Zounds international (Audiovisual sales) Has A number of (sub) divisions such as Purchasing, NetSales, Stock, Retail etc. ‘Retail’ has outlets (e.g. in Malls and High street stores). NetSales has both ‘Hard’ (CDs, DVDs…) and ‘soft’ (downloads) sales. Retail and Netsales co-operate to produce ‘Personal mixes’ that they burn onto CDs to produce items for individual customers. Customers may open an account to facilitate the payment for multiple transactions or they may just buy goods in individual purchases paying by cash, cheque or card. The staff selling the good are recorded.

The divisions and subdivisions each have a single manager and may have staff. Staff are employed by Zounds international and are assigned to exactly one division. There are many types of staff and their assignment/role (Cleaner, NetSales, Manager) may vary during their time with ZI. All subdivisions have only one parent division but parent divisions may have many subdivisions. Theoretically all the parent divisions have control over all their subdivisions, though in practice this is seldom enforced for the mundane ‘day-to-day’ running of the company. All Sub-divisions are cost centres, maintaining their own accounts but constrained to follow a centralised accounting model with a standard way of maintaining the balance and transaction history and recording transactions.

A sub-division may also be a parent division e.g. Zounds UK is a sub-division of Zounds international but also a parent of Zounds Sweet (specialising in musical confectionary). ZI has no parent division. Retail staff display and sell traditional stock items (CD, DVD) in the retail outlets to customers (these people may also be staff). The netSales staff maintain and sell copies of ‘softstock’ (digitally encoded mediaware that they are licensed to distribute) direct to customers (or staff). The company’s retail outlets purchase ‘SoftStock’ for the mixes.