Chapter VIII

Retailer Case Study

In this chapter we will demonstrate the usage of development tools provided by Oracle™ Developer. The tools help users create forms, queries, projects, and other applications needed for practical purposes. Notice that we use Oracle™ Developer 6.0 for this chapter. Newer versions will have more features. Before demonstrating the usage of Oracle™ Developer, we will present another case study whose database has to be developed first.

Problem Description

National Ltd. is a major retail-chain company. Being the market leader in the retail industry, National has been urged to give extra attention to its database system. The excellence of the database system helps National in controlling its inventory better, in providing better service to the customer before and after transactions, and in maintaining its huge collection of internal organizational data.

Currently, National has six major retail companies under it. Three of them concentrate on food and daily goods, which are called Company Type 1, and the other three focus their business on clothing, housing furniture, and appliances, which are called Company Type 2. Figure 8.1 shows the details for each company.
While the first three are Type 1 companies that are segmented based on the operational state, the last three are Type 2 companies that are segmented based on the income of the market. Among Company Type 1, OZ Buyer operates in NSW and ACT, Goodies covers VIC, SA, and TAS, while Super Mart has a very wide operation area from QLD, NT, and WA. Among the other three companies, Housemate is in the lower market, Piglet is in the middle market, and Liz and Neil is in the upper market. The data stored in this database is shown in Figure 8.2.

As the size of each company has expanded tremendously in the last 5 years, National has decided to have different shares listed for each company. The information about the shareholders is kept in the database system, which
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