

Knowledge and Information Management PRESENTATION

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Knowledge and Information Management Report in Selected Organizations



Introduction



Curry's PC World is a well-known British retail brand that specialises in the sale of electrical appliances and technology equipment



. The firm has both physical storefronts and an online platform selling a wide range of items most of them electric items for home



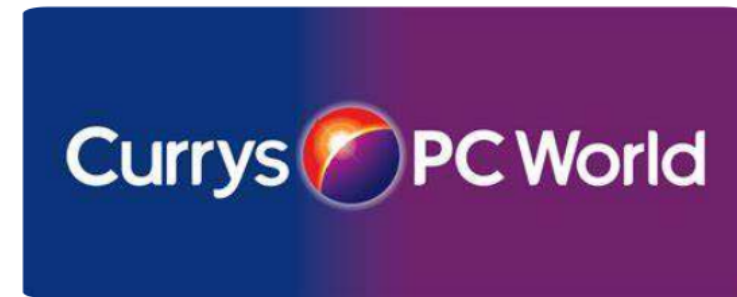
. eBay UK is a well-known online marketplace that links consumers and sellers and allows them to sell or buy an extensive assortment of goods as well as services.

Curry's PC World is dedicated to providing customers with a pleasant and dependable buying experience.

Employees are educated to assist clients in selecting the proper items and providing information on their features and functions.

Curry's PC World is a division of Dixons Carphone, Europe's largest electrical and telecoms shop.

Overall, the core organisational operations of Curry's PC World focus around retailing a large choice of electrical appliances and technology items, giving professional advice and support, and providing extra services to enhance the customer experience.





**PRINCIPAL
ORGANISATIONAL
FUNCTION IS TO
PROVIDE A
PLATFORM FOR
PEOPLE AND
COMPANIES TO
ADVERTISE AND
SELL THEIR ITEMS
TO A BROAD AND
DIVERSIFIED
CLIENT BASE.**



**ASIDE FROM
FIXED-PRICE
ADVERTISEMENTS,
SELLERS CAN
AUCTION THEIR
THINGS,
ALLOWING
CONSUMERS TO
SUBMIT BIDS AND
COMPETE FOR THE
BEST OFFER.**



**THROUGH
MESSAGING AND
FEEDBACK
SYSTEMS, THE
ORGANISATION
PROMOTES
CONTACT
BETWEEN
CUSTOMERS AND
SELLERS.**



**ADDITIONALLY,
EBAY UK HELPS
SMALL
ENTERPRISES AS
WELL AS
ENTREPRENEURS
BUILD AND GROW
THEIR ONLINE**



**OVERALL, EBAY UK'S
PRIMARY
ORGANISATIONAL
OPERATIONS FOCUS
AROUND OFFERING AN
ONLINE PLATFORM FOR
CONSUMERS AND
ORGANISATIONS TO
PURCHASE AND SELL A
BROAD VARIETY OF
ITEMS, MAINTAINING A
SAFE AND REPUTABLE
MARKETPLACE, AND
ASSISTING SMALL
BUSINESSES IN
ESTABLISHING AN
ONLINE PRESENCE**

**Analysis based on their
Strengths/Weaknesses/Opportunities/Threats in
relation to their Knowledge Management System**



- Using SWOT Analysis, I provide an analysis based on their Strengths, Weaknesses, Opportunities, Threats in relation to their Knowledge Management System for both companies.
- 



- **Extensive product knowledge:** Curry's PC World has an important edge as a consequence of the extensive product knowledge and competence of their team.
- **Information fragmentation:** Because of Curry's PC World's vast assortment of goods and large organisational makeup, knowledge may be dispersed, with information scattered across multiple divisions or systems.
- **Curry's PC World may improve their knowledge management system by leveraging customer-generated information such as product reviews, ratings, and conversations.**
- **The continually developing nature of technology puts Curry's PC World's knowledge management system to the test. Keeping up with the most recent product releases, features, and standards necessitates ongoing upgrades and maintenance to guarantee the system stays current and relevant.**
- **Curry's PC World's overall strengths are their broad product expertise and worldwide involvement. They may include user-generated content and integrate AI, but they must also oversee the dangers posed by technical improvements and a competitive market.**

- Curry's PC World has showed resilience and the ability to prosper in difficult circumstances. Here are some of the ways they have dealt with the post-Covid-19 epidemic and other challenges:
- Curry's PC World has modified its product offers to accommodate changing client demands and preferences throughout and after the epidemic.
- Curry's PC World maintains good connections with its suppliers and vendors.
- They may lessen the effect of interruptions caused by the Russia/Ukraine war and other geopolitical crises by aggressively managing their supplier relationships and exchanging expertise.
- Curry's PC World understands how important it is to engage and empower its staff. They promote a culture of continuous learning.
- These practises have enabled them to quickly adjust to changing conditions, manage risks, and survive in a competitive corporate environment.



eBay



Weaknesses:
Quality control:
Because eBay UK is an open marketplace, it confronts difficulties in maintaining consistent quality control over the information given by sellers. To ensure accurate and trustworthy information within the knowledge management system, extra methods to check and validate the content may be required.



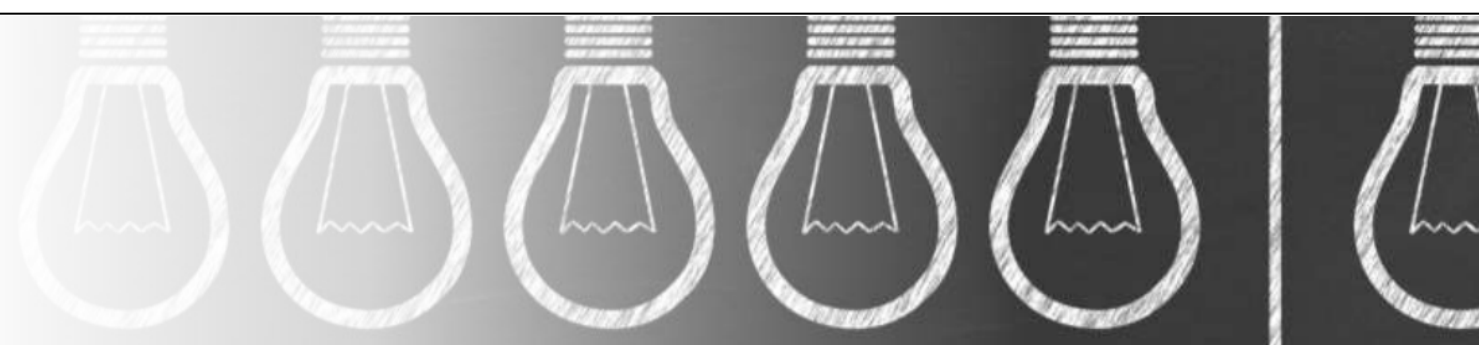
Opportunities: eBay UK can investigate using artificial intelligence and machine learning technology to create personalised recommendation systems. These systems can exploit user preferences, purchase history, and browsing behaviour to provide personalised product recommendations and enhance the entire knowledge acquisition experience.



Threats: eBay UK is vulnerable to counterfeit and fraudulent listings, which can undermine the system's dependability and trustworthiness. To counteract this hazard, rigorous controls, initiative-taking monitoring, and user reporting methods must be implemented.



Market intelligence:
eBay is most likely using sophisticated knowledge management practises to collect and analyse market intelligence. This involves tracking consumer trends, analysing competitors, and comprehending the influence of geopolitical events on the corporate environment.



Critical evaluation

- Curry's PC World creates information through a variety of sources, such as staff expertise, supplier collaborations, consumer input, and market research. Employees are encouraged to share and collaborate their expertise, which leads to the creation of significant assets. Curry's PC World obtains expertise from a variety of sources, including product specs, diagnostic manuals, user reviews, and best practises
- eBay's Knowledge Management (KM) technologies are critical to the organization's capture, organisation, and dissemination of knowledge. Here is a critical assessment of their knowledge management systems, including a description of the knowledge management value chain and supporting information technology systems: eBay is expected to use procedures and methods to identify knowledge gaps, investigate new sources of information, and receive views from internal and external stakeholders.



Conclusion



Curry's PC World and eBay should build strong knowledge governance structures and quality assurance systems. This involves defining knowledge management roles and duties, developing standards for information collection and organisation, and performing frequent audits to verify the correctness and usefulness of knowledge assets.



Curry's PC World and eBay may enhance their KM systems and contribute to the futureproofing of people and knowledge growth within their respective organisations by tackling these areas. Adopting a culture of continuous learning, exploiting technological breakthroughs, and actively capturing and sharing information

RECOMANDATION



Create a Strong Knowledge Repository: Create a centralised and easy-to-use knowledge repository where workers can find essential information, best practises, and standard operating procedures. To give accurate and up-to-date knowledge, ensure that the repository is well-organized, searchable, and constantly updated (Dalkir, 2013).



Gain leadership support and commitment to knowledge management projects through promoting leadership support. Demonstrate the importance and effectiveness of good knowledge management in attaining organisational goals and promote an environment that appreciates and encourages knowledge exchange and innovation.



. Facilitate Expert Identification and Knowledge Sharing: Create procedures to identify subject matter experts inside the organisation and routes for them to share their knowledge. Implement platforms for workers to demonstrate their talents, experiences, and expertise, making it easier for others to find and connect with specialists when required.



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