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Introduction to the Business

Maldiva Ltd. Is a consumer electronics retailer with both physical stores and an online marketplace that is growing quickly. The company intends to grow beyond its current 30 physical locations due to growing customer demand. Despite the excellent sales performance, the internal information systems used to manage operations are outdated and inefficient. These shortcomings are now making it more challenging for the company to operate effectively and satisfy customers.

A primary issue is inappropriate inventory management. The business tracks inventory in both physical stores and stock information using a manual system. Inaccurate stock information frequently results; customers sometimes place orders for products that are unavailable to order. These causes delays, refunds and dissatisfaction among customers. Additionally add to the workload of employees who must fix these issues.

Moreover, lack of an efficient customer relationship management system is another significant problem. Data about customer is kept in various systems. As result the business finds it challenging to monitor past purchases or comprehend customer behaviours. This lowers the standards of customer service and restricts the marketing team's capacity to develop targeted promotions.

Decision making presents another difficulty for the business. Spreadsheets are used by managers to create performance and sales reports.as they are frequently produced by hand, these reports are laborious and prone to mistake. As a result, when making decisions, management may not always have access to accurate or up to date information.

Concerns regarding legal compliance and data security are also present. This business effectives procedures to safeguard customer information. This increases the possibility of illegal access and data breaches. Issues regarding adherence to GDPR standards which demand that businesses appropriately protect personal data and be addressed.

Lastly, the business has inappropriate system integration. Sales, finance and inventory are just a few of departments that use different systems and do not communicate to one another. Employees must mutually move data across systems as an outcome; it take more time and increase the possibility for errors.

All things considered. These issues demonstrate how urgently Maldiva Ltd. Requires a modern integrated Information System to boost productivity, lower errors and promote business growth.

Evaluation of Existing Systems

Maldiva Ltd. Current Information Systems are outdated and inappropriate for developing multichannel retail business. Many systems operate independently and mainly rely on a manual procedure which leads to inefficient throughout the company.

One of the weakest parts in the inventory management system. Since store employees manually update it, stock data isn't always correct or current. This leads to major issues like overselling and stock shortages in a company that sells both online and offline. Laudon (2020) claim that since manual inventory systems are unable to deliver real time updates, they are highly unreliable in a fast-paced retail setting

Additionally, the customer management system is disconnected. Spreadsheets and other software tools are among several platforms used to store customer data. All customer data is combined into a single database. This keeps the business from an accurate understand of customer haviour. According to Buttle and Maklan (2019) a business capacity to establish solid customer relationship and provide tailored marketing is reduced in the absence of integrated CRM systems.

Systems for reporting and making decisions are also unsatisfactory. Spreadsheets are used by managers to assess performance statistics. However, spreadsheets are prone to inaccuracies and are not intended for a large-scale business intelligence. Decisions are frequently relied on out-of-date information because they don't automatically update (Turban et al, 2018)

The business is similarly weak in terms of security and compliance. There is a weak foundation for data protection and few access controls. This increases the possibility of data breaches and misuse. According to Voight, organisations are required by GDPR requirements to guarantee strong protection of personal data including regulated access and safe storage

Lastly departmental integration is poor. Teams in charge of sales, finance and inventories use different systems. Duplication of work and frequent data differences in data result from this. Stairley states that improving coordination and lowering operational inefficiencies need integrated Information System.

In conclusion, the existing system are outdated, manual and disconnected. A significant disadvantage for a developing business like Maldiva Ltd. is that they do not facilitate strategic decision making or real time operations

Recommended Solution

Implementing an integrated Enterprise Resource Planning (ERP) and Customer Relationship (CRM) system is the ideal way to address Maldiva Ltd. 's issues. Together these two technologies will link every department and enhance information flow throughout the company.

An ERP System is a central software platform that oversees key business operations like purchases, sales inventory and finance (Anderson, 2023). The EPR system maintains all data in a single central database rather than employing separate systems for each department. This makes it possible for data to be shared throughout the organisation and updated in real time. Oracle NetSuite, SAP and Microsoft Dynamics 365 are a few well known EPR systems.

To more effectively manage customer data, a CRM system needs to be implemented. All customers data including past purchases, communication records and preferences. This allows customer care representatives to react more quickly and aids the marketing team in developing targeted promotions. One widely used example of CRM is Salesforce. Cloud based EPR systems allow all departments to access the same real time information from a central database. This improves communication, reduces duplicate data and supports business growth (Oracle,2022: Microsoft,2024)

Considering it rapidly solves all Maldiva Ltd's major issues, the combination of EPR and CMR system is advised system also help businesses understand customer preferences and buying behaviour. This enables the marketing team to crate targeted promotions and improve customer loyalty (Salesforce,2024)

First due to stock will be automatically updated in real time, inventory management will, become more accurate. This will improve order fulfilment and reduce the issue of overselling.

Secondly, while staff members will have access to all customer data, customer service will get better. They can react more quickly and offer more personalised assistance as a result.

Furthermore, the effectiveness of managerial decision making will increase. Managers will be able to use real time dashboards that instantly display sales performance, stock levels and customer patterns rather than depending on manual spreadsheets.

Cost effectiveness is still another advantage. Cloud based EPR and CRM systems do not require a substantial upfront investment or overpriced infrastructure. Instead, they use a

subscription model which is more adaptable for expanding businesses. According to Rashid cloud system increase scalability and lower IT maintenance costs.

Along with that, these systems are very scalable, which mean they may expand as the business opens more locations or joins new markets. Also, user access controls and encryption are built in security elements of modern ERP system that assist the business in meeting GDPR regulations to protect personal data using appropriate security measures. Modern ERP and CRM systems help businesses meet these legal requirements (European Commision,2023).

GDPR requires organisations to protect personal data using appropriate security measures such as encryption and access controls. Modern ERP and CRM systems help businesses meet these legal requirements (European Commission, 2023).

All things considered, this solution will boost customer satisfaction, decrease errors, increase efficiency and promote long term business growth.

Implementation plan

To avoid disruption to Maldiva Ltd's regular company activities, the proposed ERP and CRM systems should be carefully developed and implemented in stages. According to Laudon 2022 an organised implemented strategy lowers risks, boosts employee approval and raises the probability of project success. Requirements analysis is the initial step. The business must determine each departments unique requirements and expectations and expectations at this phase. discussions and workshops should engage staff members from sales, finance, marketing, inventory management and customer support. Collecting requirements from many stakeholders guarantees that the chosen solution supports actual business processes and addresses current operational issues. involving and users in system development enhance system quality and user satisfaction, states stair.

system design and selection represent the second stage. Maldiva Ltd requires assessing several ERP and CRM providers according to criteria price, features, scalability, security and technical assistance. The systems that are selected must be able to efficiently integrate with current procedures and enable future corporate expansion. After being chosen, the system should be set up and adjusted to meet the operational needs of the business. Although delay designed systems can result in inefficiencies and decreased user acceptance, proper system design is essential.

The third stage is data preparation and migration. Before being moved into the new ERP and CRM platforms, existing data from various legacy systems must be examined, cleansed and standardised. To increase data quality, duplicate customer records, out of date inventory information and inaccurate financial data should be eliminated. Also, incorrect information can have a negative effect on system performance and business decision making, effective data management is crucial. According to research SLM (Self Learning Material) for MBA, (2024) states one of the most frequent reasons for information system implementation failures is still poor data quality and data privacy. Also, many more like inadequate stakeholder engagement and resistance to change.

System testing is the fourth stage. The technology should be evaluated in a small number of stores as part of a pilot program before being implemented across the entire organisation. This makes it possible to find and solve software defects, process inefficient and technical problems prior to complete implementation. To make sure that staff members can effectively carry out their everyday responsibilities using the new system, user acceptance testing (UAT) should also be carried out. Testing helps ensure operational continuity and lowers implementation risks.

Complete implementation and deployment constitute the fifth stage. Maldiva Ltd. Should use a phased rollout strategy instead of implementing the system at every location once. This entails implementing the system gradually over a specific period across departments and stores. Management may keep a check on development, promptly resolve issues and avoid operational disruption by using a phased deployment method. Additionally, by applying the knowledge gained from earlier development stages to later stages, project outcome can be improved overall.

Another essential component of a successful implementation is employee training. Employees must get through training on how to operate the ERP and CRM systems. Practical workshops, user guides, online learning material and continuing technical assistance should all be included in training. Staff are more likely to successfully accept the new system if they are aware of the advantages. Organisational change management is a structured approach for preparing, equipping and ensuring people to adopt and use change effectively in their daily work (Horlick, 2022). Effective organisational change management requires communication, staff interaction and ongoing training.

Despite carefully planning, several challenges may arise during implementation. Concerns about new technologies or changes to long standing work procedures may cause employees to oppose change. System integration and data migration may also provide technical challenges. Furthermore, if unexpected requirements arise, implementation costs can exceed

previous estimates. Also, communication issues and resistance to change (StrategicLeadersConsulting,2025) Effective project management, transparent communication, stakeholder involvement and ongoing assistance during the implementation process can all help reduce these risks.

Maldiva Ltd. Should use Key Performance Indicators (KPIs) to regular monitor system performance after implementation. KPIs are quantifiable metrics that evaluate the success of key business objectives and are high level indicators linked to strategic goals (Kulkarni,2024) Inventory accuracy, revenue growth, system uptime and reporting efficiency are examples of important KPIs. Management will be able to assess if the new system is providing the expected business benefits and recognise areas for improvement with regular monitoring.

Conclusion

In conclusion, Maldiva Ltd. Is currently facing serious operational difficulties because of outdated and disconnected information systems. Inaccurate inventory management, disconnected customer data, slow reporting procedures, poor data security controls and poor departmental integration are some of the issues. These difficulties lower the organisational effectiveness and make it more difficult for the business to adapt successfully to shifting customer demands.

This research suggests using integrated EPR alongside with a CRM solution to solve the problems .these technologies will help with real time decision making ,centralise business information, and improve data accuracy .Moreover ,by offering a through picture of consumer interaction and purchase patterns ,the CRM system will improve customer relationship management.in addition to enhancing operational effectiveness and customer service quality, the suggested solution will promote adherence to data privacy laws.

To ensure a smooth transition and reduce organisational risks a phased implementation strategy has been suggested. Maldiva Ltd may effectively update its information systems infrastructure through meticulous planning, staff training, stakeholder engagement and ongoing performance assessment

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