Introduction:

One of the industries that has seen the need to remodel their approach to the economy is the supermarket industry. Retailing in supermarkets is highly competitive and dynamic and is becoming more so because of the heightened interest of the business managers’ quest to understand the customers’ shopping behaviour for decision making to gain competitive advantage in their industry.

Not long ago before the immergence of new generation technologies, the process of collecting, organizing, codifying, monitoring, and analysing data was a rather strenuous manual tasks that needed to be performed by a human, therefore it was hard to reach the goal because of the large amounts of data. Nowaday, BI system has been termed as a philosophy because as much as it is used to help managers in decision making they require certain skills to generate information that could be useful to their decision making although not all data generated from a computer system is useful to management.

Task2:

Operational: Their job is to plan and control activities such as making sure that the shelves do not run empty in a supermarket and assigning and monitoring staff members on duty. There’s constant need for them to access data that is constantly changing such as inventory management, scheduling activities, quality management and many others that form the basis of their convectional line of duty

Such plans and activities could include accounting records from electronic point-of-sale (EPOS)

constantly collect accounting and operational sales data or human resource plans for monitoring daily employee shifts

Operational managers will probably deal with raw data which need to be transformed into meaningful information that can be used in decision making and passed to higher management for middle intermediate planning of the long term goals of the supermarket

Operational management is management (including mid-level, supervisory and lower-level management) or other employees make operational decisions for the company. It is daily decisions that have only a short-term impact on a company.

Example:

* Operational level systems provide supports to operational managers to keep track of transactions and elementary activities such as cash deposited, sales, receipts and flow of material within the organisation. An example of the purpose of the system at the operational level is to answer questions such as client payment, records of bank systems and tracking employees working hours.
* For a supermarket to operate, there is an endless list of required resources there must be a number of suppliers providing the products on display, delivery vehicles, stocking storage, stocking staff, computers and to bring all these physical resources and required staff together in a coordinated manner it requires planning and monitoring to avoid chaos.
* Scheduling employees
* Training on specific tasks in a company (e.g., sales techniques, computer training, etc.)
* Purchasing office supplies
* Assigning work to specific employees

Tactical : Officers and executives (including a company's CEO, COO, CFO and other top level leadership) create tactical choices for a company. It concerns the more comprehensive detailed of the directors’ general strategy, usually with a medium-term impact on a company.

The stake holders here are in middle management and the reports they require need to address matters such as sudden declining sales, supplier issues or even positive reports such as an abrupt increase in a demand for a certain product in the supermarket.

Tool: Management information system (MIS) MIS in tactical management is used to monitor accumulated reasons to come up with best tactical methods to tackle situations

Strategic: A board of directors, whose members are elected by shareholders of a business makes strategic choices of a business. Strategic decisions are long-term or substantial impact on a company

The task involves setting the organization mission, vision and objectives, development plans in regards to projects and programs designed to achieve objectives and allocating organization resources towards these tasks

EX: strategic managers are mostly involved in evaluating financial statements and their main concerns is on the control system that measures the organisations performance and profit generated.

EX: sales report to the strategic level of management could mean shutting down a supermarket branch or opening another one, it could mean increasing the supply of a particular product or firing a supplier.

transaction data is collected and processed into financial reports. this sort of information in a supermarket can be used to make certain decisions such as well selling products to continue or increase investment on or which product to sell at a certain time or season

Tool: StockSmart which is an IT forecasting system used for stock replenishment. This system assist staff in the warehouse to receive instructions on which products need to be supplied to a particular retail store. This technology helped the workers to effectively pinpoint the right pallet of the required goods and where they need to go hence efficient supply chain management. Transport management system (TMS)