

Importance of Information

- **Information technology is fundamental to the success of any business**
- **The information that is collected and/or assembled in any business is as valuable a resource as capital or people**
- **Information may cover:**
 - Market trends
 - Buying preferences
 - Customer profiles
- **It may be processed, summarised, and analysed by computers before being used by managers as the basis for decision-making**
- **To have value information must be:**
 - Accurate
 - Complete
 - Up-to-date

