

Decision Taking in the Food Retail area – A Maltese Entrepreneur’s Perspective

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Problem Statement

The food retail sector has grown over the years and from small grocery shops we are now seeing large supermarkets and food retail chains. Analyzing the Entrepreneur’s mindset in defining the strategy and how Information Technology and Business Informatics play in the decision taking process.

Project Overview

The goal of this study is to understand the mindset of the Maltese entrepreneur in setting up a food retail store when it comes to making short, medium and long term decisions and how Information technology and Business Informatics may be used in helping the Directors and management take informed decisions while formulating their strategies. This study will also propose the type of infrastructure needed to provide Business Intelligence to the Knowledge User thereby use BI as tool to take decisions based on accurate real-time data. BI will also help the food retailer to run a more efficient operation and be more effective in the competitive market.

Research Approach

This is a qualitative research using Grounded Method Theory (GMT) to understand the Entrepreneurs’ mindset in the decision taking process and how Information Technology and Business Intelligence played was employed along the years.

GMT gives the opportunity to seek out and conceptualize the patterns of the thought processes of the Entrepreneur in setting up a successful food retail store.

Research Objectives

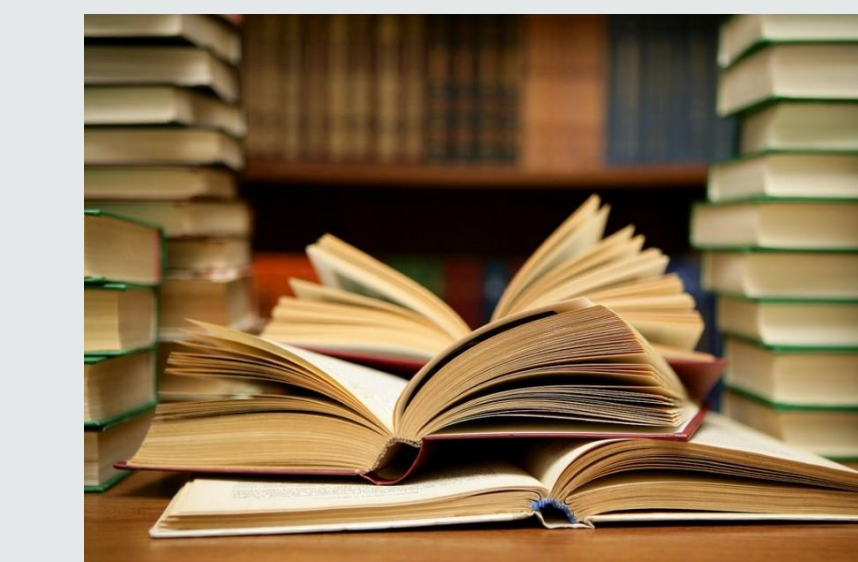
- The entrepreneurial mindset of the Owner / Director and the thought process in decision taking and setting up strategy.
- Understand the different areas of food retail, starting from pre to post sales and customer satisfaction
- The effectiveness of BI in creating a competitive advantage
- The use of Business Informatics in helping management preparing the strategy of the entity.

References

- Al-Ali et al, 2015
- Aquilina Ronald, 2011
- Dobson et al 2003
- Gerwal and Levy, 2000
- Rizzo & Fullford, 2012

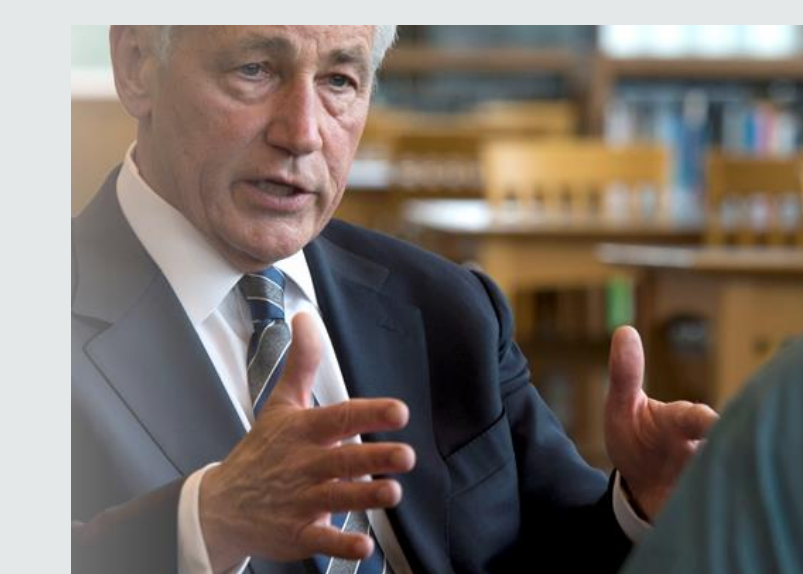
Methodology

Method I – Literature Review



Information extracted from online media including web-sites, ecommerce sites and other social media applications. In some cases, printed media and other marketing brochures available was reviewed. This was augmented by an extensive literature review on areas relating to food retail such as Customer Experience, Supply Chain, IT adoption and use of BI in this sector amongst others.

Method II – In depth Interviews



Recorded face to face interviews with five leading food retail Entrepreneurs – which are also the decision takers. The interview was based on open-ended questions which allowed to get ‘rich data’ in the insights of the interviewer. The interviews were transcribed and coded as defined in the Grounded Method Theory.