Types of information systems

Marketing

When HS Smith focuses on marketing, their main focus is the customers. As the marketing team will analyse what type of items customers like to buy, they would split them up into groups to see which type of customers are buying this or which customers are buying that, for example HS Smith will categorise adults and teenagers and sell items that they are mostly attracted to in order to raise profits. They will also analyse what competitors will do in order to attract more customers. When HS Smith would analyse their sales performance they would be looking at what is selling best and advertise those specific range of products and (for example) reduce them in order to get more customers to buy the products that have been reduced so that their profits increase, and so an information system would help HS Smith record and track what items customers like prefer to buy from HS Smith whether it is their books or DVDs so that they can advertise these products more often.

Human resources

As HS Smith’s human resources department are in charge of analysing their employees and updating their personal data, they use produce analyses to benefit their information systems so that it can help their business. With human resources they look into professional developments and produce analyses so that HS Smith is able to employ the correct type of staff they need in their business. This would be staff training, skills and experience especially for professional development. And when it comes to experience, the human resources department can look into HS Smith’s employees and see all the good attributes (for example if the employees are always punctual that is something that a business would want their employees to be) those sorts of employees have and look for those attributes in new employees they are training. With staffing the human resources department can look into HS Smiths employees and keep track of when an employee is in and not in and use information systems to keep records of when that employee is out sick.

Sales

In the sales department this is where HS Smith looks at the bestselling products of the company, so they look at all the products that are making their profits increase. Whether it is the company’s books, games, music or films that are selling best they’d have to take this into consideration and use it as an advantage, and start to promote this product. For products that may not be selling well, HS Smith should do its best to get them out of the way and put most of them up for sale so that they can get in new stock that the customers like to buy then their profits will raise. HS Smith can benefit using information systems by using it to look at sales on a monthly basis so that they can (for example) see which type of games are selling well, whether there are new releases that customers would want to buy for example when a new Xbox game comes out an information system would use this to an advantage and promote this product and keep track of its sales so they can bring in more and more of the games for their customers to buy.