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PROGRAMME NAME: BA (HONS) LEADERSHIP AND MANAGEMENT SKILLS FOR THE
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MODULE NAME: LEADERSHIP AND MANAGEMENT SKILLS FOR THE WORKPLACE

MODULE NUMBER: BMSW5106

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Evaluation of Knowledge Management Systems

Ocado

Ocado's Knowledge Management (KM) system is well-integrated into their business model, with creative use of technology to automate processes and enhance efficiency.

They offer free shipping on orders over £49 and utilise the Ocado Smart Platform (OSP) for consumer preferences, inventory management, and logistical optimisation.

Ocado uses machine learning, AI, and data analytics technologies in their KM system, enhancing operations from warehouse administration to product delivery (Huber, 2017).

However, reliance on technology poses a danger as it can become a single point of failure, posing risks such as computer security breaches and system malfunctions.

Boohoo

Boohoo's efficient knowledge management system demonstrates their ability to respond quickly to emerging fashion trends, demonstrating robust information flows across their value chain.

The company incorporates social media analytics and trend forecasting to anticipate client preferences and future sales.

However, excessive dependence on trends can lead to waste and ethical issues.

The primary focus of *Boohoo's* knowledge management is on design and sales, potentially neglecting supply chain management and sustainable practices.



Areas of Development

Ocado

Although technology is a strength for Ocado, the company may need to concentrate on improving its cybersecurity procedures in order to better safeguard its knowledge management system (*Spreitzer, 2003*).

They might also profit from diversifying their technical infrastructure in order to avoid being completely dependent on their OSP.

Boohoo

Is becoming an increasingly important issue in the fashion sector that companies like Boohoo improve their knowledge management systems to integrate more sustainable and ethical business practises.

Increasing the level of openness within their supply chain and strengthening their connections with their vendors are also potential ways to boost their KM.



Recommendations

Ocado

Protect their knowledge management system from possible dangers by putting in place a more robust cybersecurity architecture.

Invest in a variety of technologies to avoid an excessive dependency on the OSP and investigate a variety of other creative solutions that may be used to complement their existing operations.

Boohoo

Include sustainability as an important component of their KM system, maybe by using predictive analytics to cut down on unnecessary overproduction and waste. (Chernoff, 2007).

Enhance the supply chain management component of their KM system to increase transparency, cut risk, and cultivate relationships with suppliers that are more solid.



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