

# Raport Presentation

*by Mihai Radu Stanciu*

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# Knowledge and Information Management Skills for the Workplace

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BMSW5106

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# Content:

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- (i) explain important points you have uncovered in your written report
- (ii) demonstrate evidence of robust knowledge on the main issues as discussed in the report.

## (i) explain important points you have uncovered in your written report

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### **Boohoo's advantages include:**

- ❖ Its strong online presence and well-known brand.
- ❖ Supply chain management that is effective.
- ❖ Extensive customer data accessible for research and insights.
- ❖ Adaptive and flexible decision-making procedures.

### **Strengths of Deliveroo:**

- ❖ Extensive network of food outlets and partner eateries.
  - ❖ Dependable and effective delivery infrastructure.
  - ❖ Strong brand recognition and devoted clientele.
  - ❖ Data-driven insights to enhance delivery processes.
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# (i) explain important points you have uncovered in your written report

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Boohoo and Deliveroo both deal with fierce rivalry in their respective areas, according to a **SWOT analysis**.

When compared to conventional brick-and-mortar businesses, Boohoo's small number of physical stores is a limitation.

- Because of its reliance on gig labour, Deliveroo faces difficulties in managing its staff.
- Both businesses have the potential to diversify into new markets and clientele.
- Boohoo focuses on using customer data and cooperation for decision-making and product creation.

## **Critical evaluation of knowledge management systems:**

- Optimising delivery processes and knowledge exchange among delivery riders are priorities for Deliveroo.
- Both businesses use information technology to support their knowledge management systems, including platforms for data analytics and CRM technologies.

# (i) explain important points you have uncovered in your written report

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## **Knowledge Management Value Chain:**

- To get knowledge and make wise decisions, both businesses gather and analyse customer data.
- To make it simple to access and retrieve information, they organise and store it.
- To promote innovation and learning, collaboration and knowledge sharing are encouraged.
- The organisations use the learned information in their operational and decision-making procedures.

## ii) demonstrate evidence of robust knowledge on the main issues as discussed in the report.

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Knowledge of essential ideas in knowledge management, including operational knowledge management, social knowledge management, and customer knowledge management, will be demonstrated. This will show thorough mastery of knowledge management principles in the way I discuss and apply these concepts to the case study of Boohoo and Deliveroo.

*Integration of academic sources:* I will cite pertinent academic works like Wu and Wu (2015) on information sharing, Alavi and Leidner (2001) on knowledge management systems, and Bughin et al. (2020) on data analytics. Citing these sources will show how scholarly research has been included into the presentation, demonstrating a deep understanding of the subject.

*Application of SWOT analysis:* I will present a complete analysis of the advantages, disadvantages, opportunities, and threats of the knowledge management systems of Boohoo and Deliveroo. This study will be supported by data from the report and outside sources, demonstrating a thorough understanding of how these factors affect the success of knowledge management inside the organisations.

## ii) demonstrate evidence of robust knowledge on the main issues as discussed in the report.

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*Understanding of supporting systems and technologies:* I will describe the information technology systems, such as CRM tools, data analytics platforms, and communication software, that underpin the knowledge management systems of Boohoo and Deliveroo. This demonstration will show a thorough comprehension of how technology supports knowledge management procedures.

*Synthesis of recommendations:* I will make well-informed suggestions for the organisations' knowledge management systems to be developed in the future. Based on the study and evaluation done for the report, these suggestions will consider the unique opportunities and challenges that Boohoo and Deliveroo are facing in the e-commerce industry.

# THANK YOU!!

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Questions?

# References list:

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