**Figure 1. Trail Rides Wales Information Flow[[1]](#footnote-1)**



1. Using the results of the interview, we have built a diagram of information flow between the company, its customers and suppliers. As a guide to reading the diagram, information flow can start with Business Management (e.g. the business owners, board etc.), communicating the business offer for Marketing purposes. Customers react to this offer either by seeking sales information or placing sales of products/services. To respond to Sales, Purchasing information flows to Suppliers (and back). Sales data may then flow to Delivery functions or agents, and to Customers. Sales and purchasing data will also flow to Accounting & Finance. We depict digital, partly digital and non-digital information flows in green, amber and red, respectively. This flow is likely to be a non-linear process, with feedback generated in all parts of the diagram. [↑](#footnote-ref-1)