Strategic IS Management

## 1 – Introduction

This report evaluates the company HMV and looks at how the organisation can make use of ***\*METHOD\**** to optimise their workflow. HMV is still relevant even in this fast-passed digital age with a high growth of streaming platforms, even with their lack of ability to adapt quickly.

HMV can be seen to have many issues within the commercial space but are still surviving even with their low barriers to entry. With other shops selling the same products as HMV, (But HMV are specialised in music really – Reword),

HMV’s main complaint via uk.trustpilot.co.uk shows that most of their problems are due to delivery with automated emails which aren’t very helpful to the customer and encourage negative feedback. Which is publicly available, so will show other potential customers HMV’s issues with deliveries and the risk it could be to get a delivery.

When navigating to the HMV website, the first thing to notice is their landing page is all about music and video news. Showing information about their latest tweets from Twitter and upcoming events,

## 2 - Analysis of problem situation

IDEAS:

**Purchasing a product online** - This will cover all steps involved for finding a product, checking the stock levels of product, getting the product ready for delivery, (organising the delivery slot?) and delivering the product.

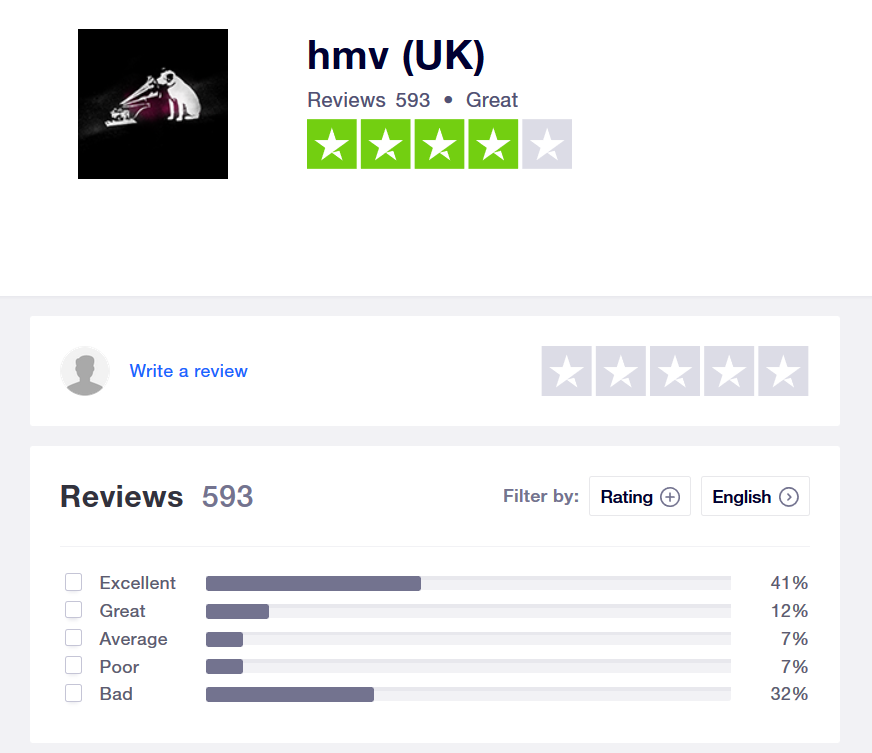
The main problem which was found whilst researching HMV is their deliveries, this can be seen with their reviews on the publicly available review site, Trustpilot. With 593 reviews, 39% of the reviews are below average which mostly touch on the area of deliveries and their loyalty scheme.

Process which provides the customer value = Muda 1.

Processes which provide no value & should be avoided = Muda 2.

Cut down the amount of automatic emails

“In our store, we use a process called zero to zero to confirm low and empty stock. When stock gets to that low of a point, it causes a trigger which will prompt within the system if the staff want to order more stock“.



## 3 - Application of problem-solving technique

HMV’s problem can be broken down into a bunch of tasks known as a Value Stream, which outlines the description of each task with the type of Muda and value it offers.

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| Task | Description | Muda / Value? |
| 1 – Go to Shop | The customer would be required to go to the store and search for a product. | Type x Muda |
| 2 – Find Product | Now at the store, the customer can look for the required product or browse for other products. | Type x Muda |
| 3 – Seek Assistance | If the customer can’t find the product, they can ask for assistance from a member of staff. | Type x Muda |
| 4 – Check Stock | Staff can check for product in specified location, which was arranged by hand, if none is on the shelf the staff member can check stock. | Type x Muda |
| 5 – Track stock levels | When staff member grabs the product out from the warehouse, stock levels must be tracked on a paper stock book which should record the unique item number, stored location, seller price, stock number, cost, quantity and so on. | Type x Muda |
| 6 – Update Stock | Stock levels would need to be tracked and updated every time the stock is moved from warehouse to store front. This process should be done by a stock taker or a member of staff. | Type x Muda |
| 7 – Ring up order | Staff member can now ring up the customer and proceed with the check out. | Type x Muda |

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| Task | Description |
| 1 – Go to Website | User goes to HMV’s website, must click an additional button to get to the shop. |
| 2 – Find Product | User can now look for a product on HMV’s online store, if product is |
| 3 – Purchase Product | Can select click and collect or give delivery details |
| 4 - | Details are collected and passed onto the delivery company. |
| 5 - | Delivery company can |
| 6 - |  |

## 4 - References

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## 5 - Appendix