

## Application Component Model

The Component Business Model has been used as an initial structure for the application component model. This needs to be re-visited once the business activity and enterprise information models are completed.

<b>Business Domain</b>	<b>Component Category</b>	<b>Component</b>	<b>Component Description</b>
Marketing & Customer	Customer Segmentation	Customer Segmentation Strategy	Identifying key customer segments, understanding these segments better, gaining insight into the products or services they need, and fine-tuning the marketing message.
		Customer Segmentation Management	Achieving customer-centricity via individual targeting and personalization.
	Customer Relationship & Interaction	Customer Relationship Strategy	Developing an organization's philosophy of dealing with its customers that considers a company's specific situation and its customers' needs and expectations.
		Customer Relationship Management	The strategies, processes, people and technologies used by companies to successfully attract and retain customers for maximum corporate growth and customer satisfaction.
		Customer Communications	Ability to communicate with the customer based on a total view of the relationship including letterheads and marketing material.
		Customer Service	Service customer; including clientelling (one-to-one personalised service offers and communication to customers).
		Customer - After Sales Service	Provide service and support after sale.
		Call Centre (Multi-Channel)	Administer incoming product support or information inquiries from consumers including telephone calls, letters, faxes, live chat, and emails in one location.
		Customer Loyalty	A process, a program, or a group of programs geared toward keeping a client happy so he or she will provide more business.
		Marketing	Marketing Strategy & Planning
	Brand Strategy & Planning		Developing brand objectives and planning for the systematic development of a brand to enable it to meet its agreed objectives.
	Campaign Management		The process, by which marketing campaigns are planned, produced, distributed and reported.
	Marketing - Mass Marketing & Advertising		The process of addressing the whole market through one offer and a single medium.
	Marketing - Targeted		The process of breaking a market into segments and then concentrating marketing efforts on one or a few key segments.
	Market & Competitor Research		Systematic gathering, recording, and analysis of marketing data about issues relating to products, services and competitors.
	Customer Analysis	Customer Behaviour Modelling	Modelling the way customers obtain, use and dispose of products based on different marketing strategies.
		Customer Satisfaction Measurement	The process of measuring how products and services supplied by a company meet or surpass

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			customer expectation.
Product	Product Strategy & Planning	Merchandise Strategy & Planning	Developing a merchandise mix that ensures financial optimization by improving sales and margins and reducing inventory carrying costs and the need for mark downs and the plans to execute this strategy.
		Product Assortment Strategy & Planning	Planning the optimal assortment of products offered at each store.
		Pricing Strategy & Planning	Price planning that takes into view factors such as a firm's overall marketing objectives, consumer demand, product attributes, competitors' pricing, and market and economic trends.
		Product Sourcing Strategy & Planning	The identification of the most important purchasing categories and assessment of the approach to the selected categories.
		Product Demand Forecasting	The activity of estimating the quantity of product that consumers will purchase.
	Product Development	Product Development	The revitalization of a product through the introduction of a new concept or consumer benefit.
	Product Promotions & Pricing	Price & Promotions Management	Managing prices through out the product life cycle including promotions.
		Seasonal Clearance Pricing	The process of applying diminishing prices on seasonal products to eliminate stock.
		Trade Funds Management	Managing (supplier) funds and budgets associated with promotional activities.
	Product Supply	Product Inventory Management	Involves a retailer seeking to acquire and maintain a good assortment of goods, while ordering, shipping, handling and related costs are kept under control.
		Product Supply Terms Administration & Pricing	The management of product supply terms and pricing within members of the supply chain.
		Product Allocation	Managing the allocation of product types to stores.
		Product Purchasing & Sourcing	The process of purchasing and sourcing products.
		Product Lifecycle Management	Management of design, production, sale, and support of products.
	Store and Channel	Store & Channel Strategy & Planning	Store & Channel Strategy
Store & Channel Design & Layout			A set of business driven choices aimed at delivering products to customers efficiently and effectively using the most appropriate mix of channels for the customer and the organisation.
Channel Operations		Channel Operations	Monitoring across all dimensions of channel operations, including branding, workforce management, inventory management, shopping experience and services.
		Channel Profitability Management	Management of profitability across all individual channels.
Product Placement		Planogram	Define how and where products are placed in store.
		Replenishment	Replenishing the correct quantities of products to service customer demand.
		Floor Stocking	Stocking products onto shop floor.
Store Operations		Store Operations Management	Includes stocking products onto shop floor and management of other back room tasks.
		Time & Attendance	The process of monitoring time and attendance across stores.
		Workforce Management	The process of managing all the activities needed to maintain a productive workforce.
		Price Changing	The process of changing prices across all stores.

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		Loss Prevention	Programs instituted by organisations to prevent losses.
		Cash Management	The basic customer transaction for a retailer using a point of sale system.
		Store Profitability Management	Management of profitability across individual stores.
	Transaction	Store Transaction Management	The management of transaction at the individual store.
		Channel Transaction Management	The management of transactions for the individual channel.
		Service Customer	Provide service to customer in store.
		POS Execution	POS transaction with customer.
	Merchandise Analysis & Reporting	The ability to analyse and compare merchandise data in order to increase returns.	
Distribution & Warehousing	Supply Chain Strategy	Supply Chain Strategy	Strategy for distribution, warehouse, supply chain.
	Transportation	Transportation Planning	Optimized planning for freight consolidation, transportation mode, and carrier selection.
		Transportation & Fleet Management	Management and operations of transportation.
	Product Movement	In-Bound Logistics	Receiving, storing, and disseminating incoming goods or material for use.
		Intra-Company & Outbound Logistics	Movement of material associated with storing, transporting, and distribution a firm's goods to its customers.
		Returns & Reclamation	Sold merchandise returned by customers for refund and seller's legal right to take back not paid-for goods.
		Product Track & Trace	The process of tacking and tracing product movements within the supply chain.
	Distribution Node	Offsite Reserve (Warehouse) Management	The ability to control the movement and storage of materials within a warehouse and process the associated transactions, including shipping, receiving, putaway and picking.
		Distribution Centre Management	The management of the efficient transfer of goods from the place of manufacture to the point of sale or consumption.
		Yard Management	Managing a warehouse dock or yards schedule, assets, load and throughput to increase efficiency.
	Distribution Analysis	Distribution Analysis	Analysis and optimisation of costs and timings associated with supply chain distribution.
	Business Administration	Corporate	Corporate Strategy
LOB Strategy & Planning			Includes IT strategy
Location Strategy			The process of developing store location objectives.
Corporate Audit			An examination and verification of a company's financial and accounting records and supporting documents by a professional, such as a Certified Public Accountant.
Business Performance Reporting			Business performance reporting including business intelligence.
Financial & Risk		Financial Management & Planning	Dealing with financial decisions business enterprises make and the tools and analysis used to make these decisions.

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		Corporate Accounting	GL, AP, Treasury, etc.
		Credit Operations	Management and monitoring of lending.
		Risk Management	Process by which an organization sets the risk tolerance, identifies potential risks, and prioritizes the tolerance for risk based on the organization's business objectives.
		Stock Ledger	Record of a corporation's stock ownership.
		Financial Analysis & Reporting	Assessment of the viability, stability and profitability of a business, sub-business or project.
	External Relationship Management	Supplier Relationship Planning	Planning interactions with logistic suppliers.
		PR & Investor Relations	Process by which the corporation communicates with its investors and the general public.
		Alliance Management	Management of relationship between organisations to pursue a set of agreed upon goals or to meet a critical business need.
		Supplier Performance Management	Continuous cycle of supply and capability assessment, performance monitoring, and improvement identification.
	Legal	Contract Management	Management of contracts made with customers, vendors, partners, or employees. C
		Legal & Regulatory Compliance	Process that records and monitors the controls, be they physical, logical or organisational, needed to enable compliance with legislative or industry mandates as well as internal policies.
	Facilities & Assets	Facilities & Asset Management	Coordination of safe, secure, and environmentally-sound operations and maintenance of facilities and assets in a cost effective manner aimed at long-term preservation of the asset value
		Indirect Procurement	Indirect procurement activities concern "operating resources" that a company purchases to enable its operations.
		Real Estate & Construction Management	Management of real estate and construction.
	HR Management	HR Management	Career development, training, recruiting.
		HR Administration & Payroll	Management of human resources and payroll processes.
		HR Analysis & Reporting	Process used to collect information about the duties, responsibilities, necessary skills, outcomes, and work environment of a particular job.
	IT Management	IT Systems & Operations	Management of IT Systems infrastructure and operations.
		IT Development	Development of IT Capability
	Quality Assurance Management	Quality Assurance	All policies and systematic activities implemented within a quality system.
Sales Audit	Sales Audit	Review of daily sales journals against receipt of funds.	

These application components are depicted diagrammatically as follows.

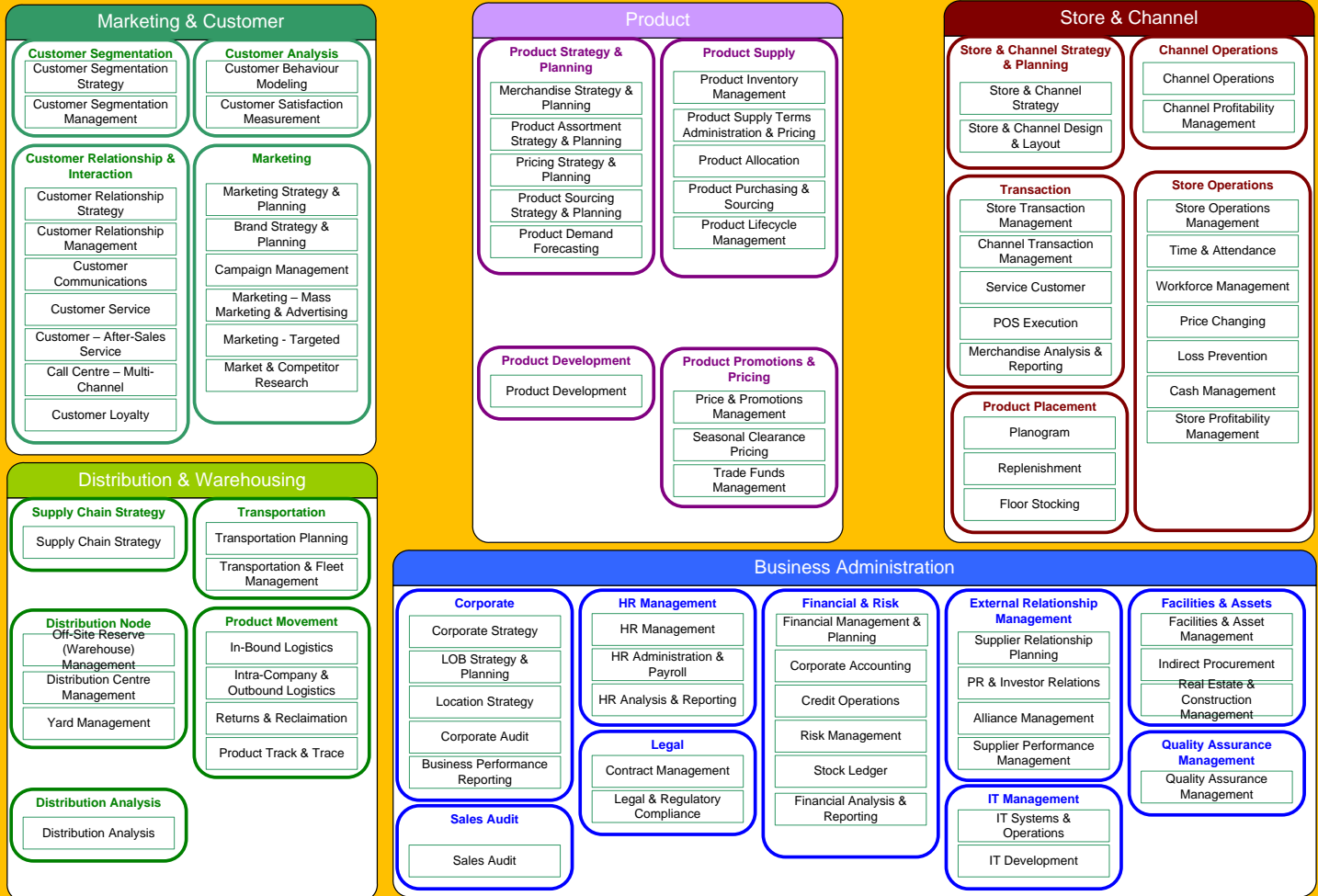


Figure 1 – Application Component Model