Business Case - Supermarket

A supermarket requires an information system to automate its management of products and customers. A customer purchases products by filling a basket and taking the goods to a till or by going on-line. On-line customers must register with the supermarket first before they can purchase goods, otherwise you can assume that filling an e-basket and paying is the same as being physically in-store.

When the goods are paid for the supermarket registers that the stock on the shelves has been reduced and will automatically place an order with the supplier if the amount of goods fall below a given threshold.

After processing the goods at the till (or on-line) the customer must pay. They enter their payment details and the supermarket connects to a bank in order to make the transaction. The transaction may be declined if the customer does not have sufficient funds.

The supermarket operates a loyalty scheme where customers earn points as they buy goods. The points are awarded based on the overall amount spent in each visit. Occasionally there may be a special deal on selected items where they earn extra points (for example a given brand of soap might earn an extra 100 points). The loyalty scheme is provided by a separate company and the customer must register with the company in order to get a loyalty card which contains the identifier of their loyalty account. Loyalty points are earned and then burned (transformed into money) against purchases with the supermarket. The translation between points and money is managed by the loyalty scheme company and occurs as a bank transaction initiated by the customer when they purchase goods.

The supermarket runs special offers on certain goods from time to time. For example, 3 for 2 deals on apples. The deals operate for a fixed time and must be taken into account when the customer buys the goods. The deals are: 3-for-2; half-price; buy-1-get-1-free; earn 100 extra loyalty points.

The marketing department in the supermarket keeps track of the products bought by each customer and the overall amount spent in each transaction. This information is used to work out who to target with mail shots when special offers are made available.