

GROUP PROJECTS

CASE 1: ASSESSING THE VALUE OF INFORMATION

Trevor Toy Auto Mechanics

Trevor Toy Auto Mechanics is an automobile repair shop in Phoenix, Arizona. Over the past few years, Trevor, the owner, has seen his business grow from a two-bay car repair shop with only one other employee to a 15-bay car repair shop with 21 employees.

Up to now, Trevor has always advertised that he will perform any work on any vehicle. But that's becoming problematic as cars are becoming increasingly more complex. Trevor has decided he wants to create a more focused repair shop, and is asking for your help. He has provided you with a spreadsheet file that contains a list of all the repairs his shop has completed over the past year. The spreadsheet file contains the fields provided in the table below.

Column	Name	Description
A	MECHANIC #	A unique number assigned to the mechanic who completed the work
B	CAR TYPE	The type of car on which the work was completed
C	WORK COMPLETED	The type of repair that was performed on the car
D	NUM HOURS	The number of hours it took to complete the work
E	COST OF PARTS	The cost of the parts associated with completing the repair
F	TOTAL CHARGE	The amount charged to the customer for the repair

Trevor is open to any suggestions you might have. So, your analysis could include any combination of (1) keeping only certain mechanics; (2) repairing only certain types of cars; and/or (3) performing only certain types of repairs.

It is your responsibility to analyze the list and make a recommendation to Trevor concerning how he should focus his business.

Some Particulars You Should Know

1. As you consider the information provided to you, think in terms of what information is important. You might need to use the existing information to create new information.
2. All mechanics are paid the same hourly wage.
3. Disregard any considerations associated with downsizing such as overhead; simply focus on the information provided to you.
4. Disregard any considerations for potential competition located near Trevor.
5. Upon completing your analysis, please provide concise yet detailed and thorough documentation (in narrative, numeric, and graphic forms) that justifies your recommendations.
6. File: TREVOR.xls (Excel file).