

# [Zara information technology system management](https://assignbuster.com/zara-information-technology-system-management/)

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Technology is progressing day by day, new inventions like Internet, AD printing, biotechnology will revolutionize education, manufacturing and pharmaceutical industries. This enables a change from a physical space towards a more efficient and effective virtual space, internet. (Heath, 2012) We are facing a shift from the old fashion multi-level pyramidal business to a new more flattening business where information flow is very fast and cost effective.

Old suasion physical channels of transmitting information are replaced with a simple click in the World Wide Web (WV'") virtual environment (Lauded & Lauded, 2010). EZRA case study 1 . Company presentation Inedited Group is one of the biggest fashion retailers in the world owning more than 100 companies operating in different sectors of activity. Its unique business model set the basis for one of the leading brands In international fashion industry called Ezra. Ezra Is an CEO-friendly retail company and encompasses more than 5, 000 stores situated in prime locations in more than 400 cities on five continents.

Inedited, 2012) 1. Sara's Information System An Information Technology (IT) structure implements the business strategy in the global Information System (IS) of all business transactions. So a new an up to date IT mixed with a continuous improvement strategy helps the company to reach (Lauded & Lauded, 2010) 2. 1 Sara's horizontal model of information flow and vertical Integration strategy Ezra horizontal information flow is one of the core competitive advantages features of the company; it implies input into the business IS from all parties involved as it can be seen in the following table.

The features of this type of information model sustain Ezra competitive advantage in the following way: - Low layered structure of information flow; - Low barriers for information input; - Fluid exchange of information at any managerial level; - Bi-directional communication circuit at all managerial levels; - High transmission speed; - Tight relation with all interested parties: suppliers, customers, employees, competitors and others.

Sara's vertically integration strategy creates a strong link between major business functions of the company and sustains the company to rate strong merchandising strategy. Thus Ezra enables a quick response to all market's changes getting the generic name of Fast Fashion Brand. Ezra pyramidal decision making: \* Strategic level: Head Office manager decide the long term strategies catering to the overall development of the business. Tactical level: seasonal decisions, thus short term goals, are implemented by the Regional Managers which communicate them to the Store Manager \* Operational level: gathering information through a personnel digital assistant (PDA) and sustains the strong customer relation through a Point-of-Sales (POS) yester (Market orientated strategy) Sara's main business functions, description and analysis Fashion and Design Function The team consists of designers, product development personnel and sourcing specialists.

They are in charge to reach the company fashion goals: Adapting to latest trends and seasonal changes. \* Sources of Information: POS and PDA data, publications, online surveying, discotheques and industry.