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:

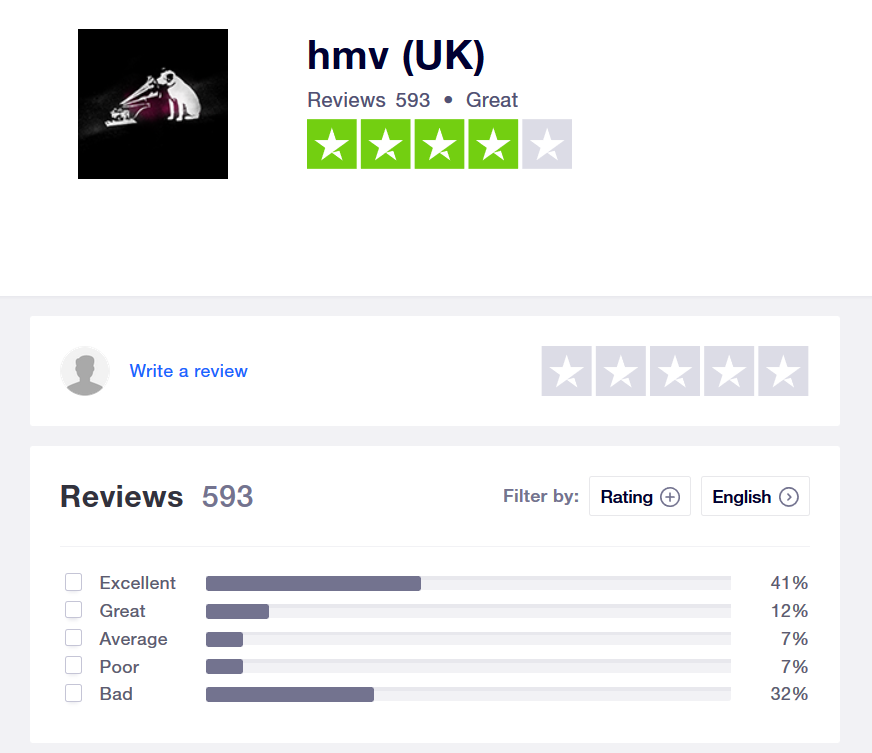
**Purchasing a product online** - This will cover all steps involved for finding a product, checking the stock levels of product, getting the product ready for delivery, (organising the delivery slot?) and delivering the product.

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



## 3 - Application of problem-solving technique

## 4 - Presentation, spelling and grammar

## 5 - References

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<https://www.hmv.com/music/hmv-vinyl-week-2019-more-exclusives-revealed>

## 6 - Appendix