

24 Hour Society



24 Hour Society

Objective 1

Objectives.

- What is the 24 hour society?
- Describe the growing 24 hour society?
- In special detail explain the reason for the growing number of E-commerce and 24 hour supermarkets and specialised stores?

Analysis of main elements of the system.

These days extended working hours are not uncommon. The 24 Hour Society is one in which certain activities are performed around the clock. The old saying "there is a time and a place for everything" no longer holds true. This trend is partly driven by the levels of convenience demanded by consumers, but also enabled by changes in legislation and the increasing opportunities provided by technological innovation.

Identification of several sources of primary and secondary information.

Primary and Secondary	Secondary	Primary
Library	Internet	Interviews
2hrs	1 ½hrs	1hr

When using the library I will look in books with the most relevancies to my objectives, for instance I would want to look up why shops decided to become E-commerce and not just lists of E-commerce shops although this could also be partly relevant.

Using the Internet will be very difficult for this case study, the reason for this is because if you search using the keyword 'E-commerce', '24 hour' or '24 hour society' many of the results will be just online shops with out information of the reasons they become E-commerce, however some other reports published on the 24 hour society might be useful.

Interviews will also be quite hard but not impossible. It is not easy to find someone who has an active role in E-commerce businesses this is because of the 'junk' on the Internet.

Detailed research plan.

Visit County Library

Using Library search engine input "24 hour society" and other variables

Note down the placement number of the section

Go to that section and collect books that seem most relevant

Scan through books and look for information on the 24 hour society

Mark places in books with bookmarks

Check out the books and take them home for heavier research

Find a computer with Internet access

Go to a search engine such as <http://www.google.com> / <http://www.yahoo.com> / <http://www.ask.co.uk>

Type in the key work '24 hour society'

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Scan through search results for relevant sites

If sites are too general try using boolean commands such as '+', 'AND' or 'NOT'
From results copy relevant information in to a word processing program such as
Microsoft Word and edit it down in to useful points
Save and print

Find a person with information you would like to hear from him/her

Ask if you could record the conversation to write the report

Ask the person the questions and push for a detailed response

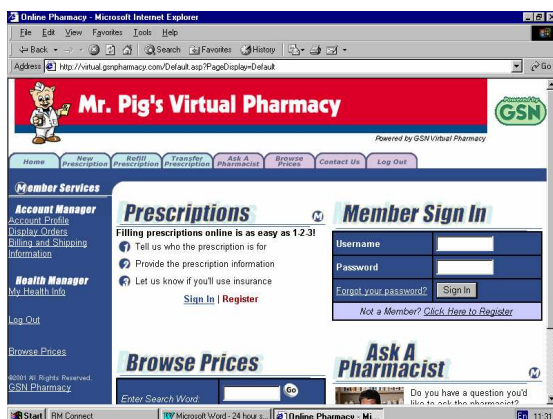
When you believe you have enough information thank the person for their time

Use the recording to help write your report

Objective 2

Information

The 24 hour society is an expression offered to characterize the present modern society. The 24 hour society is one in which certain activities are performed around the clock. Some 24 hour systems include 'NHS' Direct, Online voting in New York, and 24 hour supermarkets pervasively Piggly Wiggly the first online supermarket to provide a virtual pharmacy. Piggly Wiggly partnered with Minneapolis based Grocery shopping Network (GSN) to launch an e-commerce strategy that will provide online pharmacy services and grocery shopping through the Piggly Wiggly consumer web site <http://www.pigglywiggly.com>.



Stores can set up online shopping via the pigglywiggly.com site or through their own unique web sites, or both. According to Richard Varnon, director of e-commerce for Piggly Wiggly Company, the new Piggly Wiggly virtual pharmacy will enhance the service and convenience already provided by Piggly Wiggly retail supermarkets and add an important e-commerce element to the company's business-to-consumer web site. It is clear from piggly wiggly's history that they have all ways been forward thinking:

Piggly Wiggly, America's first true self-service grocery store, was founded in Memphis, Tennessee in 1916 by Clarence Saunders.

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Piggly Wiggly was the FIRST to...
 ...provide checkout stands.
 ...price mark every item in the store.

...Give shoppers more for their food dollar through high volume/low profit margin retailing.
 ...Feature a full line of nationally advertised brands.
 ...use refrigerated cases to keep produce fresher longer.
 ...put employees in uniforms for cleaner, more sanitary food handling.
 ...design and use patented fixtures and equipment throughout the store.
 ...franchise independent grocers to operate under the self-service method of food merchandising.

Objective 3

Analyse of effectiveness

The 24 hour society has been very effective, Internet shopping and banking are now nothing unusual. In my interview with Daniel Adams Internet shopper he quoted

'I often use the Internet to purchase items like CD's, they are usually cheaper over the net and now there is no problem with returning faulty items like there was a few years ago.'

Here Mr Adams is saying that now Internet shopping is so popular you can easily take a product back to a physical store in the nearest town. Millions of People use the Internet to buy there grocery shopping this is because you do not have worry about bagging and bringing your shopping home it is all done for you, you don't have to walk around the supermarket with your children and Internet shopping will save your petrol cost and in the long run save the environment. Therefore this system is effective.

Detailed conclusions including strengths and weaknesses.

Strengths	Weaknesses
Internet Shopping Usually cheaper price Easy to use No need to leave the house No closing time	Internet Shopping Not all shops are UK based Returns can some times be tricky Credit Card details can leak out Not very personal
24 Hour Supermarkets Less busy at later times Can get food cheaper if it is just a few minuets past its sell by date.	24 Hour Supermarkets Floor staff work after 10pm Desperate Vagrants often hang around at later times to mug unsuspected people outside.

+ conclusion

Objective 4

Proposals and personal Evaluation.

I feel that the 24 hour society is one that has been developed well and works well with modern day people. This system is very successful because it makes everyday

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tasks, such as voting, shopping, working and playing all able to be done through the internet connection in your own home. This helps disabled people work, and also people in remote areas can work with out having to travel miles to work, thus saving the environment. The amount of people working at night has almost

doubled since 1980 and with shops now opening on Sundays profit is not so hard to find from tertiary businesses. The only faults that can be noticed with this system is the simple fact that not every body owns a computer in the UK.



Bibliography

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