**Initial idea/ description for potential enterprise:**

Marks and Spencer (M & S) is high street retailer specialising in food. It sells fresh food imported from various parts of the world under the common brand M & S. Being a retailer business it uses a range of information system to conduct its day-to-day operations. Most importantly it uses a Transaction Processing System (TPS ) to track the progress of daily revenue through sales of food. The system supports barcode scanning of product, payment system with cash or cards and prints the receipts through a printer. Likewise the system is capable of handling various loyalty cards schemes, store gift cards, voiding the transaction and training staff in the till.

In addition, M & S uses Decision Support System (DSS), which aids the manager to take decision on future orders on food delivery based on current purchase models of the store. This operates by providing statistical projection of future stock and current sale model.

Likewise, it uses Management information system(MIS) to create a report of a staff member about their transaction behaviour. This provides the manager of performance data of a particular staff member. The manger could use this to generate report and send it to higher management when needed.

Finally, the business is using a Customer Relationship Management Systems, which requests customers to give feedback on their visit to the store. In addition this system allows the store to communicate with its customer through email, phones.

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| Zachman Framework | Why (Motivation) | When (Time) | Who (People) | What (Content) | How (Function) | Where (Network) |
| Scope (Contextual) | 1. Convenient food hub in a busy hospital like Royal Berkshire Hospital | 1. Identify the product batches expiry dates, | 1. Identify the customer base, (who will the store be serving? like mostly hospital staff and patients) Stakeholders, Roles in organisation (Organisation chart) | 1. List of products, customer information, transaction details, warehouse info | 1. List of products, transaction detail. | 1. Cloud storage like Office 365, running service environment for transactions in the store server |
| Enterprise and Environment (Conceptual ) | 1. Identify the business goal, steps and store targets | 1. Identify required steps to complete the process on time. | 1. Organisation chart, service that allows customer to pay in terminal | 1. identification of nature of store products (e.g. quantity and food department ) | 1. Conceptual activity model of retail working process (used to describe processing, receiving and selling stages) | 1. web-based desktop application (Store launcher) that is used to run the store services. |
| Store Information System (Logical) | 1. Identify the functional requirement of the business | 1. Action plan covering the process and timeline of steps required Eg. charts, timeline | 1. Financial organisation like banks, credit card services like visa credit, master card when ordered from warehouse or customer payment | 1. Characteristics of entities like warehouse order details (food department, quantity, variant, delivery time of lorry) | 17. Use of application/ software model. used to identify and describe software system and process | 18. Logical section of running services like delivery management system, gap scanning etc. |
| Technology Model (Physical ) | 19. Identify technical requirement of the business | 20. Developing software system and confirming requirements are met. | 21. Security services during payment, eg encrypted services in the terminal. | 22. data, database languages, web programming language statements | 23. Requires system architecture design. describe techniques of information system and data exchange between various system | 24. Building a server room in store to run various services |
| Modules and subsystem | 25. Responsible for making system works when store is open and other services are used | 26. Setting hard deadline fairly to test and release the system when store is open | 27. develop payment process for the store eg. partnering/ subscribing to payment providers like AMEX, Visa, Mastercard etc. and for warehouse purchase | 28. releasing the data in to database using various database languages | 29. Develop system design model suing tools like BPM model | 30. Release the system in the store and train staff to uses system in computer and hand held terminal (HHT) |
| Functioning Enterprise | 31. Provide quality fresh food to the customers by bringing it from the warehouse on time. | 32. activate the system by provided pre-set date. | 33. Store staff running daily shifts serving customer and managing store, deliveries, payment using provided desktop application and terminals. | 34. Daily shifts, day-to-day operation of the store | 35. Releasing the software system in the store | 36. Day-to-day operation in store using delivery system, CSSM food system, etc. |