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Principal Learning**

# **Information Technology**

**Level 3**

**Unit 2: Understanding Organisations**

January 2011

Paper Reference

**IT302/01**

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the examination.**

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## Pre-release material

G\_ap Travel is a business specialising in travel clothing and equipment. It has an e-commerce website. The business is based in Exeter, where the company also has a small retail outlet.

G\_ap Travel has the following properties:

- a retail unit in Exeter with a first floor office for administration staff
- a warehouse on a nearby trading estate which processes orders from the website.

The business's objectives are to:

- use key technology enabled business processes to improve the management at G\_ap Travel
- improve customer relationship management
- improve internet sales.

### **G\_ap Travel Owner**

At the moment the business is owned and managed by Bill Rainbird, just as it was when he started the business 10 years ago on his own.

### **G\_ap Travel Staff**

The business has the following staff.

Bill Rainbird – owner and manager who is in overall control of the business.

Jenny Pringle – office manager, responsible to Bill, and manages five office staff.

Jessica Edwards – shop manager, responsible to Jenny, and manages three shop assistants.

Jack Zalick – website manager and warehouse supervisor, responsible to Jenny, and supervises two warehouse assistants.

### **Computer Systems**

There are compatibility issues within the business as a result of having a variety of computers and operating systems.

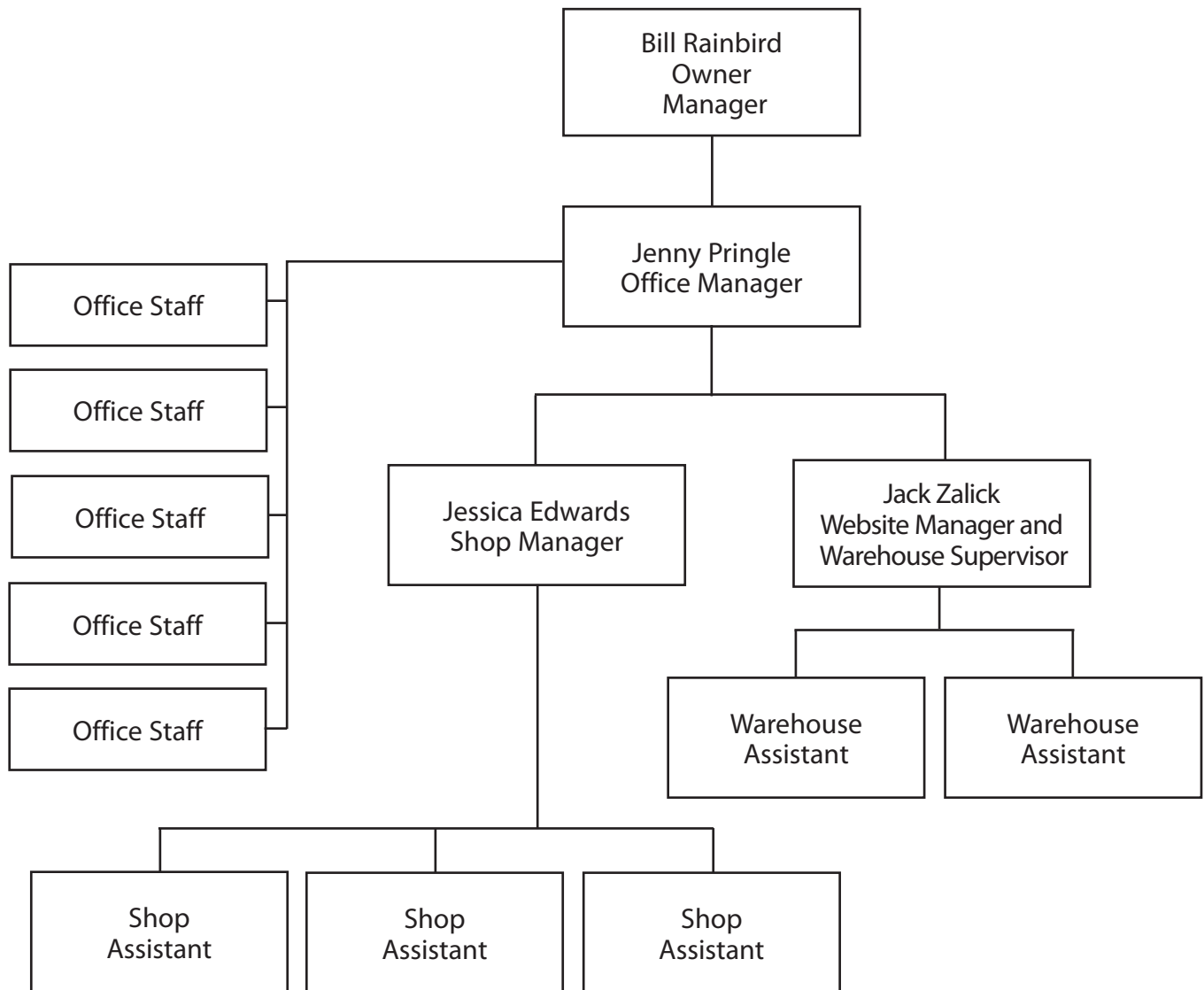
## **Overhaul of the Company**

On the 10th anniversary of his company Bill is thinking of making quite a few changes to take the business into the next decade.

He is thinking about the following;

- changing the ownership of the company so that he can raise funds for the improvements
- overhauling all the IT systems in the company so that every part of the company is running on the same system
- purchasing a Computer Assisted Learning package (CAL) to train staff
- introducing a computerised stock control system in the warehouse and use this to batch process orders
- introducing a Management Information System which will be used by managers and the office staff
- improving the current Customer Relationship Management, which is minimal at present, by making as best use of technology as possible
- recruiting a person to organise and manage the proposed improvements and changes in IT.

## Organisational Structure of G\_ap Travel



**Figure 1**

## Order Processing at the Warehouse

The diagram shows a flow chart of the current system for processing orders from the website.

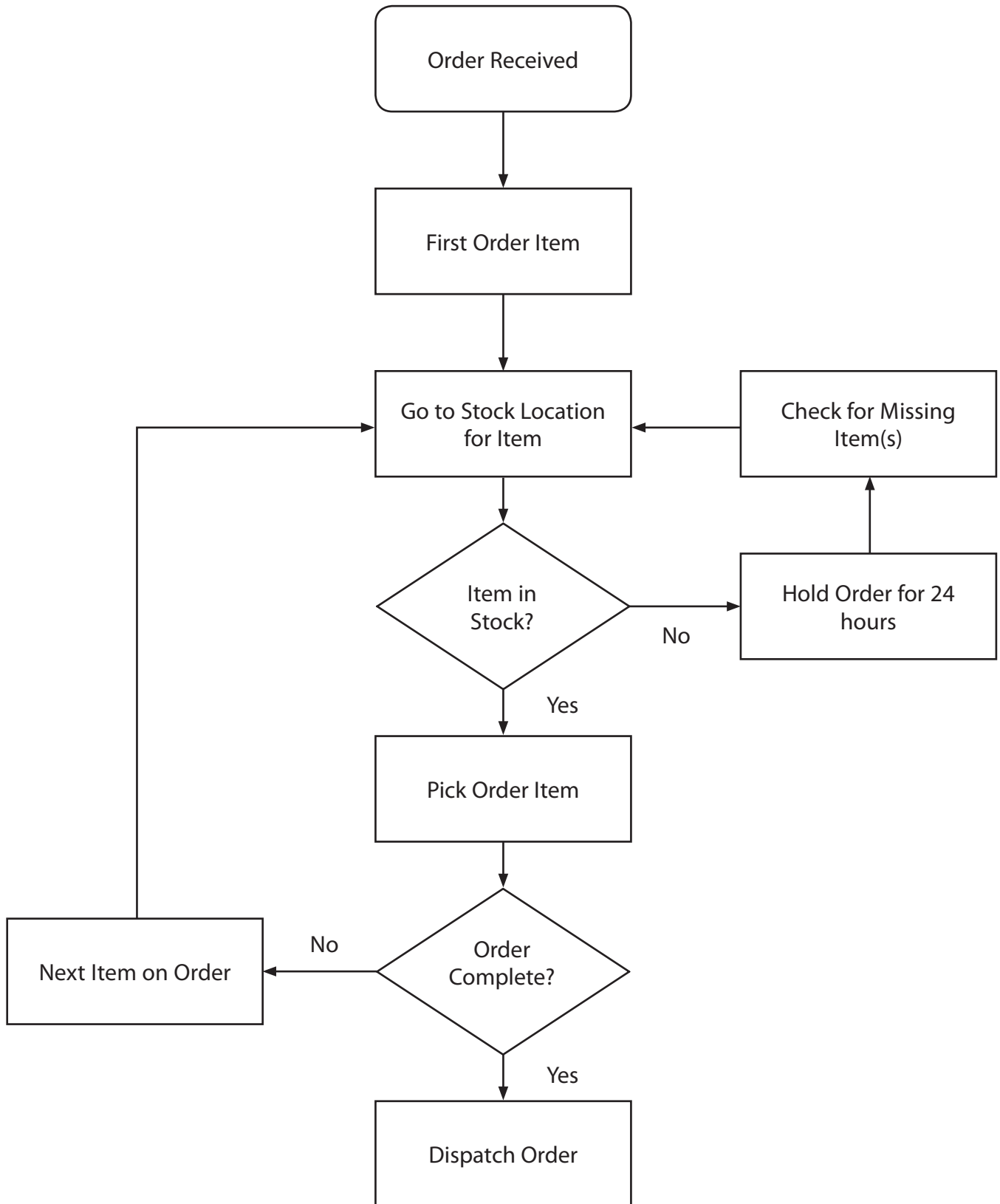


Figure 2

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