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1. Introduction

The enterprise AKPerog Ltd has been growing into a major consumer electronics provider, by operating with 30 or more stores and even running its own e-commerce platform. For the moment, its stronger sales pale in comparison to the fact that the organisation has been suffering from operational issues, mainly due to its insistence on using outdated IT systems and disconnected infrastructural systems. This is aggravated by their persistence in manual inventory tracking, which creates stock discrepancies, bringing in fulfilment delays with fragmented customer data that was scattered with their CRM (customer relationship management) processes, hindering marketing efforts. Even their decision-making turned out to be poor due to their reliance on consulting outdated spreadsheet reports. Finally, AKPerog's operational systems suffer from the absence of efficient GDPR compliance, which increases security risks around data.

2. Evaluation of existing systems

AKPerog Ltd has developed a consistency in terms of delivering value around their physical stores, but their integrity in terms of the e-commerce distribution network is still in question. This is primarily driven by the fact that they continue to rely on manual inventory management, which is bound to allow human error and other inconsistencies to creep in around the decision-making reports and collation systems (Bijmolt et al., 2019). A few roles surrounding the inventory management system include manual counting of products, inputting data from the audit into the spreadsheets, and storing the customer data, which are not secured to each other but are separately uploaded in other places within a network. This creates a scope for massive miscommunication when departments like sales, finance, IT, and marketing must work together to manage the business interests of the company (Ovezmyradov, 2022).

Recently, reports have surfaced as of 2023, which indicated that 62% of the retailers were continuously struggling with overstocking problems, while 56% of the other electronic distributing retailers failed at predicting future dead stock that reduced product inventory visibility courtesy of their inadequate listing of stock positioning (Mitchell, 2024).

Meanwhile, with customer relationship management or CRM data becoming scattered across databases, inadequacies arise in department data silos, affecting consistent decisions. Such data silo related problems create a 20% reduction in revenue and up to \$3.48 million worth of damages (Rabadiya, 2025).

Additionally, the non-compliance of AKPerog Ltd with General Data Protection Regulations or GDPR prevents them from receiving secure access controls. This results in further outdated of systems and amplifies the disconnected silo related risks (Ovezmyradov, 2022). A study published by the Cisco Data Privacy benchmark revealed how 94% organisations stated that if customer data was not adequately protected, the same consumers became unwilling to purchase items from such retailers (Kirsten, 2023). In fact, it has created a

diverse perception towards data privacy among wider retailers, with 95% of the enterprises considering privacy as imperative to maintain business integrity.

Furthermore, there existed a lack of follow-ups and feedback from the respective departments of AKPerog Ltd. This was mainly considering that each department, like sales, finance, marketing, IT, and others, worked with independent software systems (Abumalloh et al., 2023). Then, data collection was performed manually, which allowed for massive duplication, related sorting issues, wasted time on the part of the management to unite with their operations team, and vulnerable scalability, with implications affecting cross-functional decision-making capabilities. The same was confirmed by different research papers, which unravelled a pattern in error-creation (Abumalloh et al., 2023). This was especially witnessed with 900,000 employees or more revolving around retail companies who had to trace back on committed errors, before they undertook their own decisions in consideration of the enterprise in question (Giolito and Golsorkhi, 2023). Also, 22 separate incidents showed that employees were more bothered by arguing and questioning the strategy, rather than coming up with a steady and continuous strategy (Giolito and Golsorkhi, 2023). This drove down productivity further within the retail corporations and those who thrived in the commodity distribution business.

3. Recommended Solution

Taking the suggestions of Fred Davis, through his 'Technology Acceptance Model', which was brought into practice during 1989, explains how a user's intention (in this case being AKPerog ltd) to accept a technology is mainly driven by their perception of how useful the innovation is in actuality and how easier it makes their working (Vorm and Combs, 2022). These can be derived from the characteristics below, which are also a part of the framework.

Perceived Usefulness: The retailer AKPerog Ltd.'s best solution to tackle their inventory-related problems, inter-departmental communication issues, and lack of GDPR compliance to create an integrated network for data management can only be resolved through the deployment of ERP (Enterprise Resource Planning) systems (Al Maruf, 2025). That can establish CRM (Customer Relationship Management) along with real-time inventory implementation modules. However, the ERP solution must be cloud-capable, which also allows it to perform in a hybrid capacity, by supporting multi-channel retail-related solutions (Tuli and Kaluvakuri, 2022). That also deals in centralised data management principles followed by better scalability surrounding physical stores and online channels (Hancerliogullari, Koksalmis, and Damar, 2021).

Some of the key modules that are brought into practice within the ERP implementation will be as follows.

Perceived ease of use:

Firstly, an efficient inventory and warehouse management system with separate assets. Research support that 14% shops showed consistency in terms of product availability increased, while delivery costs came down by almost 1% (Quiroz-Flores et al., 2023).

Secondly, a complete module for order management. According to Adobe Analytics, click-and-collect ordering and kerbside in-store pickups went up in the UK after ERP adoption by 208% since 2019 (George-Parkin, 2020).

Thirdly, supply chain and vendor management that populates purchase order considerations, receiving, and other stock transfer-related considerations (ECI Software Solutions, 2025).

Fourthly, customer relationship management modules that investigate customer history and loyalty lists, including data that features the degree of outputs that were collated during their transactions (Al Maruf, 2025).

Fifthly, Role-based access and audit trail features are borne under GDPR compliance. It is also advised that AKPerog Ltd keep a back-office space for managing their ERP systems separately from the front office. After the execution of ERP-based responsibilities, many retailers have shown ability in terms of reducing 30% dropouts in stock, followed by a 12% increase in timely deliveries, which is a vast improvement from the previously surfaced statistics indicating debilitating productivity (ECI Software Solutions, 2025).

Justification:

The above solution in the form of a robust and integrated ERP system was considered in the case of AKPerog Ltd, considering the following justifications.

Firstly, the current operational systems of the business run on manual accounting, which is inefficient and adversely affects real-time inventory-related visibility (Tuli and Kaluvakuri, 2022). Also, unified customer data was affected, which in turn hurt their ability to navigate stocking, refund-related queries, and the management of dissatisfaction levels among customers.

Secondly, an ERP system will bring in automation for AKPerog Ltd, which will likely reduce any persistent delays, process speed-related concerns, unexpected and untimely errors, and an excess of incurring operational expenditure-related problems which the enterprise might have been seeking after being clueless about the problem (Feng and Ali, 2024).

Thirdly, better scalability advancement can also be achieved by AKPerog Ltd, which connects its online stores with offline ones (Feng and Ali, 2024). This adds flexibility to the original characteristics of the retailer, increasing fulfilment capacities, e-commerce and distribution.

Explanation of how the ERP system practice will improve data management efficiency, operations management, and overall decision-making:

Improvement 1: A unified ERP or enterprise resource planning software in place will enable tracking of different negotiations of products, customers, suppliers, and other considerations in real-time. This will eliminate any manual store stocking-related errors along with online order-centred mismatches. For instance, the retail industry lost more than \$400 billion in revenue considering inventory management-related problems, which were partially resolved

using a 60% efficiency borne from real-time inventory tracking, recovering 1%-3% of the lost sales (ECI Software Solutions, 2025).

Improvement 2: Continuous keep of an ERP system allows both online and offline customer data to be directly fed under a single module. This helps AKPerog Ltd to bring segmentation of their target markets, along with aligning each customer complaint with overall purchase histories (Santoso et al., 2022). Also, this tactic will enable the retailer to feed the recorded operational data into dashboards, which takes into consideration separate silo checks and consolidation of spreadsheets involving different departments like sales, finance, marketing, and IT.

Improvement 3: Predictive analytics within ERP systems enables increased purchase and sales frequency checks between stakeholders involved with the retailer (Balić et al., 2022). Meanwhile, data mining optimisations allow for better operational cost control and application of controls. They are encrypted with data protection and support using GDPR (General Data Protection Regulation) compliance checks (Balić et al., 2022). This brings down any chance of regulatory penalties and other unauthorised access-related complications.

4. Implementation

AKPerog Ltd needs to establish its ERP+CRM solution in a structured manner by implementing a 12-month roadmap (Santoso et al., 2022). These can lie out the below necessities.

Planning phase for 2 months

AKPerog Ltd can create a steering committee composed of senior members from all departments, like IT, sales, marketing, finance, HR, and the operations managers. They can undertake meetings to consider current processes and define key performance indicators. (Qureshi, 2022). These can be mapped by all the parties involved to create a separate blueprint, which can be further researched later. The process will take only 2 months, but ensure stakeholder clarity is achieved (Qureshi, 2022).

System selection phase for 3 months

Potential ERP vendors need to be considered, especially those who have expertise in retail-specific modules. In fact, AKPerog Ltd might also look for cloud-centric infrastructure that allows for hybrid capacities (Qureshi, 2022). In the UK alone, the ERP (Enterprise Resource Planning) software provider market is likely to achieve a CAGR of 4.09% 2025 to 2030 (Statista, 2025). This will allow the market volume to exceed \$3.61 billion by 2025, which will also gradually push the current revenue of \$2.96 billion even higher. Hence, with a saturated market, the options of high-value vendors providing full POS or point of sale coverage, along with inventory and customer data support, are easy for AKPerog Ltd (Schwarz, 2022).

Customisation and Integration for 2 months

The configuration of the newly obtained ERP system is important, considering AKPerog Ltd.'s existing challenges, like manual inventory handling, which will be automated. The customer history database will be made, which will be populated through existing spreadsheets prepared by the executives (Bouyamh and Jandaeng, 2021). Meanwhile, the ERP network needs to ensure direct data flow, which finally validates documents and other data, is essential. For instance, the company can egg their IT department to use middleware APIs for connecting with existing platforms and ensure seamless data flow (Bouyamh and Jandaeng, 2021).

Testing through training (2 months)

There must be functional training in place for the executives of AKPerog Ltd, as the company needs to select super-users from each department and other frontline users like store managers or e-commerce fulfilment officials, along with support teams (Kirmizi and Kocaoglu, 2021). With an organisation of hands-on workshops, the trainees can learn about the top-most critical factors before inspecting user manuals (Kirmizi and Kocaoglu, 2021). There must be a way for the trainees to directly test the ERP solutions with the ongoing issues for making mock reports of improvements (Schwarz, 2022).

Final Deployment (last 3 months)

This will be the final stage when the integration goes live on a store-wide basis. So, AKPerog Ltd.'s assigned individual will have to monitor metrics like order fulfilment, inventory stock rolling out facilitation efficiency, customer complaint resolution times, and overall employee productivity (Kirmizi and Kocaoglu, 2021). For instance, an ERP solution prioritises 62% digital transformation as a form of priority (Schwarz, 2022).

5. Conclusion

The proposed report concludes by stating that AKPerog Ltd relies on a traditional form of operational management practices. This was witnessed through their manual inventory handling, poor departmental outreach, customer data population in a single database, consistent issues with CRM facilitation, and even non-compliance with GDPR practices. So, it was proposed that the company adopt a wide ERP solution execution which can automate their processes, reduce creeping errors, improve communication among departments, and even allow their customers to be loyal to the retailer. However, it was integral that a 12-month implementation plan saw to its proper deployment and delivery of positive results, citing existing challenges.

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