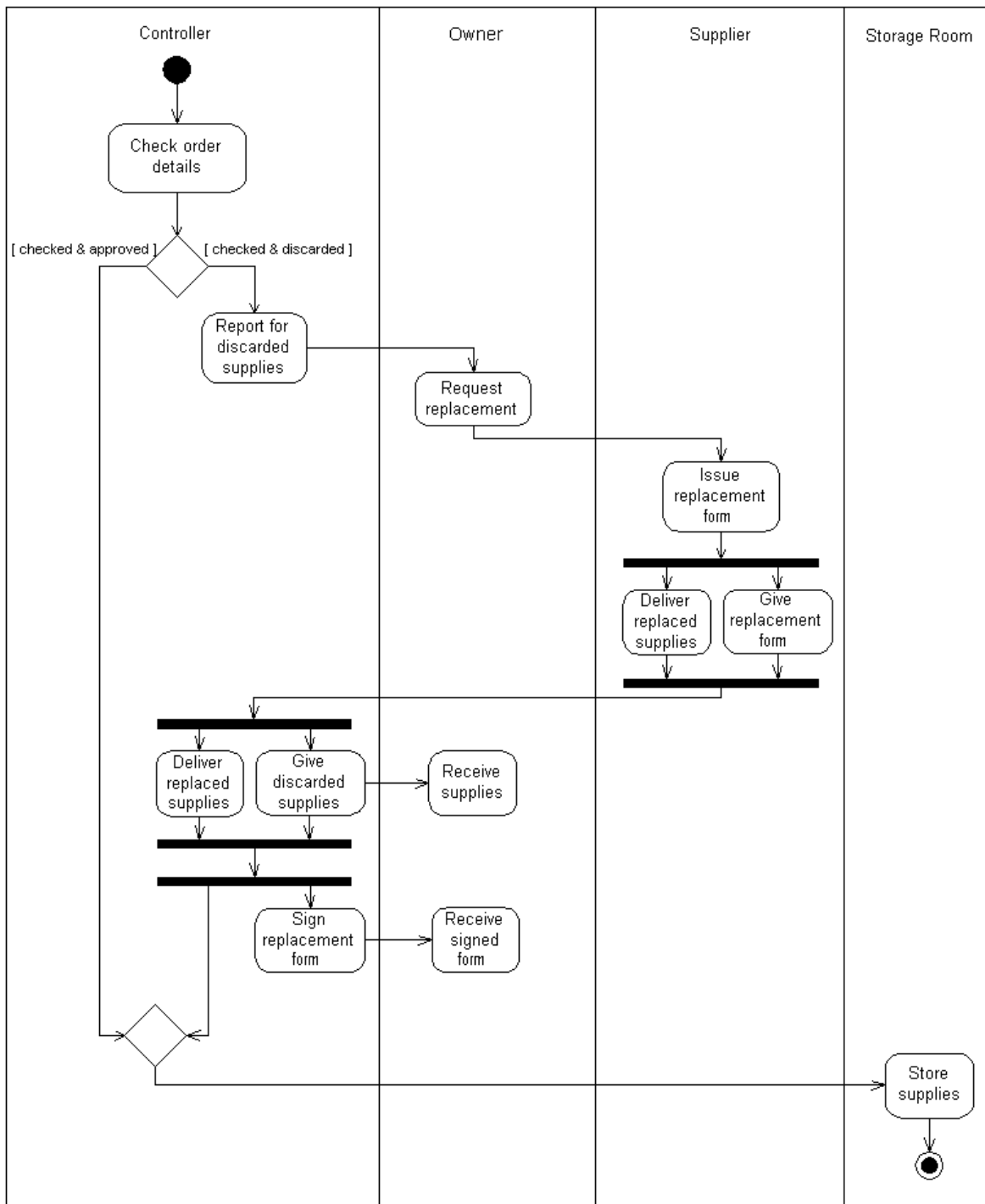
Activity Diagrams (Place order – Owner)



A. Place Order (Owner)

Before inventory process takes place, the owner places orders to the supplier by calling. The supplier will check first the availability of supplies to be ordered. If stocks are unavailable, the supplier will inform the owner to wait for the next day if stocks are already available. By then, the owner will place another order on the following day.

If stocks are already available from the supplier, he/she issues P.O.R. or purchase order receipt. Once finished, the supplier will order his personnel to deliver the ordered supplies, together with the P.O.R. Once the supplies are delivered in the commissary in the afternoon, the controller receives the P.O.R. and the ordered supplies. The controller will check the P.O.R.. After doing so, the controller will present



the receipt to the owner to be stored inside the file storage. In the same manner, the owner will pay the personnel responsible for delivering the ordered supplies. The ordering process of the owner will stop once the supplier’s personnel collect the payment for the delivery.

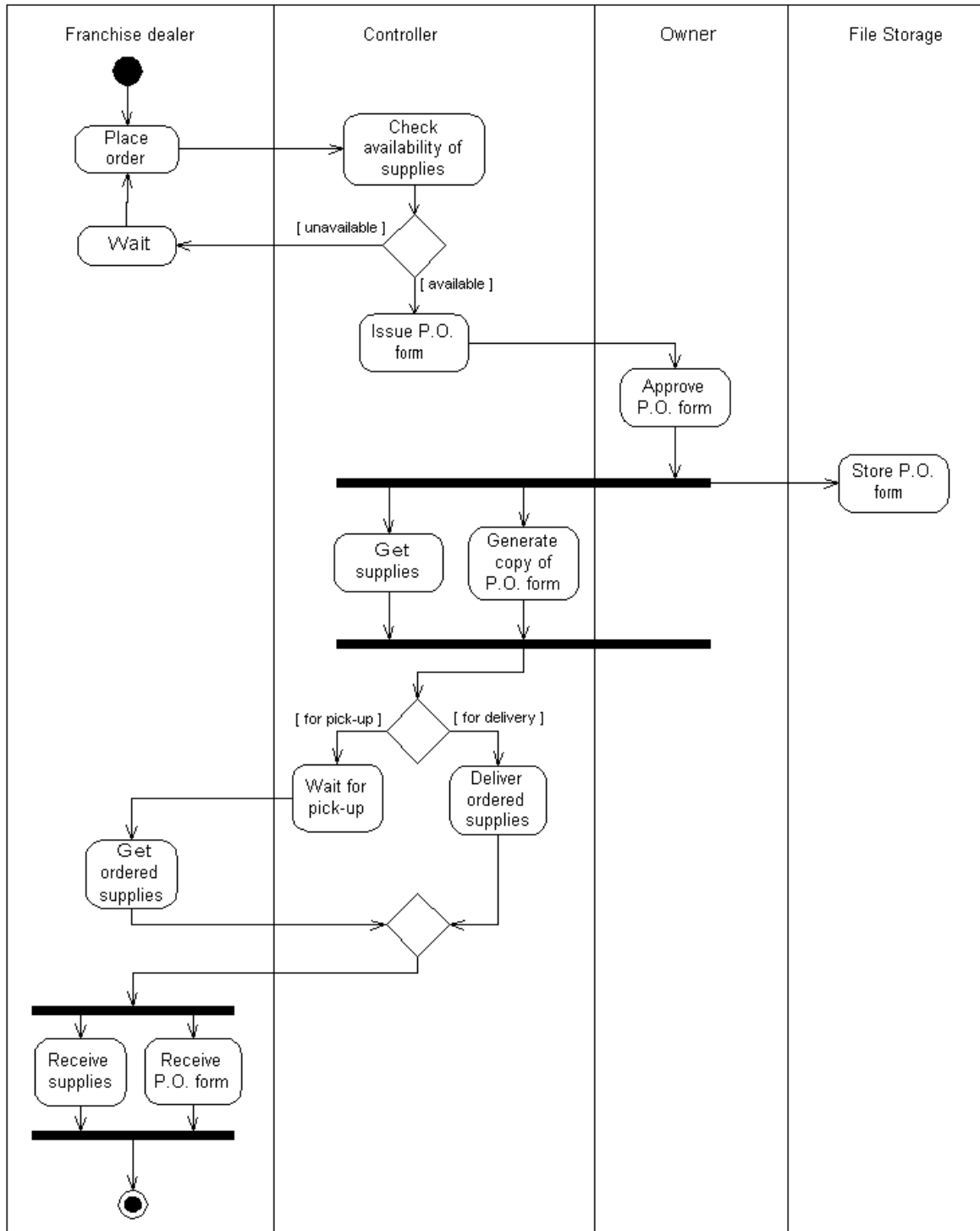
B. Check order details

In every delivery of stocks, the controller will check whether the supplies are approved to be stored or not. Checked and approved stocks are automatically stored inside the storage room.

However, if discarded items (e.g. expired, substandard, etc.) are present, the controller will immediately inform the owner about it. The owner calls and requests for the replacement of the discarded item/s. The supplier will issue a replacement form.

Delivery of the replaced stock/s will be delivered on the following, together with the supplies to be delivered the next day. The supplier’s personnel will proceed to the owner’s location. Upon receiving the replaced stock/s inside the commissary, the controller presents the discarded item/s. The supplier receives the item and gives the replacement form.

The controller signs for the replacement form. After which, the replaced item/s will be stored inside the storage room.



C. Place order (Franchise dealer)

On the morning, the franchise dealer places order for the supplies in the outlets. The controller will check for the available stocks inside the storage room. If stocks are unavailable, the controller will inform the franchise dealer to wait for the following day if stocks are already available. In the following day, the franchise dealer will place and follow-up the order.

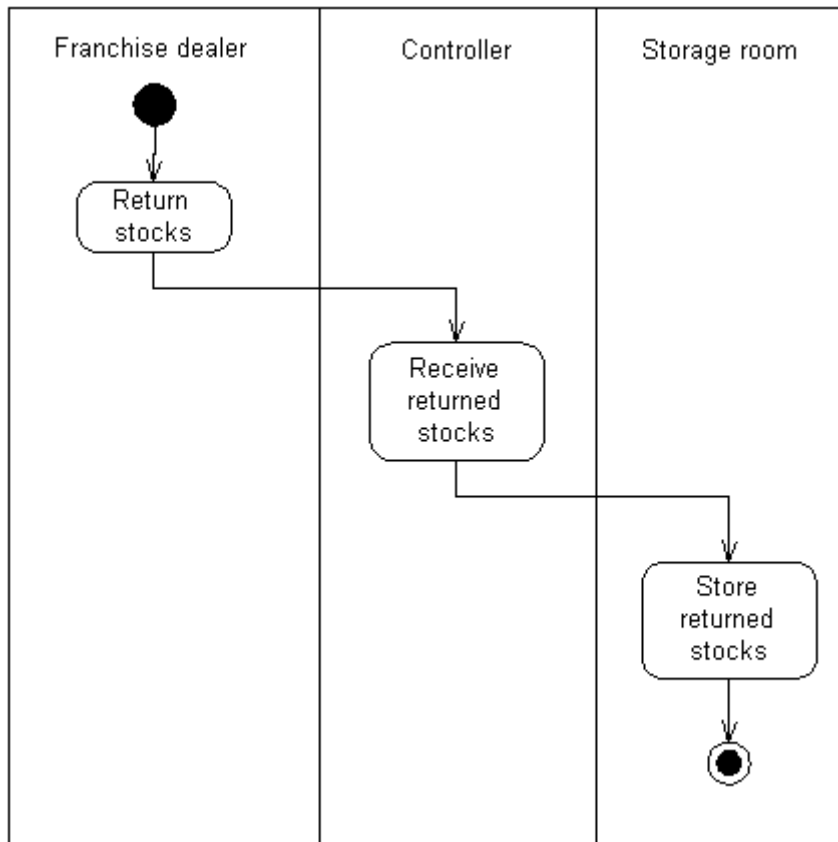
If stocks are already available in the commissary, the controller will issue a P.O. form, listing all the details that the franchise dealer ordered. The P.O. form will be sent to the owner for approval. Once approved, the controller will generate another copy of the P.O. form. The first form will be stored inside the file storage, while the other one will be sent to the franchise dealer.

The franchise dealer has the option to choose for receiving the ordered supplies: a. for pick-up and b. for delivery. If the franchise dealer prefers for pick-up, the controller orders the personnel to get the supplies inside the storage room and wait for the pick-up by the personnel from the outlet. Once the stocks were received by the franchise dealer's personnel, the controller will handle down the P.O. form to them.

If the franchise dealer prefers for delivery, ordered item/s will be sent out inside the storage room and will be delivered in the location of the outlet. Once received by the franchise dealer, the personnel will also handle down the P.O. form to him.

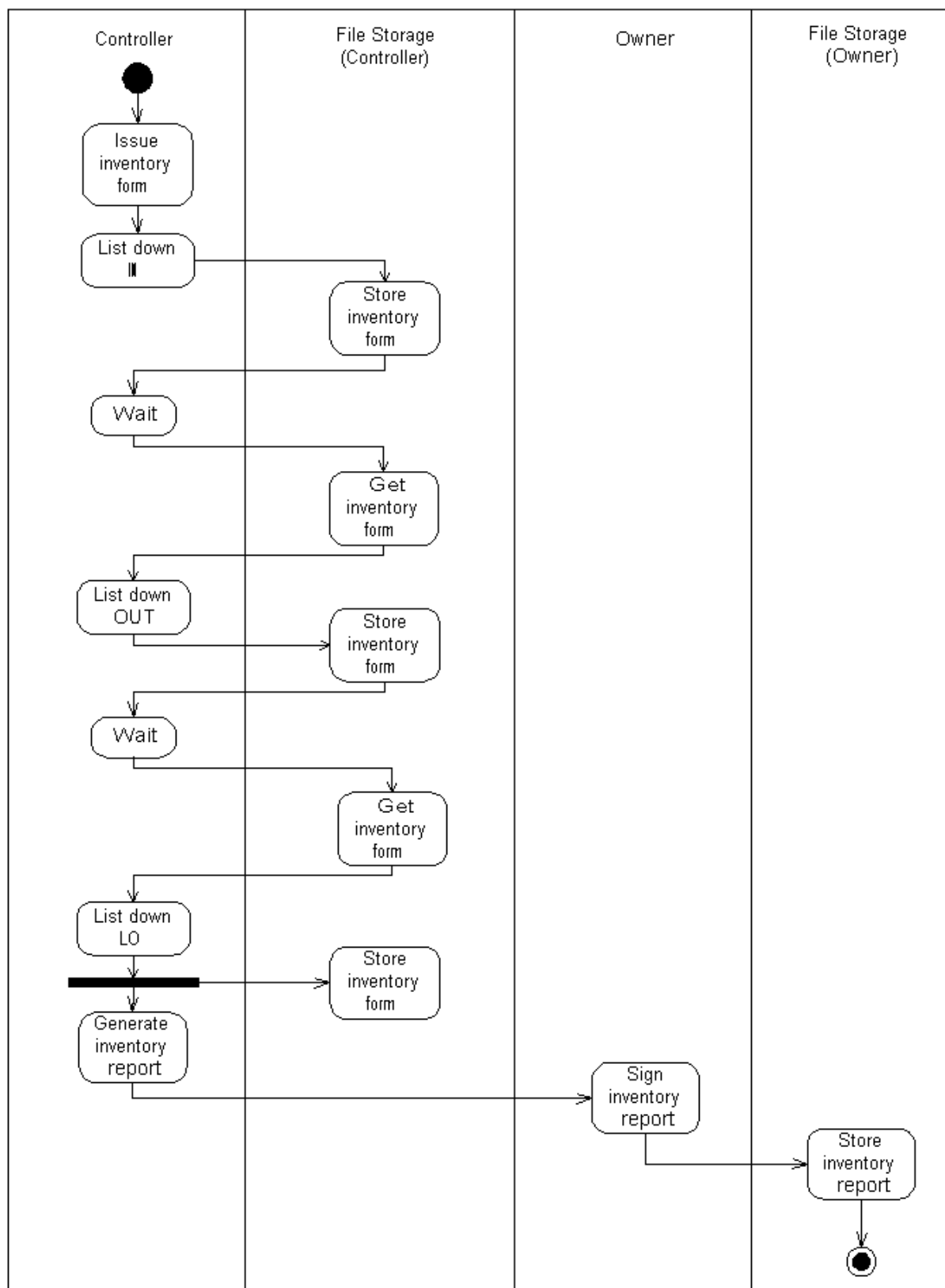
The ordering process by the franchise dealer will stop once he/she receives the ordered supplies and the **Return stocks** e P.O. form.

Return stocks



D. Return stocks

At the end of the day, the franchise dealer will return leftover stocks from the outlet. Stocks will be delivered back to the commissary. The controller will handle the returned stock and will place the stock inside the storage room.



Fill-up inventory forms

E. Fill-up inventory forms

The filing of inventory forms will take place during the ordering process between the supplier and the owner. First, the controller issues an inventory form. Once the delivery of ordered items from the supplies takes place, the controller will list down all IN items. After which, the inventory form will be stored temporarily to the controller's file storage.

When the franchise dealer starts to order supplies from the commissary, the controller will get the inventory form to the file storage. Once the franchise dealer received the ordered supplies, the controller will update the inventory form by listing down OUT items. Again, the inventory forms will be stored temporarily to the file storage.

The controller will only list down LO items if and only if, some leftover stocks from the outlet will be delivered back to the commissary, for storing.

Once the inventory form finishes for updating, the controller will generate an inventory report, summarizing all the details of transactions happened during that day. After which, the inventory form will be stored inside the file storage, and the inventory report will be handle down to the owner.

The owner will sign the inventory report. And then, the report will stored inside the file storage.

Steps in Placing Order (Owner)

1. Inside his office, the owner calls the supplies and places order for supplies.
2. Upon receiving the call, the supplier will check for the ordered products, whether they are available or not.

Unavailable:

- 3.a. The owner will wait for the availability of the item/s. Follow-ups will be done the following day.

Available:

- 3.b. The supplier will issue a P.O.R.
4. The supplier's personnel deliver the ordered supply, together with the issued P.O.R.
5. Ordered supplies will be delivered inside the commissary. The company's personnel will receive the supplies in the delivery area, along with the P.O.R.
6. Issued P.O.R. will be sent to the controller's office, located inside the commissary.
7. After checking, P.O.R. will be sent to the owner's office.
- 8.1. The owner will store the P.O.R. to the file storage.
- 8.2. The owner will handle the payment to the supplier's personnel.

Steps in Checking Order Details

1. Upon receiving the supplies from the supplier, the controller will check the product, whether it is approved or discarded.

Approved:

- 2.a. Ordered items are immediately stored inside the storage room.

Discarded:

- 2.b. Inside the owner’s office, the controller reports to the owner about the discarded item/s.
3. The owner calls for replacement to the discarded item/s.
4. Upon receiving the call, the supplier will issue a replacement form.
5. Replaced items will be delivered, along with the replacement form.
6. Delivered items will be sent inside the delivery area.
7. The discarded item/s will be exchange to the replaced one. The controller will receive the replacement form and sign it.
8. The replaced items will be stored inside the storage room. On the other hand, the supplier’s personnel will leave the commissary and will depart back to their location.

Steps in Placing Order (Franchise Dealer)

1. From the outlet, the franchise dealer calls the owner and places order for supplies.
2. Upon receiving the call, the controller will check for the ordered products, whether they are available or not.

Unavailable:

- 3.a. The franchise dealer will wait for the availability of the item/s. Follow-ups will be done the following day.

Available:

- 3.b. The supplier will issue a P.O. form
4. The owner will sign the P.O. form for approval.
- 5.1. The controller will generate a copy of P.O. form. The first form will be stored inside the file storage, located inside the owner's office. The other copy will be given to personnel, to be sent to the franchise dealer.
- 5.2. The personnel will get the ordered supplies from the storage room. The franchise dealer chooses whether the ordered supplies or will be delivered to them, or will be pick-up by them.

For Delivery:

- 6.a. The personnel from the commissary deliver the ordered supplies, going to the outlet's location.
- 7.b. The outlet receives the ordered supplies, along with the P.O. form.

For Pick-up:

- 6.b. The personnel from the commissary wait for the personnel from the outlet to pick-up the ordered items.
- 7.b. Personnel from the outlet will proceed to the location of the commissary.
8. From the pick-up are, personnel from the outlet receive the ordered supplies and the P.O. form.
9. Personnel from the outlet depart going to the location of the outlet. To end with, the outlet finally receives the ordered supplies, along with the P.O. form.

Steps in Returning of Stocks

1. The franchise dealer will sent out his personnel to return leftover stocks, at the end of each day.
2. Personnel from the commissary will receive the returned stocks in the delivery/pick-up area.
3. Returned stocks will be stored inside the storage room, located inside the commissary.

Steps in Inventory Listing

1. Inside the controller's office, the controller issues an inventory form.
2. Upon receiving ordered supplies from the supplier, the controller will list down all IN item/s
3. The inventory form is temporarily stored inside the controller's file storage. The controller will wait for the franchise dealer to order supplies from the commissary.
4. Upon receiving the P.O. form, the controller will list down all OUT item/s.
5. The inventory form is temporarily stored again inside the controller's file storage. The controller will wait for the franchise dealer return leftover stocks.
6. Upon receiving the returned stocks from the franchise dealer, the controller will list down all LO item/s.
7. The controller will generate an inventory report, based on the listings of IN, OUT and LO items.
8. The controller will proceed to the owner's office for the owner's approval of the inventory report.
9. Once approved, the owner will store the inventory report inside the file storage for future reference.

Table of Recommendations

Problems	Recommendations	Processes affected
Misplaced forms	Compilation of forms Computerize the inventory forms	Receiving process
Inventory report and form are the same	Create a separate forms for the report and form	Update stocks process
There is a discrepancy of actual counting and the written report	Organize the record forms	Ordering process (franchise), receiving process (franchise and supplier) and update stock process
Wrong pick up of products	Controller should prepare the stocks ordered before the pick up time	Ordering and receiving process

Benchmarking

Process time vs. Cycle time of “Pita Mania Shawarma”

Process	Pita Mania Shawarma	Mega Shawarma
Order Supplies	1140	10
Issue delivery form	15	10
Deliver ordered supplies	250	300
Give delivery receipt	3	2
Receive Order	60	5

Check delivery receipt	5	5
Pay Order	10080	1440
Check order details	10	15
Report for discarded products	10	10
Receive order	1440	1440
Store Checked supplies	10	5
Fill up inventory form	15	30
Order supplies (outlet)	1440	20
Deliver ordered supplies (outlet)	5	5
Pick- up ordered supplies (outlet)	100	180
Receive ordered supplies (outlet)	60	180
Issue order invoice(outlet)	2	5
Store order invoice	3	5
Update inventory form	5	10
Sign inventory form	20	30
Store inventory form	3	5
TOTAL	14676	3717

Metrics:

Number of customers: 300

Number of transactions per day: 300

Number of branches: 4

Type of information system: manual

Number of employees: 9

Number suppliers: 4

Streamlining

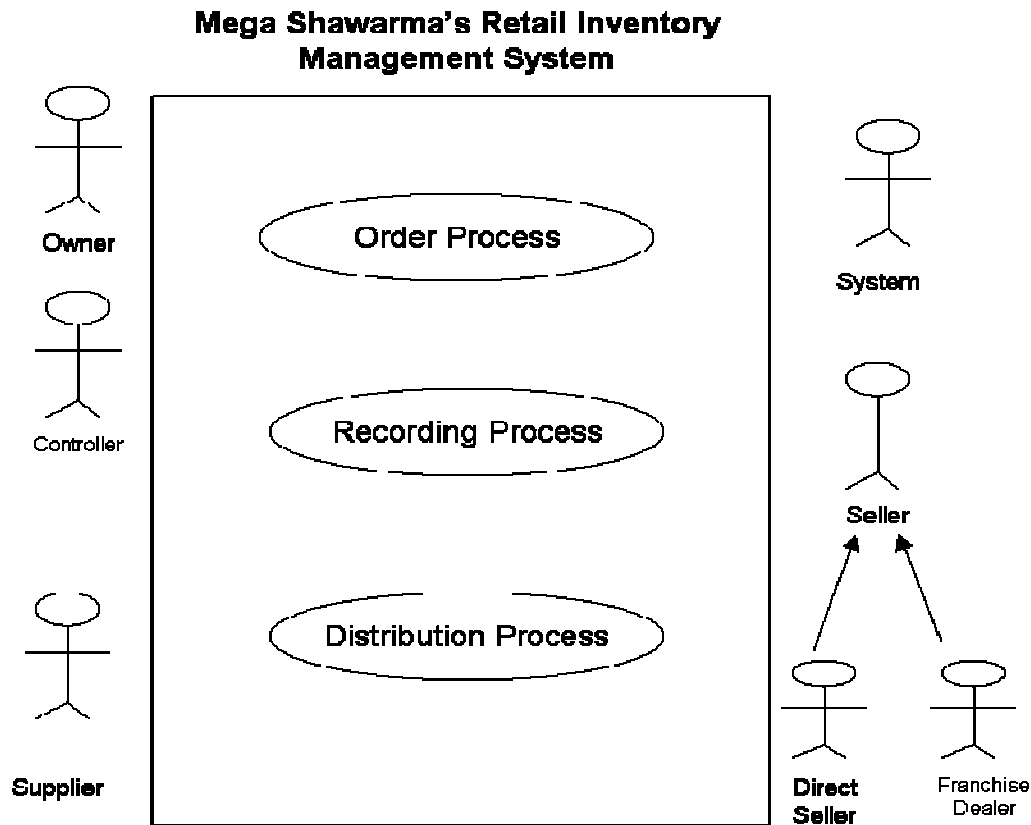
A. Produce two copies of all forms

To reduce errors and avoid inerrancy in counting of available stocks

B. Monitor of Stocks

Instead of monitoring stocks at the end of the day the group recommends that the company should monitor it three times.

3.4. Use Case Diagram of the Proposed System



Use Case Narrative

Identification summary:

Title: Distribution Process

Summary: The distribution process starts when an order list of items is given by the seller to the controller. The controller then checks the system if there are still enough items in the store room to suffice the order given. If the items in the order list are available the controller then gets the items in the store room and is given to the seller. Else if the items in the store room cannot satisfy the order list that was receive, the controller will get the remaining items in the store room and gives it immediately to the seller and also gives a pending order form to the seller that will be due when the next supplies of inventory came. Else if the items in the store room can satisfy the order list that was received in the same time the inventory items in the store room reaches the critical level of items the controller will get the items in the store room and then give the items that was ordered immediately to the franchise dealer. Moreover, the system will automatically report an alert to the controller about the inventory, reaching its critical level. Then the controller will report it to the owner.

Actors: Owner, Controller, System, and Sellers

Creation Date: November 19, 2008

Date of Update: November 19, 2008

Version: 1.0

Person in Charge: Luigi R. Vibal

Flow of events

Precondition:

1. There must be an order request

Main Success Scenario:

1. The Franchise dealer/Direct seller will give an order
2. The Controller receives the order and check the store room
3. The Controller then gets the items in the store room
4. The Franchise/Direct seller dealer will receive the items

Alternative Sequence:

- A1. The items in the store cannot fulfill the number of requested items

Error Sequence:

- E1. The ordered items are not supplied by the store

Post Condition:

1. Items are received by the Franchise/Direct seller dealer
2. A pending order form is issued

3. An alert of items reaching critical level is given by the system

Identification Summary:

Title: Order Process

Summary: The owner will create an order to their suppliers when the company reached their critical level. If the suppliers can accommodate the orders then it will be given to them, else if the suppliers cannot accommodate the order then the company will look into the supplier database to look for other suppliers that can accommodate the order. Once the owner picked a supplier that can accommodate the order it will be immediately given to them. Then the suppliers will deliver the supplies/products needed by the company. Upon arrival the products are checked by the controller whether it is good. If the products delivered are great it will be paid, placed in the store room and the system inventory will be updated. In the other hand if the products are damaged the perfect products or the once that are not damaged are the only products that will be availed by the company and placed in the store room and finally update the inventory system. Another scenario is when the delivered products are not the products ordered. The controller then only accepts the products that are ordered, place it in the store room and update the inventory system. Lastly if the products delivered are not in the same number with the ordered products the closes number or the exact number of products are the only things that are availed, put into the store and to finish the inventory will be updated.

Creation Date: November 18, 2008.

Modification Date: November 18, 2008.

Version: 1.0

Person-in-charge: Argel T. Cruz

Actor: Owner, Controller and Supplier

Flow of Events:

Precondition:

1. Inventory should reach critical level
2. Main Success Scenario:
3. The owner placed his orders to their supplier
4. The supplier got the order placed by the Owner
5. The supplier's able to deliver desired products/supplies by the Owner
6. The controller's able to receive the products/supplies delivered by the suppliers and then stored in the store room

Alternative Sequence:

- A1. The delivered items are incorrect, damaged, or not in the right number

Error Sequence:

- E1. The ordered items are not supplied by the supplier

Post Condition:

1. Items are stored in the store room and system inventory is updated

Title: Recording Process

Summary: The process starts when an order is created by the owner by creating a product order form, a copy is given to the supplier and another copy is kept by the company. Then the products will be delivered by the suppliers and it will be received by the controller of the company and will be placed in the store room in the same time updating the inventory system. Then the controller will receive the receipt of the transaction for data keeping.

In some situation in the store room decrease in inventory items due to some situations like spoilage, damages, or anything that could cause the items to be irrelevant are also checked in the end of the day in the same time the inventory system is also updated. If because of the said situations the inventory of the store reaches the critical level a report is given to the controller. Then the controller will report to the owner giving the owner the trigger to make an order list form. a damage issue form will be created for record on how a certain item was lost or damaged.

Then the next part of the process starts with an order form is issued by the franchise dealer/ direct seller it is then given to the controller and the controller will check on it. The products in accordance with the order form given by the franchise dealer/ direct seller will then be given to the franchise dealer/ direct seller in the same time, receiving the payment for the products, updating the system inventory, giving receipts of the transaction that will be given to the franchise dealer/ direct seller and another copy to the company.

Lastly the owner has the access to view the records for assessment and monitoring of the process and transaction flow.

Actors: Owner, Controller, System, and Controller

Creation Date: October 29, 2008

Modification Date: October 29, 2008

Version: 1.0

Person in charge: Rex Roxas

Flow of events

Precondition:

2. Create supplier order form
3. Spot damaged or spoiled items in the store room

4. Receive order form from Direct seller, and Franchise dealer

Main Success Scenario:

1. A form is created for the order of items.
2. Get receipt of transaction
3. Create damage form
4. Receive order form
5. Create transaction receipts

Alternative Sequence:

- A2. The suppliers cannot supply the items
- A3. Items delivered are damaged
- A4. Items delivered are not in a right number
- A5. Items are different from the ordered items

Error Sequence:

- E2. The ordered items are not supplied by the store

Post Condition:

4. Items are received by the Franchise/Direct seller dealer
5. Items are received by the company
6. An alert of items reaching critical level is given by the system
7. Inventory system is updated

Appendices

1. Interview Script

Q : Do you have other products except shawarma?

A: Yes. We sell soft drinks, but it's not our own products

Q: What specific drinks do you have?

A: Coca-cola, c2, and mineral water

Q: How many transactions per do you have?

A: Around 200 to 300 transactions per day.

Q : How many is your targeted customers?

A: It depends on the location of the store; if you want to have profit you should've at least 200 customers.

Q: Do you have same numbers compared to the transactions per day?

A: Yes

Q: Do you start with your process one by one?

Q: How do you order your supplies?

A: We'll I call the supplier and tell them what we need, after few hours they'll deliver it in our office.

Q: Do these suppliers give sales invoice?

A: Upon delivery, they'll present it to me. Upon presenting the sales invoice, we'll check the order to see if it's complete

Q : how do you pay the suppliers? Is it on a cash or installment basis?

A: We pay it on a cash basis

Q: Upon delivery, where will the supplies be placed? Who'll check it?

A: Once the supplies reached our office, our controller will check it. Every morning the controller will check the stocks and update me and at the end of the day the controller will do another inventory and he/she will submit the report to the owner.

Q : Did you experience any problems in ordering supplies? For example you ordered some supplies and you found that the products are damage, what will they do?

A : Yes we have experience that, they will automatically replace the orders.

Q: When will they deliver it again? during that day also?

A: If they can't deliver it that day , they will deliver it the next day.

Q: When will the actual inventory process start?

A: Once the suppliers delivered the supplies, the controller will record everything in the daily inventory form. At the end of the day forms will be submitted to me

- Q: For the outlets, do they have separate forms?
- A: Yes, the forms they have are different from the records we have. Once they receive the supplies from the commissary they have to record it "IN".
- Q: How will they know if they already need to order new supplies?
- A: They have daily sales report, so every night they'll visit us in our office with the sales report. Through the sales report, we'll know what supplies to order and how many supplies they need.
- Q: From the franchise dealer, how will they order their supplies?
- A: The Franchise dealer will call us and give us their orders.
- Q: Do they need to fill up form? Do you have a certain requirements in ordering? Like a day before?
- A: No, they don't need to fill up anything, all they need to do is call us and give the details. Actually we require them at least one day before.
- Q: For the delivery, do they have the choice to pick up supplies from the commissary or the commissary will deliver it to them?
- A: If the delivery truck is on the way to that certain outlet they will delivery it there. Usually the outlet will come to us and pick the supplies that they've ordered.
- Q: How will you know how many supplies did a certain outlet got from the storage room?
- A: Everyday the outlet will have to fill up the report, they'll record everything. At the end of the day all forms will be submitted to me for checking.
- Q: Is there any instance that the actual count and written report of stocks left don't match?
- A: Yes
- Q: Did you experience it again? How did you cope up with this problem?
- A: Yes, but very rare. Usually we have a logbook wherein all outgoing stocks are recorded. By checking this logbook back, I could trace how many supplies I lost.
- Q: What will be the next step if the outlet will pick up the supplies?
- A: I'll give the receipt to the commissary, where they'll pick up the supplies

Q: How will you know if they consumed everything they got?

A: For the outlets, at the end of the day they will report to us and they'll surrender the leftovers. For the franchise dealers, we won't accept any left over from them. It's their fault if they weren't able to sell everything.

Q: What is the job of the controller? is he/she responsible for the f. dealer?

A: He's responsible for monitoring every single product/ingredient in the commissary

Q: Where will you place the left over?

A: sometimes if the left over are really spoiled we'll just throw it, but if we can still use it we'll store it again and use it the following day.

Q: What is the vision-mission of your company? What's your aim?

A: Our aim is to have quality product and at the same time affordable

Q: How many employees do you have?

A: Nine, excluding the owners

Q: What are the tools that you use for recording all transactions except the forms?

A: We have a logbook, wherein I can check if there is any discrepancy.