Your friends John and Pam discussed with you their need to implement a loyalty program and a mobile application for their restaurant.  As you were debating with them which initiative you would implement first, the customer loyalty system and the mobile app along with limited resources, they have asked you to explain the following:

* The steps in IT planning and importance.
* The advantages and disadvantages of different system conversion strategies.

In response to your peers, explain the challenges involved in systems development.