**Database Design and Development – Stella Pty. Ltd. – Case Study**

Stella Pty. Ltd. is a local clothing store that sells women's clothing. The owner of the

company, namely Stella Corlini has envisaged the importance of technology in

supporting business operations and decision-making. Now, there are four

stores in Collingwood, Brunswick, Richmond and Melbourne CBD, and there are

about 50 staff including part-timers employed by Stella.

Stella is keen to keep track of the customer profiles and their purchase details. In

the current stores, each store purchases items from over 20 different suppliers

across the world. The stores currently stock a wide range of elegant outfits, including

formal suits and shirts, wedding outfits, and casual attire. Suits, shirts, and casual

outfits such as sports jackets, casual shirts, shorts, denim wear, etc. are delivered by

various suppliers. In addition to providing popular brands, Stella Pty. Ltd. also has

a collection of accessories such as shoes, wallets, belts, caps, hats, necklaces,

earrings, etc. The store managers are responsible for the purchases and they deal

directly with the suppliers. Once purchases are made, these items are then delivered

by the suppliers directly to the stores.

While all brands are displayed in the shopfront of each store, each store also has a

storeroom to keep extra stock (for example, items in different sizes, colors, etc.). In

the storerooms, each brand of item is stored in distinct spots and shelf locations. Items

are delivered using various mediums including ship, air, rail, and courier van. Stella

would like the database management system to be able to collect data and produce

business reports that could support her and her employees in their business

decision-making. The database should be able to encapsulate current sales, invoice

details, customer profiles, supplier details, shipping details, item details, and

employee details.

To date, Stella has managed this all herself using Google Sheets and emails to keep

track of all the details. However, as her business has expanded, it has

become difficult to manage everything and extract valuable insights about her

business. As such, she wants a dedicated database management system built

specifically, to her needs, which has the capability of capturing all the current and

future data associated with the business. She has contracted Best Innovative Solutions

(BIS) Pty. Ltd. to carry out this work, with you assigned to design and build a database

that meets her specifications and deliver analytics solutions.