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Assignment 2 – Individual Report on Information Systems improvements

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Table of Contents

1. Introduction	3
2. Evaluation of Existing Information Systems	3
3. Recommended Solution	5
4. Implementation Plan	7
5. Conclusion	8
References	9

Proposal for Improving Business Performance Through Modern Information Systems at Maldiva Ltd.

1. Introduction

Overview of the Business Case

Maldiva Ltd. is a rapidly expanding consumer electronics retailer operating 30 physical stores alongside an e-commerce platform. While the company has experienced significant sales growth, its existing information systems have failed to keep pace with business expansion. As a result, the company is experiencing operational inefficiencies that negatively affect customer satisfaction, employee productivity, and overall profitability.

The organisation relies on outdated manual processes, disconnected software applications and spreadsheet-based reporting that no longer support its expanding operations. These weaknesses affect inventory management, customer relationship management, reporting, data security and communication between departments.

As IT consultants, the objective is to recommend a modern information system that improves operational efficiency, enhances customer service, supports strategic decision-making and enables future business growth.

2. Evaluation of Existing Information Systems

The information systems currently used by Maldiva Ltd. are no longer capable of supporting the organisation's rapid expansion. Although the existing combination of manual processes, spreadsheets and separate software packages may have been appropriate when the business was considerably smaller, they now create significant operational inefficiencies. Modern retailers require integrated information systems that provide accurate, real-time information across all departments. Maldiva Ltd.'s current infrastructure fails to achieve this objective, resulting in poor communication, duplicated work and slow decision-making.

Inventory is currently updated manually, increasing the likelihood of stock discrepancies between physical stores and the e-commerce platform. Consequently, customers may purchase unavailable

products, leading to cancelled orders, refunds and reduced customer satisfaction. Inaccurate stock records also contribute to overstocking and stock shortages, increasing costs and reducing profitability (Laudon and Laudon, 2023).

Customer data is stored across multiple disconnected systems, preventing employees from accessing a complete customer profile. This limits personalised marketing, delays customer support and reduces the organisation's ability to build long-term customer relationships (Buttle and Maklan, 2019).

Sales reports are manually compiled using spreadsheets, making reporting slow and prone to error. Consequently, managers lack access to real-time information needed for accurate forecasting and informed decision-making, reducing the organisation's ability to respond quickly to market changes (Stair and Reynolds, 2021).

Data protection and information security also represent significant areas of concern for Maldiva Ltd. The business stores large volumes of customer data through both its physical stores and online platform, yet the current systems lack appropriate security measures such as role-based access controls, encryption and multi-factor authentication. These weaknesses increase the risk of unauthorised access to sensitive customer information and may result in non-compliance with the requirements of the UK General Data Protection Regulation (UK GDPR). Failure to comply with data protection legislation could expose the company to financial penalties, reputational damage and a loss of customer trust.

A further weakness is the lack of integration between key business departments. Sales, finance and inventory management currently operate using separate software systems that do not communicate effectively with one another. Employees are therefore required to manually transfer information between departments, creating duplicated work and increasing the likelihood of data entry errors. For example, inventory updates may not immediately be reflected within financial records or sales reports, leading to inconsistencies across the organisation. This fragmented approach slows business processes and reduces productivity, particularly as transaction volumes continue to increase.

Overall, the evaluation demonstrates that Maldiva Ltd.'s existing information systems are no longer suitable for supporting the organisation's operational requirements or future growth objectives. The reliance on manual inventory management, disconnected customer databases, spreadsheet-based reporting and isolated departmental systems has resulted in inefficiencies that negatively affect customer satisfaction, employee productivity and management decision-making. Furthermore, weaknesses in data security expose the company to unnecessary legal and cybersecurity risks. To overcome these challenges, Maldiva Ltd. requires a modern, integrated information system capable of

automating business processes, improving data accuracy and providing real-time access to information across all departments. The following section outlines the proposed solution and explains why it is the most appropriate option for the organisation.

3. Recommended Solution

To address the operational challenges identified in the previous section, it is recommended that Maldiva Ltd. implements an integrated **Enterprise Resource Planning (ERP)** system, supported by a **Customer Relationship Management (CRM)** system and **Business Intelligence (BI)** tools. Rather than introducing several disconnected solutions, the company should adopt an integrated platform that enables all departments to access the same accurate, real-time information. This approach would eliminate many of the inefficiencies caused by manual processes and isolated systems while providing a scalable foundation for future business growth.

A cloud-based ERP system should form the core of the proposed solution because it integrates inventory, finance, purchasing and sales into a single database. This enables real-time updates, improves inventory accuracy and reduces manual data entry, providing employees with consistent information across all departments (Laudon and Laudon, 2023).

Alongside the ERP system, Maldiva Ltd. should implement an integrated Customer Relationship Management (CRM) system to improve the way customer information is collected, stored and utilised. The current approach, where customer records are spread across multiple disconnected databases, limits the company's ability to understand customer behaviour and provide personalised services. A modern CRM system would create a single customer profile containing purchase history, previous enquiries, warranty information and communication preferences. Employees across sales, marketing and customer support would therefore have immediate access to accurate customer information, allowing them to provide faster and more consistent service. According to Buttle and Maklan (2019), CRM systems enable organisations to build stronger customer relationships by improving customer satisfaction, retention and long-term profitability.

An integrated CRM would also strengthen Maldiva Ltd.'s marketing activities. Instead of sending generic promotional emails to all customers, the marketing team could segment customers according to factors such as previous purchases, spending habits and product preferences. The CRM module would provide a centralised customer database, allowing employees to access purchase histories, improve customer support and deliver targeted marketing campaigns based on customer behaviour.

(Buttle and Maklan, 2019). Furthermore, customer feedback and complaint data could be analysed to identify recurring issues, enabling the business to improve both products and services over time.

Business Intelligence software such as Microsoft Power BI would provide real-time dashboards that support forecasting, sales analysis and strategic decision-making (Stair and Reynolds, 2021).

The proposed solution would also significantly improve communication and collaboration across departments. Because the ERP system uses a centralised database, departments such as sales, finance and inventory management would no longer need to manually transfer information between separate systems. For example, when a customer places an online order, the inventory record would automatically update, the finance department would receive the relevant transaction information, and customer purchase records within the CRM would be updated simultaneously. This level of integration would reduce duplication of work, minimise data entry errors and improve operational efficiency across the organisation.

Another important benefit of implementing modern cloud-based ERP and CRM systems is improved data security and regulatory compliance. Maldiva Ltd.'s current systems expose the organisation to unnecessary risks because they lack secure access controls and consistent data management procedures. Most modern enterprise systems include built-in security features such as role-based access permissions, encryption, multi-factor authentication and detailed audit logs that record all system activity. These controls help ensure that only authorised employees can access sensitive customer information while also supporting compliance with the UK General Data Protection Regulation (UK GDPR). Strengthening information security not only reduces the risk of financial penalties but also helps maintain customer trust, which is particularly important within the competitive retail sector.

Although implementation requires investment in software, training and data migration, the long-term benefits outweigh the costs through improved productivity, reduced inventory losses and greater scalability.

Overall, the recommended implementation of an integrated ERP system supported by CRM and Business Intelligence technologies provides the most appropriate solution to the challenges currently facing Maldiva Ltd. The proposed system addresses the organisation's weaknesses in inventory management, customer relationship management, reporting, departmental integration and data security while providing a scalable platform capable of supporting continued business growth. By investing in a modern integrated information system, Maldiva Ltd. would improve operational

efficiency, strengthen customer satisfaction, enhance decision-making, and establish a more competitive position within the rapidly evolving consumer electronics retail market.

4. Implementation Plan

The successful implementation of the proposed cloud-based Enterprise Resource Planning (ERP) system, with integrated Customer Relationship Management (CRM) and Business Intelligence (BI) modules, will require careful planning to minimise disruption to Maldiva Ltd.'s day-to-day operations. A phased implementation approach is recommended, as it allows the organisation to gradually introduce the new system, identify any issues early and reduce the risks associated with large-scale system changes (Stair and Reynolds, 2021).

The **first stage** of the implementation process should involve a **detailed requirements analysis**. During this phase, stakeholders from sales, finance, inventory, marketing and customer service should work together to identify the company's operational requirements and define the objectives of the new system. Understanding current business processes will help ensure that the chosen solution aligns with organisational needs and supports future expansion.

Once the system has been selected, the **next stage** should focus on system configuration and data migration. Existing data should be cleaned and migrated into the new system to ensure accuracy. Removing duplicate or inaccurate records before migration is essential to maintain data quality and ensure reliable reporting. At the same time, the new ERP system should be configured to reflect Maldiva Ltd.'s business processes, including inventory control, sales transactions and financial reporting. Thorough testing should then be carried out to confirm that the system functions correctly and that data has been transferred accurately before full deployment.

Employee training and technology acceptance are also critical to successful implementation. **Davis's (1989) Technology Acceptance Model (TAM)** suggests that users' **acceptance of technology is influenced by perceived usefulness and perceived ease of use**. This is particularly relevant to Maldiva Ltd., as employees across sales, finance, inventory, marketing and customer service will need to adopt the new system. Training should therefore demonstrate how the ERP, CRM and BI tools can make employees' tasks more efficient while ensuring they feel confident using the new technology. Workshops, practical demonstrations and role-specific guidance could be provided to improve both perceived usefulness and ease of use. Involving employees during implementation and addressing their concerns may further reduce resistance and encourage successful system adoption.

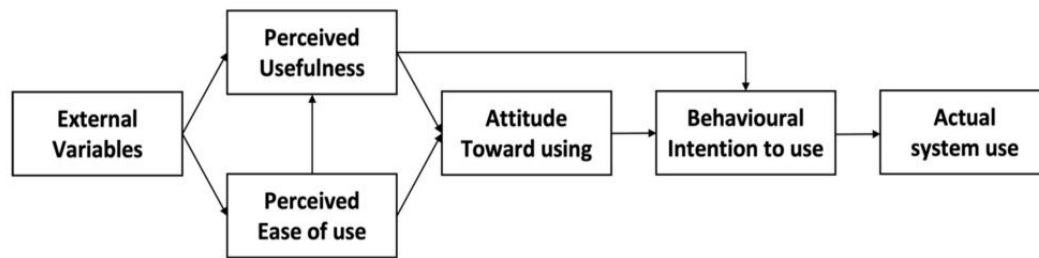


Figure 1- Technology Acceptance Model (Davis, 1989)

In practice, Maldiva Ltd. should demonstrate how the new system will make employees' tasks more efficient while providing sufficient training to ensure that the technology is easy to use. Workshops, demonstrations and role-specific guidance could improve employees' confidence and reduce resistance to change. Applying **TAM** in this way can support greater acceptance and successful adoption of the proposed system.

Although the proposed solution offers significant long-term benefits, several challenges may arise during implementation. The initial financial investment for software licences, staff training and data migration may be substantial, and temporary disruptions to business operations are possible while employees adapt to new working practices. There is also a risk of data migration errors or technical integration issues if the process is not carefully managed. However, these risks can be minimised through effective project management, regular testing, clear communication and ongoing technical support. Once fully implemented, the integrated ERP system will provide Maldiva Ltd. with a reliable, secure and scalable information system capable of supporting improved operational efficiency, informed decision-making and continued business growth.

5. Conclusion

Maldiva Ltd.'s continued business growth has highlighted significant weaknesses within its existing information systems. The company's reliance on manual inventory management, disconnected customer databases, spreadsheet-based reporting and isolated departmental software has resulted in operational inefficiencies, poor communication and reduced customer satisfaction. Furthermore, inadequate data security measures have increased the risk of non-compliance with UK GDPR and potential cybersecurity threats.

This report has recommended the implementation of a cloud-based **ERP** system with integrated **CRM** and **BI** modules as the most suitable solution to these challenges. By integrating key business functions into a single platform, the proposed system would improve inventory accuracy, streamline communication between departments, strengthen customer relationship management and provide managers with real-time data to support more effective decision-making. In addition, enhanced security features would help protect customer information and support compliance with data protection legislation.

Although implementing a new information system will require financial investment, employee training and careful change management, the long-term benefits are expected to outweigh the initial costs. By adopting an integrated information system, Maldiva Ltd. will be better positioned to improve operational efficiency, enhance customer satisfaction, and support future business expansion while maintaining a competitive advantage within the consumer electronics retail industry.

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