**Bowie State University**

**Department of Management Information Systems**

**BUIS 360 Video analysis assignment - 1**

**Fall Semester 2018**

**Zappo Video**

After watching this video, conduct an online research on Zappo and then answer the following questions based on the information from the video and your research about Zappo:

**1.** Based on the video and your online research on Zappo, describe in detail the company’s vision and mission**. *(10 points)***

**ANS:**

**2.** Describe how information technology has assisted in improving Zappo’s business processes and growth. ***(10 points)***

**ANS**:

**3**. Based on the video below and your online research, what are the Zappo’s 10 “Family Core Values” or 10 commandments? Briefly describe each of the 10 core values?

<http://www.youtube.com/watch?v=g6WHAfWqX3s&feature=player_detailpage>

***(20 points)***

**ANS**: