

software applications for business

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FILE	20381_MOHAMMED_GULAM_ROBBANI_SOFTWARE_APPLICATIONS_FOR_BUSINESS_344336_1116640106.DOCX (123.52K)		
TIME SUBMITTED	23-APR-2021 12:32PM (UTC+0100)	WORD COUNT	1781
SUBMISSION ID	150248299	CHARACTER COUNT	9711



Use of Applications Portfolio

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23/4/2021

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Executive summary

This report has looked at the primary software applications we have explored to aid and improve the business activities within our organisation. We have incorporated the following programs into our company in hopes that this will improve our overall performance with the business. Google, Gmail, Microsoft word, Microsoft teams, skype, Microsoft PowerPoint and Excel. We as a company would like to see improvements in the future, to enable us to increase sales and maximise our profits to ensure over all succeed of our organisation.

Introduction

This report will attempt to explore the many useful software applications available to all businesses worldwide. This report will also explore the software applications we as an organisation have chosen to utilize to assist us in our everyday business activities. We will also look at the use of these applications and the many benefits, advantages and effects it has had on our business as whole and our recommendations as an organisations on these software applications. Technology has effects on business and the way in which business's operate, from big and small size company's, technology appears to have tangible and intangible advantages that can assist company's in increasing profits and performance.

Main findings

A little insight into our organisation, Bibi's bakery we are a small run business in the city center of Swansea we run a successful busy bakery/cafe we employ around twenty staff in total this includes waiting staff cooks cleaner's handy men and delivery drivers. Here at Bibi's bakery, we supply food and beverages to many consumers locally this includes local businesses, students, and the general public. We pride ourselves on supplying excellent customer service and exceptional quality food and beverages unlike many of our rival traders we offer a very wide variety of vegan and Halal options in addition to this we also supply a lot of fair-trade products to our customers. Our requirements our as follows, we require a software program to help organise our staff rotors more efficiently and effectively we also require a software program which can help us to monitor and organise our accounts this will include things such as our current income and outgoings staff wages utilities and our profits. We are also looking for a software program to enable us to communicate with our team outside the workplace due to the current pandemic this is vital for us to be able to maintain a good line of communication with our staff we need to be able to continue to perform team meetings from home to keep our staff

notified and updated on the current business's activities. We are also hoping the adoption of the right communication software applications will enable us to overcome communication barriers and eliminate errors, we would like this to ultimately save us time and money going forward. So that we can reduce Labour and workload of our employees and decrease the outgoing of wages so that we may make more profit in the future this will be beneficial to the success of our organisation in the future. "Organisations have been adapting to new technology opportunities and innovations to transform their businesses for over twenty-five years" (D, Chaffey 2002).

As a twenty first century organisation we recognise the need to keep up with the current technological advances and trends in order to grow our business, so we have adopted the software programs we think will best aid our business activities. "The software industry is in a fast-paced league of its own. The drive to have the highest level of speed, the highest level of flexibility in strategic planning, and the need to manage talent of a different generation and mindset, make it truly unique" (M, Cusumano 2004).

Microsoft word will be used for creating all digital documentation and correspondence within the workplace, we have found the program to be very user-friendly no training is required to use this software application and it takes very minimal effort and certainly helps to save time and reduce our costs on paper materials, in addition to this we have found Microsoft word to be very appealing. As a business we want to seem professional, office allows us to do this by having many features to choose from such as professional templates, fonts and styles for all our word processing needs. We have decided to use the well-known search engine Google for all our research purposes, Google is a worldwide recognised search engine used by millions. We are confident that this will be the best choice for all our research purposes within our workplace. We have chosen the Excel program for analysing, storing and collecting our data for the business, this program will primarily be used for our accounts as we have found the spreadsheets to be extremely useful and this software helps immensely with organisation and presentation in reference to our accounts, as well as its great format features Excel offers all the basic spreadsheet and database features plus more. We have identified Microsoft teams to be the most suitable software for our communication and collaboration purposes, Microsoft teams enables teams all over the world to communicate from basically anywhere around the globe. With its user-friendly software and many communications and collaboration features we are certain that this will be the best tool for our business communication purposes. "Microsoft's new chat-based collaboration software has many rich features that enable teams to be more efficient and save valuable time and resources" (M,Hubbard, 2018). In addition to this we have also opted to use Gmail services as a faster easier way to send quick messages and emails amongst the team, as is most of the software applications Gmail has a vast number of benefits too with its significant storage space which allows users to store as much information as required. Gmail can be

accessed pretty much anywhere in the world with adequate internet access, Gmail has proven to be a cheaper line of communication and has proven to save a lot of manpower. This software also has added protection and security of data, this handy email platform can also store messages instantly and automatically synchronises with outlook. We have already adopted this application previously and will continue to use this as one of our main sources of communication amongst staff and for communicating to our partners, traders and consumers. We can conclude that being on Gmail has benefited the business and has saved us valuable time money, resources and manpower. Skype is another software application we have acknowledged as being a very useful tool of communication especially for team meetings, there are many benefits of incorporating skype into an organistaion here are a few advantages we have discovered as a team. We found the software to be lost cost very flexible, it was easy and free to download, and we had no installation fees to pay for. We also like how you can make instant video calls to business contacts, and we especially favor the instant messaging service skype currently offers to its users. In addition to this you can collaborate calls and videos messaging from one platform from various locations which makes it very desirable for business and organistions, we have found that skype has enhanced our productivity and level of communication. We also found that skype has quite a high level of security. The Microsoft PowerPoint software has also been identified as a useful program to present findings for our business activities. We recognise the many benefits adopting a new software can have for us an organisation, we believe taking advantage of the new software applications will allow us to cut costs by reducing the time we spend on routine tasks. We also recognise these software programs will also help to improve the efficiency of our staff and increase productivity; it can also allow us to replace the current more old-fashioned paper processes we still currently use here at bibis' bakery. We strongly believe that adaption of the right software applications will reduce our workload and will enable us to work more efficiently and communicate more effectively with our suppliers and consumers. As with many things there are always disadvantages as well as advantages, but the advantages outweigh the disadvantages by far. "In order to run a successful business today's manager needs to combine business skills with an understanding of information systems and the opportunities and benefits that they bring to an organsiation" (P, Bocij, 2018). Ceo's all over the world are responding to digital transformation and applying it to their existing traditional business activities and routines, with digital savvy customers and a worldwide connected society. The new digital age is affecting all areas of business with all the technological changes and adaptions occurring no business is exempt from these changes and affects. This global digitisation Is affecting all aspects of business operations varying from the products to the customers themselves to customer relations and communications, workplace interactions and everyday business activities. (N, Evans 2017)

Conclusion

After implementing the named software applications into our daily business activities, we have found productivity and efficiency levels have improved immensely over a brief period, we can also see that communication has improved significantly. There have been less errors in daily activities and there have been no more barriers with communication this is both on a managerial level and amongst employees. We feel we have adopted the relevant applications that we were seeking to carry out our everyday business tasks, activities and will continue the use of these software applications during our business venture. We strongly believe that the adaption of all the right software applications for us has had a positive effect on our business productivity and core activities. "The issue for business and IT executives is that digital disruption is here and is impacting all industries, the challenge is how will you respond today and tomorrow" (N, Evans 2017).

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GENERAL COMMENTS

Instructor

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