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.

科斯特洛私人公司。是一家当地的服装零售公司，主要销售男士服装和女士服装

配件。公司老板拉尔夫·科斯特洛（Ralph Costello）曾是欧洲一家豪华服装品牌的时装设计师，但他已决定回到墨尔本，开始自己的事业。他设想了技术在支持业务运营和决策方面的重要性。目前，科林伍德、布伦瑞克、里士满和墨尔本CBD共有四家店铺。

拉尔夫在St.Kilda拥有办公空间，主要用于金融、营销等业务部门。约有20名销售员工，包括兼职人员，负责门店的销售和采购。拉尔夫热衷于跟踪客户资料、偏好和购买细节。在目前的商店中，每家商店从全球30多家不同的供应商处购买商品。这些商店目前有各种各样的高雅服装和配件，包括正装、衬衫、休闲装、鞋子、钱包、皮带、帽子等。这些物品由不同的供应商直接送到商店。除了从供应商处采购物品外，该公司还收集了手镯和袜子等配件。

虽然所有品牌都陈列在每家商店的店面上，但每家商店都有一个储藏室来存放额外的存货（例如，不同尺寸和不同颜色的商品）。在储藏室中，每个产品品牌都存放在不同的地点和货架位置。拉尔夫希望数据库管理系统收集数据并生成业务报告，以支持他和他的员工的业务决策。数据库应该能够封装发票、客户、供应商等详细信息。

到目前为止，拉尔夫已经用谷歌的表格和电子邮件记录了所有细节，自己处理了这一切。然而，随着他的业务不断扩大，管理一切并获取有关其业务的宝贵见解变得越来越困难。

因此，他需要一个专门针对其需求构建的专用数据库管理系统，该系统可以捕获与业务相关的所有当前和未来数据。他与Best Innovative Solutions（BIS）私人有限公司签订了合同。开展这项工作。您被指派设计和构建符合其规范的数据库，并提供分析解决方案。