



Report

Group Project 1

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EXECUTIVE SUMMARY

This report gives details on the Central Group, including the company's business profile, organizational structure, the value of IT and MIS to the company, the issue that the MIS system was applied to address, the primary business processes, and the business process redesign. The method of analysis consists mainly of basic information, an organization structure chart reflecting the relationships in the organization and how they provide the undertaking, and a BPMN diagram representing the workflow of the business process. The results demonstrate the company's history, which can be mainly found on the Central websites, and the organizational structure of Central Pattana, which illustrates the hierarchy of roles, their relationships, and how IT and MIS are helpful to the company and how they support in the resolution of actual business problems, the primary business process that benefits in the company's rise in efficiency and flexibility of the operation, the redesign thinking to improve the business process.

The research reveals how crucial MIS and IT are to the Central Department Store. It may increase revenue while lowering expenses, boost operational effectiveness, and enhance customers' online or in-person shopping experiences. However, to successfully integrate technology into the business, appropriate IT management is needed, which is managed by the information technology committee.

Recommendations Discussed include

- Observing IT and MIS at a physical department store rather than relying on the internet.
- Conduct interviews with employees to learn how they utilize IT at the workplace.

This research also investigates the facts of the analysis conducted has limitations. Some limitations include searching for the business process of the selected organization because it is private information that cannot be published.

Since some of the information is confidential and easy for rivals to reproduce, some of it cannot be released to the general public. As a result, the results are based on existing data, with supporting references provided after the report.

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CENTRAL GROUP



Figure 1 Central Group's logo [1]

Business Overview

Central Group is one of the largest private commercial conglomerates in Thailand that provides both online and offline services. It consisted of various investments including Robinson, Super Sports, Central Food Retail Group, CHG (Central Home Group), Power Buy, B2S, and a lot more to bring development to localities and provinces in the countries and to lead the retail and service business of Thailand onto the world stage.[1]

History

In the 1950s, Tiang Chirathivat, had a strong commitment to building a small family-run shop. Then in the 1956s, his son, Samrit Chirathivat, expanded his father's merchandise business with the first establishment of the Central Department Store in Bangkok's Wangburapha district. At first, He would name their business with the Chinese word “Tong lang” which means “Central” as it would be a place at the center for the customers to find all the goods and services. However, to become more melodious for both Thai and foreigners, he decided to use the word “Central” instead, and that is the starting point of the Central Group. In the next few years, they created several branches in many provinces that created more convenience for the customers. For instance, In the 1973s, The Chidlom branch was established under the new “one-stop shopping” concept, customers come to Central and buy everything they need in one place. [1]

Mission

Central Group will be the leader in retail and service business in Thailand. It will bring development to localities and provinces in the countries, as well as drive the economy forward together. They aim to be the center of people's lives where customers live their own lives according to their own needs and lifestyle. They combine and connect everything into one place. They are creating new concepts to support future developments. [1]

Vision

The main vision of Central Group is to determine and preserve entrepreneurs who are committed to building a strong foundation for their families in the future. Samirt Chirathivat, one of the Central Group founders, believed that success would come from honesty and hard work, as well as from the provision of the best possible services and products for Central's customers. Samrit Chirathivat once said, "One success grew out of our determination to bring Thailand into the modern world. We are committed to contributing to its prosperity and enhancing the quality of life of its people".[1]

Culture



Figure 2 Central Group's motto [17]

Central Group has one word for working with them which is 'I CARE'. The I CARE principle is one of the essential mottos. This word helps to set guidelines on how we all work together by laying out their purpose and the corporate culture. [17]

Motto meaning

I: Innovation refers to opening the widest possibilities in the search for better quality and greater efficiency

C: Customer refers to thinking like customers and always delighting them.

A: Alliance refers to the value of diversity and inclusive team spirit for benefit of the group.

R: Relationship refers to Engaging employees, partners, and society for a sustainable future.

E: Ethics refers to maintaining honesty and integrity in all aspects.

Core Value

Central Group believed that the business is not able to survive without people as it is one of the best feedback provided to enhance their organization to conform with the current customers' demands the most, as quoted that "*A business is only as good as its people. That is why Central Group continually invests in its people; to build a business culture that thrives on Innovation, the Customer, Alliances, Relationships, and Ethics.*"

Strategies

Central Group aims to be at the core of people's lives, allowing their customers to fully live their own lives depending on their desire and lifestyle. By developing new concepts to encourage future improvements and building goods and services to satisfy the needs of modern society.

Through its new strategy "*New Central, New Economy,*" Central Group has launched a significant reform of current practice. To succeed in the digital age and keep its position as the industry pioneer, Central Group wants to develop new businesses based on data and technology. These three strategies are the Data building blocks, the Loyalty & Personalized Experience, and the Omnichannel Platform. [14]

The Data building blocks

To acquire deep insight into consumer data and allow the group to deliver a superior customer experience, the Central Group will transition the data from the business unit to the cloud base system using the data building blocks.

The Loyalty & Personalized Experience

The 1's new lifestyle platform will be used by Central Group to strengthen client interactions by customizing personal products and services, as well as to position itself as a significant provider of loyalty solutions using innovative technology.

The Omnichannel Platform

The group's companies would grow by connecting offline and online purchases, anywhere and anytime. Moving forward, the company's new services have been launched under the name Click & Collect, which allows customers to either have their goods delivered directly to them or to collect their products directly at the store. The second element is the Chat & Shop service, which enables users to ask questions, get recommendations, and make purchases via a

personal shopper using the LINE apps. And for the last feature is E-Ordering which will provide everything a consumer might possibly need throughout the purchase process. Even if a product is not available at the shop, the consumer can still receive their goods by checking the across network for the availability of the item.



Figure 3 Central Of Life [16]

Organization Structure



Figure 4 CEO of Department Store

Figure 4 shows the positions and the chief executive officer names of the Department Store. It mainly consists of nine departments as shown in the figure. Each division has its responsibilities that focus on different areas, however, some intersection parts require them to collaborate to achieve the business goal. For instance, an Omnichannel position is responsible for advertising strategy with the customers which could use the existing customers' information from the Customer (Service) position to analyze the platform to advertise their products and services.

Main Products and Services

Central has invested in many different domains, therefore there are many sub-brands including retail, property development, hospitality, education, food and beverage, and digital lifestyle sector. Our report will be focusing on the retail or department store as it is one significant mainstream of the organization and widely acknowledged as Thailand's most trusted and recognized retail brand. [5] The following contents will be informed about the details of their products and services under the Central department store sector.

Lists of Central Top Department Store Brand [5]

Store Name	Product & Services	Service Area(s)	Target Customer
OBERPOLINGER	Fashion, Beauty, and Accessories including top national brands such as Celine, Dior, Gucci, Louis Vuitton, and Prada [5]	Munich, Germany [5]	National and International customers [5]
ALSTERHAUS	Additional service offers such as personal shopping, a chauffeur and limousine service, an alterations studio and our Beauty Lounges [6]	Hamburg, Germany [6]	Local and international guests [6]

KaDeWe BERLIN	Premium and luxury department stores [7]	Europe and Asia (iconic flagship stores) [7]	Local and international guests [7]
KIS	Multi-brand Beauty store e.g., skincare, hygiene making up, hairecare, makeup and fragrance [8]	Central World, Bangkok, Thailand [8]	Millennials (aged 25-34) and foreign tourists [8]
 CENTRAL EMBASSY	Modern luxury shopping [9]	Central Embassy, Bangkok, Thailand [9]	High-end customers [9]
RINASCENTE	High-end stores with Italian and international brands in fashion, accessories, beauty, homeware, design and food [10]	Milan, Italy (Headquarters), Rome [11]	Italians both local and international guests [10]
	Fashion and Beauty to home décor and design [12]	Copenhagen, Denmark [12]	Danes both local and international guests [12]

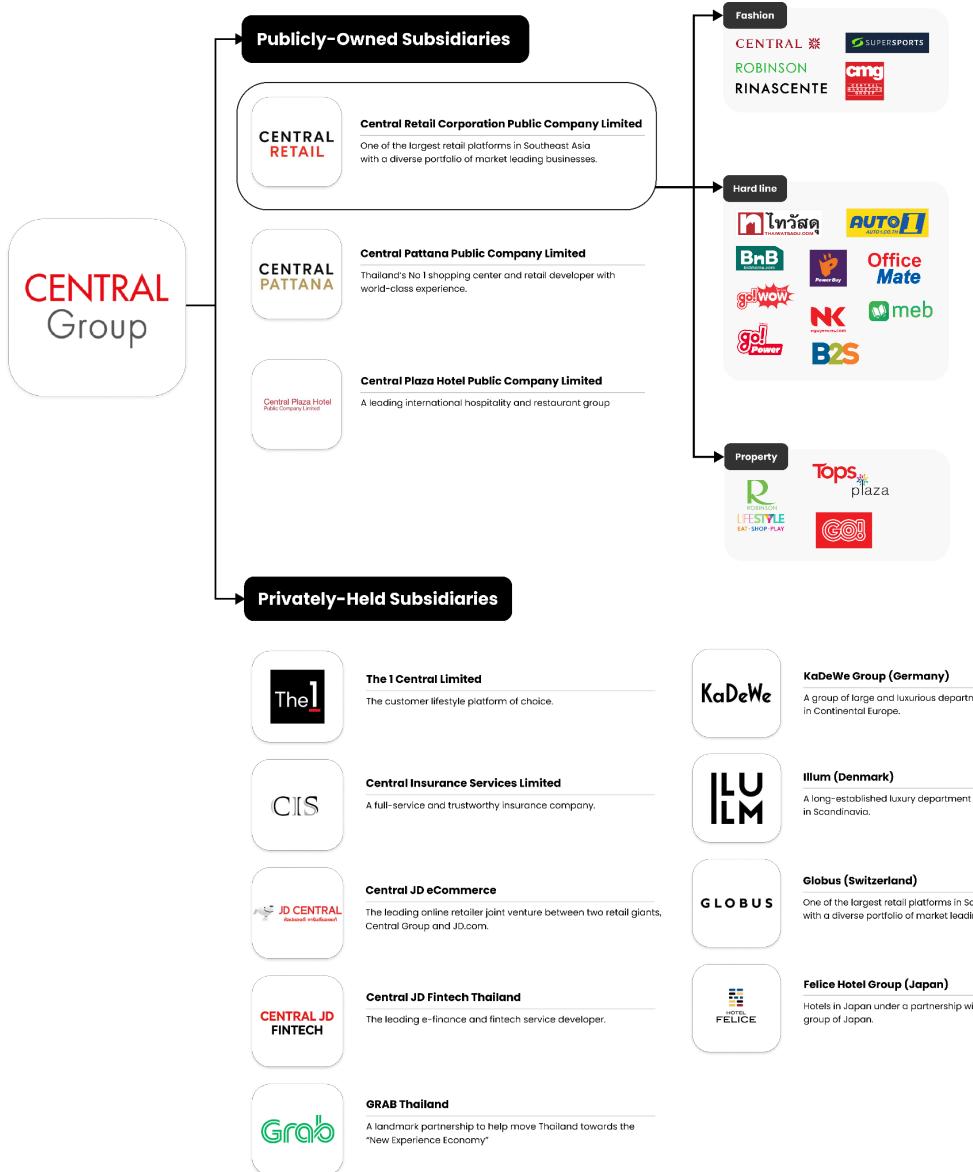


Figure 5 Central Major Subsidiaries

Customer

Central Group aims to be the center of people's lives according to customers' needs and lifestyles. They connect everything including retail and brand retail, malls and commercial properties, hospitality, financial service & fintech, The 1, and the new economy. [15]

Retail and Brand Retail are the most important business of Central Group and leaders of multi-format, multi-category retailing in Thailand. Retail and brand retail covering Asia, and Europe including fashion, hardline, and food. [18]

Malls and Commercial Properties have evolved with market trends and continue to innovate and revolutionize the retail experience for customers. Central Group currently holds the largest market share of net leasable area. For major subsidiaries are Central Pattana Public Company Limited.[19]

Hospitality is a leading international hospitality and restaurant originating in Thailand. Central Group owns and manages accommodation for all major Thai tourists and around the world under its banners as well as international brands. The hotel covers luxury to the economy. Central Group also owns its brand comprising Central Reserve, Centara Grand, Centara Boutique Collection, Centara, Centra by Centara, and Cosi. For international hotels, they also own Park Hyatt Bangkok and Hilton Pattaya. In Japan, Central Group is also a co-investor in Felice Hotel Group which include Hotel Felice, Hotel Relief, Hotel ICI, and Hotel Stork. Central also has pioneered restaurant chains and operates in Thailand such as Mister Donut, KFC, Auntie Anne's, Pepper Lunch, Chabutan, The Terrace, Yoshiniya, Ootoya, Tenya, Katsuya, and Fest. [20]

Financial Service and FinTech is full functionality of financial products and services to complete the retail ecosystem. The main aspiration for financial service and fintech is the New Central New Economy strategy which is to create convenience for merchants and consumers. For the facilities of financial service and fintech including credit, payment, and insurance brokerage.[21]

The 1 is a Central Group membership for customers. The 1 provides a value which is a shopping reward. Central Group is one team of new-generation and multidisciplinary talents from data-driven marketing, data analysis, insight, and artificial intelligence to digital technology. [22]

New Economy is a digital lifestyle platform that embraces innovation to enhance customers' experience. To become a top tech company and market leader in digital lifestyle platforms Central Group is creating a new Central experience through a partnership with leading global companies in the new economies. New Economy JVs and Partnerships including Central Group X JD.com, Central Group X Grab, and Central Pattana X Common Ground.[23]

Suppliers

Central Pattana defines a supplier management plan according to the supply chain management policy. Fair trading with minimal impacts on communities, society, and the environment while considering human rights and safety in the supply chain. Suppliers in business development and construction, suppliers in the shopping center and market development, and suppliers in organization management as risks from business are unable to handle alone. The company requires the cooperation of business partners to manage together. [24]



Figure 6 Service To Suppliers [24]

There are two roles of suppliers including emphasizing fair and equitable treatment of business partners and benefits and treating business partners transparently. [24]

Sustainability Performance: Supply Chain Management

Topic	2021 Performance	Plan for 2022
Sustainability Indicator 	<ul style="list-style-type: none"> Completed Phase II of Process Improvement. This included improving processes and practices in procurement and supply chain management. 	<ul style="list-style-type: none"> Continue Phase III of Process Improvement for Development.
Supply Chain Management 	<ul style="list-style-type: none"> 1,000 suppliers including new suppliers (do not include foreign suppliers) or 100% of all new suppliers passed the sustainability assessment, which covered economic, environmental and social dimensions. Undertook a service quality assessment of active suppliers and contractors in 2021 via the online supplier assessment system. The assessment was completed by direct buyers/procurers. This year, the percentage of suppliers and contractors assessed was 65% of all purchase orders placed through the online purchase/procurement system. Through implementation of strategic procurement, which increased by 15% from 2021 levels, our cost management became 24% more efficient. Cost management effectiveness, compared to base pricing, exceeded the target by 6%. Partnered with local suppliers who represented 58% of active suppliers in 2021. The procurement generated recurring purchases worth Baht 1,663 mn in the local economy. Central Pattana recorded a minor accident, in which workers (including contractors, outsource workers and subcontractors) had to pause work for 820 hours of the 64 mn hours worked in all our existing, development and renovation projects this year. Central Pattana did not receive any complaints or grievances regarding human rights violations, labor exploitation or negative community and environmental impact due to our development and renovation projects in 2021. 	<ul style="list-style-type: none"> Target to increase the proportion of local and retail suppliers throughout Central Pattana's supply chain to 10% of total procurement value by 2025. Develop partnerships and collaborate with strategic suppliers in innovation and supplier development.

Figure 7 Sustainability Performance [24]

Figure 7 explains the sustainability performance of 2021 and the plan for 2022 of the Central Group including sustainability indicators and supply chain management.



Figure 8 Sustainability Shopping Center [24]

In figure 8 explains sustainability shopping centers including Central Pattana Public Company Limited(CPN), Land acquisition and feasibility studies, shopping center management, shopping architecture, and design, enhancement of supply chain, and project development and construction.[24]

CENTRALPATTANA

ABOUT US OUR BUSINESS INVESTOR RELATIONS FINANCIAL TRANSACTIONS SUSTAINABILITY CONTACT US

TH EN ≡

YOU ARE IN: HOME > SUSTAINABILITY > CORPORATE GOVERNANCE > POLICIES & IMPLEMENTING GUIDELINES

POLICIES & IMPLEMENTING GUIDELINES

Sustainability

- SUSTAINABILITY AT A GLANCE
- SUSTAINABILITY STRATEGY +
- SUSTAINABILITY PERFORMANCE
- SUSTAINABILITY REPORTING LIBRARY
- CORPORATE GOVERNANCE -
- MEMORANDUM OF ASSOCIATION OF THE COMPANY
- COMPANY'S ARTICLES OF ASSOCIATION
- CHARTERS
- CODE OF BUSINESS CONDUCT
- CORPORATE GOVERNANCE PRINCIPLE
- CORPORATE GOVERNANCE

Whistleblowing

Recording, reporting, and storage of data policy

Securities trading and insider trading policy

Information security policy

Figure 9 Supply Chain Management Policy [25]

In figure 9 is one of the policies and implementing guidelines for suppliers. There are 25 policies

1. Recording, reporting, and storage of data policy
2. Securities trading and insider trading policy
3. Information security policy
4. Information Security Policy
5. Internal control and internal audit policy
6. Managing conflicts of interest policy
7. Tax policy
8. Anti-corruption policy
9. Acceptance and giving of gifts, reception, entertainment, or other benefits policy
10. Anti-money participation policy
11. Responsibility for the company's asset policy
12. Intellectual properties policy
13. Respect for law and principles of human right policy
14. Treatment of customers policy
15. Hiring and purchasing and treatment of business partners policy
16. Treatment of creditors policy
17. Treatment of employees policy
18. Business competition policy
19. Society, communities, and the environment policy
20. Safety and occupational health policy
21. Public relations and marketing policy
22. Tax principles
23. Supply chain management policy
24. Occupational health and safety policy
25. Climate and environment policy

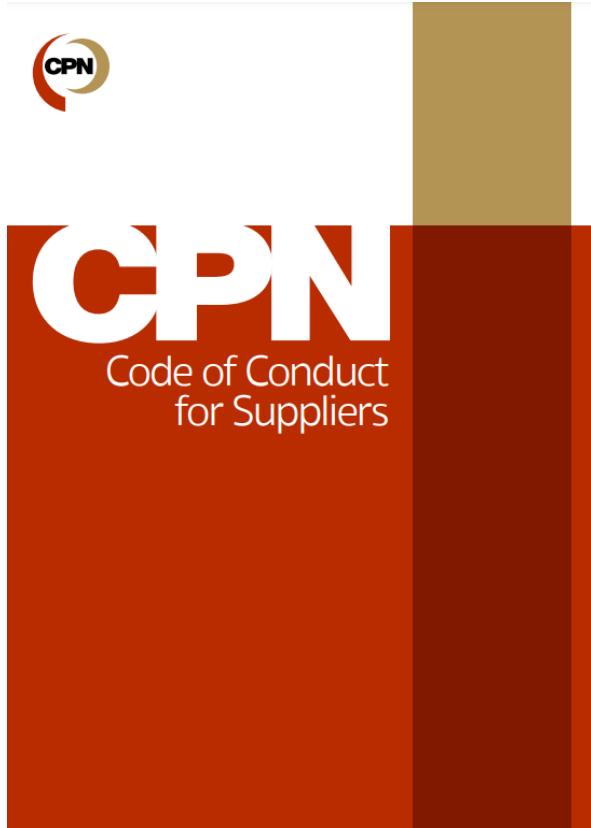


Figure 10 Code of Conduct for Suppliers [24]

Central Pattana has CPN's suppliers with guidelines that embrace the businesses of CPN and suppliers together with suitable extensions to these suppliers' partners. There are 5 important things for the guidelines.

1. Business Integrity
2. Labor Welfare and Human Rights
3. Occupational Health and Safety
4. Environmental Sustainability
5. Whistleblowing channels

Main Competitors

The main competitor of the Central Group is The Mall Group. The Mall Group is one of the shopping malls in Thailand. There are many branches of the shopping malls with different purposes including The Mall, Paragon, Emquartier, and Emporium, Bluport.

The Mall has 10 branches in Thailand including the Mall Ratchadamri, the Mall Ramkhamhaeng (the Mall 2,3, and 4), the Mall ThaPra, The Mall Ngamwongwan, the Mall Bagkae, The Mall Bangkapi, and the Mall Korat. The Mall is aimed at people of all classes who want to relax by eating, watching movies, shopping, doing outdoor activities, etc.

Paragon is more luxurious than the Mall because it has many luxury stores such as Hermes, Prada, Louis Vinton, etc. In addition, Paragon has a Gourmet Market or a supermarket that has many imported ingredients and the price at Gourmet Market is higher than in normal supermarkets.

Bluport is a new landmark of Hua Hin. Bluport is a unique shopping complex and department store built with a mix of inspirations and ideas from the world's best-loved resort towns. Bluport contains restaurants, stores, etc. that combine everything into one place.

Emquartier and Emporium are luxury shopping malls that contain many luxury stores and restaurants. Most customers who like high-end fashion will come to Emquartier and Emporium for shopping.

Key Business Process

The main industry for Central Group is retail. The main key business of Central Retail contains return processing, retail workflows, customer support, store planning, inventory management, and behavior analysis.

Return processing is an important key business process over the year, for the most part, because of the increasing number of orders from online shopping. When customers return a product, they want a simple way to return it. [35]

Retail workflows are important for Central Retail for planning the functioning of modern business. Retailers rely on customers' lifestyles and human interaction with customers is crucial. The common retail workflows contain stock levels, inventory losses, buying patterns of repeat customers, automated reminders to staff who haven't submitted timesheets on time, and alerts for short shelf-life products that nearly expire. [35]

Customer support is the most important thing ever because of customer satisfaction. Central has to consider how brands are already using automation for regularly updating customers in their orders in real-time by offering 24/7 customer service. [35]

Store planning by implementing sensors to detect and report which aisles customers are spending the most and which product they are interested in. Central uses this information to determine the absolute best store layout for Central's customers. [35]

Inventory management is to involve employees manually accessing weekly spreadsheets to determine how to manage it. There are many benefits including more visibility and a decrease when employees make a mistake. [35]

Behavior analysis is also important to Central because they can understand their customers and accommodate them. Central has to be quick to respond in the retail industry and access the trends at that time to take advantage of them. [35]

Due to the COVID-19 situation, Central Group announced the newest key business processes which four business key business processes including offering a total solution for the country's vaccination rollout program, creating a pilot project granting soft loan access for SMEs, enhancing public health standards, and uniting Thais to help Thais. [28]

Offering a total solution for the country's vaccination rollout program is an immediate vaccination for Thais which is a critical factor in economic recovery. Central Group collaborates with the Thai Chamber of Commerce at Central and Robinson Department Stores and Robinson Lifestyle Malls, Thai Watsadu, and Tops Plaza under the Central Retail group in 109 locations. [28]

Create a pilot project granting soft loan access for SMEs. Central Group cooperated with commercial banks to create the first phase of the SandBox pilot project to improve liquidity for SMEs with less than THB 5 million. [28]

Enhance public health standards by collaborating with all departments to lessen the heat of the current situation. Smoothen the operations of healthcare professionals and aid COVID-19 patients.

Unite Thais to help Thais. The Central Group values social power through the collaboration of the private sector and the people. The promotion via eating and shopping Thai products and local tourism will help to stimulate domestic spending resulting in quick sustainability and an increase in employment opportunities for everyone. [28]

IMPORTANCE OF IT AND MIS TO THE BUSINESS

Information technology plays a big part in how Central runs its business. Central Group utilizes IT and MIS to reduce operation costs, analyze customer behavior, and create a new customer experience. Consequently, the Central group can adapt the business process to respond to unexpected events on time. For example, During the beginning of the Covid-19 pandemic, Central promoted its online platforms including Contactless Payment, Online communication, and omnichannel platform to respond to the decrease in the number of customers that visit the physical store. In addition, Central provides business growth opportunities to SMEs during the pandemic by reducing their cost such as land rent, giving discounts on crucial products for survival, and offering a distribution platform for communities. According to the incident, it can be seen that Central Group doesn't only handle unexpected situations effectively, but it also maintains its potential to help other businesses. [36]

Despite the fact that IT and MIS help Central Group to adapt the process to respond to any incident, the integration of IT and MIS can harm a company's process. As a result, they form the Information Technology Committee (ITC) with the company's top executives. It evaluates and takes care of the systems, resources, and investments that support the company's business and its subsidiaries to achieve sustainable goals efficiently and effectively. It also carefully considers and decides methods for manipulating information technology systems.

The ITC also has a responsibility to oversee the company's information security mission statement and policy in order to support the company and its subsidiaries in achieving their objectives in a coordinated manner.



Figure 26 CRC Retailelligence [38]

CRC Retailelligence is an illustration of the information system that Central uses to support its Central Retail process. Utilizing CRC Data Ecosystem to demand client needs through hyper-personalization on the Customer Insight Database, Central applies CRC Retailelligence strategy to lead its business to be the top retailer in Asia. [38]

PROBLEM THAT COULD BE SOLVED BY THE MIS SYSTEM

Problems

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

- **Customer Loss** - The loss of particular customers has been caused by the lack of variety in the purchase channels, and some clients don't have enough time to go out and obtain the items from the store.
- **Lost Revenue** - Because the item was out of stock, this led to a loss of profit for that sale.
- **Cashless Society** - In the New Normal era, many individuals are less likely to pay with cash.

Solution

- Using Central Group's Omnichannel to provide an exclusive and seamless experience for valuable customers.

Omnichannel Platform

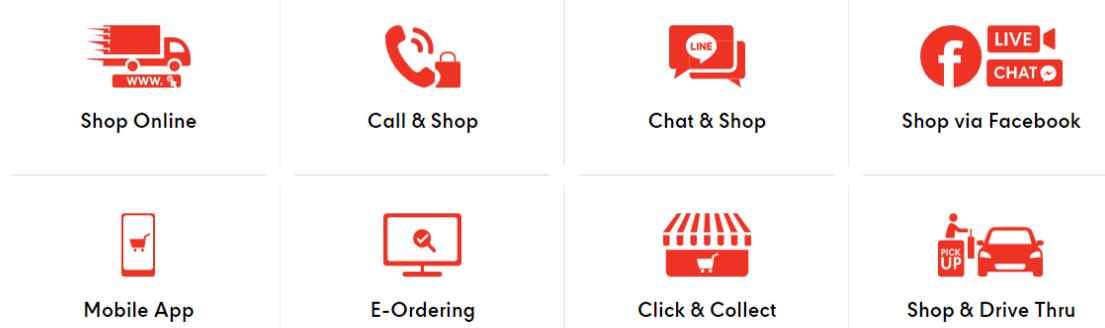


Figure 11 Omni Channel Platform [26]



Figure 12 Benefits of Omnichannel Platform [27]

In order to meet the expectations of every customer, Central Group launched an Omnichannel to provide seamless and extremely exclusive purchasing experiences across all platforms. Omnichannel delivers various benefits and solutions by utilizing MIS to address corporate issues. And here are some of the solutions that would enable the company to satisfy the customer needs. [26]

Interconnected

With the use of an omnichannel platform, Central Group offers its consumers a seamless shopping experience so they can purchase "Anything, Anywhere, Anytime" and be encouraged by the endless options across categories and the platform. With only one click, a client may easily browse, choose, and buy various products from a multi-platform store. [27]

In order to satisfy each customer's demands, Central Group provides a wide range of purchase channels, including Shop Online, Call Shop, Chat Shop, shop via Facebook, mobile app, E-Ordering, Click & Collect, and shop drive-thru. [26]

- **Shop Online**

By using the Central Group website, customers may shop for anything, anywhere, at any time, make a purchase, and then wait for the item to arrive at their front door.

- **Call & Shop**

The client may make one call to fulfill all of their needs. Having a one-stop shopping assistant on the call who will give the details for each buyer about the goods or services. The goods are available for delivery and installation across Thailand. [26]

- **Chat & Shop**

The consumer may simply send a text message to the LINE chat service. Since the staff will be there to answer in real time, customers are free to ask any questions they may have regarding a product or brand. The goods are available for delivery and installation across Thailand. [26]

- **Shop via Facebook**

On the Facebook platform, the client may now instantly explore, order, and pay for their items. The customer may easily accomplish this by leaving a comment in the chat box or in the Live Comments area. [26]

- **Mobile App**

Customers may make a quick purchase by installing a mobile app that allows them to explore, buy, and have the item delivered in one app. [26]

- **E-Ordering**

Customers may explore a greater choice of products, pre-order the things they like, and pay in-store using the e-ordering service. The customer may decide whether to have it delivered to the house or come in and pick it up at any branch. [26]

- **Click & Collect**

Customers had options to purchase online and pick the items up in-store within an hour or to pick them up at any time, on any day, from any shop. [26]

- **Shop Drive Thru**

These services make the customer's shopping experience even more convenient. The staff will have everything prepared to wait for the customer to arrive. [26]

- **Easy & Safe Payment**

Central Group offers cashless payment for products and services via the application because it is quick, simple, convenient, and trustworthy, with additional benefits and privileges from participating stores and partners. [27]

FIVE KEY BUSINESS PROCESSES



Business processes show the flow of material, information, and knowledge within the enterprise, it helps the entire organization increase efficiency and flexibility, and teams are able to understand and explain the processes clearly even in problematic situations. There are many businesses using the business processes, Central included. In this part, it will include the key business processes explained by using *Enterprise Resource Planning (ERP)*.

1. Supply Chain Management Systems (SCM)

Walmart Inc. is the world's largest retail company in the USA, and its business model has been widely recognized and used for many retailers both domestic and international enterprises. The company introduced *Vendor Managed Inventory (VMI)* which provides full visibility of sales and stocks to manufacturers. The model represents the advanced big data solution that accurately forecasts demand and tracks inventory by sharing all the information with its partners. [29]



Figure 13 Walmart's Supply Chain Management Systems [29]

Figure X Walmart's Supply Chain Management Systems depicts the process between the vendor, shop, and customers. Starting from the vendor, there are two main inputs (Sales and Stock) to analyze the transaction then return two outputs (data analysis, delivery notice) to the shop, so the retailer knows the product detail and amount that should be produced. [29]

2. Customer Relationship Management Systems (CRM)

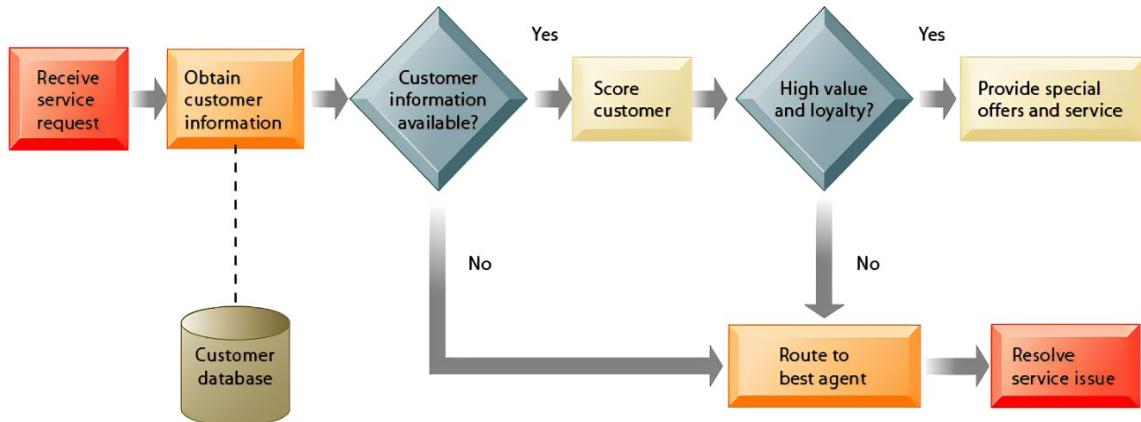


Figure 14 Customer after-sales service [30]

Customer Relationship Management Systems (CRM) involve many processes to increase customer relationships and interactions. Figure X shows the Customer after-sales service, there are two main paths: (1) Have customer information (membership), (2) No customer information (guests), both paths start at the same point which is the business receiving the request and obtaining information from the customers. Then, if the business has the customer information, it will classify them and give a score, if the score is high (passing their expression criteria), it will provide special offers to them. In contrast, if the business does not have the customer information or the score does not pass the criteria, they will be given the best agent to resolve their issues instead. [30]

3. Knowledge Management Systems (KM)

Knowledge Management Systems (KM) includes the collection, and analysis to deliver optimal results for the organization. It allows employees and customers to create, share, and find relevant information quickly. Figure X shows the general KMS process that is globally used in many organizations. The first process is to identify the problem, the organization should be able to scope and identify the issues with the expected outcomes. After getting a clear problem, it is the data preparation process, this process involves gathering data with cleaning them (e.g., outliers, mistyping, missing data). Once the data is prepared, the business will prepare and build the model (for machines to learn and analyze the patterns) that requires the programming and ML knowledge. Then, after getting the results in numbers, they need to transform the data (data

visualization) in the Search results process. Finally, the model has been deployed and is ready to test the performance. [31]

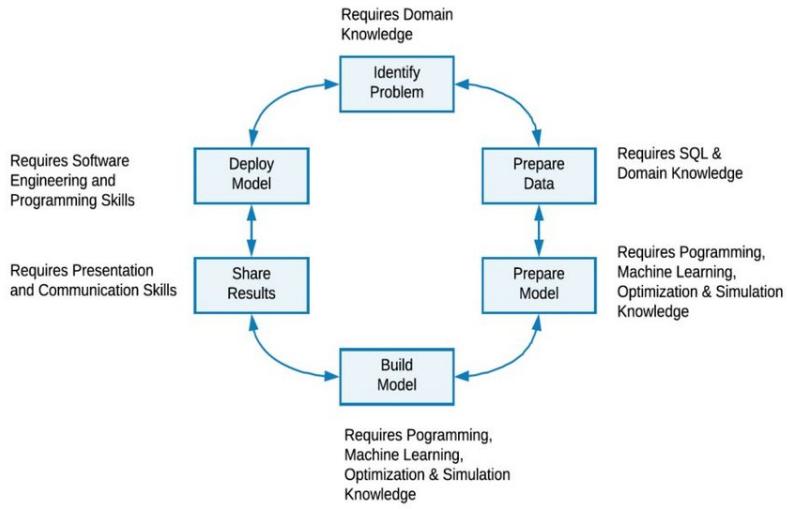


Figure 15 Knowledge Management Systems Process [31]

4. Product Information Management Systems (PIM)

Product Information Management Systems (PIM) is the process for determining whether all of the information required to use remains consistent. Figure X depicts the four main processes in PIM: (1) Asses information landscape to define purpose and information needs, (2) Design IM systems to design the IM systems with the users (consulting to match their needs), (3) Implement with IM systems is the process of testing the designed system (collect, analyze, share data), and (4) Evaluate impact reviews the process whether it needs any adjustments. [32]

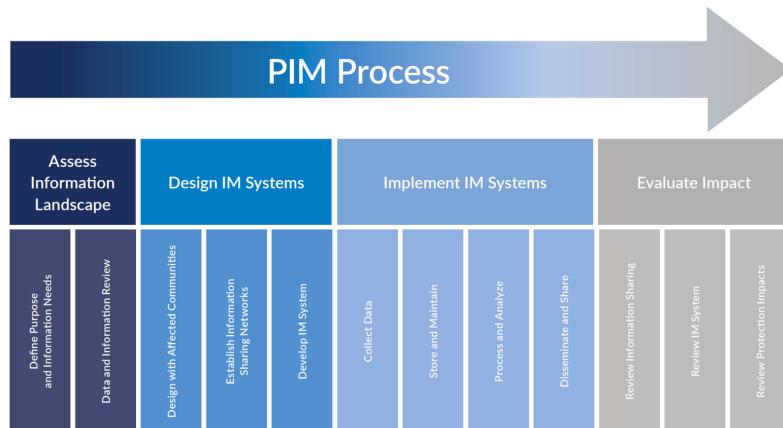


Figure 16 Product Information Management Process [32]

5. E-commerce Systems

Central Group has many customers both domestic and international, moreover, they provide a payment system that is efficient. Figure 16 shows the E-commerce system, typically it contains a similar process starting from opening the platform/website to reaching the business's media. Then, it determines whether the customer has already registered the system or not before allowing them to select the products on the website, the customer will select all the products they want to purchase in the shopping cart before checking their order if it is correct and ending with the payment process. [33]

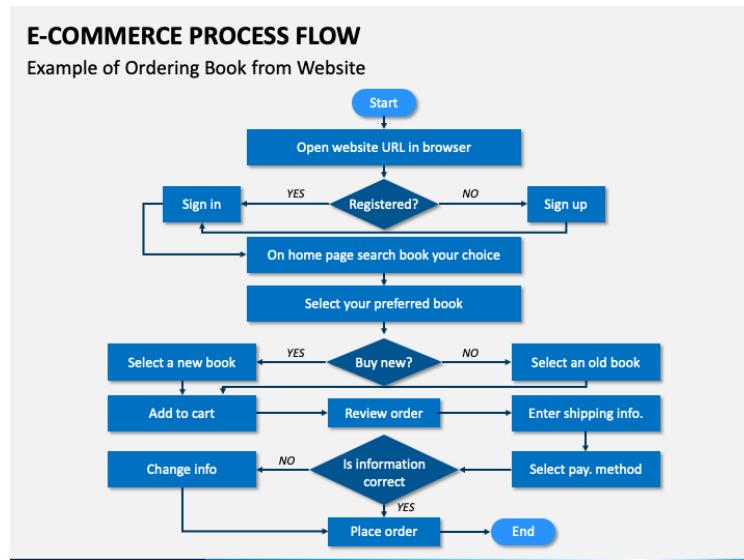


Figure 17 E-commerce Process (Activity diagram) [33]

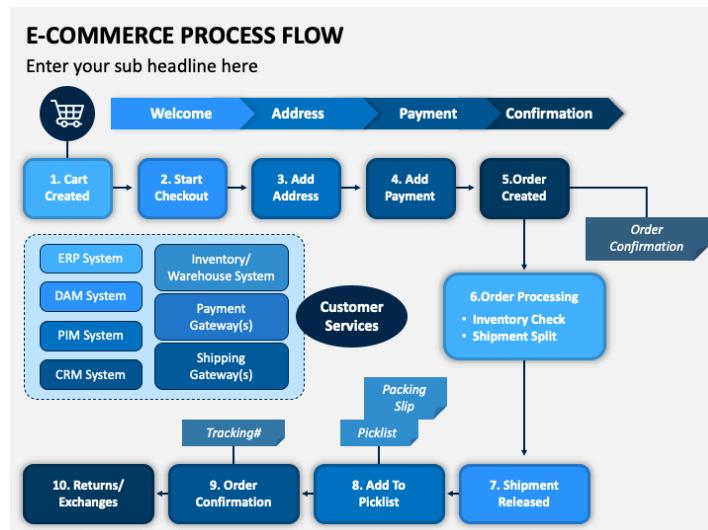


Figure 18 E-commerce Process (Process In-detail) [34]

This figure describes more details about the E-commerce process from cart creation to the returns/exchanges process (after-sales service), it shows that all of the business processes including the previous process is involved in the system. It has some parts that are designed to overlap each other to complete the process. For instance, E-commerce processes contain returns/exchanges at the end of the process that is included in the CMS process. [34]

AS-IS BUSINESS PROCESS REDESIGN

Central Department Store provides an omnichannel shopping platform to customers. For online shopping, Central's Digital platform is using the latest technology for the best user experience such as a recommendation system, an effective searching system, and online customer services. In addition, Central Group and JD.com invest in a Joint Venture called Central JD Money Company Limited, which is currently owning Dolfin Wallet. Central Online accepts 6 payment methods including Credit/Debit card, Cash on Delivery, Pay at the store, Pay by installment, Bank Transfer, and Dolfin Wallet. [35]

To promote the full Omni channel experience, Cashierless Checkout is an interesting technology to be integrated into the department store. Generally, a customer needs to pick up items and go to the cashier to checkout. However, it can create a long waiting line when there are more customers than usual, such as during the sale period. In addition, traditional checkout methods will require a store to hire a cashier to do the process. With Cashierless Checkout, Customers can scan their mobile phones with the device at the entrance of the shop, then they can pick anything they want to buy. After they are satisfied with their carts, they can just walk out of the store and pay in the application. As a result, the department store can reduce the cost and increase the efficiency of the checkout process, which allows the Central Department Store to increase its margin and handle more customers than its competitors.

BPMN DIAGRAMS

Five business processes

1. Supply Chain Management Systems (SCM)

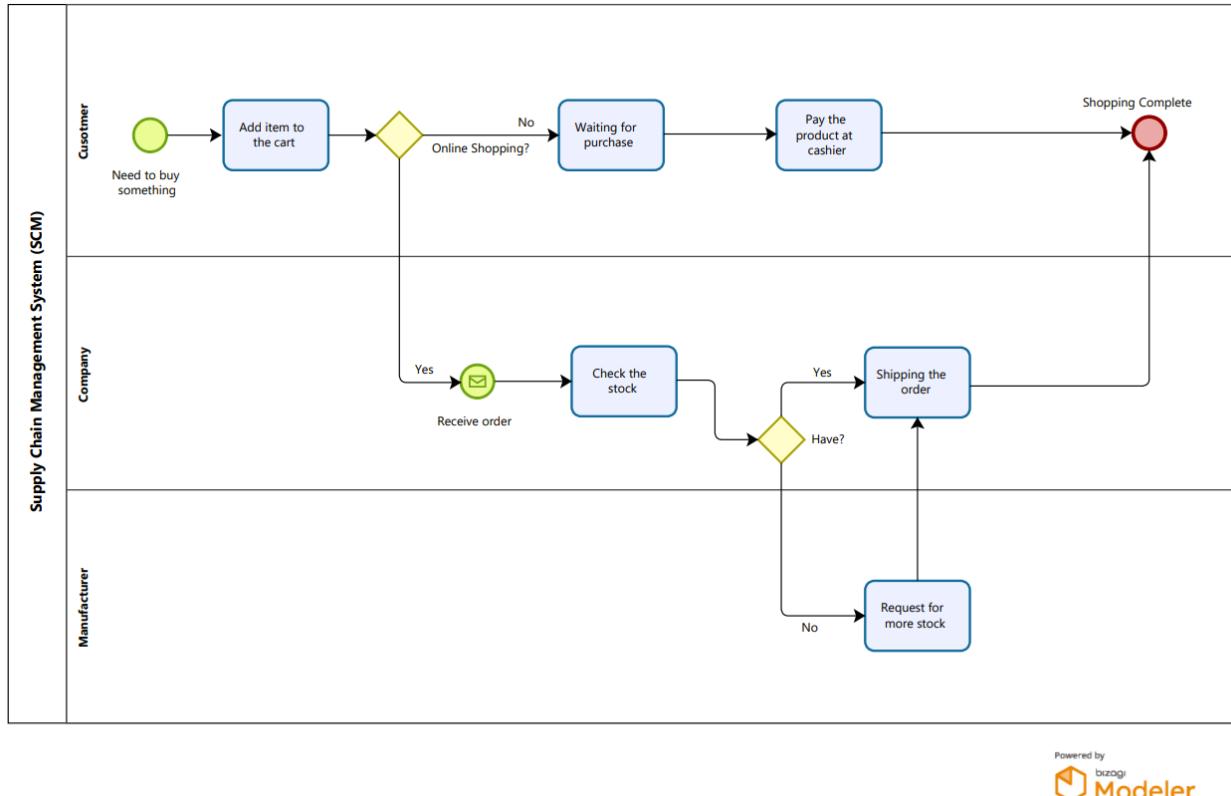


Figure 19 Supply Chain Management System (SCM) Process

2. Customer Relationship Management Systems (CRM)

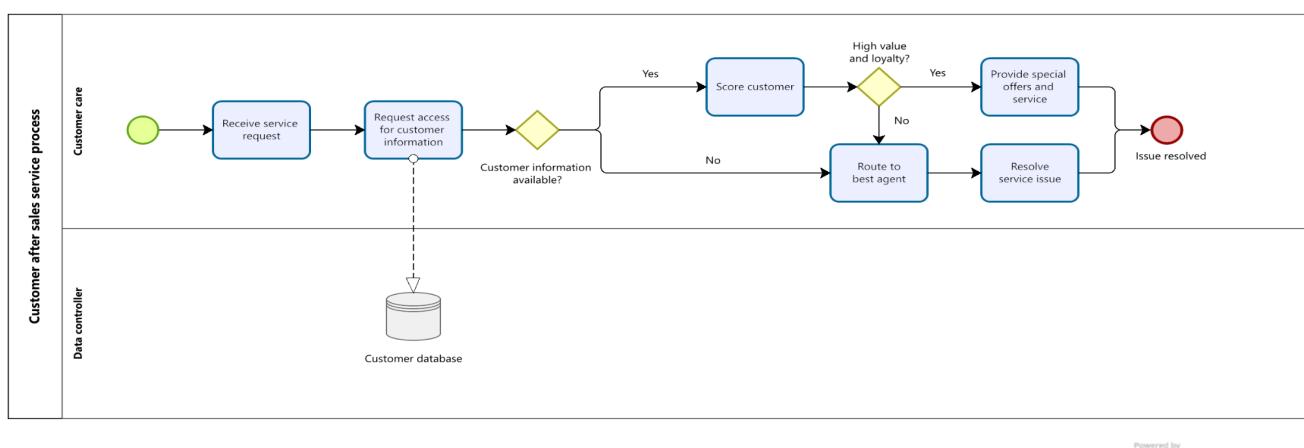


Figure 20 Customer After Sales Service Process

3. Knowledge Management Systems (KM)

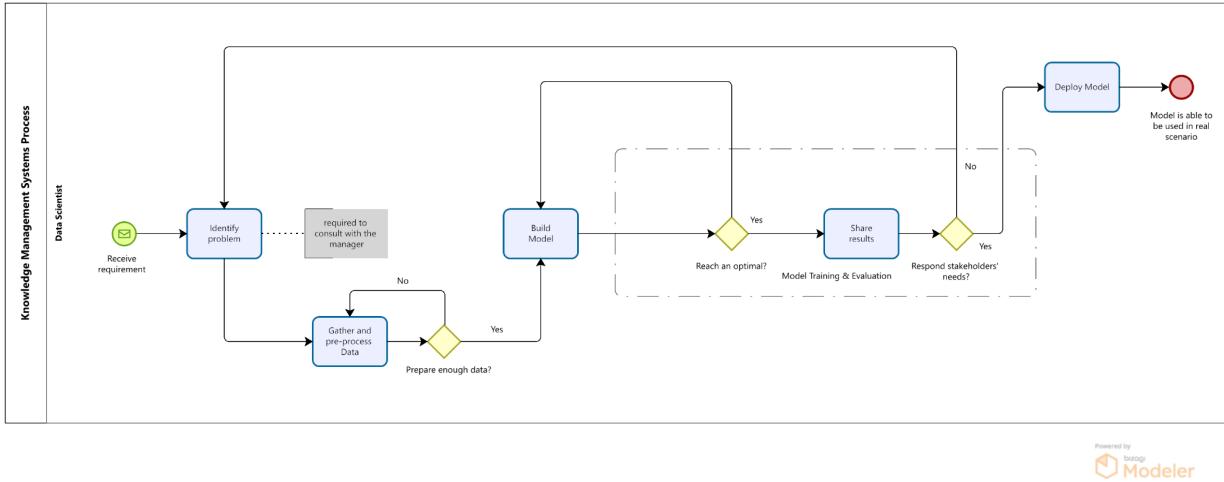


Figure 21 Knowledge Management Systems (KM) Process

4. Product Information Management Systems (PIM)

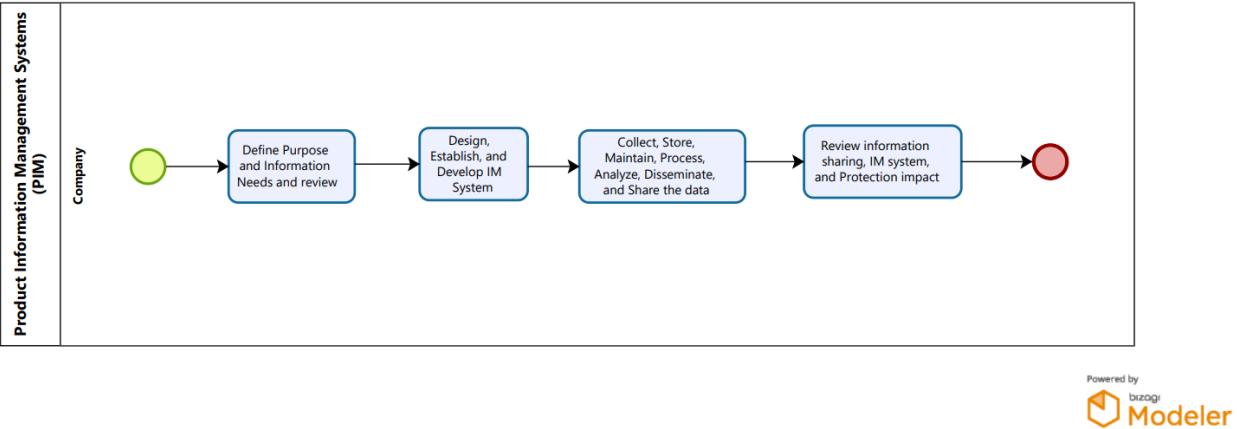
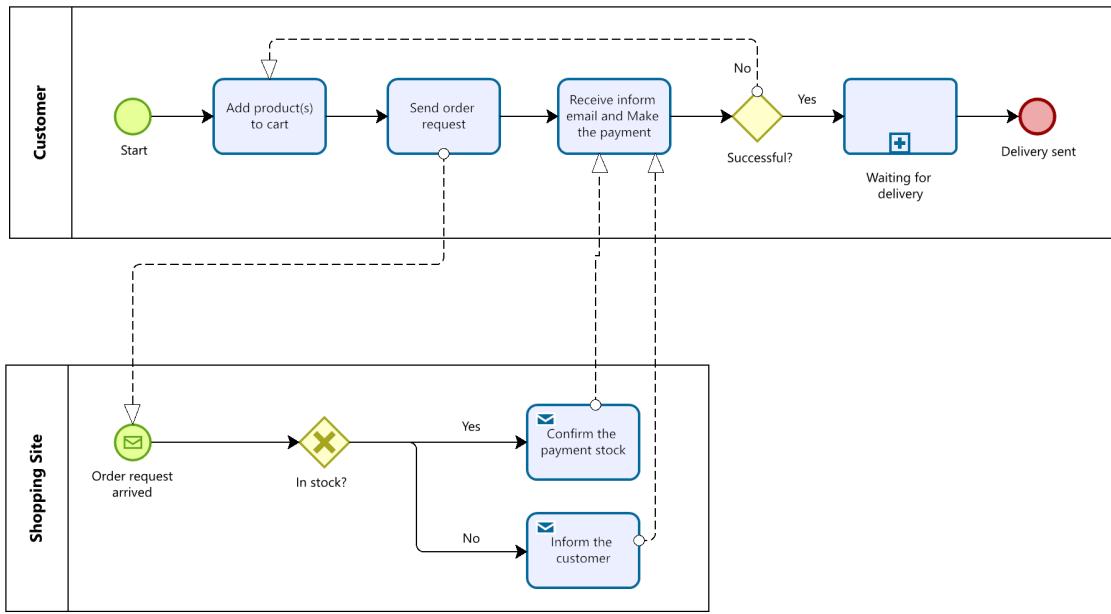


Figure 22 Product Information Management Systems (PIM) Process

5. E-commerce Systems



Powered by
bizozi Modeler

Figure 23 E-commerce Systems Process

As-is business process

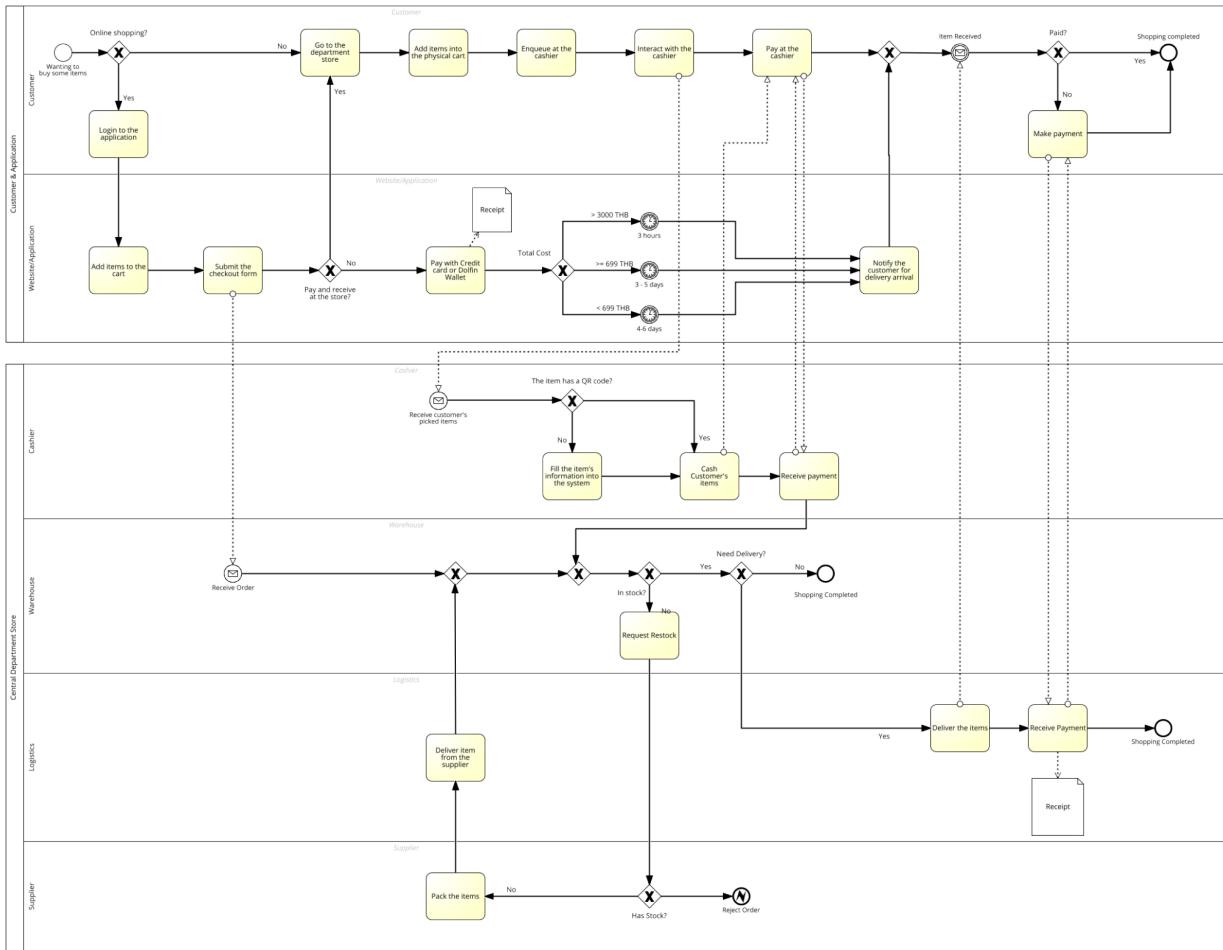


Figure 24 Omnichannel Platform Process

Redesigned business process

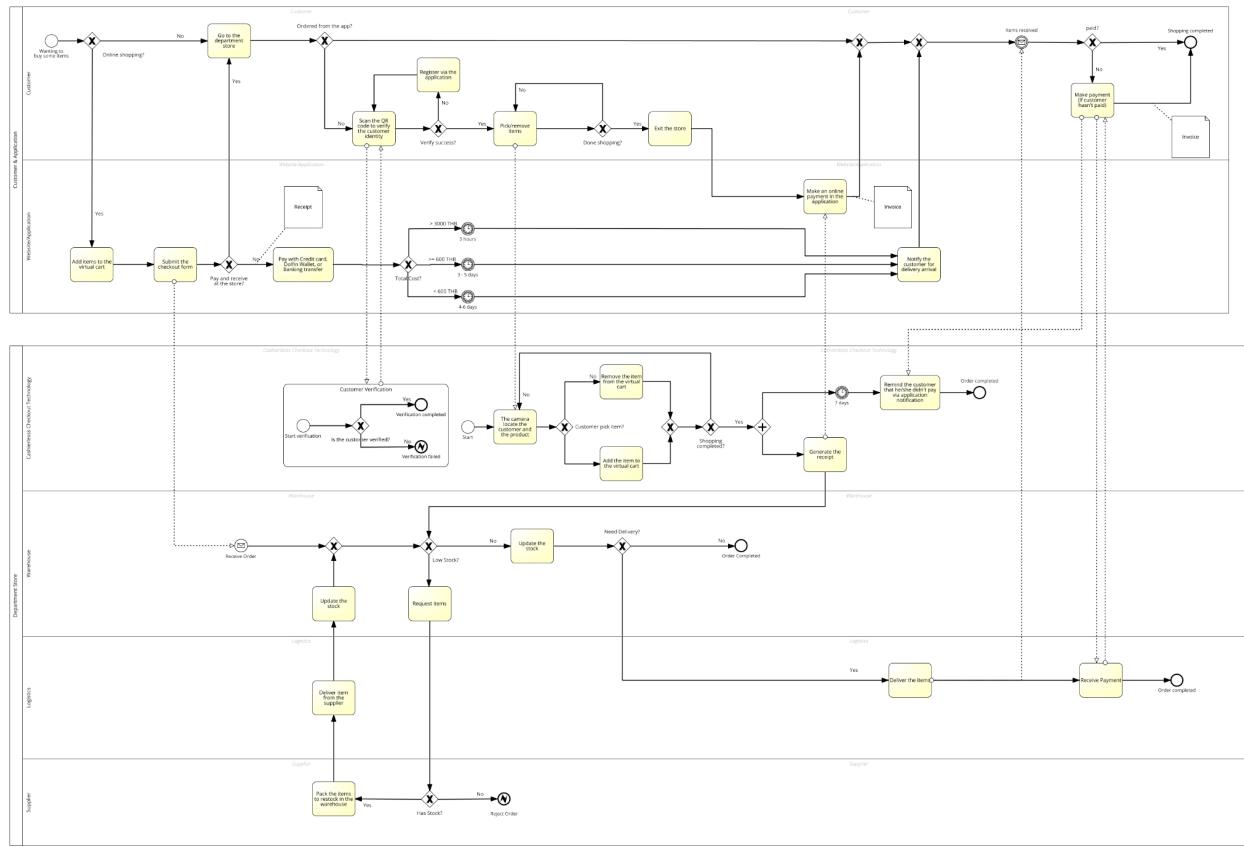


Figure 25 Redesigned Omnichannel Platform Process

Discussion and Conclusion

Discussion

This study reveals how Central Group uses information technologies to drive and control its numerous business branches. Basic information about its business, how IT and MIS support and improve complex procedures, problems we assume the business may have, key business processes, and redesigning its as-is business processes are the areas we have studied.

The research's important finding is that large businesses and companies, like Central Group, are considerably supported and driven to become market leaders by investing in information technology.

The limitation of this report is that some of the information such as business processes is confidential and easy for rivals to reproduce, so it cannot be released to the general public.

We expect that this research's findings will make it easier for students or those interested in learning about management information systems to understand the Central Group case study and use it as a useful resource for future research.

Conclusion

Our goal in this project is to research the company, organization, or business that largely relies on information systems to operate and handle processes. We have selected Central Group in this study since it is one of the biggest private business enterprises in Thailand and offers both online and offline services. IT and MIS are used by Central Group to lower operating expenses, study consumer behavior, and improve the customer experience. As a result, the Central group can modify the business process to promptly respond to unforeseen circumstances. For instance, Central advertised its online platforms, such as contactless payment, online communication, and omnichannel platform, during the start of the Covid-19 pandemic in response to the decline in customers who visited the physical store.

Central Group uses numerous key business processes to handle a number of complicated procedures such as Supply Chain Management Systems (SCM), Customer Relationship Management Systems (CRM), Knowledge Management Systems (KM), Product Information Management Systems (PIM), and E-commerce Systems.

In Thailand, Central Group will dominate the retail and service industries. It will advance the economies of the nations and help localities and provinces in those nations grow. They want to be the center of people's lives, where people can live their own lives as they see fit, based on their own requirements and way of life. They bring everything together and connect it in one location. To support upcoming advances, they are developing new concepts.

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Appendix

This appendix consisted of demonstration VIDEO clip on how to use BPMN modeling tools to create the redesigned business process. The link to the video clip is <https://drive.google.com/file/d/1bUYnafi2rqdJZYQkF3I-qMEF0ja7exeh/view?usp=sharing>, if the first link has any problem accessing the content, this is the backup one <https://youtu.be/vrZkaPF-vZw>.