**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 IS to conduct its day-to-day operations. Most importantly it uses a transaction processing system 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.

In addition, M & S uses Decision Support System, which aids the manager to take decision on future orders on food delivery based on current purchase models of the store. Likewise, it uses Management information system to create a report of a staff member about their transaction behaviour. The manger could use this to generate report and send it to higher management.

Finally, the business is using a Customer Relationship Management Systems, which requests customers to give feedback on their visit to the store.

Zachman Framework:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Why | How | What | Who | Where | When |
| Planner (Executives) |  |  |  |  |  |  |
| Owner (Shareholders) |  |  |  |  |  |  |
| Designer (Area manager) |  |  |  |  |  |  |
| Builder (Store manager) |  |  |  |  |  |  |
| Implementers (Team leader) |  |  |  |  |  |  |
| Participants (Team member) |  |  |  |  |  |  |