How IT can improve business

A business such as Asda draws in plenty of customers due to their cheap prices of groceries, and their big stores which customers can brose and even purchase clothing. Asda has decided to improve their business by adding new (and plenty) of self-checkout’s for customers to use instead of queuing up to wait for a cashiers to scan all their shopping, taking up a lot of other people’s time, especially those who only have a few items. The way the customer uses the system is to input the items by scanning their barcode, for example to scan a packet of grapes, and use the touchscreen to input it into the system so that they are able to pay for them, the output would therefor be the information of how much the customer has to pay for the item, and the receipt coming out of the system informing customers of their purchase. Benefits of the self-checkout is that one member of staff is able to run up to 6 of the self checkouts available, meaning that the business has less staff to pay when it comes to dealing with cashiers. Another benefit would be that although efficient, it speeds up the process of shopping. A customer can benefit from self-checkout as they don’t have to wait in long cue’s to purchase their items, they can simply go over to the self-checkout and purchase their items there at their own speed. A massive drawback of self-checkout is that it is prone to theft. Some customers use self-checkouts as a way to steal items that they do not want to pay for, and although there may be a staff member standing nearby, they are not expected to monitor every single self-checkout, therefore making theft an easier process.

Businesses in the manufacturing industries can use IT to improve their business by using robots. Advantages of using a robot would be that they produce more accurate results in what they are making/working on and do not make mistakes in their work as they are more precise, whereas humans could make mistakes, and could take long carrying out these processes, in short time a robot can produce good amounts of work done, rather than employees would need time and would take quite long, and also robots do not need time off like an employee would. They work at good speed and do not require breaks or holidays. Overall, having the use of robots is that they increase productivity. There may also be some disadvantages that come with robots. They require high expenses, and although are safe, new safety operations would have to take places they are new equipment. When it comes to input processing and output of a robot, it starts with the input – sensors. The sensors that are in a robot (whether it is a switch or light sensor) sense what is going on and sends data to the computer, so that the computer can then process what is happening, and send output, through the actuators, therefore carrying out the action. When processing is being done, the computer runs the data from the sensors and processes it by sending information to the actuators (which could be a valve or a motor, and is also the output) telling it to either switch something on or off or carrying out jobs.

Social media can improve business as it draws in many of social networkers all over the world. Businesses can benefit from social media as they can set up Facebook or Twitter accounts and promote their businesses online to customers, being able to communicate from them. The major advantage would be being able to make their business more known to customers, making them aware of their presence so and advertising products they sell, as well as also being able to communicate with their customers. The main drawback would be that although customers may follow a business on Twitter, or like them on Facebook, they won’t pay full attention to the business and could simply just scroll past the company, ignoring the products that the company are trying to advertise. The input that a business would have on social media would be monitoring and engaging with social media. When monitoring, a business would have to monitor and also engage themselves with the talk of how their business is going, getting feedback (output) from customers using social media, using their feedback to improve their business. Social media helps business in processing when a customer for example gives useful feedback, such as if something has been delivered to them and if the item were to be damaged, the business would then process this issue and use it to improve their deliveries (they could use more bubble wrap in order to protect items inside).