# Supermarket case study

Mr. Jones’ situation is a classic case of a small business trying to adapt to modern challenges. His awareness of the changing market and willingness to use technology are strong points, but he needs targeted advice and IT solutions to fully capitalise on these opportunities. Key areas for improvement include inventory management, offering delivery options, and better catering to the differing needs of his customer bases. This case can be analysed from several perspectives, focusing on the business operations, market changes, and how technology can play a role in revitalising the supermarket's performance.

Potential Solutions after contacting the IT professionals are:

* Enhancing the online ordering system to include delivery options, especially for students who lack transportation.
* Implementing data analytics to improve inventory management, ensuring that popular items like organic foods and upscale products are always in stock.
* Creating a loyalty program or personalised offers that could attract both student and family-oriented customers.

These solutions would solve Mr Jones’ main problems - the changing demographics and the stock management.