**Reviewing Scenario 1.1**

**How has Bright Spark’s organizational context changed?**

1. **Expansion:** Evolved from a single shop to a broad chain of stores, marking a significant geographic growth.

2. **E-Business Introduction:** Initiated selling products internationally via e-business systems, expanding its market reach.

3. **Structural Changes:**

- Altered internal structure due to growth and the shift to e-business.

- Processes, culture, and the overall geographic presence underwent substantial change.

4. Consistent Core Business: While its primary purpose and staff expertise remained consistent, the strategy evolved to tackle heightened competition.

5. **Diversified Resources:**

- As the company expanded, there was a broader demand for skills and technology.

- The volume of information regarding resources surged due to the opening of new stores.

6. **Product Adaptability:** While the kind of products remained consistent, the range evolved in response to market demands.

7. **Market Evolution:** Introduction of online channels allowed for the discovery of new markets and required updated, diverse customer information.

8. **Competitive Landscape:** As they ventured into new international territories, they faced a broader range of competitors, necessitating ongoing competitive assessments.

9. **Adherence to Business Climate**: With their specialty in lighting, they had to consistently stay updated with electrical regulations in various markets and adjust to trends impacting demand.

10. **Infrastructure Adaptation:** The company underwent geographic expansion, necessitating changes at organizational and technological levels. This includes managing information across multiple locations and facilitating e-business processes.

11. **Heightened Security Measures:** With the rise in technological advances, the emphasis on physical and information security increased, especially as e-business introduced risks associated with data loss or corruption.

12. **Trust Dynamics:** The expansion meant trusting a wider group of staff members. Online operations also meant assuring customers about product, delivery, and data security.

13. **Data Management:** The data volume surged due to expansion, encompassing various facets like customers, sales, and competitors, demanding policies for accuracy and consistency.

14. **Process Standardization:** The company’s growth led to the formalization of processes, ensuring consistent service and effective communication across its vast organizational structure.

15. **Diverse Skill Sets:** The expansion and diversification demanded a broader range of skills, ranging from basic sales to IT and logistics.

16. **Altered Practices:** Even though the core retail process remained unchanged, backend operations saw substantial changes, especially in the domains of order management, finance, and distribution.

In essence, Bright Spark's evolution from a singular shop to a vast chain resulted in a multifaceted reshaping of its organizational context.