**Technology Management Plan for Ice Cream Jubilee**

Ice Cream Jubilee is a local, small craft ice cream franchise based in the Washington DC Metropolitan area. They are growing company with currently three store locations. They were voted DC’s best Ice Cream in 2019. As they continue to grow a technology management plan could benefit their company greatly. This type of plan can layout an outline one how your company can use technology to help meet business goals. This might include helping with cost management, human resources, in mitigating risk for the company. This is inclusive of all the is departments of the organization and their investment in usage of technology. The key here is developing a plan that aligns the stakeholders’ interest with the company’s strategic goals using technology. As we move forward nearly everything is, and, or will be governed by technology. The outcome of implementing the plan will determine their success. If the company is able to grow, mitigate risk, and cut down costs with the help of technology it is a success.

***Strategic Initiative***

The strategic initiatives for a company will include what projects will be needed to achieve their end goals. Strategic initiatives can be implemented to help an organization gain a competitive advantage and business efficiencies (Baltzan, 2017). This includes functions like customer service management and supply chain management. one is a business facing process and one is a customer facing process, both have an equal impact on the company success. During this pandemic time companies have had to become very innovative with how to do business. Ice Cream Jubilee in particular being a walk-up ice cream place initially had to shut down. Currently, the only way you can purchase ice cream is to order it on your phone and pick up in store. As a customer I felt this was a bit much to get one scoop of ice cream. Some people aren't as adept at technology and maybe remised to download an app just to get an ice cream cone. Here ice cream Jubilee needs to come up with ways to improve their customer facing process. I would implement a person-less, stand-alone set up with the help of artificial intelligence. Here the customer could walk up, decide from a screen what ice cream they want, from a scoop to a half a gallon, and be able to swipe their card and pick the ice cream up. A few ways I think this is better than the current process and could help improve business relations. The first, everyone loves to look at ice cream. Much of the thrill of walking into a Ben & Jerry’s is gazing at all the wonderful flavors in the case. When you order from your phone, you're only able to select the flavor, which you would have had to bend before to know what they taste like. Secondly, this method is less likely to deter someone taking their grandkid out for ice cream who may not be very technologically savvy. Not being able to pay for ice cream on location without a smartphone is honestly a hindrance to any company. While technology is still being implemented it needs to be used in a way that can best help the company and above all else improve sales.

***Organizational information***

Organizational information can provide a company with vital information used to manage the business. Most companies have organizational systems in place that capture compile and analyze the information it collects. This is very valuable because this is where companies can learn what they can do better in order to be more successful. The key to making better business decisions lies with the organizational information. As ice cream Jubilee is a smaller business, they may have to go through greater measures to gather information. This might be done by looking at their point of sale system or by survey cards left in store. The new way of doing things has gotten some negative Yelp reviews. It is important for them to consider this as important even the numbers aspect of the business. As long as that information is informative and substantive it can be used as organizational information.

***Decision making***

Decision-making plays a very crucial role in communication and leadership for business. The problem needs to be defined through gathering data, come up with possible solutions and test an implement those solutions (Baltzan, 2017). Here Ice Cream Jubilee determined that they needed to conduct contactless transactions during the pandemic. As I stated one of the steps in decision making is testing solutions. A simple test would have shown that the ordering system Ice Cream Jubilee has would not work very well. A place that usually has a line around the corner albeit Covid-19, now barely has one to two customers at any given time. Smart decisions must be made in the company’s best interest.

***Building Innovation***

Innovation can propel a company in many ways. From the employees to workplace practices, innovative leaps can establish a certain culture at companies. The product, process, and business model are three areas primed for business innovation. In this instance the product is ice cream. Many of this company’s flavors have local meanings. For example, my favorite flavor is Marion Berry, named after previous DC Mayor Marion Barry. I like the background of that and believe the company could come up with more locally crafted names to connect to their products to the community, i.e. the people. The process entails how the product is made. As a smaller franchise I am sure most of the labor is provided via machines. I would ensure products are being made the most efficient way. We learned in a previous class assignment how Ben & Jerry’s tracks their ice cream, ensuring maximum freshness and use. Although, Ice Cream Jubilee is much smaller they could benefit from this framework. This would avoid making flavors that are on hand and up production of flavors in demand. Lastly, the business model is how the company organizes and conceptualizes the product. Currently, this includes making ice cream and selling it in the three franchise locations. Right now in DC food trucks are very popular, particularly near our monuments and museum. To keep up with methods in demand, Ice Cream Jubilee could have an ice cream truck featuring their local flavors. Particularly with Covid-19 and people being out less you may have to literally go to the sales. Innovation is a team sport, so it is important to weigh ideas from CEO down to employees; everyone has ideas. Business innovation can help a company grow and look for newer, fresher ways to conduct their business.

***Conclusion—Looking Forward***

In conclusion, all of these focus areas can help improve Ice Cream Jubilee’s business. Understanding what their company’s goals are and aligning them with technology management gives a chance at continued success. We see many business begin and close soon after. That is because they aren’t using things like business innovation or organizational information to make the best decisions for the company. At this time everything is governed by technology in some way. It is important to use the management of it to our benefit. Ice Cream Jubilee can continue to grow its success as a company and who knows one day they may be the new Ben & Jerry’s.

# References

Baltzan, P. (2017). *Business Driven Technology.* New York, NY: McGraw-Hill.