

Edexcel Principal Learning

Information Technology

Level 3

Unit 2: Understanding Organisations

January 2012

Pre-release material

Paper Reference

IT302/01

You are not allowed to take your pre-release work into the examination.

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Branchjobs is a small Do-it-Yourself store, based in the market town of Market Deeping. It stocks a limited range of materials catering for local tradesman in the home improvement business. It also sells materials to people who wish to carry out their own home improvements or repairs. Branchjobs has been trading for 30 years.

Branchjobs owns:

- a retail outlet
- a small warehouse and yard for storage.

The business's objectives are to:

- improve sales and marketing through the use of technology
- improve the efficiency of the record keeping and accounting systems
- provide customers with goods at competitive prices within a limited time span.

Branchjobs Owners

Branchjobs is owned by Eddie Branch. His son Mike Branch joined the business when he left college 10 years ago.

Branchjobs Staff

At present the business employs the following staff:

Eddie Branch – owner in overall control of the business and manages the financial aspects of the business

Mike Branch – Warehouse and Yard manager who has responsibility for purchasing and maintaining stock levels

Dave Bolton – yardman and delivery driver

Brenda Shepherd – shop manager who manages two part-time assistants

Sue Benton – IT manager

ICT within the business

Branchjobs currently uses a legacy system for stock control and accounts. This is adequate for present needs but does not have the capacity to embrace new and more advanced technologies.

Business Review

There is an opportunity to acquire a new warehouse and yard with a retail outlet in a nearby town.

Eddie and Mike recognise that the business has not embraced modern techniques and together identified changes which could be made.

These changes include:

- change of ownership. Eddie has decided to purchase the lease for the new warehouse and retail outlet but his present business does not have enough capital to finance the transaction
- introducing new sales and marketing techniques to reflect modern trends
- updating the Accounting System to replace the existing legacy system
- updating the Stock Control System to produce accurate records
- training of staff to maintain the new computer systems
- a training program for current and new staff
- launching an e-commerce website to improve customer relations and increase sales
- ensuring all new systems are networked and compatible across the two properties.

Eddie understands that the integration of two premises will require the services of a project manager to ensure present sales are not adversely affected and a smooth transition will take place.

Organisational structure of Branchjobs

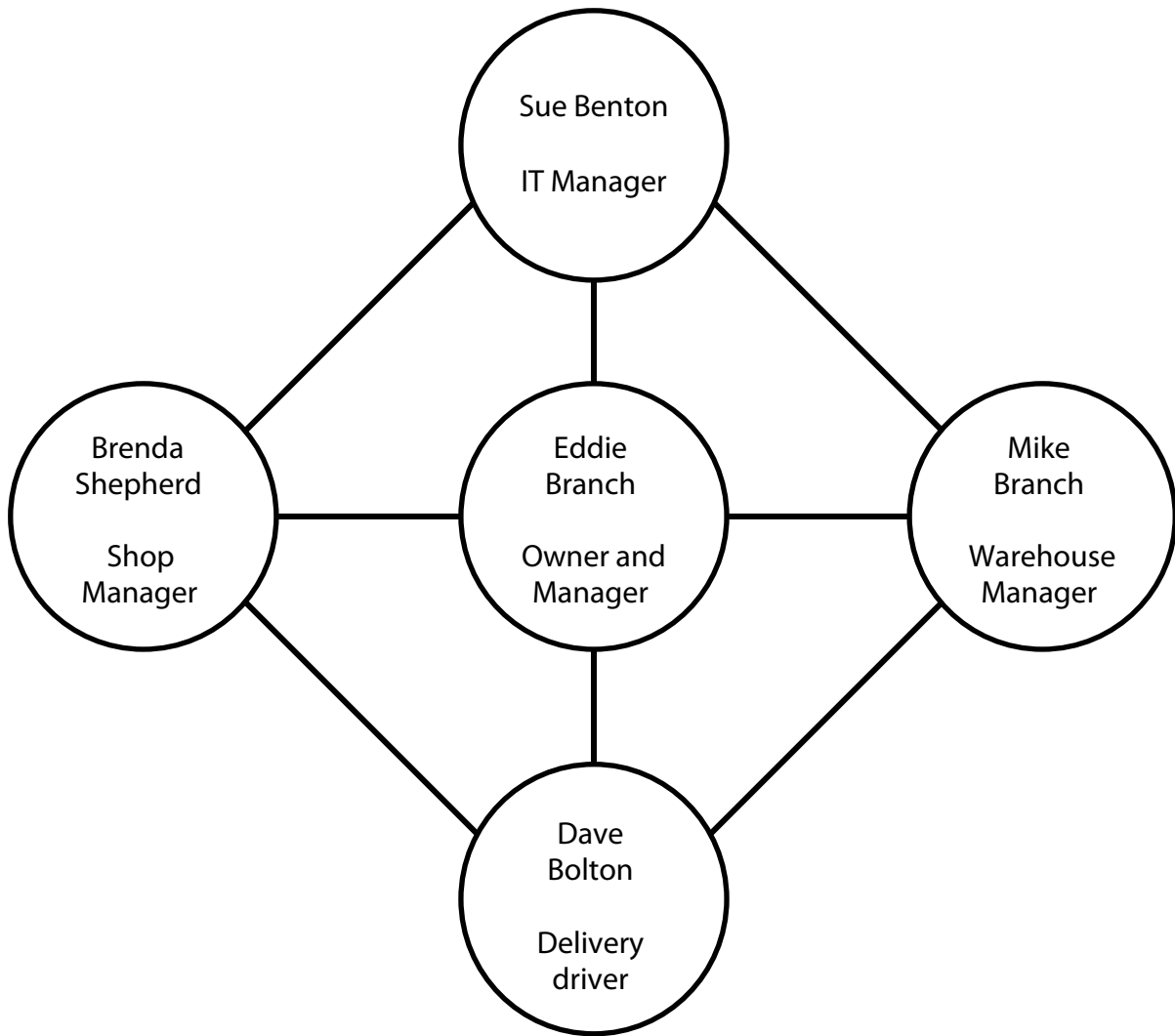


Figure 1

Delivery process chart for orders received at Branchjobs

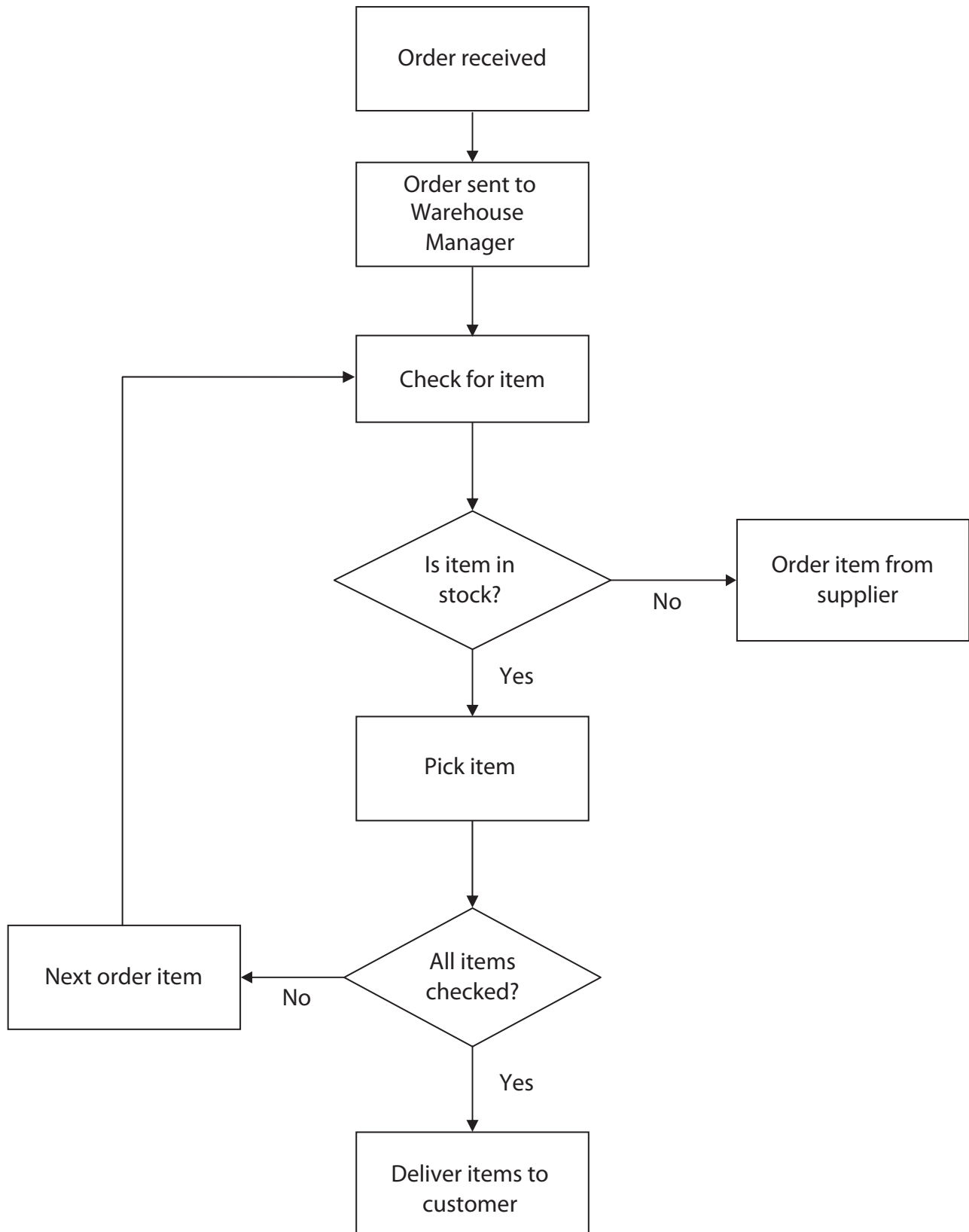


Figure 2

Financial forecast for next ten years if Eddie purchases the lease for the new warehouse

Financial forecast for next 10 years

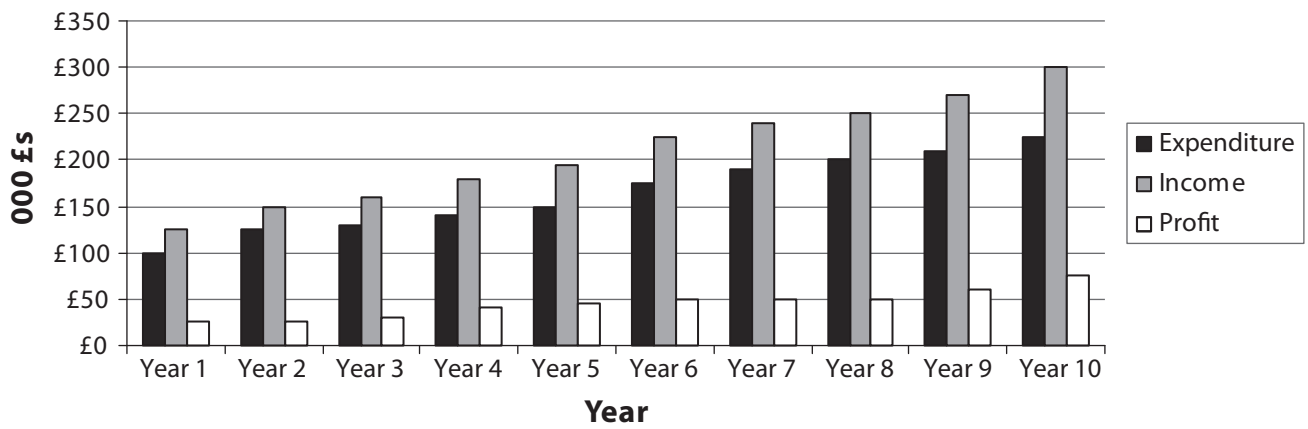


Figure 3