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Introduction

The modern retail industry relies heavily on efficient knowledge management to cater to the wide-ranging requirements of shoppers, employees, and analysts (Tsing, 2008). An early adopter of Knowledge Management (KM), Argos understands the value of sharing the company's KM platform with the public. To fully harness the potential of Argos' KM system, we provide a thorough method for doing this (Lee and Hong, 2002). Companies can improve their adaptability and ability to innovate by actively seeking out and utilising new knowledge, goods, and services. Argos continued financial and legal health in the retail industry depends on its ability to effectively control costs while also meeting all applicable regulatory requirements (Sparks, 2001).

Argos must have strong knowledge management if it wants to adapt to changing client demands and keep innovating. Argos aspires to become a retail innovation hub for the benefit of both customers and the industry as a whole, and to do so will require a complete strategy that incorporates new information and efficient cost control.

Overview of the organisation

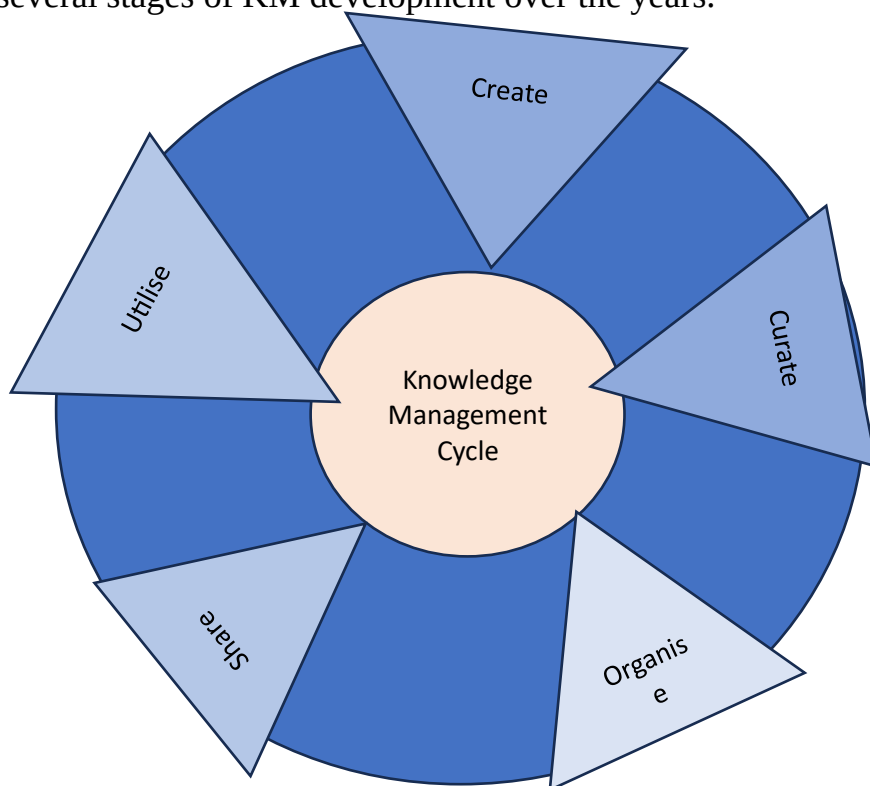
Argos UK is a well-known retail giant that serves a wide variety of clients (Sparks, 2003). As a division of Sainsbury's, it caters to a large client base and offers a full range of products and services. Argos UK is a well-established retailer with stores strategically placed across the United Kingdom, many of them near well-known landmarks (Aiello and Caetano, 2018).



(Fig. 1. *Argos*)

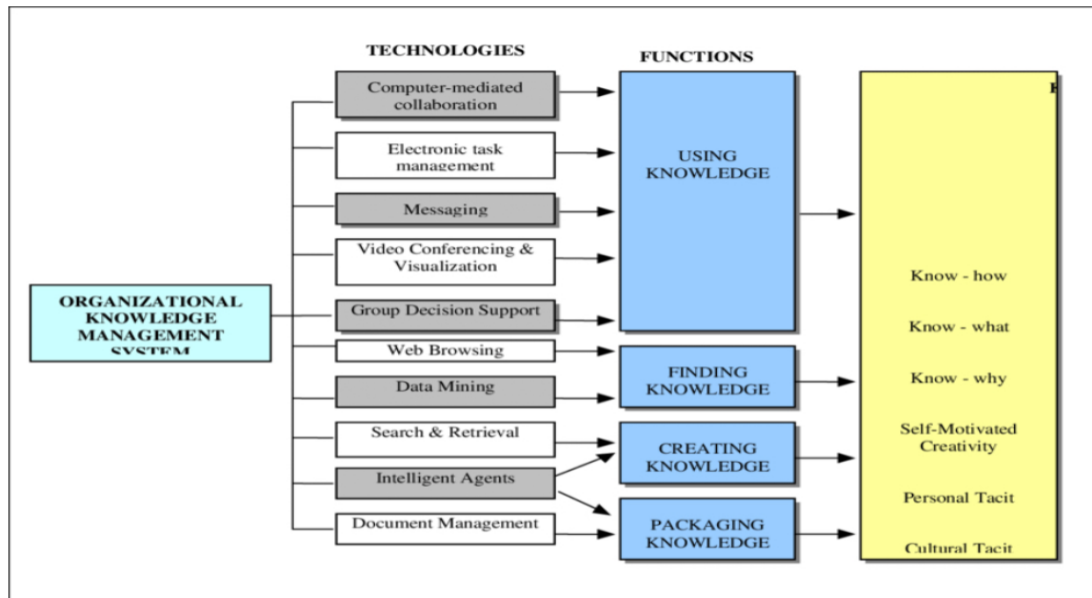
Historical Background of Activities:

Argos UK has a rich historical heritage that emphasises the relevance of Knowledge Management (KM) in its operations (Dotsika and Patrick, 2013). The company has gone through several stages of KM development over the years.



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Early Retail Operations: From its inception in 1997, Argos UK relied on word of mouth and handwritten records. The majority of the staff's knowledge was passed down from one generation to the next through personal encounters (Ariwa and Lukani, 2007).



(Fig. 3. *The Technical Perspective of a Knowledge Management System* 2008)

Digitisation and Early Digital Records: Argos UK began its structured KM implementation in the late 20th century, when it began digitising its product catalogs, sales procedures, and customer information in response to rapid technological advancements (Sparks, 2003). As technology improved, retail stores started digitising their products and inventories (Ariwa and Lukani, 2007).

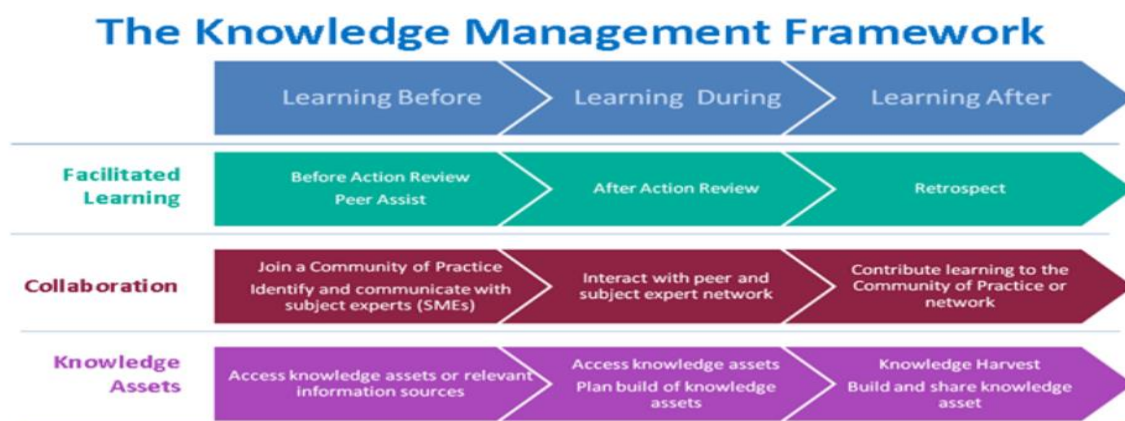
Early 21st century KM implementation: To keep up with the increasing need for KM, Argos UK implemented a digital system in the early 21st century to store and organise information like best practices and consumer feedback. This was a crucial move in enhancing its KM capability (Dotsika and Patrick, 2013).

Problems with Data Silos and Fragmentation: Data silos and fragmentation were a problem for Argos UK therefore the company made it a priority to strengthen its KM practices to increase productivity and communication (Yeh, 2012).

Current Efforts Towards Constant Upgrading: Argos UK understands the value of constantly enhancing its KM activities using measures such as:

- The organisation is working hard to speed up access to product information and best practices by connecting several systems, such as inventory databases, sales data, and customer records.
- Argos UK invests in its employees' training in KM practices and encourages them to share knowledge and cooperate on choices to serve its customers better (Knudsen, 2007).
- The company places a premium on data security and has made substantial expenditures to ensure that customer data is secure and protected by applicable data protection laws.
- Argos UK is investigating the use of data analytics tools to understand better consumer tastes, market tendencies, and the efficacy of sales strategies.

To better serve its consumers, improve its retail operations, and meet the challenges of an ever-changing business, Argos UK is committed to enhancing its KM activities continually (Ariwa and Lukani, 2007).



(Fig. 4. *Knowledge management*)

Analysis of the participants

Many people from different backgrounds and departments contribute to and benefit from the knowledge-sharing and gathering community at Argos UK.

The personnel of Argos UK, both in-store and in management, make a considerable impact (Koenig, 2018). They shed light on things like consumer habits, market tendencies, and business efficacy. Management and leadership provide the strategic insight that helps the company make the right calls.

Customers of Argos UK, through comments, reviews, and interactions, contribute significant information about product demand, service quality, and market preferences. Customers can learn more by actively participating in online communities like discussion forums and social media.

Suppliers and other supply chain partners share industry expertise to improve efficiency and expand product availability. Insights into market tendencies and consumer behaviour are provided by market research firms and data providers. Collaborating with experts and consultants in the retail sector can yield specialized knowledge, best practices, and market insights.

Those interested in learning more about retail management and operations can do so at universities and other training facilities (Ariwa and Lukani, 2007). New ideas can be gained from students and interns.

Monitoring and learning from competitors is a crucial source of knowledge in the retail sector, delivering insights into market strategy and consumer trends (Ariwa and Lukani, 2007). Argos UK's brick-and-mortar stores in various localities can gain from local knowledge and involvement.

Evaluation of the management approaches for Argos

To improve its operational efficiency and customer service, Argos UK places a premium on Information Management (IM) and Knowledge Management (KM) methods (“Successful knowledge management projects,” 1998). The key IM/KM methods that can help Argos UK succeed will be further discussed here.

Digital Transformation and Data Management: Since adopting digital transformation, Argos UK has been able to better manage its data. To reduce paper usage and improve data accessibility, digital methods for these tasks have been implemented. Customer data must be protected at all costs, and it must be easily integrated with other systems (Lee and Hong, 2002).

Improvements to Knowledge Management Systems: Argos UK understands the value of investing in KM system improvement (Morty, Maybury, and Thuraisingham, 2002). This necessitates bringing together data from diverse sources, making things more user-friendly, and encouraging people to share what they learn.

Data Analytics for Informed Decision-Making: Argos UK has to implement data analytics technologies to learn about its customers, the market, and the efficiency of its sales techniques. This information-based strategy directs the provision of first-rate retail services and wares.

Training and Employee Engagement: Argos UK understands the importance of investing in its staff via training and encouraging open communication and collaboration. Better customer service and productivity result from an educated and

inspired staff. Constant efforts to educate and inspire workers should be a top priority.

Data Security and Compliance: Argos UK places a premium on data security and compliance in this era of strict data protection rules. Maintaining consumer trust and avoiding legal concerns necessitates the secure storage and ethical use of sensitive customer data.

Working with Third-Party Companies: Argos UK's knowledge is expanded through collaboration with third-party companies including suppliers and technology providers. Companies benefit from these partnerships because they lead to higher product quality and better brand recognition in retail (Ariwaand Lukani, 2007).

Knowledge champions: The "knowledge champions" or supporters of information sharing play a crucial role in fostering a culture of learning and cooperation inside the organisation. These leaders promote knowledge sharing among staff members to boost the effectiveness of KM programs (Aurora, 2002).

Customer Feedback and Engagement: Argos UK, in keeping with its mission of providing first-rate service to its clientele, encourages and welcomes customer input and participation throughout the discovery process. This entails asking customers for their thoughts and opinions on their recent purchases. Modern retail operations cannot function without customer input and group decision-making.

Importance of the company to invest in-knowledge project

Argos UK's continued success needs to provide incentives for employees to take part in Knowledge Management (KM) initiatives (More, Maybury, and Thuraisingham, 2002). There are several compelling reasons why it is crucial to provide employees with material benefits and recognition for their participation in KM efforts (Aurora, 2002).

Creating an Environment Where People Want to Learn and Share What They Know

By offering incentives for taking part in KM activities, businesses may foster an environment where employees are eager to learn and share what they know. The latest retail practices, industry trends, and client preferences are more likely to be known by employees who actively engage in KM activities. This results in better overall quality, happier customers, and more effective business operations.

Retaining Top Talent

The retail business, perhaps more than any other, places a premium on keeping its best employees. Employees are more likely to stay dedicated to their jobs if they believe their contributions to KM activities are welcomed and appreciated(Arora, 2002).

Strategic Investment in Ongoing Excellence

To maintain its position as a leader in the retail industry, Argos UK has made a long-term strategic investment in Knowledge Management projects and incentive programs (Money, Maybury, and Thuraisingham, 2002). This allows the organisation to respond quickly to changes in the market, anticipate and capitalise on emerging trends, and refine and improve its offerings over time. Argos UK can foster innovation, enhance consumer experiences, and consolidate its reputation as a retail industry leader by encouraging and rewarding people for contributions to KM (Yeh, 2012).

Argos UK's ability to build a culture of learning, retain top personnel, and guarantee continued excellence in retail operations relies heavily on the company's ability to offer incentives for active involvement in KM activities (Santoro *et al.*, 2018).

The probable challenges and opportunities that may influence maximising the use of the KM system

There are substantial changes to enhance retail services and operational efficiency that come with maximising the usage of a Knowledge Management (KM) system in an organisation like Argos (Prencipe and Tell, 2001).

The current business world has seen a dramatic transformation as a result of the widespread adoption of automation technology in the workplace. Employees need to develop a wide range of digital abilities to keep up in today's dynamic workplace. Companies play a crucial role in nurturing these essential skills among their workers to effectively harness the advantages of automation technologies. Building a staff with the skills and flexibility to thrive in the digital age is a top priority for many companies. By investing in their training, workers will be better prepared to deal with the problems of automation and better able to use automation tools to achieve important corporate goals.

Challenges

Employees in the retail industry need a wide range of digital skills to keep up with the rise of automation technology and the changing nature of the industry as a whole. It can be difficult to get employees on board with developing these skills, but it's crucial if you want to reap the benefits of automation software.

Employees, especially those with deep roots in established retail procedures, may push back against the adoption of novel KM tools and processes (Aroma, 2002). To overcome this opposition, a well-structured communication plan, training, and effective change management tactics are essential.

Data Privacy and Security Retailers must put the safety of their customers' personal information first. To keep customers' faith, businesses must find a way to ensure data is secure without making it inaccessible, all while meeting applicable regulations.

The retail sector produces massive amounts of data every day, contributing to the problem of information overload (Sheriff *et al.*, 2012). The KM system could backfire if suitable classification and filtering methods aren't put in place.

Many people working in retail has hectic schedules that leave little room for knowledge management (KM) initiatives (Tiwana, 2000). The key to a successful rollout is helping users find natural ways to incorporate knowledge management (KM) into their existing processes.

Overwhelming volumes of data are created daily stores, leading to information overload. It might be daunting to try to organise and filter through all of this data to find insights. The KM system could become more of a burden than an asset without adequate classification and filtering (Santoro *et al.*, 2018).

Opportunities

One potential benefit of a well-organised KM system is better decision-making. Informed and efficient customer care is possible because of the latest research, treatment recommendations, and best practices all being readily available to workers in real-time.

New employees may be quickly and easily onboarded and trained by Argos regulations and best practices with the help of KM systems (Aurora, 2002). This not only reduces training time but also maintains a high quality of care throughout the organisation.

KM enhances collaboration by promoting knowledge sharing among multidisciplinary teams (Rematch *et al.*, 2019). This results in enhanced care coordination, quicker reactions to urgent situations, and better outcomes for customers (Hols apple and Singh, 2003).

The KM system enables CQI by collecting and analysing data on processes and outcomes (Yeh, 2012). This data-driven strategy opens up possibilities for mistake reduction and quality enhancement in services.

Argos can aid in scientific inquiry by pooling and disseminating existing information. Academic institutions and external partners can work together to advance knowledge, which is good for everyone involved.

A strong KM system may equip customers with knowledge, giving them a voice in their buying experience. By providing customers with detailed information about their stores, their beliefs, and motives, Argos can ensure transparency about its activities (Sheriff *et al.*, 2012).

Argos needs to engage in a thorough KM strategy to take advantage of this potential while also coping with the obstacles it faces. Implementing strong data security procedures, user-friendly interfaces, and streamlined workflows that save time for busy professionals are all essential parts of this strategy (Aurora, 2002).

Evaluating operating cost management and new sources of knowledge

Identification and Distribution of New Sources of Knowledge, Products, and Services

A well-defined strategy for identifying and disseminating new sources of knowledge, and services to Argos's business partners, clients, and stakeholders is essential for optimising the organisation's use of these resources (Hols apple and Singh, 2003). The institution can tackle this difficult mission by following these steps:

Exploring Untapped Markets:

Argos UK's growth and long-term viability depend on the company's ability to successfully expand into new markets. Argos UK must constantly look for new ways to improve its services to remain competitive. Argos UK should keep the following in mind and use the following strategies if it wants to expand into new markets:

Comprehensive market research is the bedrock of finding new opportunities. Argos UK can benefit from investing in a thorough market analysis by learning about new tendencies, underserved client demographics, and unmet retail demands in certain regions.

Insights gained from customers can be priceless, therefore it's important to pay attention to what they have to say. Argos UK may learn about its consumers' unmet needs and wants by having meaningful conversations with them via surveys, feedback forms, and social media. New market research can be guided by this kind of first-hand information (Sheriff *et al.*, 2012).

Studying competitors' practices and strategies is crucial. Argos UK may learn from the triumphs and failures of its rivals to zero in on untapped markets. This involves familiarity with the methods utilised by both brick-and-mortar and virtual stores.

The creative ideas and methods of established businesses can be shared with newer companies through partnerships and collaborations. Argos UK may consider forming strategic alliances with firms that provide differentiated goods and services that appeal to the retailer's core client demographic.

New market prospects can be found through retail innovation competitions, either by competing in or hosting the events. Start-ups and entrepreneurs with cutting-edge wares are regulars at these events. Argos UK can learn about new developments in the industry by attending these events.

Distributing New Knowledge, Products, and Services

At Argos UK, spreading information about new products and services requires a proactive strategy. Argos UK can disseminate about and promote interest in its new products and services using a variety of channels:

The Knowledge Management (KM) system at your firm can act as a clearinghouse for all internal communications and updates (Tirana, 2000). It may ensure that employees always have access to the most up-to-date knowledge by providing frequent updates, research findings, and best practices. The organisation benefits greatly from the increased efficiency in which knowledge is shared and learned thanks to this digital platform.

Argos UK is open to forming partnerships with educational establishments to exchange information and skills. Joint research projects and partnerships with academic partners can promote the exchange of creative ideas and insights. The retail business will benefit from the increased sharing of information made possible by this partnership (Sheriff *et al.*, 2012).

Marketing new products and services relies heavily on informing consumers about them, which is why educational programs for customers are so important. Argos UK can create informative tutorials to educate buyers on the latest products, cutting-edge features, and useful applications. Customers who have access to more information are more likely to make wise purchases.

Controlling Running Expenses:

The first step in reducing wasteful spending is to do a thorough cost analysis. Staffing, medical supplies, overhead, and upkeep are all areas that need to be examined. A detailed cost-benefit analysis helps guide decision-making.

Simplify processes and make the most of available assets. Costs can be reduced by optimising the use of personnel, cutting down on unnecessary activities, and standardising processes (Dotsika and Patrick, 2013).

Leverage technology to streamline processes and automate mundane administrative chores that are still not automated. Costs can be minimised, and the quality of customer satisfaction can be increased through the use of electronic records and data analytics tools (Yeh, 2012).

Reduce utility bills by investing in energy-efficient infrastructure and machinery. Energy efficiency not only helps businesses save money, but also helps them achieve their sustainability objectives (Ahmed, Mazed, and Ahmed, 2020).

Negotiate favourable terms with suppliers. Saving money is possible through strategic supplier partnerships, bulk purchases, and long-term contracts.

Observance of the Law:

Argos UK places a premium on doing what's right by the law and staying in compliance. Considering the dynamic nature of the law, the following procedures are essential for upholding the law:

Argos UK would be well-advised to hire in-house legal counsel or consult with outside legal experts who are well-versed in the unique regulatory requirements of

the retail industry (Dotsika and Patrick, 2013). Legal specialists are crucial in understanding the complexities of the ever-changing legal landscape.

Frequent internal audits are necessary for gauging whether or not you comply with the retail industry's ever-changing regulatory standards (Ahmed, Mazed, and Ahmed, 2020). These audits are preventative checks meant to identify and address any compliance problems before they become serious. To reduce legal risks, prompt action is essential.

Argos UK is obligated to provide all employees with mandatory compliance training on topics including data protection, consumer rights, and market rules. Making sure everyone in the company knows what they should be doing to maintain legal compliance is crucial (Yeh, 2012).

To remain in compliance with the ever-evolving body of law governing the retail industry, corporate policies and procedures must be reviewed and updated regularly. Data privacy, informed consent, and the protection of consumer rights are all included in this remit.

Identifying, assessing, and mitigating legal and compliance risks requires the establishment of a comprehensive risk management program. Preventing legal issues and their associated expenses requires preventative action to mitigate potential legal liability.

Planning on how to promote the system and making all stakeholders aware of the system.

Argos UK needs a well-planned strategy to get the word out about its new Knowledge Management (KM) system (Dotsika and Patrick, 2013). To accomplish this, we must provide specialized training courses for each stakeholder group. Stakeholders are kept interested and the system's actual impact is highlighted through an efficient communication plan that includes regular updates and success stories (Gee Ryman and Still well, 2020).

One of the most effective ways to boost engagement and morale is to identify and equip "knowledge champions" within an organisation. Incentives and rewards for contributions, in addition to a straightforward interface, encourage active involvement. Setting up channels for stakeholder feedback can improve a system's performance. Stakeholders will come to rely on the KM system if it is included in routine operations and a timely support team is provided (Dotsika and Patrick, 2013).

Conclusion

To get the most out of its Knowledge Management (KM) system, Argos needs a thorough approach (Tswana, 2000). Organisations may foster a culture that values and rewards knowledge sharing and collaboration through efforts

including individualised training, clear and frequent communication, and public acknowledgment of contributions (Holsapple and Singh, 2003).

Incorporating feedback mechanisms, continual support, and alignment with current processes are crucial for properly integrating the KM system into daily operations. With this all-encompassing strategy, Argos will be in a better position to provide superior retail services, efficiently adapt to a changing industry, and satisfy the ever-evolving needs of its consumers and the market. Argos may thus improve operations and the customer experience by implementing a knowledge management (KM) strategy.

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Figures

Figure 1. Hosea, L. (2022) *Argos*.

Figure 2. All of us at monday.com. (2021) *Knowledge management systems: how to choose the right one*.

Figure 3. Abdullah, R. (2008) *The Technical Perspective of a Knowledge Management System*.

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