

Pepsi america case study

Business



**ASSIGN
BUSTER**

The following listed factors made Pessimistic to adopt a more aggressive attitude towards the utilization of transaction data to run the business.

* Growth In product variety from 35-40 to nearly 400, * Lowering of PAS profit margins, * Recession in U. S economy, * Decline of U. S market for carbonated soft drinks, * National Clients like C. V., Wall-Mart and Mobil Gas Stations preference of highly centralized procurement arrangements, * Hard to track product flow on various process Like distribution, sales, raw materials and so on. .

The investments in information management capabilities with their impacts are sites below: INFORMATION TECHNOLOGY I IMPACTS I 1. Supply Chain Management (SCM) | 1. Took tracks of requirement and supply, It also compared fulfilled the requirement since real time client necessity was fetched. 2. Real time product flow Information and helped to make next production.

Enterprise Resource Planning (ERP) | 1. Integration In business processes. 2. Automated data capture on real tell. 3.

Collection and measurement of business process outcomes for better management, control and planning. 4. Helped to negotiate better contracts for raw materials. 5. Monitor consumer demand, and ultimately strike profitable deals with its large retail customers.

3. | 3. Data Warehouse | 1. Used customers' data for competitive asset, and collecting information. 2.

Helped In management and control of the business process flow. 3. Predict business flow. | 3. Pessimistic Before Its Investment in Blob | Pessimistic After Its Investment in Blob | Operations: 1.

Manual and much of human efforts. 2. Operation like supply was time consuming and hard to perform. 3. Operation like supply was not meeting the requirement or was over.

| Operations: 1 . Automatic Operations were performed that reduced time and effort. 2. IT tool Like SCM helped to meet customer requirement. 3.

Tools like MM helped to manage material flow along with supply. |

Management and Control: 1 . Process and manpower management was tough due to large in quantity. 2. Distributors were unable to fetch retailers' requirement. .

Material cost was high and profit margin was going down. 4. PAS was unable to communicate with its business processes as a platform. | Management and Control: 1. ERP helped to bring all the business processes under one umbrella.

2. ERM helped to manage employee resource. 3. Tool Like CRM helped to get customer information and satisfaction. .

SAD helped to management sales and distribution based real time need data. | Planning, Corporate Learning, and Innovation: 1. Supply used to be based on distributors' past flow. 2.

System planning was made by senior managers without the use of IT tools.

3.

Had lots of challenge in business. I Planning, Corporate Learning, and Innovation: 1 . Use of SCM, helped to lower down became high. I 4. The role of Decision Support Systems (ADS) on enabling the success of Pessimistic can be * Supported in business and organizational decision-making activities.

* Helped to compile useful information form raw data, documents, arsenal knowledge and business models. * Made automated decision processes possible. Quick respond based on real time. * Task oriented service. * Avoided mistakes and maintained Customer Relationship.

Listed are the benefits features of ADS enhanced management and control based on long-term strategic planning within the firm. * Back-end-transaction system with real-time data will tune up the business for long term. *

Contribution on the continuous improvement of ongoing firm business processes and services. * Knowledge in CRM, SCM, and data-driven decision making. * Continuous data mining within the business.