

Raport Presentation

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Introduction

Company 1: Boohoo

A significant player in the online apparel retail market is the e-commerce company Boohoo. The business was established in 2006, and its headquarters are in the UK. The primary organisational activities of Boohoo are on providing a variety of apparel, accessories, and beauty items for both men and women. The business offers priced and fashionable solutions to meet the fashion demands of youthful and trend-conscious clientele.

Boohoo conducts most of its business on its website, which also doubles as its primary sales platform. Customers can read product information, explore through distinct categories, and make purchases online on the website with ease. In addition to a wide variety of apparel items like dresses, shirts, bottoms, outerwear, and activewear, Boohoo also offers a wide choice of accessories and beauty goods (*Boohoo, 2023*).

The business has effectively expanded its operations to a number of nations and created a significant position on the international market. Through its international growth, Boohoo has been able to access new consumer bases and broaden its market. In addition to the UK, Boohoo also has operations in numerous other nations, including the US, Australia, Canada, France, and Germany.

The success of Boohoo can be ascribed to its capacity to provide stylish and priced fashion options, to its robust online presence, and to its focus on fast fashion. The business is nimble and adapts fast to shifting consumer wants and fashion trends. Boohoo's rapid growth and success may be attributed in large part to its outstanding supply chain management and usage of digital marketing techniques.

Company 2: Deliveroo

According to the official website (*Deliveroo, 2023*), Deliveroo is a well-known online food delivery service that links customers with a variety of eateries. Since its founding in 2013, the business has transformed the way customers purchase food for delivery. Over two hundred cities in numerous nations, including the United Kingdom, Australia, Singapore, and the United Arab Emirates, are served by Deliveroo.

The primary organisational function of Deliveroo is to offer clients a quick and effortless way to buy meals from their preferred neighborhood eateries and have it delivered right to their door. Customers can choose from a wide variety of cuisines and eating alternatives thanks to the company's partnerships with a vast network of partner restaurants.

Customers may browse menus, place orders, and track delivery in real-time using Deliveroo's user-friendly website or smartphone application. The "Roos," or delivery drivers, of Deliveroo are essential to the company's operations. These riders provide timely and dependable delivery to consumers by picking up orders from affiliated eateries.

The secret to Deliveroo's success is its capacity to provide clients with a flawless and trouble-free food delivery experience. The business uses technology to shorten delivery times, improve delivery routes, and give clients real-time updates. Customers' comments and ratings are also incorporated into the Deliveroo site, assisting consumers in selecting food with knowledge.

Deliveroo is in fierce rivalry with other market participants as the food delivery sector expands quickly. The business prioritizes offering top-notch customer service, growing its network of partner restaurants, and continuously enhancing its technological infrastructure in order to stay competitive.

Overall, Boohoo and Deliveroo have made names for themselves in the e-commerce space while meeting various customer needs. Boohoo excels in offering priced, stylish clothing options, and Deliveroo provides a practical platform for meal delivery. Both businesses rely on their online presence, approachable user interfaces, and efficient technology use to propel their success in the fiercely cutthroat e-commerce sector.

Task 2: SWOT

SWOT BOOHOO

Strengths:

Boohoo has a strong online presence and a well-known brand thanks to its use of efficient digital marketing techniques to build a sizable consumer base. Its brand is well known for providing priced and fashionable solutions.

Effective supply chain management: Boohoo has created a solid supply chain management system that makes it possible to deliver goods quickly and efficiently to customers. This effectiveness enables the business to react rapidly to shifting fashion trends and keep a competitive edge.

Access to a great amount of consumer data for analysis and insights: Boohoo has access to a vast amount of customer data, including past purchases, browsing habits, and demographic data. This information is crucial for understanding consumer preferences, customizing marketing campaigns, and making wise business decisions.

Decision-making that is flexible and quick: Boohoo's decision-making is flexible, which enables the organisation to seize new possibilities and adjust swiftly to market developments. Boohoo can keep one step ahead of the competition and successfully meet client requests because of its adaptability (Beghin et al., 2020).

Weaknesses:

Less direct consumer engagement due to limited physical shop presence: Boohoo works as an online retailer, which reduces direct customer interaction in comparison to brick-and-mortar stores. This absence of a physical presence can make it more difficult for the business to give each customer a unique experience.

Large-scale data management and organisation problems: Boohoo collects a lot of customer data, which can be difficult to manage and organise. To use data successfully for decision-making, it is essential to ensure its accuracy, privacy, and security (Scarso & Bolisani, 2018).

Dependence on outside manufacturers and suppliers: Boohoo depends on outside manufacturers and suppliers to make its goods. If there are ethical or sustainable difficulties within the supply chain, this dependence could result in dangers for quality control, supply chain disruptions, and reputational challenges.

Opportunities:

Boohoo has the chance to grow its operations into new markets and reach untapped client categories, both domestically and globally. Expansion into new markets and customer segments. This growth- and market-share-boosting expansion can be a catalyst.

Integration of technology into the supply chain to continuously improve it: Boohoo can use technology to further increase the effectiveness of its supply chain. Automation, data analytics, and artificial intelligence are examples of innovative technology that can be integrated to optimise inventory management, lower costs, and boost customer satisfaction.

Utilising customer data for personalized marketing and product recommendations: Boohoo has amassed a significant amount of customer data that may be used to customize marketing initiatives and product recommendations. Boohoo can offer customized experiences that appeal to certain clients by utilising data analytics and artificial intelligence (*Alavi and Leidner, 2001*).

Collaboration with well-known fashion influencers and celebrities: In order to improve its brand image and attract a larger audience, Boohoo can work with well-known fashion influencers and celebrities. Influencer alliances may create buzz, raise brand exposure, and encourage customer interaction.

Threats:

Strong rivalry amongst online fashion retailers: There are many firms seeking market share in the fiercely competitive online fashion retail sector. Boohoo runs the risk of losing customers to rivals who provide comparable products at lower prices or have a more recognizable brand.

Potentially damaging supply chain practises for Boohoo's reputation: If its supply chain is shown to be engaging in unethical or exploitative behaviour, Boohoo's reputation could suffer. A fall in sales and brand value can result from negative publicity, which can have a considerable negative influence on customer trust and loyalty (*Dalkir, 2011*.)

Customer tastes are constantly changing, and fashion trends are also changing quickly, therefore it is crucial for Boohoo to stay on top of these developments. Inventory problems and lowered customer satisfaction may result from failing to recognise and adapt to changing trends.

Boohoo operates in several different countries, each of which has its own regulatory environment and compliance standards. To avoid legal problems and reputational harm, it is essential to ensure compliance with legislation relating to data privacy, labour practises, and environmental sustainability.

SWOT Deliveroo

Strengths:

A vast network of partner restaurants and food establishments: Deliveroo has forged alliances with a variety of eateries, giving clients access to a wide range of dining options and cuisine. Deliveroo has a competitive edge due to the variety and availability of its wide network.

Infrastructure for efficient and dependable delivery: Deliveroo has created an infrastructure for efficient and timely food delivery. Therefore, the company's emphasis on delivery route optimization and on giving clients real-time updates improves the whole delivery experience.

Customer loyalty and strong brand presence: Deliveroo has developed a strong brand presence in the food delivery business, which has led to a fanatical customer base. Customers trust Deliveroo for its dependable service and high-quality food delivery, which helps it gain an advantage over rivals (Wu, 2015).

Deliveroo uses data analytics to gather insights into delivery operations, such as rider performance, delivery timings, and customer preferences. Data-driven insights are used to improve delivery operations. However, with the use of these insights, the business can streamline its processes and give both customers and its partner restaurants a better experience.

Weaknesses:

Heavy reliance on gig labour, which may provide problems with workforce management: For meal delivery, Deliveroo uses a fleet of gig workers. It can be difficult to manage and coordinate a substantial number of independent contractors while ensuring service quality, availability, and labour management.

Deliveroo's business strategy depends on partner restaurants to cook the food, so it has limited control over the standard of the food they produce. Inconsistencies or problems with partner restaurants, over which the corporation has little influence, could affect consumer satisfaction.

Dependence on outside elements like weather and traffic: Deliveroo's delivery services are impacted by outside factors like severe weather and backed-up traffic. Also, Delivery times and the general customer experience may be impacted by these factors, potentially causing unhappiness.

Opportunities:

Expanding operations into new regions and markets: Deliveroo has the chance to open up new regions for business and access previously untouched markets. Market share can grow, and revenue can rise by expanding into new cities and nations.

Introduce new services like grocery delivery or subscription options for meals: Deliveroo may look at expanding its service offerings by include new options like supermarket delivery or subscription options for meals. Also, these innovative offerings have the potential to increase client loyalty and draw in a larger customer base (Alavi and Leidner, 2001).

Using technical breakthroughs to improve the delivery experience: Deliveroo can make investments to improve the whole delivery experience. Adding services like real-time tracking, intelligent delivery lockers, or drone delivery can set Deliveroo apart from rivals and raise client happiness.

Strategic collaborations with well-known food businesses: Working with well-known food brands or entering into exclusive partnerships can give Deliveroo a competitive advantage. Therefore, such alliances can improve brand recognition, draw in additional customers, and provide special selling points.

Threats:

Strong rivalry amongst other meal delivery services: There are several competitors vying for market share in the fiercely competitive food delivery sector. Deliveroo runs the risk of losing clients to rivals who provide comparable services, competitive prices, or a well-known brand.

Regulation restrictions and legal difficulties: The food delivery industry faces regulatory restrictions and legal difficulties, including labour laws, food safety rules, and licensing requirements. However, to prevent operational delays and potential legal implications, compliance with these regulations and managing legal disputes are essential (Dalkir, 2011).

Public view of the gig economy and worker rights is negative. Deliveroo's reliance on gig workers has drawn criticism for their lack of job security, benefits, and worker rights. A bad public image can harm a company's reputation and may trigger boycotts or government involvement.

Task 3: Analysing knowledge management systems critically

The company's emphasis on utilising customer data matches with the concepts of customer knowledge management (CKM) according to the review of Boohoo's knowledge management system (KMS). In order to understand consumer preferences and behaviour, CKM entails collecting, analysing, and using customer data (Beghin *et al.*, 2020). The use of data analytics platforms and CRM solutions by Boohoo shows a systematic approach to managing customer knowledge. Boohoo can discover patterns, tailor marketing campaigns, and make knowledgeable judgements about product development by analysing customer data.

The focus on cooperation and knowledge sharing that Boohoo places is also consistent with the idea of social knowledge management. The necessity of developing a cooperative and information-sharing culture inside organisations is emphasised by social knowledge management (Scarso and Bolisani, 2018). The use of cross-functional teams and internal communication channels by Boohoo encourages employees to share their knowledge and thoughts and fosters knowledge exchange. Also, the organisation may experience innovation and better decision-making as a result of this collaborative approach.

The emphasis on streamlining delivery operations in the evaluation of Deliveroo's Knowledge Management System (KMS) is consistent with the idea of operational knowledge management. In order to enhance organisational performance and procedures, operational knowledge management entails the effective management of operational knowledge (Alavi and Leidner, 2001). Therefore, the use of technological solutions by Deliveroo, such as routing algorithms and real-time tracking tools, enables delivery route optimization and boosts total

delivery effectiveness. Improved customer satisfaction and operational effectiveness are benefits of this good management of operational knowledge.

The concepts of information sharing, and organisational learning are also upheld by Deliveroo's promotion of knowledge sharing among delivery riders through training programmes and feedback mechanisms. In order to improve individual and group performance within organisations, knowledge sharing, and organisational learning require the transmission and utilization of knowledge (Wu, 2015). Deliveroo encourages delivery riders to share their experiences and ideas, which helps to improve the delivery process over time by offering training programmes and avenues for feedback.

The knowledge management value chain should be considered by Boohoo and Deliveroo in their respective systems. Furthermore, the activities of information acquisition, knowledge storage, knowledge distribution, and knowledge application are all included in the knowledge management value chain (Dalkir, 2011). Organisations may make sure that knowledge is efficiently gathered, organised, shared, and applied to spur innovation and decision-making by reviewing and optimizing each stage of the value chain.

Boohoo and Deliveroo should regularly evaluate the effectiveness of their information technology solutions to assist their knowledge management systems. The IT systems' compatibility with the knowledge management goals of the organisation should be considered throughout this assessment. In order to improve their knowledge management capabilities, organisations need also keep up with technological developments and think about incorporating innovative technologies like artificial intelligence and machine learning (Alavi and Leidner, 2001).

Finally, it can be said that Boohoo and Deliveroo both have an awareness of the value of strong knowledge management systems. Deliveroo emphasises delivery operations optimization and information exchange among delivery riders, whereas Boohoo focuses on using customer data and promoting teamwork. These organisations can utilize their knowledge assets to obtain a competitive advantage and spur innovation by integrating their systems with the principles of customer knowledge management, social knowledge management, operational knowledge management, and information sharing. However, the use of emerging technologies and ongoing IT system review will further improve their knowledge management capabilities.

Task 4: Conclusion

In conclusion, ¹⁴ in order to enhance their employees' knowledge and future-proof their organizations' skills, Boohoo and Deliveroo should concentrate on a number of key areas.

Primarily, it is crucial to promote a culture of constant development in information sharing. Encourage employee collaboration and knowledge sharing to accomplish this. Cross-functional teams, social networks, and digital platforms can all be implemented to improve internal communication and knowledge exchange. Both Boohoo and Deliveroo can tap into their workforces' collective wisdom and stimulate innovation by fostering an environment that supports and encourages knowledge sharing.

Second, strengthening data analytics capabilities is essential for making the most of the enormous amount of data that both organisations have gathered. Deeper insights into customer data, market trends, and operational performance can be achieved by investing in advanced data analytics techniques and technology. Also, Boohoo and Deliveroo can make better data-driven decisions, spot emerging possibilities, and proactively handle obstacles by utilising the power of data analytics.

Additionally, incorporating AI technologies into knowledge management procedures can significantly improve accuracy and efficiency. Both organisations can automate knowledge gathering, analysis, and mining by investigating the usage of ¹³ AI technologies including machine learning algorithms and natural language processing. Moreover, this automation can increase productivity and effectiveness by freeing up valuable resources and allowing workers to concentrate on higher-value tasks.

To improve employees' knowledge and abilities, talent development programmes should be implemented. Boohoo and Deliveroo may both invest in training and development programmes that concentrate on topics like data analysis, digital technology, and new e-commerce trends. Both businesses can cultivate an educated workforce that can adapt to changing business circumstances and spur innovation by providing their employees with the required information and skills.

To avoid potential dangers and keep customers' trust, it is crucial to improve risk management procedures and make sure that data protection laws are followed. Boohoo and Deliveroo both work in highly regulated fields and are subject to supply chain concerns, legal limitations, and public perception problems. Both organisations can secure their operations and preserve the reputation of their brands by putting in place strong risk management frameworks and keeping up compliance with pertinent regulations.

Boohoo and Deliveroo can future proof their talent, maximise the value of their knowledge assets, and maintain competitiveness in the quickly changing e-commerce industry by tackling these issues. Also, these organisations will be prepared to succeed in the dynamic business environment by adopting a culture of continuous improvement, utilising data analytics and AI, prioritizing talent development, and prioritizing risk management and compliance.

Task 5: Recommendation

To elaborate on the suggestions ¹⁶ for the improvement of the knowledge management systems (KMS) of the organisations:

Establish a dedicated Knowledge Management team: It is essential to establish a dedicated team in charge of managing the KMS's implementation and ongoing improvement. Knowledge management experts with backgrounds in data analysis, information systems, and organisational learning can make up this team. They would be responsible for creating plans, putting best practises into practise, and keeping an eye on the KMS's efficiency.

Invest in innovative data analytics software and hardware: Advanced data analytics solutions must be purchased if organisations want to improve their capacity for gathering, analysing, and understanding customer data and market trends. These technologies can facilitate more complex analysis and offer useful information for decision-making. Large datasets can be mined for useful information by using technologies like ¹⁵ machine learning algorithms, natural language processing, and predictive analytics.

Promote a culture of information sharing and collaboration among staff members by putting in place digital platforms, internal communication tools, and cross-functional teams. Establishing internal social networks or knowledge-sharing platforms, for instance, might motivate staff to contribute their knowledge, exchange ideas, and work together on projects. This promotes

creativity and better decision-making by fostering a culture of ongoing learning and knowledge sharing (Maier and Hendrich, 2018).

Create and implement training programmes: Organisations should invest in training programmes to improve employees' knowledge of data analysis, digital technologies, and knowledge management. These courses can provide workers with the information and abilities needed to efficiently gather, examine, and apply data as well as help them comprehend the fundamentals of knowledge management. Training programmes, which might include workshops, seminars, and online courses, can be tailored to meet the unique needs of each organization (Sánchez & García-Murillo, 2017).

Investigate the usage of AI technologies: These tools have enormous promise for streamlining and automating knowledge management operations. To automate processes like data extraction, analysis, and the creation of consumer insights, organisations can investigate the usage of machine learning algorithms and natural language processing. By doing this, manual work is reduced, accuracy is improved, and real-time decision-making based on current information is made possible (Liao and Wu, 2010).

IT systems should be continuously assessed for efficacy and upgraded. This is crucial for the KMS's support of IT systems. Any antiquated technology or potential areas for development should be revealed by this review. The KMS will remain effective and in line with the changing requirements of the organisation by upgrading or replacing out-of-date systems. Additionally, in order to take advantage of developments that can improve the KMS, organisations should keep up with current IT trends and emerging technologies (Wu, 2015).

Strengthen risk management and compliance procedures: Organisations must improve their risk management procedures to mitigate potential hazards connected to supply chain practises, legal restrictions, and reputational risks. However, this entails performing risk analyses, putting in place suitable controls, and periodically checking compliance with data protection laws. Organisations may safeguard their operations, preserve consumer trust, and reduce potential legal and reputational difficulties by placing a high priority on risk management and compliance (Nguyen and Chong, 2019).

Encourage strategic alliances and collaborations: alliances and collaborations with academic institutions, technology companies, and industry specialists can help organisations improve their knowledge management procedures. Engaging with external stakeholders gives you access to fresh perspectives, innovative research, and innovative technologies. Organisations may stay on the forefront of knowledge management trends and upcoming technologies by working with academic institutions and industry experts, which enables them to continuously develop their KMS (Zhang *et al.*, 2018).

These suggestions can help Boohoo and Deliveroo create solid knowledge management systems that efficiently utilize their knowledge assets, foster innovation, and boost their competitive advantage in the e-commerce industry. Therefore, these actions aid organizations' efforts to improve decision-making procedures, respond to a changing business environment, and promote sustainable growth.

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