



Individual Report

Information Systems Improvements

Programme: BA (Hons) Leadership and Management Skills for the Workplace

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1. Introduction

- Overview of the business case

AkPerog Ltd. Is a fast-growing consumer electronics retailer with 30 stores and an online shop. Sales have increased quickly in the past year, and the company wants to expand even more. However, the business is facing several operational challenges because its information systems are old, disconnected, and mostly manual. These issues now affect customer satisfaction, staff efficiency, and the company's ability to make good decisions.

- Identification of key challenges faced by the organisation

The biggest challenge is the manual inventory tracking system, which causes stock mistakes between stores and the online platform. Many customers order items online that later turn out to be unavailable. This leads to cancellations, refunds, and unhappy customers. Store managers also struggle with too much stock of some items and too little of others, causing lost sales and delays.

Another major issue is the poor customer relationship management (CRM) system. Customer information is stored in different places and not connected. Staff cannot easily check purchase history or track complaints. The marketing team cannot send targeted offers, and the support team cannot solve customer issues quickly.

Decision-making is also slow because sales data is collected manually using spreadsheets, which often contain errors. Managers do not have access to real-time information, making it difficult to forecast sales or plan stock purchases.

Finally, the company's systems do not meet GDPR data protection standards. There are no strong access controls, meaning customer data could be accessed by wrong people. This puts the company at risk of cyber-attacks, fines, and legal problems.

Because of these challenges, AKPerog Ltd needs a modern information system to support growth and improve efficiency. This report will evaluate the current systems, highlight the gaps, recommend suitable new systems, and provide an implementation plan.

2. Evaluation of Existing Systems

➤ Current Inventory System

AKPerog Ltd. Currently uses manual inventory tracking. Staff update stock levels by hand, using paper forms or spreadsheets. This method is slow and often incorrect.

Problems identified:

- Stock numbers are often wrong.
- Online customers purchase items that appear available but are out of stock.
- Store managers cannot easily predict which items will run out or which items are overstocked.
- Manual work takes a lot of time and increases human error.

This system is not suitable for a business with 30 stores and an online platform. It cannot support further growth.

➤ Current CRM System

- Customer information is stored in multiple disconnected systems. For example:
- Online orders are stored in the e-commerce database.
- In-store purchases are recorded separately.
- Customer complaints are tracked in email inboxes or spreadsheets.

Problems Identified:

- Customer history cannot be viewed in one place.
- Marketing cannot send personalised offers because data is scattered.
- Support teams cannot easily verify past problems or purchases.
- Data is duplicated or missing.

This results in poor customer service and misses marketing opportunities.

➤ Current Sales Reporting System

The sales reporting process is mostly manual. Managers export data into spreadsheets and create reports by hand.

Problems Identified:

- Data is often outdated when reports are finished.
- Reports may contain mistakes.
- Decision-making is slow because managers do not have real-time data.
- Forecasting is unreliable.

A growing company needs fast, accurate data to make smart business decisions.

➤ **Data Protection and Security**

The current systems have weak security controls:

- Many staff members have access to customer data even if they do not need it.
- Data is not protected with strong passwords or encryption.
- There is no proper record of who accessed what information.
- GDPR compliance is not fully followed.

This puts the company at risk of fines and cyber incidents.

3. Recommended Solution: Microsoft Dynamics 365

To solve these problems, AKPerog Ltd. Should introduce a fully integrated Enterprise Resource Planning (ERP) system with built-in Customer Relationship Management (CRM) features. An ERP system brings together key business functions such as inventory control, sales, finance, reporting, and customer management into one central platform.

Suitable modern systems include:

- **SAP Business One**
- **Microsoft Dynamics 365**
- **Oracle NetSuite ERP**

For this proposal, Microsoft Dynamics 365 is recommended because it is cost-effective, cloud-based, scalable, and easy to integrate with retail and e-commerce platforms.

4. Justification for the Recommendation

A modern cloud system like Dynamics 365 is best option based on AKPerog's needs, efficiency goals, cost, and scalability.

✓ **Business Needs**

AKPerog Ltd. needs integrated inventory, CRM, and reporting systems. Dynamics 365 is designed to link all these areas into one platform.

✓ **Efficiency**

Automation reduces manual work and helps staff process tasks faster. Studies show that automation increases productivity and lowers error rates.

(Henderson, 2021)

✓ **Cost**

Cloud systems reduce long-term costs because businesses do not need to buy servers or maintain expensive hardware (Forrester, 2021). Research also shows technology investments improve efficiency and reduce operational costs over time.

✓ **Scalability**

Dynamics 365 can easily be expanded as the company grows. Scalable ERP and CRM systems are essential in retail businesses experiencing rapid expansion.

5. How Dynamics 365 will Improve Operations, Data Management, and Decision-Making

Microsoft Dynamics 365 will bring major improvements to AKPerog Ltd by replacing manual and disconnected systems with one modern, centralised platform. This will help the company work faster, reduce mistakes, and make better business decisions.

1. Improved Operations

Dynamics 365 will make day-to-day operations much more efficient.

✓ **Real-Time Inventory Tracking**

The system updates stock levels automatically across all 30 stores and the online shop. This reduces stock errors, prevents overselling, and improves order fulfilment. Automated inventory tracking helps retailers work faster and avoid financial losses caused by manual mistakes.

✓ **Faster Order Processing**

Because all stock data, customer details, and orders are connected in one place, staff can process online and in-store orders more quickly. This leads to faster delivery and fewer customer complaints.

✓ **Better Customer Service**

The Customer Service module gives staff instant access to purchase history, complaints, and order status. This allows customer support teams to answer questions faster and provide more helpful solutions. Centralised CRM systems are proven to improve service quality.

✓ **Reduce Manual Work**

Automation removes repetitive tasks such as spreadsheet updates, manual stock counts, and re-entering customer data. Automation increases productivity and reduces error rates.

2. Improved Data Management

Dynamics 365 creates one shared database for all departments. This makes data more accurate, secure, and easier to manage.

✓ **Centralised Customer and Sales Data**

Instead of storing information in different systems, Dynamics 365 keeps everything in one place. Centralised data helps staff find information quickly and improves communication between departments.

(Brown, 2019)

✓ **Strong Security and GDPR Compliance**

Dynamics 365 includes secure access controls, data encryption, and audit logs. These tools help protect customer information and support GDPR compliance.

✓ **Cleaner and More Accurate Data**

Because the system updates automatically, there are fewer mistakes from manual data entry. Accurate data is essential for forecasting, stock planning, and customer service.

✓ **Cloud-Based Storage**

Cloud storage lowers the risk of lost data and reduces the need for physical servers. Cloud systems also make data accessible from any store or office.

(Forrester, 2021)

3. Improved Decision-Making

Dynamics 365 includes dashboards, analytics, and real-time reporting tools that help managers make better decisions.

✓ **Real-Time Reports and Dashboards**

Managers can see up-to-date sales figures, stock levels, and customer trends at any time. Real-time data improves business forecasts and supports faster decisions.

✓ **Better Sales Forecasting**

The system helps predict future sales by analysing past customer behaviour and seasonal trends. This reduces the risk of overstocking or running out of popular products.

✓ **Performance Tracking Across All Stores**

Through Dynamics 365, management can see which stores are performing well and which need support. This helps guide promotions, pricing decisions, and staffing.

✓ **Data-Driven Strategy**

With accurate data, AKPerog can create more targeted marketing campaigns, improve customer loyalty and reduce unnecessary costs. Businesses that use data-driven decision-making outperform those that rely on manual reports.

Overall, Dynamics 365 improves operations by automating tasks and speeding up order processing. It strengthens data management through a single, secure system with accurate information. It also supports better decision-making by giving managers real-time insights and forecasting tools. These improvements will help AKPerog Ltd reduce errors, increase customer satisfaction, and support long-term growth.

6. Steps to create a software implementation plan



Source: (Created by Myself)

Potential Challenges to Consider

- Staff resistance or slow adoption due to unfamiliarity with new technologies.
- Data migration issues, such as inaccurate or duplicated records.
- Integration difficulties with older hardware or third-party systems.
- Temporary disruptions to operations during rollout and testing.
- Cost overruns if additional customisation or extended training is required.

A proactive training plan, strong communication, and phased rollout will help minimise these challenges.

7. Conclusion

This report has examined the operational challenges faced by AKPerog Ltd and recommended the implementation of Microsoft Dynamics 365 as the most suitable information system to support the company's growth and improve overall performance. The analysis showed that the business is currently struggling with several critical issues, including inaccurate stock records, disconnected customer data, manual reporting processes, and limited compliance with data protection regulations. These problems negatively affect customer satisfaction, decision-making, and operational efficiency.

The evaluation of AKPerog Ltd.'s existing systems revealed that manual processes and outdated technology are no longer capable of supporting a fast-growing retail organisation. The lack of integration across departments causes delays, errors, and repeated work. Studies highlight that modern ERP and CRM systems significantly improve accuracy, workflow efficiency, and data quality, especially in multi-branch retail environments. Therefore, the need for a more advanced and connected system is essential.

(Laudon & Laudon, 2022)

The recommended solution – Microsoft Dynamics 365 – offers a single integrated platform that brings together inventory management, sales, finance, and customer relationship management. Dynamics 365 will improve operations by automating stock updates, reducing human error, and providing real-time visibility across all 30 stores and the online platform. This allows faster order fulfilment and more reliable customer service. The system also supports better data management by centralising customer records and purchase histories, which enables personalised marketing and more efficient handling of complaints.

(Microsoft, 2023)

A major benefit of the new system is its ability to improve decision-making. With real-time dashboards, automated reports, and predictive analytics, managers will be able to make faster, evidence-based decisions that support planning and forecasting. This helps the company respond quickly to market trends and avoid stock shortages or excess inventory.

Furthermore, Dynamics 365 provides strong long-term value because it reduces manual labour, lowers operational costs, and does not require expensive hardware. As a cloud-based system, it is also scalable, allowing the company to add new modules and users as the business continues to expand.

Overall, the implementation of Dynamics 365 is expected to deliver significant benefits, including improved efficiency, better customer service, enhanced data accuracy, and stronger decision-making. This system not only solves AKPerog Ltd.'s current challenges but also supports future growth, competitiveness, and long-term digital transformation. For these reasons, Dynamics 365 is the most appropriate and strategic solution for the organisation.

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