ITE234
Database Management System 2

DALI

"Techytroops"

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HISTORY/PROFILE

DALI Everyday Grocery is a relative newcomer to the Philippine grocery scene, but it has quickly made a name for itself. Opening its first branch in Santa Rosa, Laguna in February 2020, and DALI introduced the concept of "hard discount" shopping to the country. This means they offer a smaller selection of everyday essentials at very low prices. Think of it like a simpler, more affordable version of the supermarkets that we are used to.

DALI's strategy seems to have resonated with Filipinos. By the end of 2022, they had already opened over 250 stores! This rapid growth was fueled by investments from both local and international companies who saw the potential in DALI's business model. They liked that DALI was focus on bringing cheaper groceries to communities outside the big cities, places where people often have fewer choices.

However, running a growing business is not always easy. DALI has faced some challenges along the way. They have been losing money, and some customers have complained about things like incorrect prices and unhelpful staff. They have been also accused of copying other brands with their own products, which has landed them in some legal trouble.

Despite these hurdles, DALI continues to expand. They are aiming to have almost 1,000 stores across Luzon by the end of 2024. Whether they can overcome their challenges and become a permanent fixture in the Filipino grocery landscape remains to be seen. However, one thing is certain: DALI has already changed the way many Filipinos shop, offering a new option for those seeking value and convenience.

DALI Everyday Grocery is a relatively new but rapidly growing discount supermarket chain in the Philippines.

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Key Milestones:

February 2020: DALI opened its first store in Santa Rosa, Laguna.

End of 2022: Despite the pandemic, they expanded to over 250 stores.

2022-2024: Significant investments from various firms fueled further expansion:

- Navegar (Philippine-based private equity)
- Creador (Malaysian-based private equity) - US$50 million
- ADB (Asian Development Bank) - US$15 million
- Venturi Partners (Singapore-based equity) - US$25 million
- DEG (German state-owned development bank) - US$8.4 million

April 2024: Reached 630 stores (all in Luzon) with plans for 950 by year-end.

July 2024: Reported cumulative losses of ₱3.26 billion since opening.

Business Model:

DALI is the first "hard discounter" in the Philippines, modeled after a successful German supermarket format. This means:

Low prices: Achieved through efficient operations and a focus on private label products.

Limited selection: They offer a smaller range of essential items.

Basic stores: Simple layouts, minimal staffing, and products displayed in boxes.

Target market: Located in rural, peri-urban, and lower-income areas.

Challenges:

- **Financial losses:** Despite rapid growth, they have yet to achieve profitability.
- **Consumer complaints:** Issues with pricing accuracy, staff behavior, and product quality.
- **Regulatory scrutiny:** Investigations into potential violations of consumer protection laws.
- **Intellectual property concerns:** Accusations of copying established brands.

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SYSTEM REQUIREMENTS

(Standalone Local System)

Hardware Requirements

- Operating System: Windows 10/11, macOS, or Linux (Ubuntu 20.04+)

- Processor: Intel Core i3 (or AMD equivalent)

- RAM: 4GB

- Storage: 10GB free space (for database and application)

- Network: No internet required (local database)

Software Requirements

- Database Management System (DBMS): MySQL, SQLite, or PostgreSQL

- Java Development Kit (JDK): JDK 11 or later

- Database Connectivity: JDBC (Java Database Connectivity)

- GUI (Optional): JavaFX or Swing (for a desktop-based interface)

- Backup Solution: External storage for periodic backups

The DALI Everyday Grocery system is designed to be a **standalone local solution** that provides an efficient and user-friendly platform for managing grocery operations. This system runs on local machines without requiring an internet connection, ensuring that all data and transactions are securely handled within a local environment.

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Key Features:

1. **Local Database**: The system uses a **local database** for storing product, sales, and transaction data. This means no reliance on external servers or internet connectivity, providing enhanced security and faster data access.

2. **Flexible OS Compatibility**: It supports a wide range of operating systems, including **Windows 10/11**, **macOS**, and **Linux (Ubuntu 20.04+),** making it accessible for various business environments.

3. **Hardware Flexibility**: Designed to run on relatively modest hardware configurations, the system requires only an **Intel Core i3 (or equivalent)** processor, **4GB of RAM**, and **10GB of free storage**, making it ideal for small to medium-sized grocery stores.

4. **Database Management**: Choose between **MySQL**, **SQLite**, or **PostgreSQL** for managing inventory and transactions, ensuring flexibility and scalability depending on your needs. **JDBC** (Java Database Connectivity) is used for seamless interaction between the application and the database.

5. **Backup and Security**: Since the system operates without the internet, an **external backup solution** ensures that data can be periodically backed up to prevent loss and maintain data integrity.

6. **Optional User Interface**: For an easy-to-navigate experience, you can opt for a **desktop-based GUI** developed using **JavaFX** or **Swing**, which provides a graphical interface for store employees to manage inventory, sales, and customer data efficiently.

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System Benefits:

- **Offline Operation**: No internet connection needed for day-to-day operations, ideal for areas with unstable or no internet connectivity.

- **Cost-Effective**: Lower infrastructure costs since it doesn't require cloud services or external servers.

- **Easy Setup and Maintenance**: The system is designed to be easily deployed on a single computer or small network, with minimal hardware and software requirements.

The DALI Everyday Grocery system ensures that small grocery businesses can manage their daily operations efficiently, securely, and with minimal reliance on external resources. It is built to deliver an **offline, secure, and user-friendly** experience tailored to grocery management.