

# Northwind Trading – Key Business Activities

Northwind Trading consists of several departments, each responsible for one or more business activities.

## Customer Experience Team

**Customer Service:** The Customer Experience Team respond to inquiries and support customers with issues they're experiencing with the eCommerce service.

**Customer Satisfaction Monitoring:** The team collect feedback from customers using qualitative and quantitative analysis methods to identify areas for improvement.

## Finance Team

**Financial Planning:** Northwind Trading frequently conducts financial planning. This involves planning that budgets, forecasts and financial resources are aligned to processes and activities to ensure stable business operations and growth.

**Finance and Accounting Services:** The finance team maintain financial records and conduct analysis to support key decision-making.

## HR Team

**Human Resources Planning:** The HR team plan staffing needs, including recruitment of new staff and training and development of existing staff.

**Human Resources Management:** HR must recruit and hire employees, administer payroll and benefits and managing employee relations.

## Operations Team

**Information Technology (IT) Support:** From the eCommerce website to its internal IT systems, the support of such systems is a key enabling activity.

**Supply Chain Planning:** The operations team plan efficient and timely delivery of goods and services. Coordinating with suppliers helps to avoid under and overstocking of required inventory.

**Logistics and Distribution:** The Operations Team manages transportation, warehousing, inventory and coordinating the movement of goods to help ensure timely delivery to customers.

**Inventory Controls:** The team have implemented controls to prevent theft and shortage of inventory.

**Facility Management:** Both the offices and warehouses must ensure a safe and comfortable working environment for employees as part of local employment legislation.

## Sales Team

**Bulk Sales:** The sales team actively promotes products, prospect leads for bulk orders, and drive revenue to the business.