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Introduction

The company AKPerog has started to grow rapidly within the very competitive electronics market within retail. There is many noticeable weaknesses with their current uses of business information systems. Their 30 stores and online store creates pressure for AKPerog as they must maintain their high operating standards whilst ensuring solid customer satisfaction influencing the business decisions for the future. At the current time they are relying on large systems which operate manually meaning that they aren't as efficient within the multiple departments. Stock not being tracked properly or customers data being scattered everywhere which is causing AKPerog to be very slow in making business decisions which is affecting the ability to grow sustainable. These issues have become more known therefore to act many IT members are recommending modern information systems which provides real-data insights and betters customer experience.

This opportunity allows evaluation on the weaknesses and gaps in AKPerog's current information systems and can be used to implement new things such as the resource planning systems or customer relationship management systems. These solutions solve aims of unmanaged inventory, the sales, customer data and financial reports across multiple departments. These eliminate the current challenges but allow the business to sustain these in the long term and comply. Some plans may relate to training or risk prevention strategies which can ensure there is smooth adaptation towards these newer systems.

The first major challenge that is quite noticeable would be their inventory management. They currently track the stock manually which affects stock errors between physical stores and what is being promoted online. Because of these things, customers are facing issues when trying to place orders for items only to find out that the item is no longer available. This is damaging the customer trust and satisfaction, but also causes many refunds, delays and dissatisfaction towards their business. These errors cause either overstocking or understocking which affects expenses and profitability.

Second challenges that have become known would be the concerns with customer relationship management. Because the customers data is across many different systems with no forms of history on activity. This makes it quite difficult to promote and target certain demographics of audience which ends up hurting customer service. The lack of information for promotion ends up causing

AKPerog to miss out on potential opportunities and resulting in completely poor customer experiences.

A key concern emerging would be AKPerog's lack of compliance with GDPR. Which increases the chances of unauthorised users or breaches to customers information which can cause major legal and financial consequences which will only end up damaging the brand of AKPerog.

Lastly departments are using software that is all separate and doesn't provide communication with each other. Because of this, employees transfer the data across multiple systems, which is very time consuming and can cause a lot more errors. It ends up affecting the efficiency in a negative way and effectiveness of the organisation.

Evaluating the existing systems

Their current uses of manual inventory tracking is very difficult to manage as AKPerog have a lot more stores which is ending up affecting their growth in the long term. Manual processes cause a lot more errors meaning staff are constantly required to manage stock by hand especially at the end of the day. This causes inaccurate stock levels which ends up not lining up with the online store in real time. Online shoppers may constantly encounter the situations where their product ends up running out of stock which can end up leaving the customers dissatisfied.

As there is no customer relationship management system which tracks the centre of all data. The agents lack purchase preferences of customers which affects the customer to employee interactions. The market campaigns as there are no unified data which prevents any form of personalised promotions, loyalty programmes or products targeted towards niche.

It's causing a lot more errors and inconsistencies whilst also delays. The managers are unable to get real time data or make forecast's/predictions on the information provided. This makes adapting to newer demands very difficult as AKPerog would be making decisions based off outdated information which can affect the business planning.

Data protection measures is very hindering towards AKPerog as it's making them less secure as they currently aren't compliant with GDPR. This causes no awareness to sensitive information, and no processes exist to manage consent and data for confidential information which can really affect how they are to operate in the future. They may lose out on potential sales from customers because of the lack of security.

The major issue is that AKPerog are operating on a larger scale within retail therefore operating manually will end up causing a lot of traffic especially with the online store. This results in it being a major liability. These manual stock managements will only increase the risks of human error as well as more delays. By not tracking real-time data, it causes the stock to be completely mixed up as customers would be placing orders for items that are not currently in stock affecting the relationship between customers and employees in a negative light. This will increase the workload for staff that are handling any returns or refunds and on top of that will have to respond to complaints. Overall affecting the efficiency of how AKPerog will operate.

Having different systems is impacting AKPerog negatively as it is causing inefficient processes and causes the business to operate a lot slower with more chance to get things wrong. The lack of

communication across the board also affects the workflow affecting the chances for potential opportunities to grow.

Recommended solutions

To solve the challenges that AKPerog are currently facing, we have decided to recommend an online based resource planning system that functions collaboratively with the customer relationship management system. Therefore, this would allow us to eliminate two of these challenges whilst also allowing both machines to operate in sync with each other. Some of these suitable systems could be the Microsoft Dynamics 365 which is a system that is often used in retail and allows for inventory and sales tracking. Additionally, the customer service and analytics also factors into these systems. This means that the information is held all on one system which means it reduces the confusion across the board between employees.

My first reasoning for the online resource-based system would be that it provides real-time checking and visibility of the stock levels which can be done for all 30 stores. By having the stock on automated updates, it reduces the chances of errors and won't mislead customers into trying to order items that are no longer in stock. This also frees up the store managers who can monitor the stock a lot more effectively and can help bring in more stock on time which eliminate the over and under stock issue.

The second justification would be that the CRM is able to work alongside the online resource-based system together. By doing this it helps keep all of customers data in one key area which means marketing teams can easily access information to provide personal promotions, loyalty programs and targeted campaigns. These changes also benefit customer support staff as they have access to the history of customers purchases which improves AKPerog's service quality and quicker response times from staff.

Thirdly, the uses of the online resources-based system can help provide AKPerog with reports and data within real-time which will help with the accuracy of planning forecasts. It will also give better decisions for budgeting and future planning. Replacing the manual spreadsheets with an automated process can help reduce the risks of any human errors happening.

Moreover, switching to a modern ERP system provides AKPerog with some security features as it controls user access, makes data coded and gives backup processes if needed. This plays a role in making sure AKPerog ends up meeting the GDPR requirements by having a controlled access to customer data and making sure it remains safe.

After putting in an ERP system there will be no need for separate departments to have their own software or any form of data transfer. This is because the information can be transferred smoothly between all departments of the business including inventory, sales etc. This will significantly speed up processes within these departments of the business meaning that there is better collaboration across the entire business.

Implementing both ERP and CRM seems to be the most effective solution to AKPerog's problems, it is very important to go deeper into why this system is necessary and how it will align with companies' business models. The modern-day ERP is very useful for the retail market as it can be used to operate across different departments and tracks information in real time. The rapid sales growth has heavily shown that these manual processes are causing the weaknesses of AKPerog. The

use of the ERP system will eliminate the needs for manual processes which ends up increasing the accuracy of the information provided which will then be available to all managers across the 30 physical stores and online store.

One other relevant reason to implement the ERP is that it is useful for future growth which ends up meeting AKPerog's goal of expansion and growth. This is because it is flexible at introducing newer branches that may open. The ERP platform can cater to many users' different locations without the need for any major changes. The IT maintenance is also heavily reduced as there will be updates handled automatically as well as security updates and system updates.

Finally, the cloud-based ERP will help AKPerog grow further. BY adding new stores or expanding operations the new data can be fully tracked and implemented in. It is done by be able to mange the large amounts of data throughout the business meaning that there is no requirement for investing in more software. The system provides loads of long-term benefits by increasing the efficiency whilst reducing errors or improving customer satisfaction. These are all things that AKPerog struggled with initially.

Implementation plan

The first step to implement this software is to have detailed meetings with the stakeholders who are involved in departments of the business. By doing this we must match people who are capable to the ERP and can train them. There will be multiple factors such as the costs, how to merge these systems together. By doing this it acts ass guide on who to select.

After this, the system is needed to be aligned with how AKPerog works. They may require some changes towards their inventory management or their CRM functions which may need to be specific towards customers' electronics. This will involve managing the workflows and giving the users permissions.

The third phase requires the existing data to be cleaned. Data such as the inventory records, customers information and the history of the AKPerog's sales. These are to be checked before they are put into the new system. This step is very important because it is possible that whilst transferring data there could also be errors that are transferred into the new system.

Moving on, the ERP is required to merge with the online website as well. It is very important that we ensure that the stock level is being managed in real-time, the sales, financial data is also needed to be managed.

Then we must make sure that the system is being used properly which will require training the staff. The training will be specific to that role, and it is vital that the employees understand how the system relates to their daily tasks and how it will support them. Furthermore, as there will be changes, it will also be compulsory to have change management to cater to those who are resistant to changing meaning we can try to encourage the employees to adapt.

Before the system can be used from day to day, it will require to be tested thoroughly such as user permission tests, the performance tests and making sure that the security measures are working properly. This allows the system to be functioning properly and make the users comfortable with how the system operates.

The final phase will be when it goes live across all departments and stores. There will be technical support in case any early issues seem to happen making sure they are resolved. On standby there will often be reviews on how the implementation process was.

Resistance to change – Because of these newer systems, employees may be uncomfortable switching which can be a challenge for AKPerog. To counter this we must properly communicate and involve the employees in the implementation process.

Data migration – This is a challenge because the previous data is required to be cleaned properly and validated to implement the newer data.

Cost concerns – These implementation phases if quite common can end up spreading large amounts of costs over time which may cause some disruption.

Conclusion

Lastly, to wrap everything that has been said. AKPerog have experience rapid growth which in return had highlighted a lot of their weaknesses in their information systems. The manual processes being used would prevent AKPerog from meeting the rapid changing demands within the modern-day retail market. By addressing these issues, we decided to implement a cloud based ERP system which functioned well with the CRM system. These solutions were able to solve the inventory management problems and better their customer engagement whilst providing real-time data analysis to help them become more flexible and understand the market a lot better. By putting all departments into one platform, we were able to make AKPerog a lot more efficient and reduce their errors.

By using these modern-day information systems it allowed AKPerog to better their competitive position and boost customer satisfaction acting as a solid foundation for future expansion. The system being recommended not only will solve the current challenges faced but allow for a sustainable growth in a competitive modern-day environment.

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