

CASE STUDY NO#1

Dollar General: Heavy on organization, Light on System.

INTRODUCTION:

Dollar General Corporation, headquartered in Goodlettsville, Tennessee, is an aggressive competitor in the deep discount retail industry, fighting for position with other dollar stores such as Family Dollar, Fred's and Dollar tree, as well as with retailers such as Wal-Mart, Kmart, CVS, and Rite Aid. Dollar General stores offer a product line of general merchandise that include house-ware and cleaning supplies, health and beauty aids, clothing, packaged food, stationery, seasonal offerings, and other household consumables. The company has been operating since 1939.

QUESTIONS:

ANSWER NO #1:

Dollar's general's success depend to develop the business strategy and implement his business. In this case the different type of strategy described below:

- 1. The big competitor of dollar's general's his outlet lacing his outside the town or cities but Dollar's general's team decided to his outlets*

- placing in the town or cities. His team to take the municipal cities permission to open his outlets in town or cities.*
- 2. Dollar's general's adopt the cheap pricing strategy. His minimum product price is 1\$ and maximum product price is 35\$.*
 - 3. Dollar's general's accomplishes this is by rapidly opening stores and running each store at the lowest operating cost possible.*
 - 4. Dollar's general's expand his business the top management of company decided to adopt the information system and the company decided to adopt the information system and the company are buy to IBM {information system} at 40 million \$ and his information system name is "point of sale".*

Basic reason for his successful his strategy. His top management made a different type of strategy and implement as well as.

QUESTION NO#2:

ANSWER NO #2:

THE role of management of this case

Are described below:

- 1. To manage the operation of huge outlets of the company.*
- 2. To manage the price strategy of a product.*
- 3. To manage the less operating cost of each outlet.*
- 4. To manage the employee of the company.*
- 5. To manage the installation of IBM information system terminals to each outlet.*

The role of information technology in dollar general's business strategy is given below:

- 1. The satellite link connects the IBM terminal to corporate head quarters so that the store can report sales data.*

2. *Set up the IBM point of sale terminals, the crew sets up a stock room for surplus inventory and a small manager's office is constructed.*
3. *Adopt of inventory system the result is getting the approximately 50 % of the store's opening inventory arrives.*
4. *Space also test the point of sale software called" Triversity ", which the store will need to run to authorize credit and debit card payment and transmit sales.*

QUESTION NO#3:

ANSWER NO#3:

In my point of view to this case is that the information technology full support of Dollar's general's business strategy . Behind the success there is a major part of company.

QUESTION NO #4:

ANSWER NO#4:

In this case the dollar's general miss out one business opportunities as a result of its to information technology. This opportunities are General stores do not use network facilitate operations. The IBM terminals include e-mail features, but the stores do not use them.

Question no#5:

ANSWER NO #5:

Yes Dollar general can continue its growing at its current rate but its change its current rate but its change the strategy in time.

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INFORMATIO SYSTEM