

BMSW5106 KNOWLEDGE AND INFORMATION MANAGEMENT SKILLS FOR THE WORKPLACE



Introduction

- ▶ Marks and Spencer have been using the Information System effectively. The methods of use have been mentioned.
- ▶ The Information Systems imposed by the organization have been mentioned, with the inputs, processes, and outputs being elaborated.
- ▶ The IT systems used by Marks and Spencer in gaining a competitive advantage have been mentioned.



The way Marks and Spencer benefit using Information Systems

- ▶ Marks and Spencer have created digital experiences post-Covid pandemic.
- ▶ The progress of Marks and Spencer by the introduction of digital services.
- ▶ M&S introducing ordering service to ensure increased efficiency in dealing with customers and vendors.



- ▶ Marks and Spencer provide access to a common database with the help of Information Systems.
- ▶ Marks and Spencer have supported the frequency and spending of the customers.
- ▶ The demands of the customers are fulfilled with the utilization of the Information System.



The information systems implemented by Marks and Spencer, and description of the input, processing, and output of the system

- ▶ The Integrated Customer Ordering Service is used by M&S, particularly the employees of the organization, for multiple purposes.
- ▶ Every product manufactured by the organization has been placed with a unique identification code utilized during receiving orders from customers.
- ▶ Customers can keep an update on the orders with the help of the Information System.



- ▶ The maintenance of efficient relationships with customers has been possible for M&S with the help of the Information System.
- ▶ Many business tasks are performed by the organizational staff with the help of Information Systems.
- ▶ The organizational staff has managed to improve the product quality and the ways of serving products effectively.



The ways the IS/IT systems are used by Marks and Spencer help in achieving a competitive advantage (Porter's generic competitive strategy)

- ▶ Porter's generic competitive strategy is being used to describe the ways the ICOS is being used.
- ▶ M&S is trying to differentiate the theme in the product manufacture with the use of ICOS.
- ▶ M&S is trying to fulfill the needs of the customers with the selection of the online purchasing habits of the customers.



- ▶ The organizational staff has conducted an analysis about the increasing online purchasing of the customers during the Covid pandemic.
- ▶ The organizational staff has managed to take note of the orders that have been placed effectively.
- ▶ With the help of the IT systems, the organizational staff has managed in offering efficient discounts.



Challenges for Marks and Spencer in implementing a new Enterprise Resource Planning system and the way it is possible in overcoming the challenges

- ▶ ERP implementation in M&S is complex since the business processes across the organization are affected.
- ▶ The employees have to change the methods of work and replace the methods of work.
- ▶ Challenges in the implementation of the ERP.

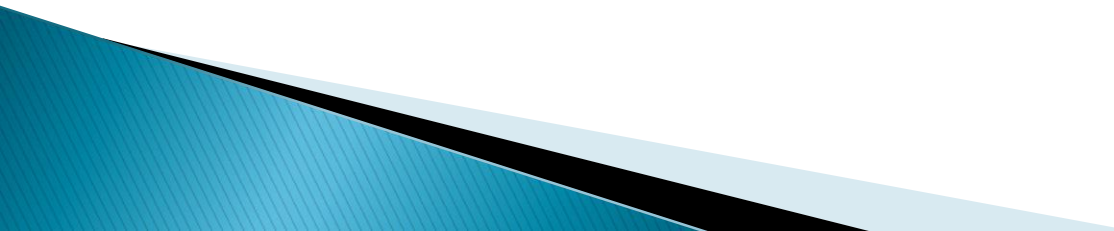


A plan including the steps Marks and Spencer should take in implementing a new ERP system

- ▶ Employees working for M&S need to identify the goals and objectives.
- ▶ A project manager is needed to be chosen in easing the implementation process.
- ▶ The correct ERP software is needed for the requirements of M&S.



Conclusion

- ▶ Marks and Spencer have made efficient use of the Integrated Customer Ordering Service effectively, for many benefits.
 - ▶ The input processes, and outputs with the use of the Information System have been effectively described.
 - ▶ Porter's competitive strategy has been mentioned, with which the organization has gained a competitive advantage.
 - ▶ The benefits and the challenges of ERP on the business strategies of M&S have been mentioned.
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Reference List

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