



PRESENTATION

6388030, 6388040, 6388113,
6388133, 6388196

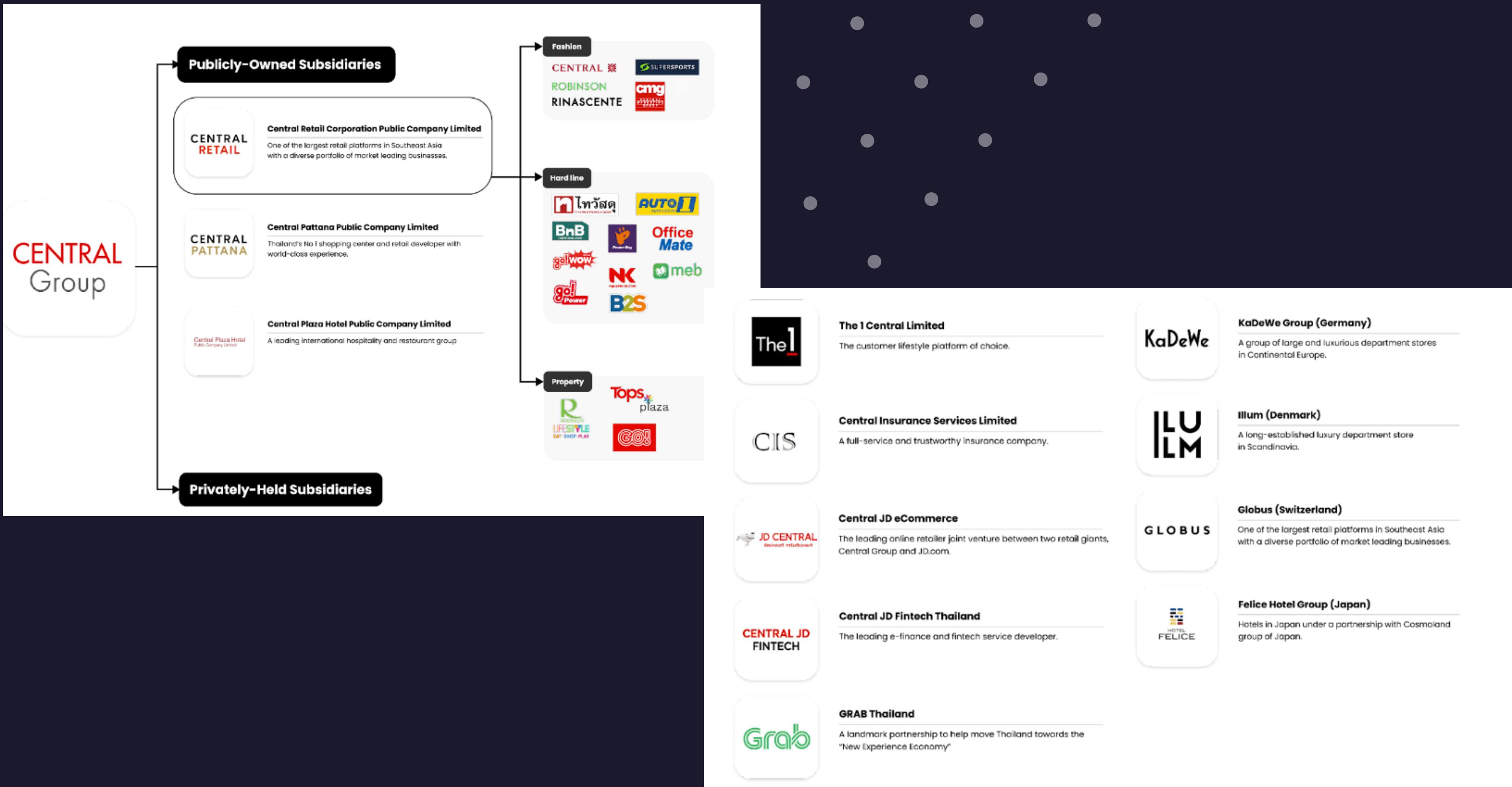
ITCS361 Management Information Systems

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About Central Group

- The largest private commercial conglomerates in Thailand
 - Online and Offline service
 - Lead the retail and service business of Thailand onto the world stage







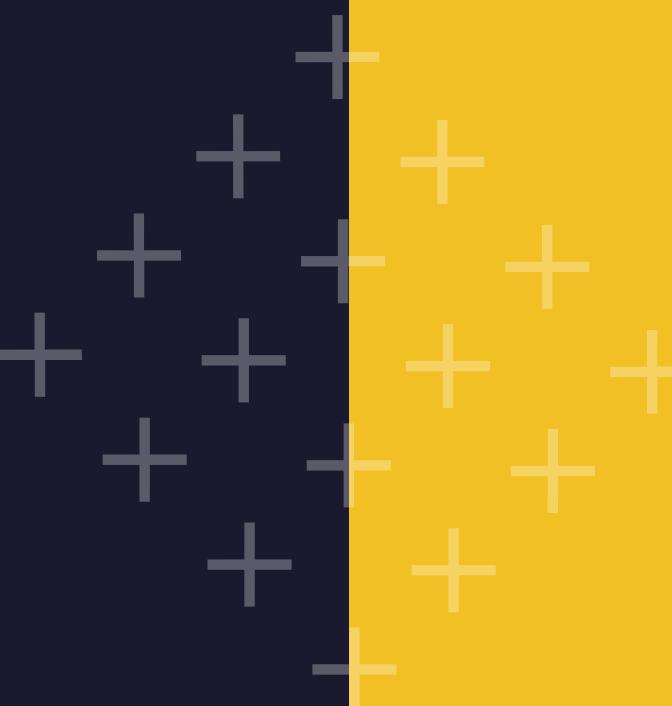
MISSION

- Leader of retail and service business in Thailand
- Be the center of people's lives
- Combine and connect everything into one place
- Support future developments



VISION

- One of the founder of Central Group
 - Success would come from honesty and hard work
- The best possible services and products for Central's customers



Culture



Motto: I CARE

I: Innovation

C: Customer

A: Alliance

R: Relationship

E: Ethics

I · CARE

CORE VALUE

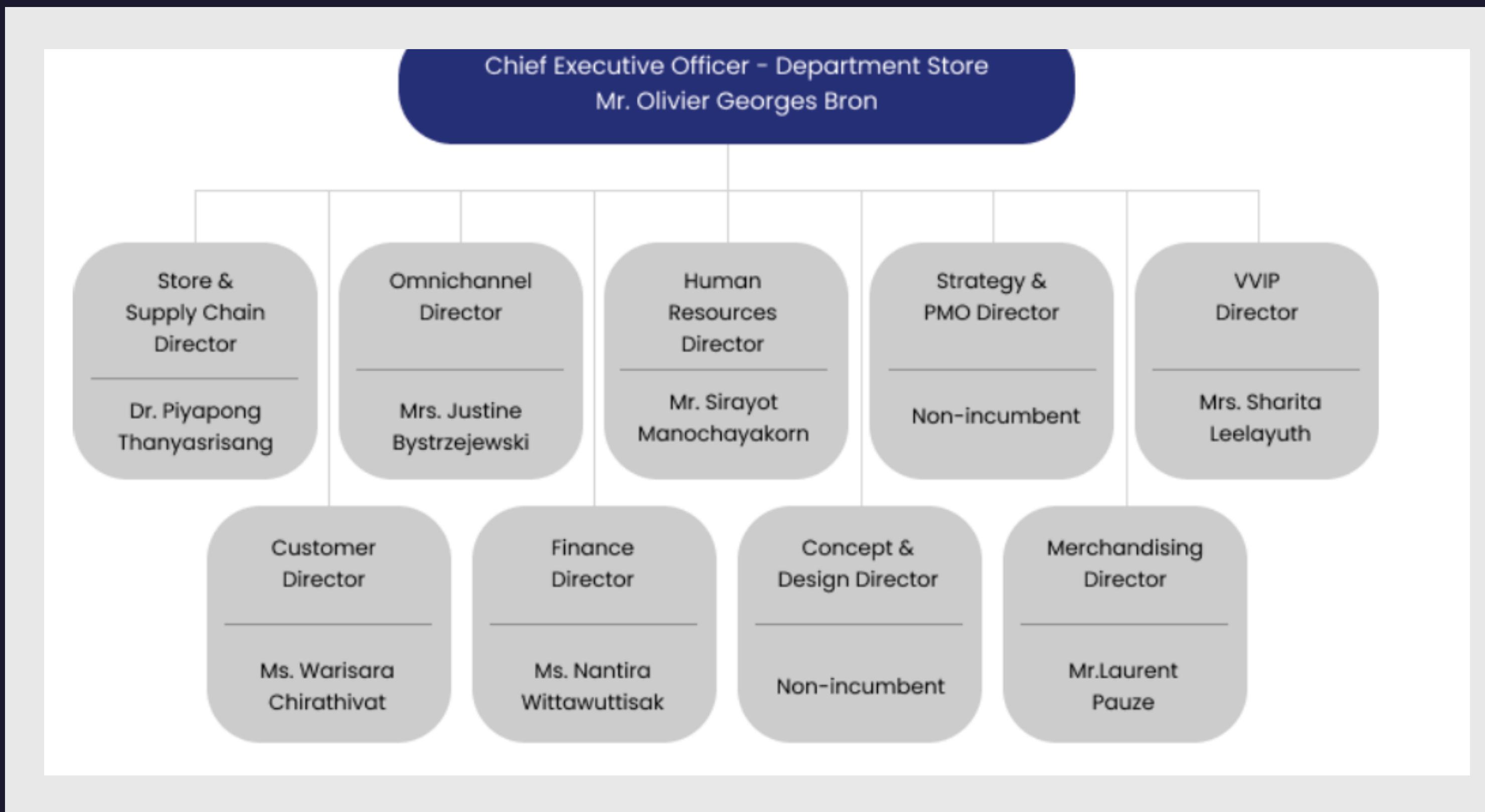
- To organize to conform the current customers' demands the most.

STRATEGIES

- Aims to be at the core of people's lives
- Develop new concepts to encourage future improvements
- Build goods and services



ORGANIZATION STRUCTURE





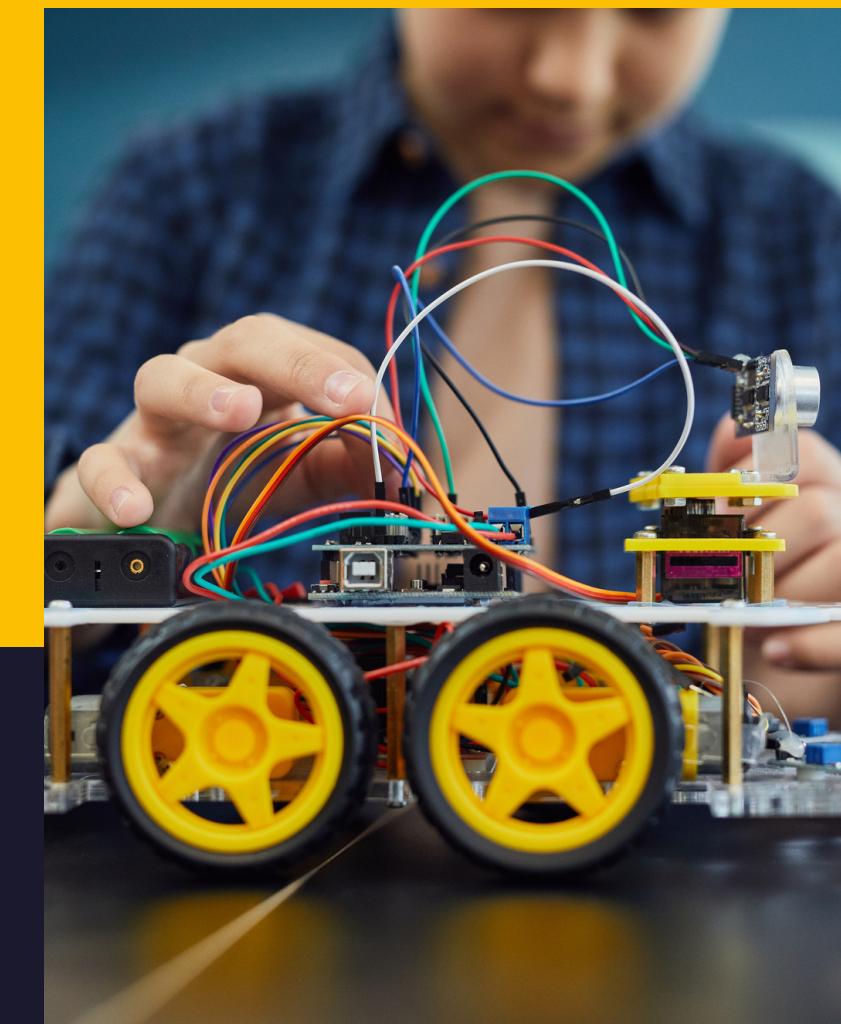
High Quality



Best Product



Great Design



Nice Decoration

SUPPLIERS

Central Pattana defines a supplier management plan according to the supply chain management policy.

MAIN COMPETITORS

- The Mall Group is one of the shopping malls in Thailand
 - The Mall (10 branches)
 - Paragon
 - Emquartier
 - Emporium
 - Bluport



Importance of IT to the^xbusiness

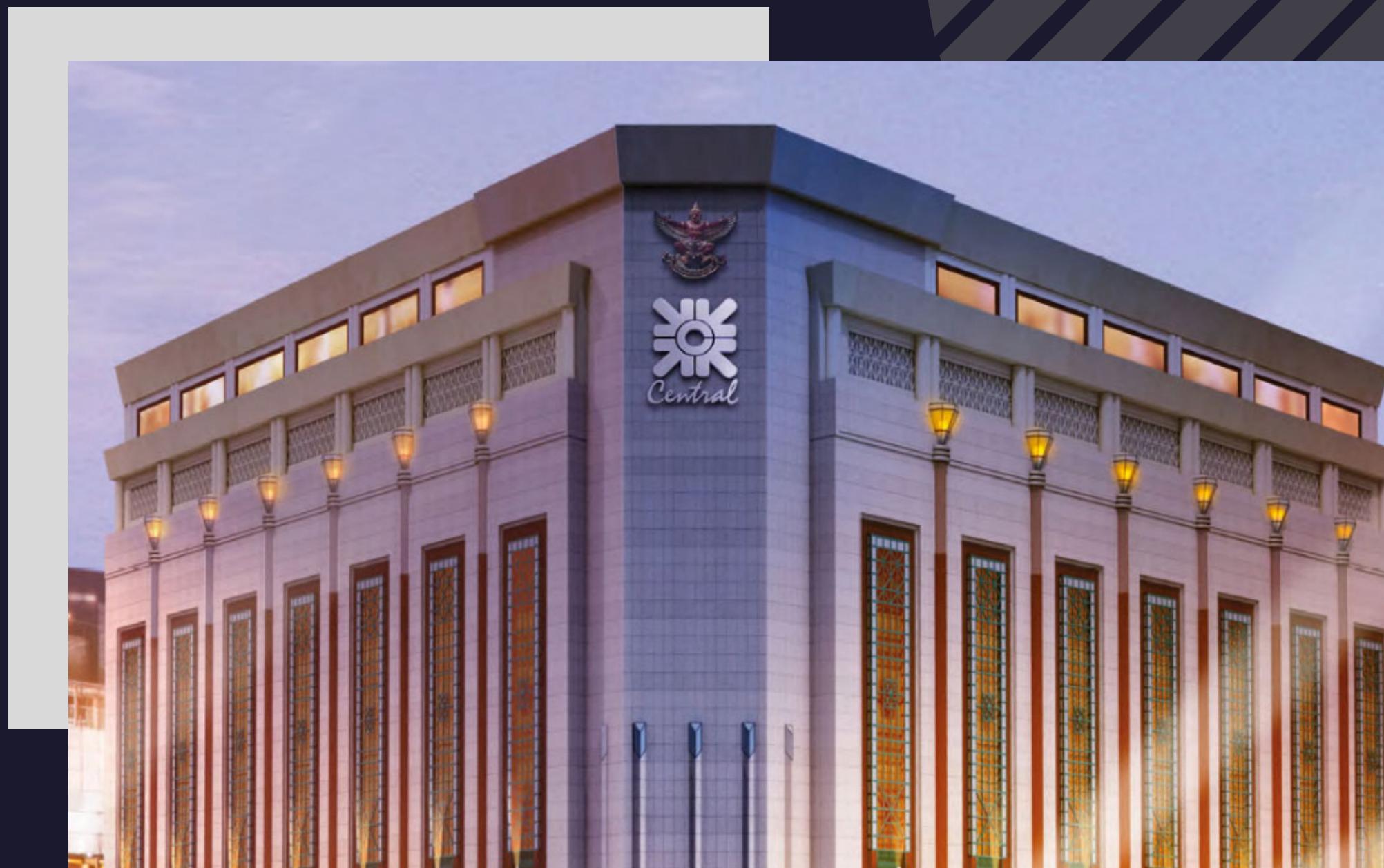
Central's Information Systems

Information technology plays a significant role to drive its business

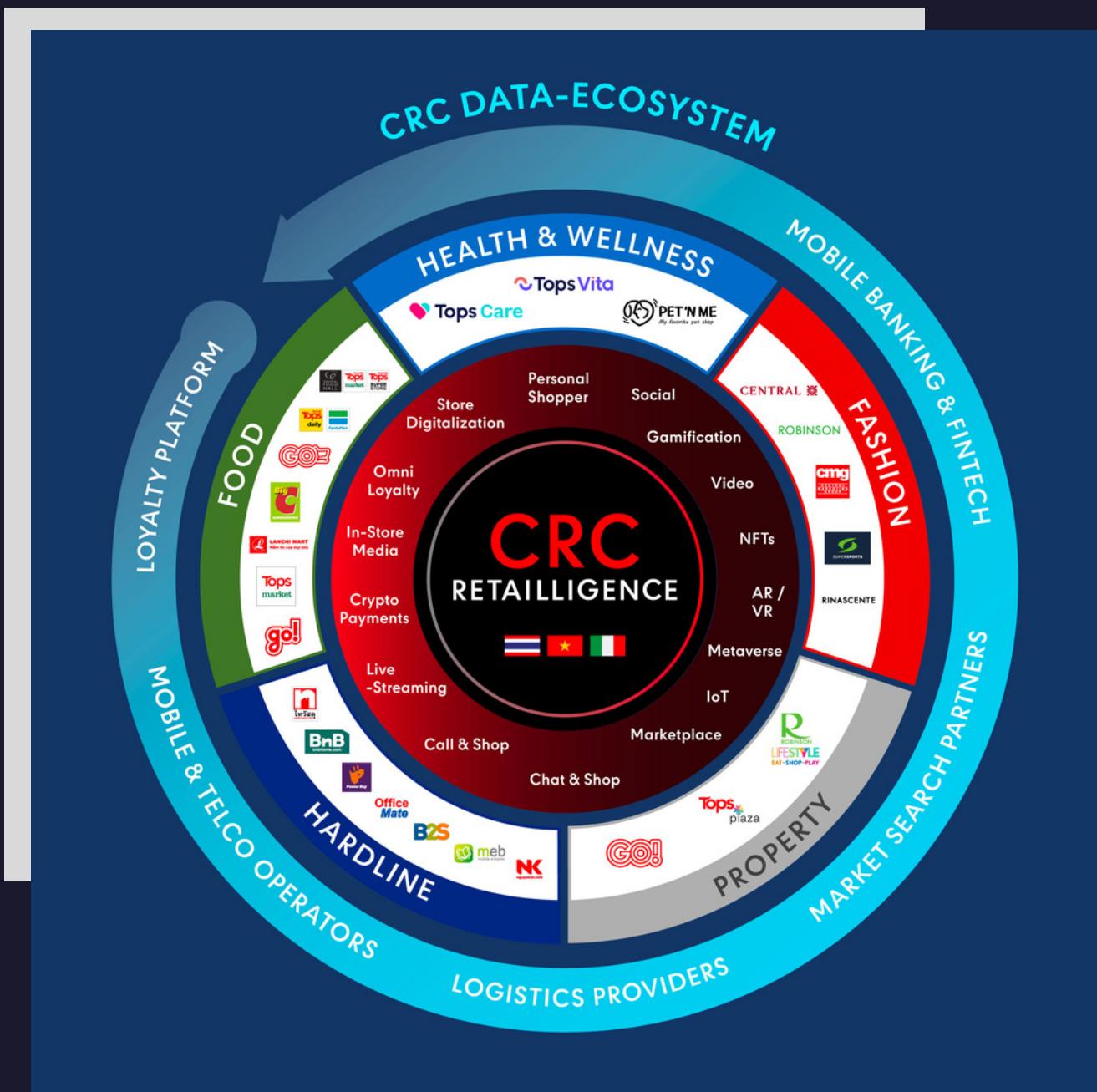
- Reduce operation cost
- Analyze customer behavior
- Create new customer experience
- Handle unexpected situation

Central establishes the Information Technology Committee (ITC) to take care of the following items

- Systems
- Resources
- Investments



Importance of IT to the business



CRC Retailigence

CRC Retailelligence is an instance of the information systems of Central Group that use to support Central Retail process

- Utilize CRC Data Ecosystem to demand customer need
 - Work with Customer Insight Database

Central Group's PROBLEM & SOLUTION

Our group analyzed these issues based on information Central Group provided on the website.

Problem 01: Customer Loss

- Lack of multi-purchasing channels
- Insufficient time to go shop at the store

Problem 02: Lost Revenue

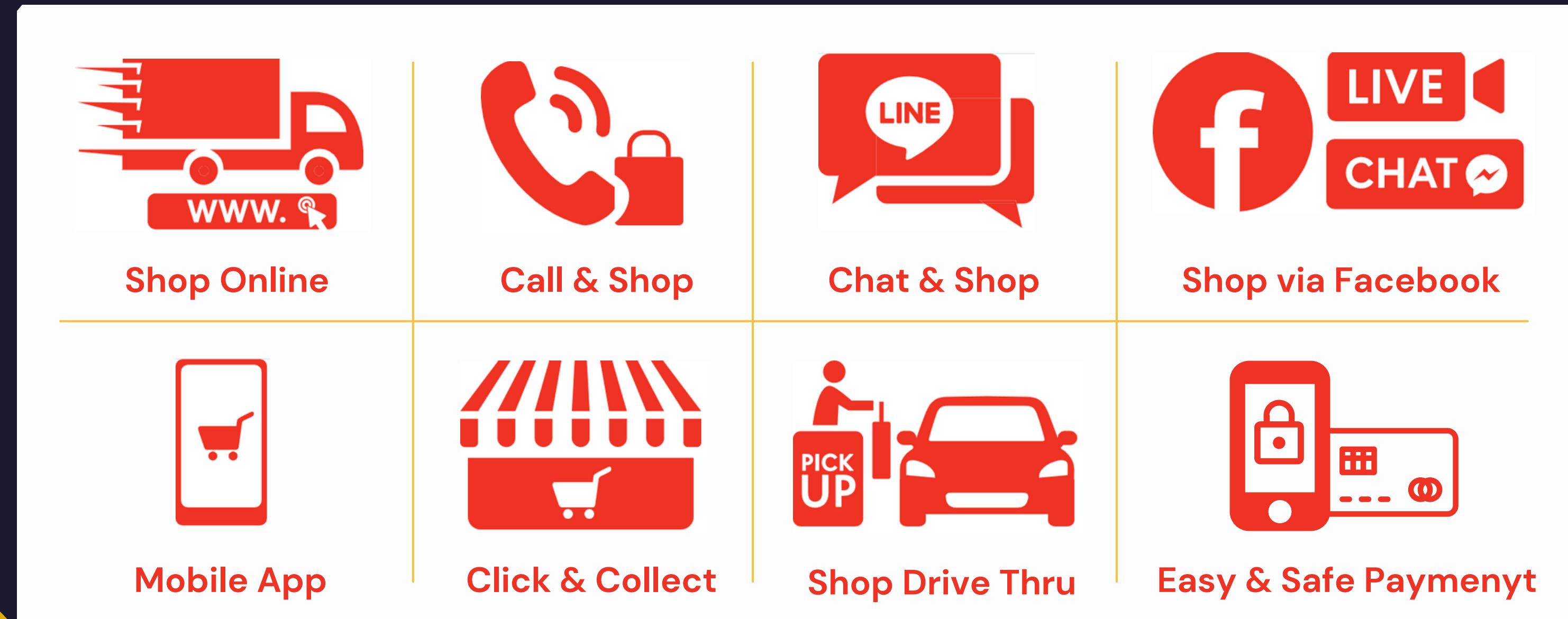
Loss of the profit for that sale if the item is out of stock

Problem 03: Cashless Society

In new normal, people are less likely to pay with cash

Omnichannel Platform

MIS Solution



Five Key Business Processes

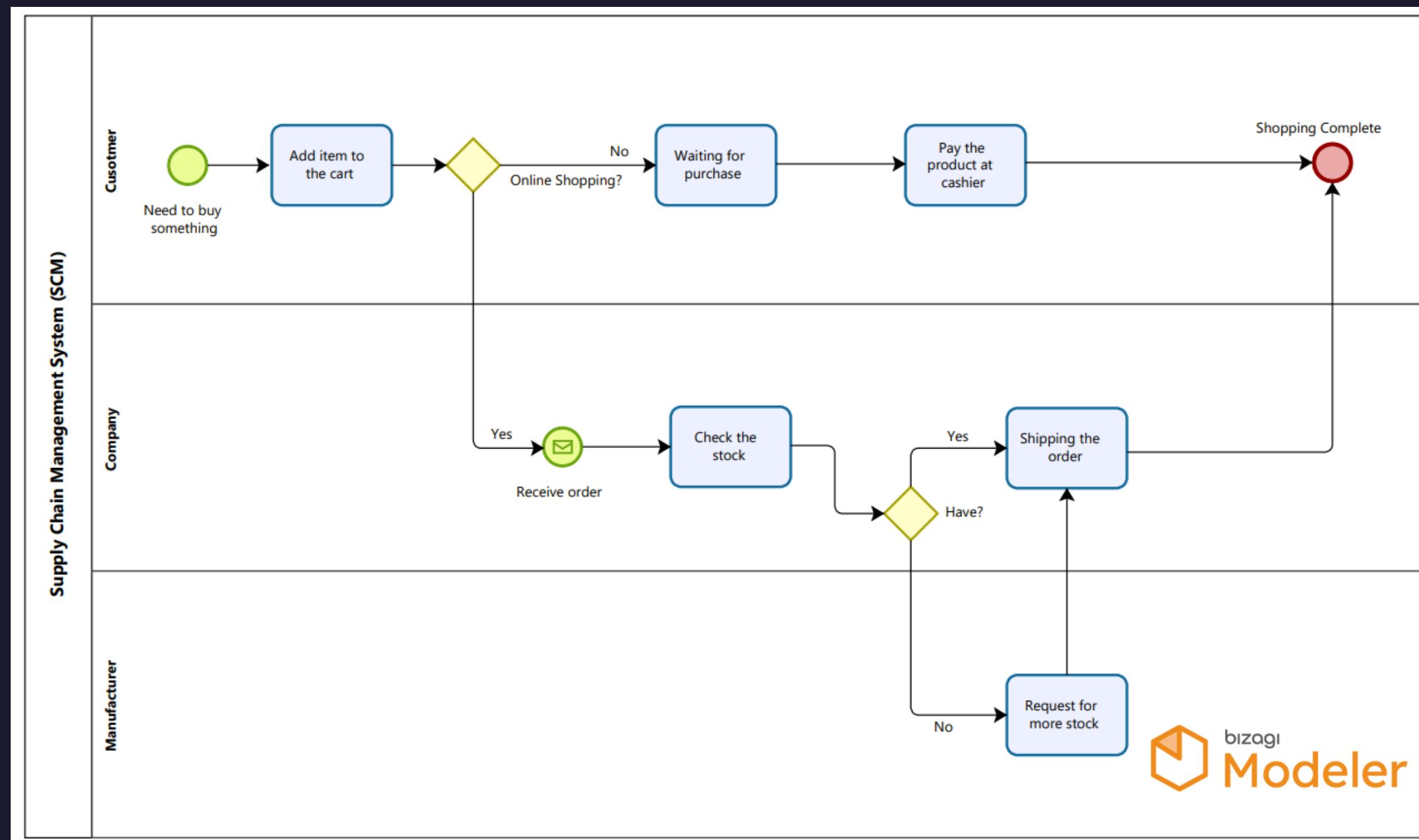
| 1. Supply Chain Management Systems (SCM)



Vendor Managed Inventory (VMI)

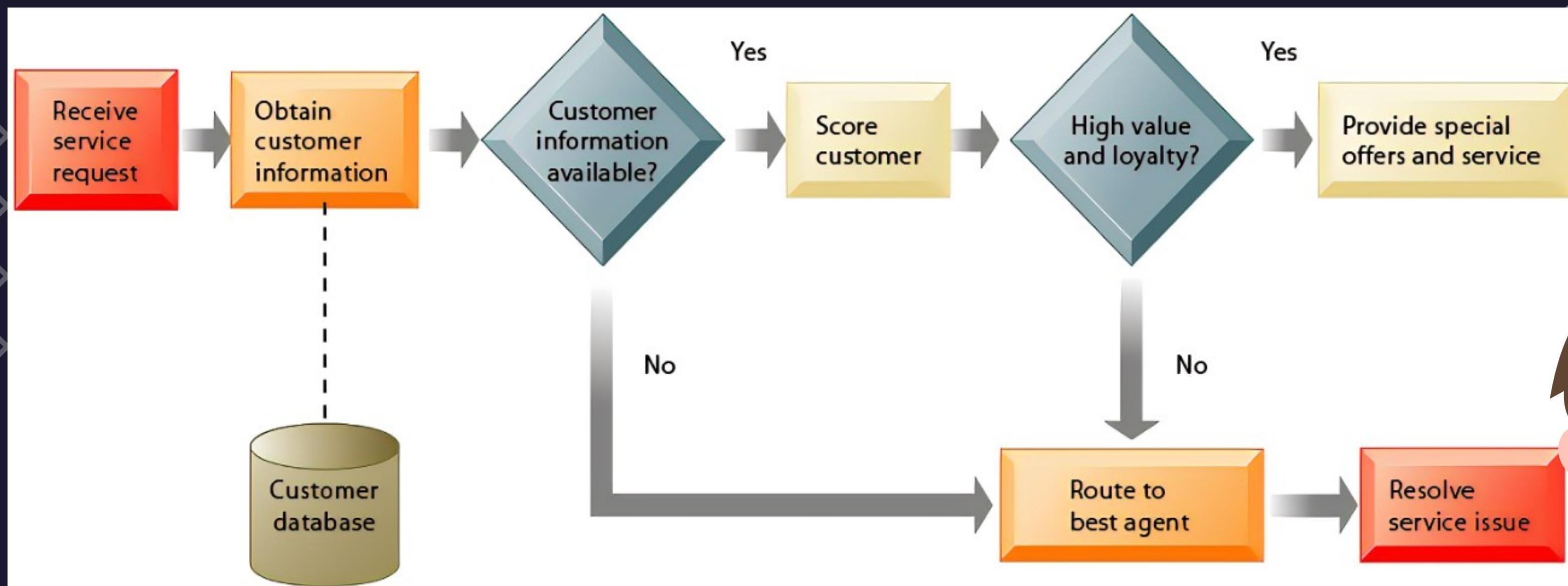
BPMN Diagrams

1. Supply Chain Management Systems (SCM)



Five Key Business Processes

2. Customer Relationship Management Systems (CRM)

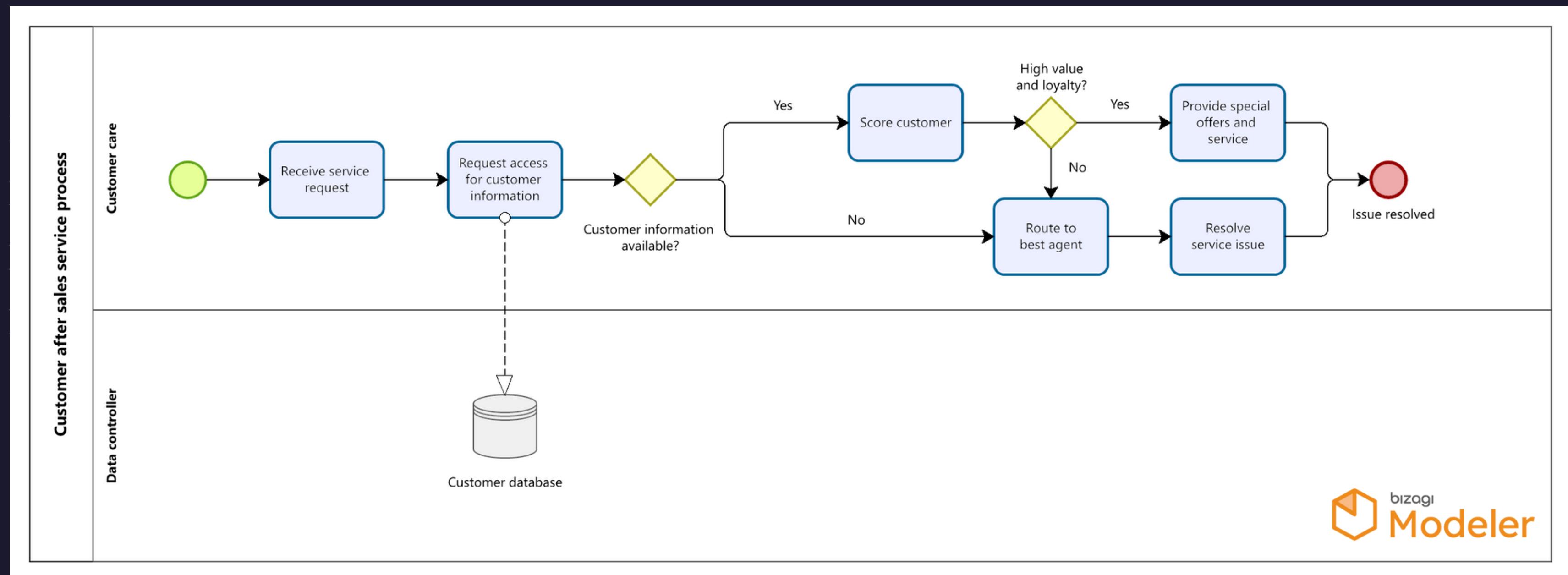


Customer after-sales service



BPMN Diagrams

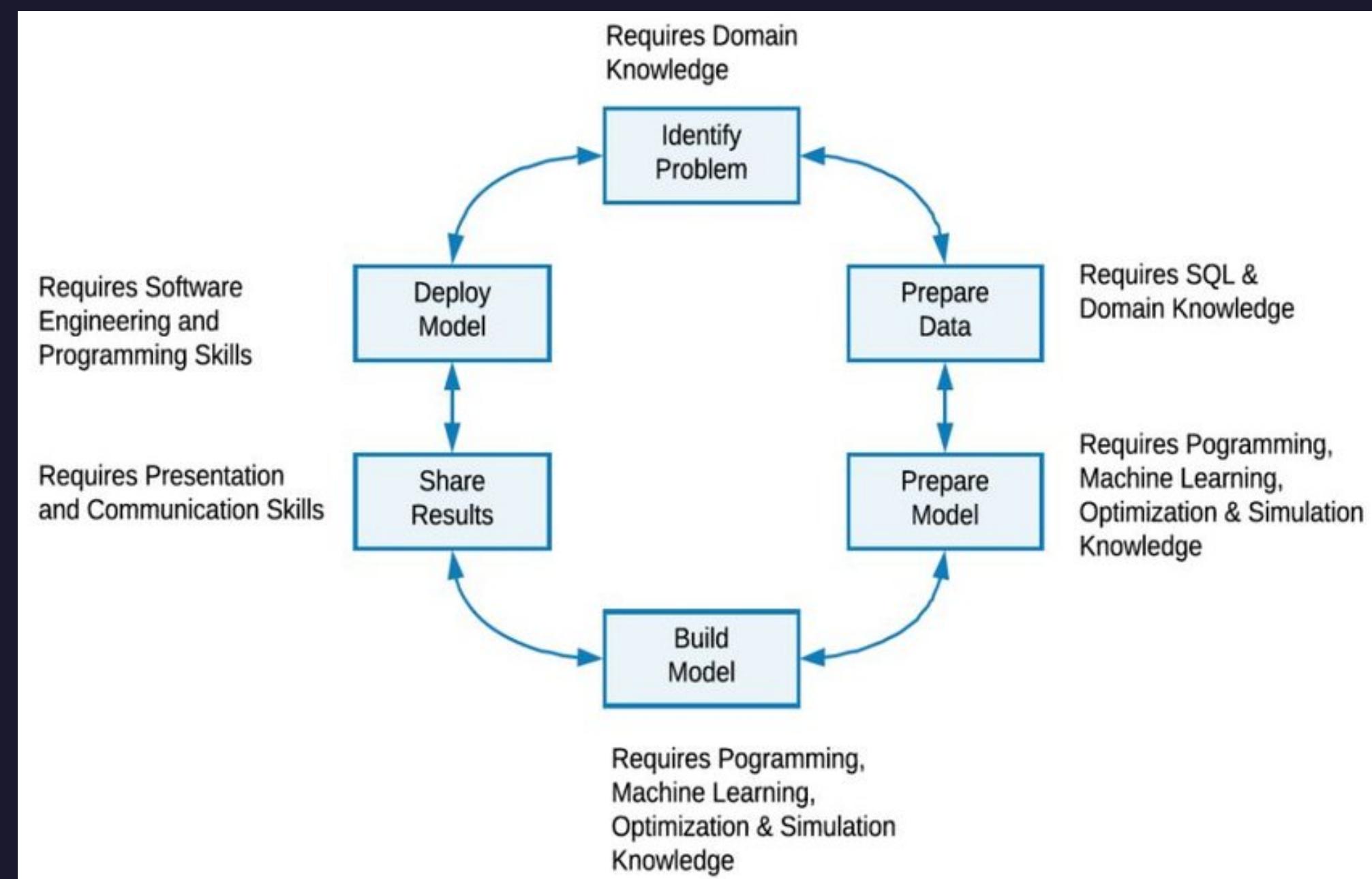
2. Customer Relationship Management Systems (CRM)



Customer after-sales service BPMN Diagram

Five Key Business Processes

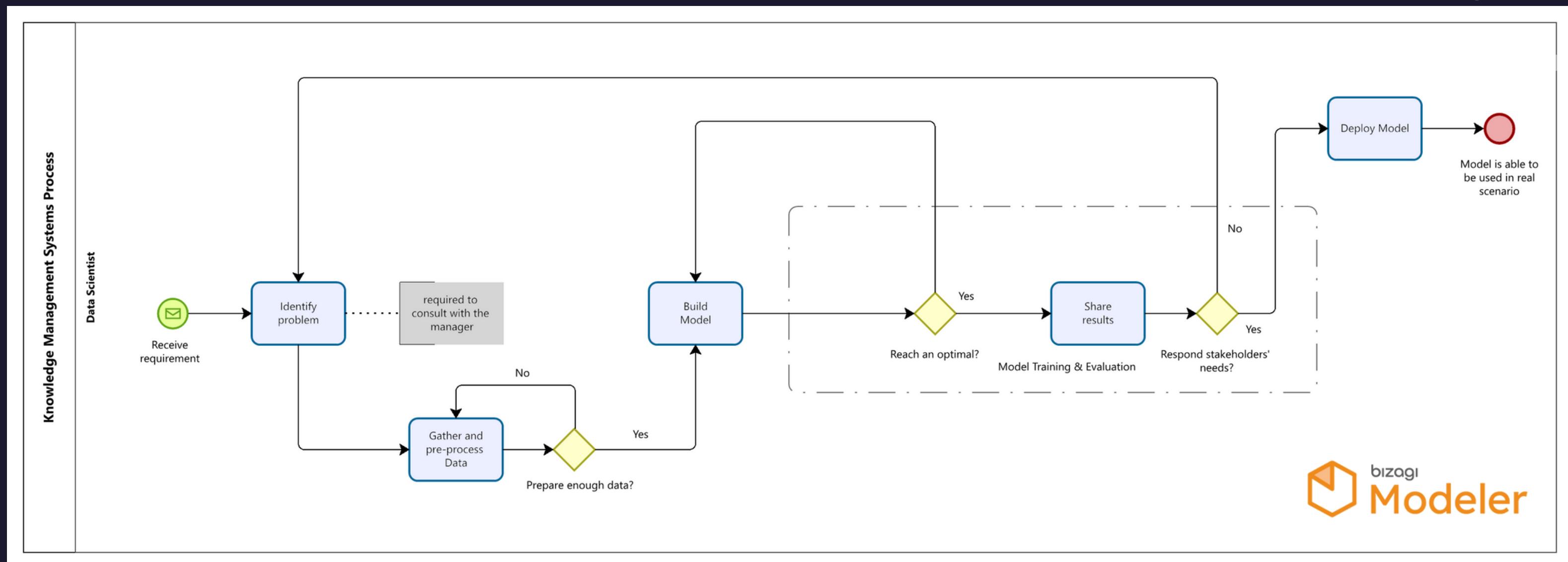
3. Knowledge Management Systems (KM)



Knowledge Management Systems Process

BPMN Diagrams

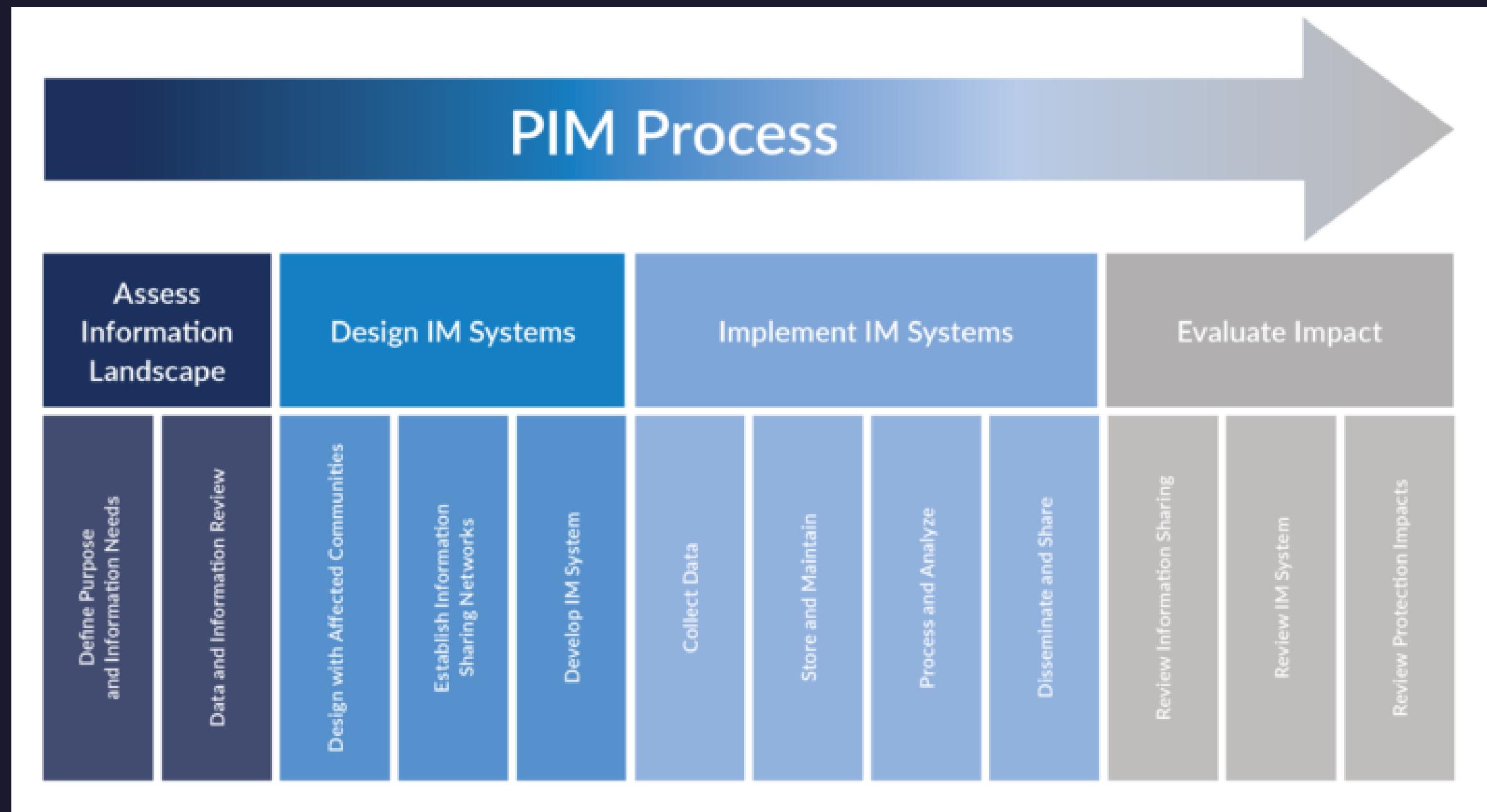
| 3. Knowledge Management Systems (KM)



Knowledge Management Systems Process BPMN Diagram

Five Key Business Processes

4. Product Information Management Systems (PIM)

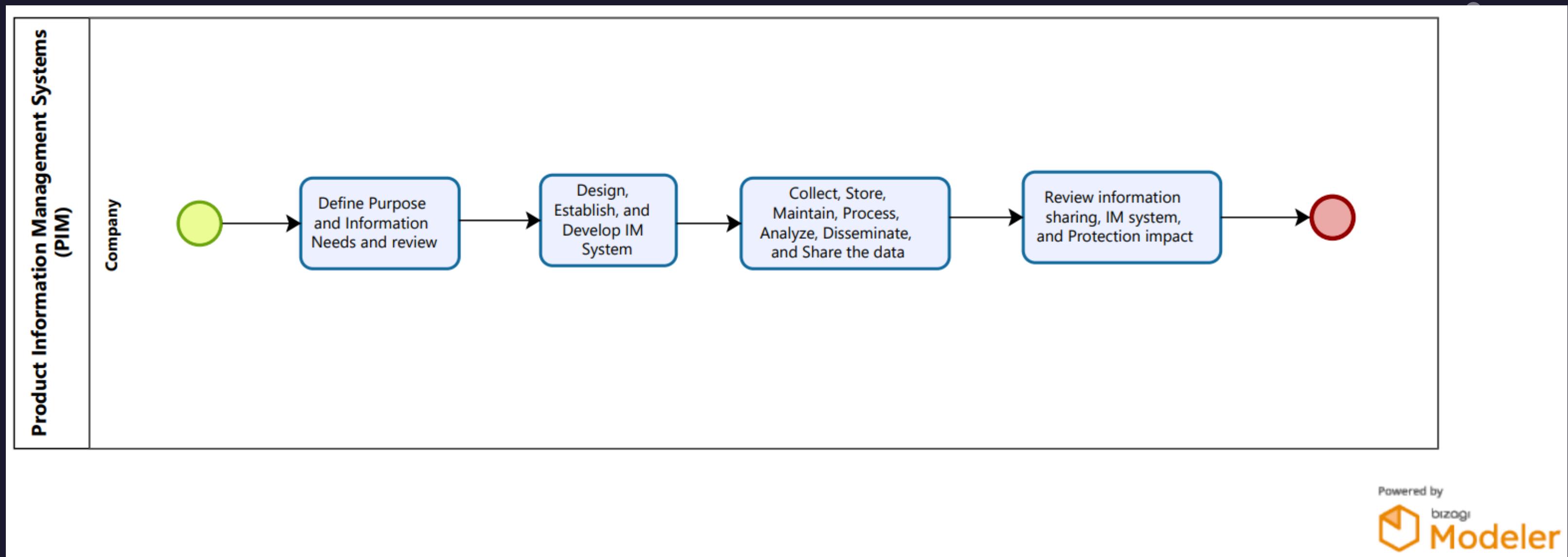


Product Information Management Process



BPMN Diagrams

4. Product Information Management Systems (PIM)

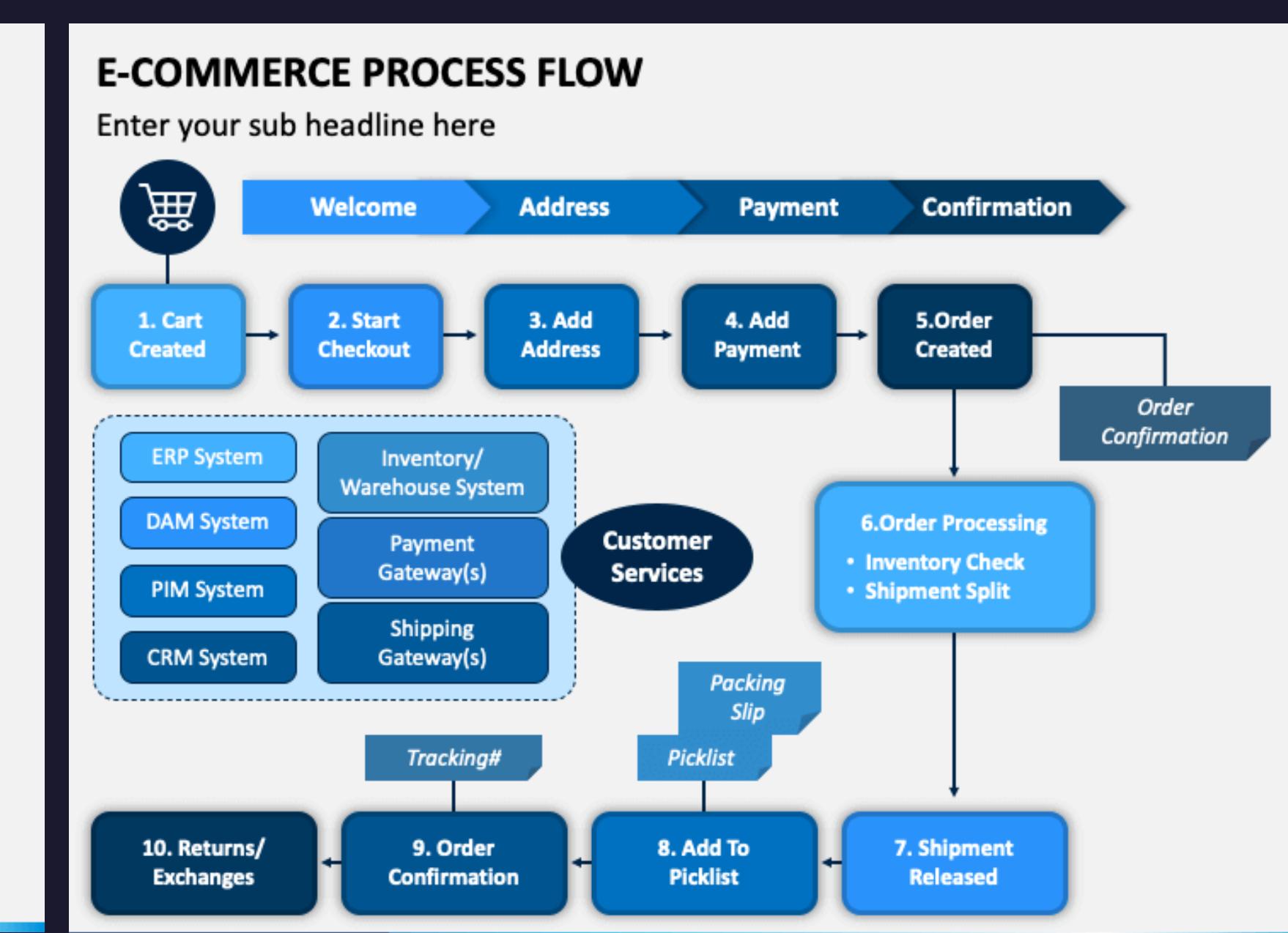
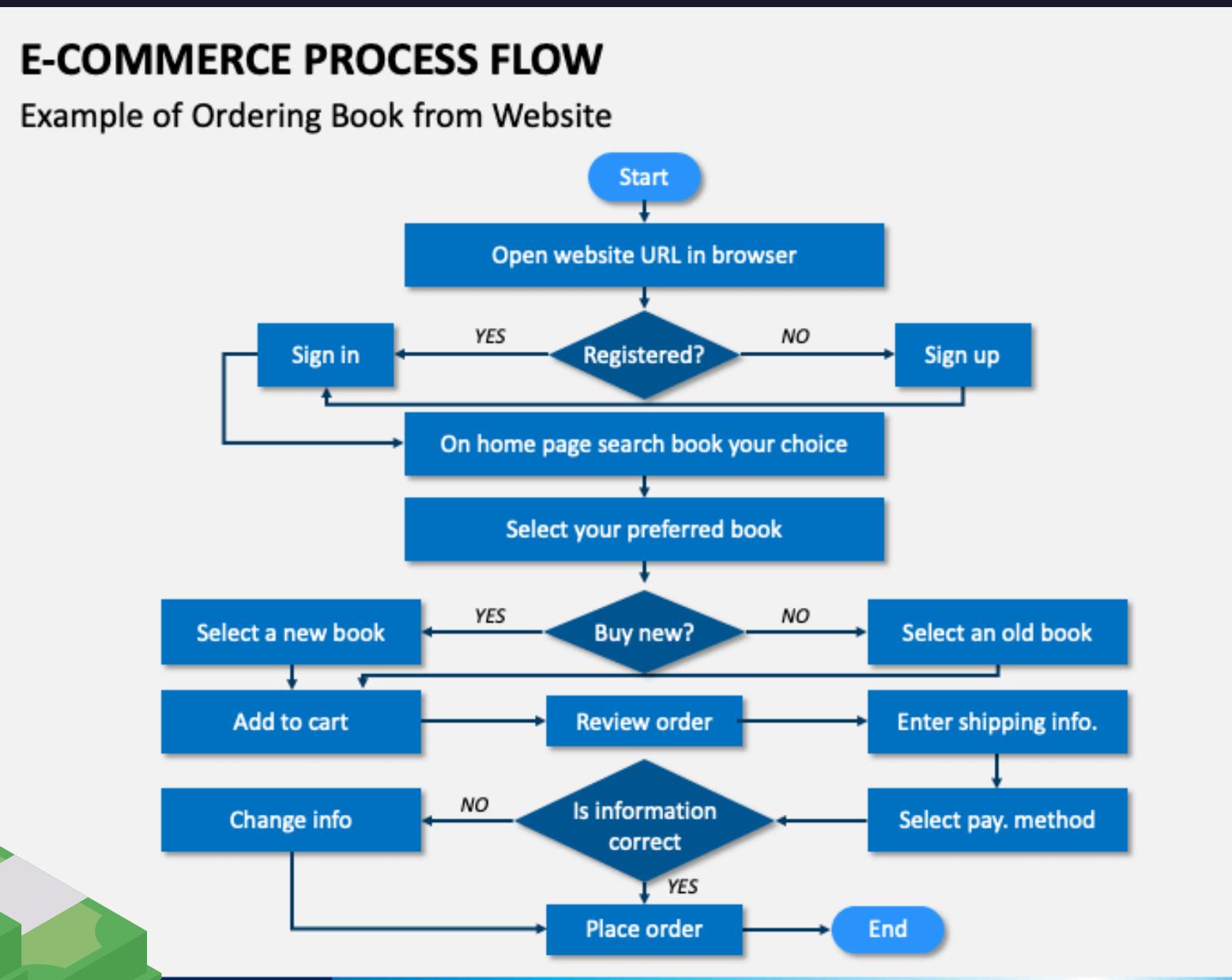


Product Information Management Process BPMN Diagram

Five Key Business Processes



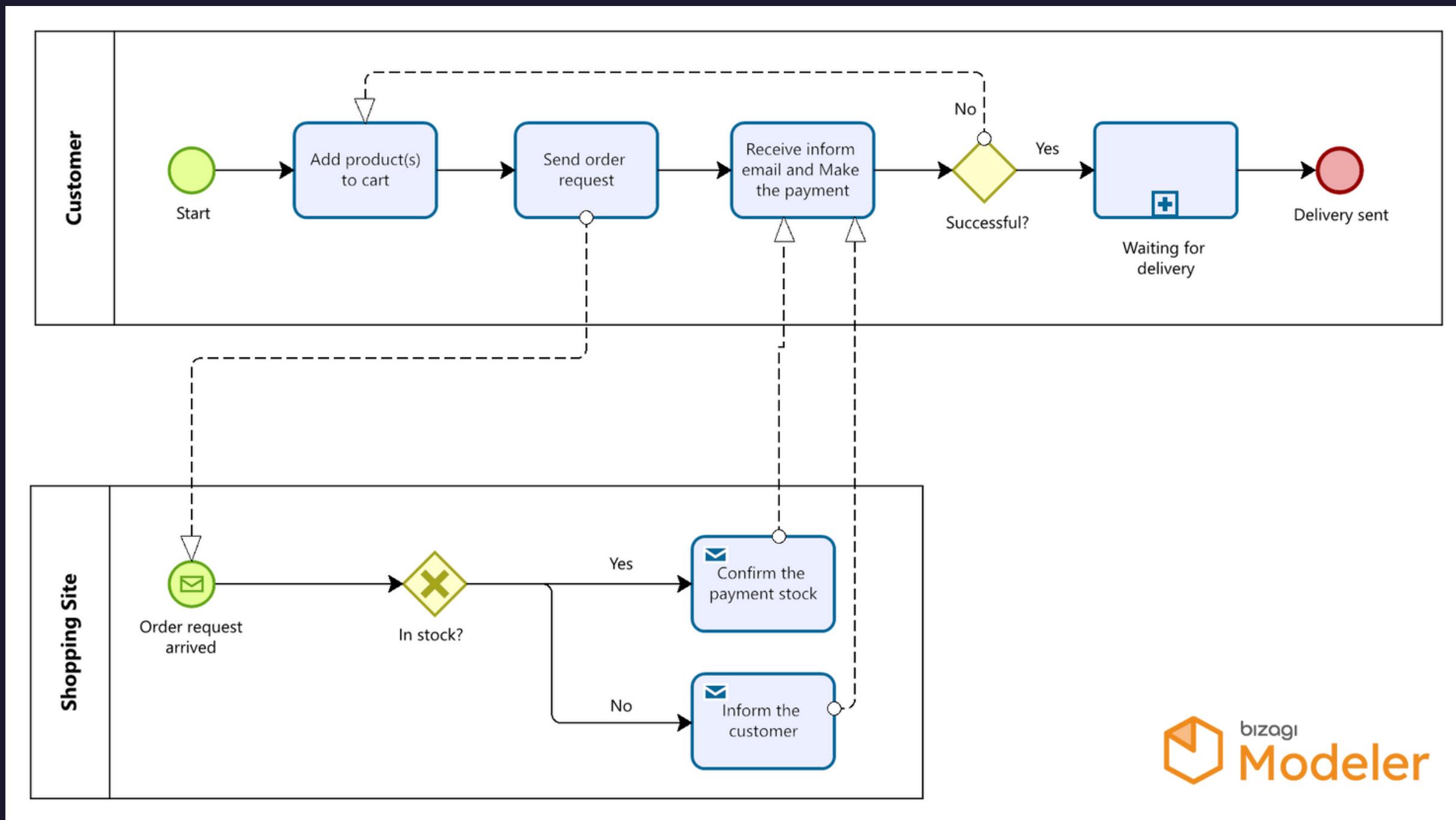
5. E-commerce Systems



E-commerce Process

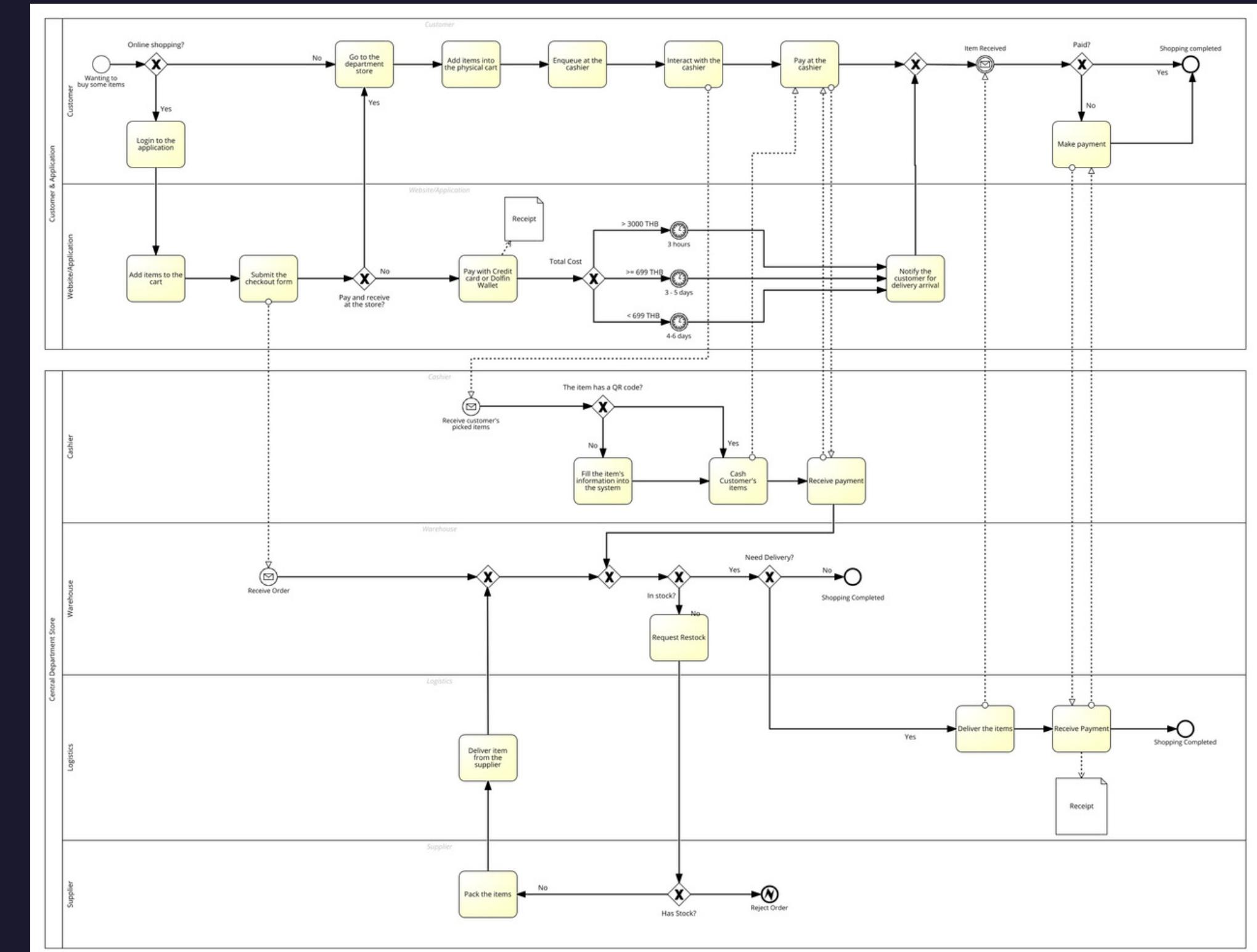
BPMN Diagrams

| 5. E-commerce Systems



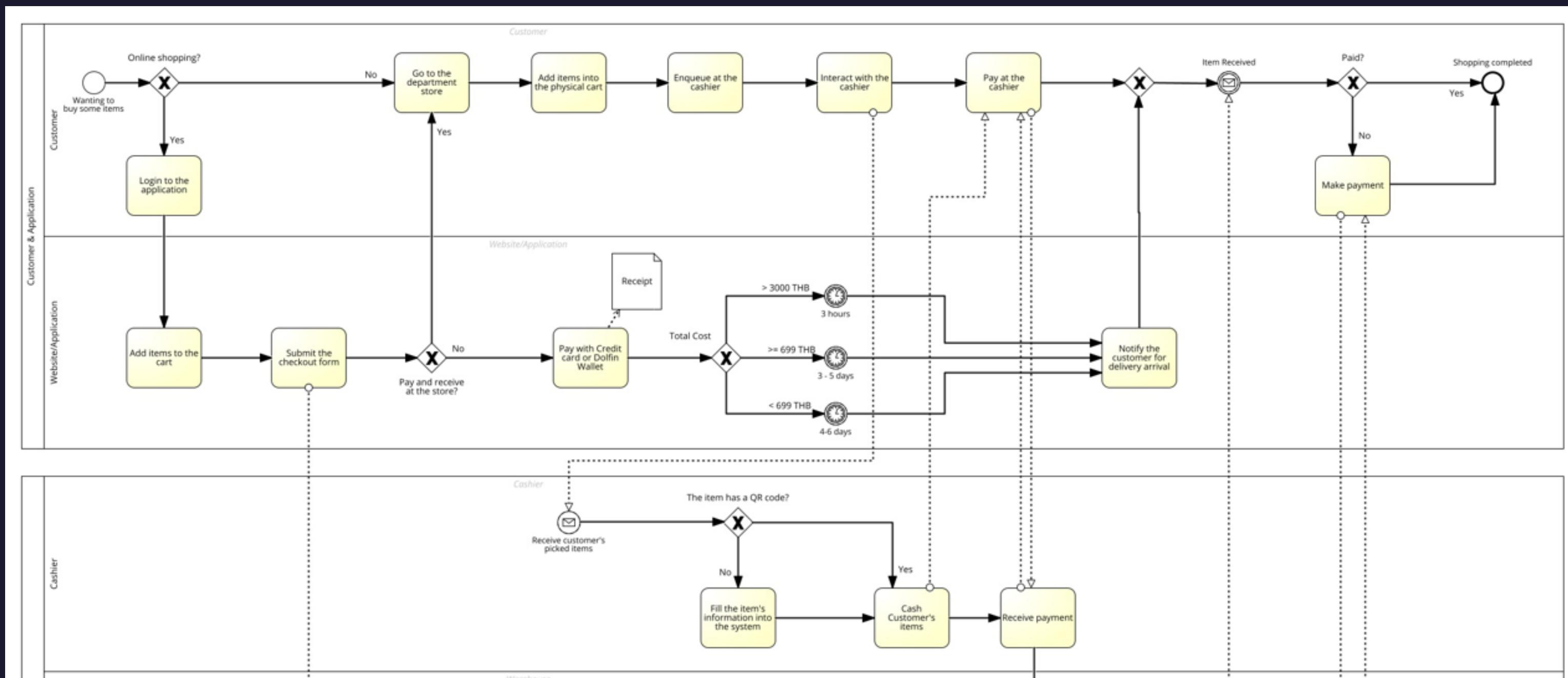
BPMN Diagrams

As-is Business Process



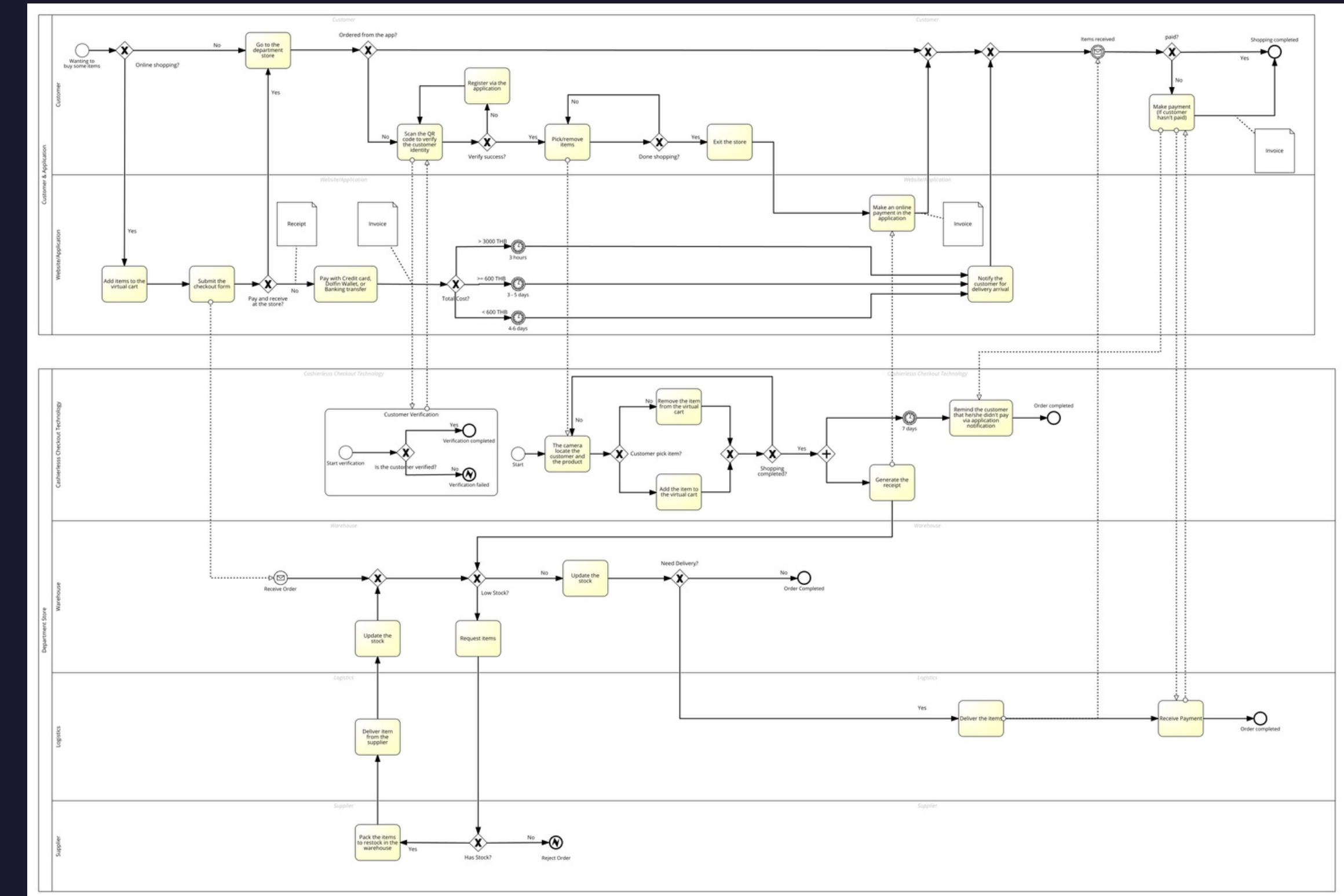
BPMN Diagrams

| As-is Business Process



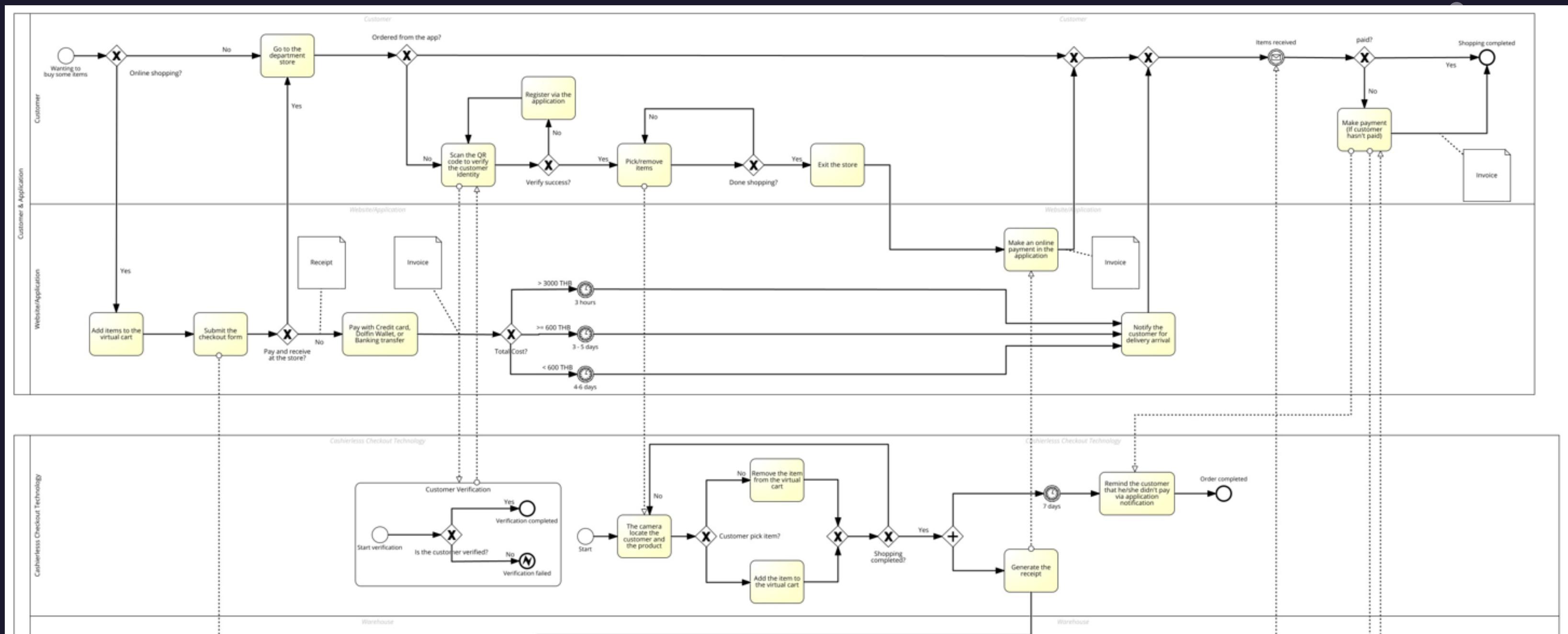
BPMN Diagrams

| Redesigned Business Process



BPMN Diagrams

Redesigned Business Process



THANKS
FOR WATCHING

Team Members

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MIS Section 1