ISYS2038 Database Design and Development Semester 2, 2021 Individual Assignment - Case Study Costello Pty. Ltd.	**RMIT UNIVERSITY**

Costello Pty. Ltd. is a local retail clothing company that sells men clothing and accessories. The company owner, Ralph Costello used to be a fashion designer for a luxurious clothing brand in Europe but has decided to come back to Melbourne and start his own business. He has envisaged the importance of technology in supporting business operations and decision making. At the moment, there are four stores at Collingwood, Brunswick, Richmond and Melbourne CBD. Ralph has office space at St. Kilda, and it is mainly for business units such as finance, marketing, etc. There are about 20 sales employees, including part-timers, employed to look after the sales and procurement of the stores.

Ralph is keen to keep track of the customer profiles, preferences, and purchase details. In the current stores, each shop purchases items from over 30 different suppliers across the world. The stores currently stock a wide range of elegant outfits and accessories, including formal suits, shirts, casual attire, shoes, wallets, belts, hats, etc. These items are delivered by various suppliers directly to the stores. Apart from purchasing items from the suppliers, the company also has its collection of accessories such as bracelets and socks.

While all brands are displayed in the shopfront of each store, each store also has a storeroom to keep extra stock (for example, for different sizes and items in different colours). In the storerooms, each product brand is stored in distinct spots and shelf locations. Ralph would like the database management system to collect data and produce business reports that could support him and his employees in their business decision-making. The database should be able to encapsulate details such as invoice, customer, supplier, etc.

To date, Ralph has managed this all by himself using Google Sheets and emails to keep track of all the details. However, as his business has expanded, it has become difficult to manage everything and extract valuable insights about his business. As such, he wants a dedicated database management system built specifically to his needs, which can capture all the current and future data associated with the business. He has contracted Best Innovative Solutions (BIS) Pty. Ltd. to carry out this work. You have been assigned to design and build a database that meets his specifications and deliver analytics solutions.