**Reviewing Scenario 1.1**

**How has the organization changed and how has this affected the information the organization needs?**

1. **Organization's Growth & Evolution:**

- From a standalone shop, it burgeoned into a vast chain of stores and integrated e-business.

- This demanded a revamp in the internal structure, processes, culture, and geographic dynamics.

**Impact on Information:**

- Increased volume due to more stores, staff, and online customers.

- Diverse information required for different regional markets and online demographics.

2. **Expansion into E-Business:**

- Their foray into online sales expanded their market reach internationally.

**Impact on Information:**

- Necessary to gather and analyze data related to online user behavior, website analytics, international market preferences, and digital sales metrics.

3. **Resource Enhancement:**

- As the organization grew, so did the scope of its operations, requiring a wider variety of skills and technological resources.

**Impact on Information:**

- Need for a more sophisticated human resource information system to manage details of an increasing workforce.

- More intricate IT systems to oversee technological assets and functions.

4. **Product Range Dynamics:**

- While maintaining core products, the range was diversified according to market demands.

**Impact on Information:**

- Regular updates on market trends, customer preferences, and feedback to understand product demands and make inventory decisions.

5. **New Markets:**

- With e-business came new international markets.

**Impact on Information:**

- A comprehensive understanding of various international markets' demands, cultures, preferences, and regulations.

6. **Competitive Environment:**

- Entering new territories presented a wider array of competitors.

**Impact on Information:**

- In-depth competitor analysis, understanding global competitive landscapes, and regular updates on competitors' strategies and offerings.

7. **Technological & Geographic Expansion:**

- The organization expanded geographically, opened more stores and warehouses, and incorporated advanced technology for information and communication.

**Impact on Information:**

- More granular data from each location.

- Enhanced IT infrastructure to manage and communicate this vast pool of data.

8. **Security Dynamics:**

- Digital transformation led to new challenges in physical and data security.

**Impact on Information:**

- Modern surveillance data, security breach reports, and regular updates on best practices for data security in e-business.

9. **Trust & Reputation Management:**

- Expansion and online operations meant ensuring trust among a broader audience.

**Impact on Information:**

- Feedback and reviews from customers across locations, trust ratings, and online reputation scores.

10. **Vast Data Reservoir:**

- Every new store and online integration brought in a deluge of data.

**Impact on Information:**

- Enhanced data management systems, analytics to make sense of the vast data, and insights about customer behavior, sales, and market trends.

11. **Formalized Processes:**

- Standardization was necessary to ensure consistent service across locations.

**Impact on Information:**

- Process maps, performance metrics, and continuous improvement data to refine these processes.

12. **Diversified Skill Sets:**

- Bright Spark's evolution necessitated a variety of skills.

**Impact on Information:**

- Detailed training databases, skills inventory, and performance metrics to understand and bridge skill gaps.

13. **Evolution in Practices:**

- Backend operations underwent significant transformation.

**Impact on Information:**

- Data on new equipment, tools, and best practices for operations, along with feedback loops to ensure these practices align with organizational goals.

Bright Spark's transformation affected nearly every facet of its operations. As the organization grew and diversified, the information required to support and facilitate that growth became more intricate, voluminous, and diversified.