

ACCA4026
Software Solution for Business
Component 1

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Introduction

The modern business environment is essentially influenced by digital resources that are more productive, communicative, and operational workflow. The report explores a range of essential software solutions that support the contemporary business achievement. It offers a comparative study of e-commerce websites, the relevance of mind mapping to the business strategy, outlines the main functions and uses of the standard office software, and considers communication and collaboration tools. The aim is to explain how these various technologies can be effectively utilized in developing effective, agile and competitive organizations within a technology driven business environment.

Task 1: e-Commerce Website Builders/Software Solutions

E-commerce sites have become key instruments to business enterprises of any size due to the proliferation of digital trade. These solutions allow firms to create an online store with minimum technical skills, as well as provide a scalable, security, and integration capability. The two major e-commerce platforms today, Shopify and WooCommerce are explained below, detailing their strategies, strong points, and best applications.

Shopify: The Single Hosed Solution.

Shopify is a hosted, software-as-a-service (SaaS) tool and web-based e-commerce engine enabling a user to establish and run an online store and not database web hosting, security or software upgrades. It is also introduced as simple and as fast-deployable, and this has especially gained popularity with small to medium-sized business organizations (SMBs) and entrepreneurs [6].

Key Features & Benefits:

User-friendliness: Shopify offers a drag-and-drop application to create the store with professionally designed templates. The user gets the ability to change the appearance and the feel of their store without applying coding, but further customization can be done using Liquid.

Included Hosting and Security: Shopify is a hosted product that handles server and infrastructure, secure server using such interaction as the SSL, and even the PCI-DSS compliance.

Seamless credit card acceptance: Shopify Payments enables integration with the cards without third-party gateways (however, the ability to add any gateway). Transaction costs are charged in case external gateways are employed [3].

Ecosystem Apps: The Shopify App Store has thousands of applications that allow you to add functionality, such as inventory management and email marketing, as well as more sophisticated analytics.

Limitations: & considered the same:

Monthly Prices: Subscription costs between \$29-299/mo. (enterprise plans are more expensive). Other expenses are theme purchases, applications, and transaction expenses.

Minor Customization No Coding: Limited, but still, easy to use, highly individualized customizations cannot be attained without knowing Liquid or employing a developer.

Best Suited: -Businesses that need a turnkey, secure and scalable online shop that has little technical overhead. It is perfect with startups, SMB and brands that value simplicity and consistent functionality.

WooCommerce: The Window Plugin of WordPress.

WooCommerce is a free e-commerce extension created on the WordPress platform, that can be used to convert any WordPress site into a complete functioning online shopping site [9]

Key Features & Benefits:

Conceptual Cloisonnement with WordPress: WooCommerce is a WordPress extension and as such uses the strength of the content management software (CMS) in WordPress, so it should be used in a content-oriented store (a blog, magazine, and portfolio) that needs to incorporate e-commerce.

Total Property & Customisation: Data and code: The owner owns their data in the store, and they can customise it beyond the themes and add technology as much as possible code (PHP, CSS). This is beneficial to companies with special work flows or design constraints.

Huge Extensions Library: WooCommerce has thousands of free and premium extensions in the form of payments, shipping, subscriptions, and memberships, among other things.

Affordable to small shops: WooCommerce is a free tool, however, hosting, premium themes/extensions, and the services of developers are all expenses. This may be cost efficient to businesses with technical expertise or those having low budgets [4].

Limitations: & considered the same:

Self-Hosted and Security: the user is required to buy separately a hosting company (e.g., SiteGround, Bluehost) and handle security, backups, and performance optimization on his/her own- this demand more technical work or a developer.

Steeper Learning Curve: WooCommerce requires more steps to install and maintain as compared to Shopify particularly among non-technical users.

Variable Costs: Although the core is free, the premium extensions, themes and hosting may result into unpredictable costs as time goes by [7].

Best suit: The companies that already use WordPress or those that require thorough personalization, stores that have a lot of content, or that can completely control their e-commerce world. It is appropriate with technologically advanced entrepreneurs, developers, and content brands.

Comparative Summary

Shopify a hosted all-in-one solution with a focus on ease, security, and reliability- Shopify is idea to launch fast with low technical requirements.

WooCommerce is a self-hosted and customizable platform that is integrated with WordPress, allowing users to have maximum control and ability to customize as long as they are willing to go into the technical side.

Task 2: Mind-Map of Contemporary Software Applications

a. Introduction and uses of Mind Mapping in Business.

Mind mapping is an aesthetic method of organising information. It starts with a main idea (e.g. Project Alpha) against which the associated ideas, activities, and minor problems branch out as non-linear trees. This is similar to the associative quality of the human mind, which breaks down complex information and decides this information and displays them in an intuitive and visual way.

The technique has great advantages to the business operations in terms of productivity, the working process and decisions:

Improved Idea Development & Innovation: Mind mapping encourages the process of brainstorming due to its ability to liberate the thinking process so that it is not linear. For teams the disparate ideas can be easily captured and linked visually and harness innovation when someone is planning a strategy or developing a product.

Better Information Processing and Memory: Key words, colors and pictures used in a mind map provoke work of both sides of the brain. This simplifies heavy information like a new strategy in the market or a complex project plan and makes it easy to understand, memorize and share among the stakeholders [11]

Project and task management: Mind maps are a good tool to use when planning a project. The project goal may be considered the central node and the stages (Planning, Execution) leading to it which can be divided into concrete tasks, the owner of each, and the deadline. This provides a single-view overview that is easy to observe and ensures the coordination of workflow and eliminates the chances of missing some details.

b. Mind Map: Modern Software to day-to-day business processes.

The mind map below will list the key software applications that facilitate organizational functions in the modern world starting with the main objective of the processes which is to streamline Business Operations.



Map Explanation:

This graphical structure categorizes software in terms of fundamental business operation. The basis of daily documentation is productivity suites (e.g., Microsoft 365). Such tools as Slack and collaboration platforms such as Miro facilitate smooth collaboration. CRM (Salesforce) and ERP (SAP) are centralized systems in which the customer and resource data are fused, respectively, to aid the decision-making process. The tools of data analysis like Power BI transform this information into actionable information and departmental tools streamline certain processes of work finance to marketing.

Task 3. Office Applications for creating, storing, presenting, and analysing

The basis of the digital toolkit in any modern company is Office productivity suites, which allow creating, managing, analyzing, and presenting information. The Microsoft 365 package that includes Word, Excel, PowerPoint, and Access is the industry standard. In this section, the applications are analyzed in details, including key features of them, their advantages, and limitations they have as applied to the business.

a. Four Office Software Solutions.

Microsoft Word: The Original Document Processor.

Microsoft Word is the ideal word processing application that is used to create, format, and edit documents that consist of text. It is used as the main tool of generating the internal and external business communication [8].

Key Characteristics and Company Advantages:

High-order Formatting and Styles Word offers unsurpassed levels of document appearance. Styles allow the user to format lengthy documents using the same headings, paragraph and list styles. This makes sure that it has been presented professionally and this is paramount in the development of reports, proposals, and manuals that are based on corporate branding criteria [9]. Navigation pane, which is a creation of the headings, enables the structuring and the navigation of documentation easily.

In Teamwork and Review Tools Modern word is designed to work in a team. The Track Changes feature captures all the edits, insertions and deletions and the comments can be used to give feedback within a context. When a document is saved in OneDrive or SharePoint, several different authors can edit it in real time and even see their cursors and modifications at the same time. This makes the review process straightforward and has a good audit trail.

Mail Merge: Mail Merge: This is a feature which makes mass communications to be automatically personalized. With an attachment of a Word file to a data source (such as an Excel list), an enterprise can produce hundreds of personalized letters, email messages or labels within minutes and improve the efficiency of marketing campaigns, contacting customers, and communication within the company [8].

Reference and Long-Document Management Word supports creating and updating automatically dynamically generated tables of contents, list of figures, indexes and bibliographies used in academic or technical publications.

Limitations:

Simple Data Processing: Although it does have the ability to input tables, Word is not an application used to perform intricate numerical calculations and data management. Any attempt to make it a database or a sophisticated calculator is ineffective and prone to mistakes.

High Learning curve to some advanced features: Advanced features, including cross-referencing, field codes or advanced style sets are difficult to learn; and many casual users will not take the time to do so.

Desktop-Centric Complexity: The online version is fully functional, but some features and capabilities of Desktops are only found in the desktop application, which can be a source of inconsistency in collaborative operations [8].

Marketing in Microsoft Excel: The Excel Powerhouse.

Microsoft Excel is a spreadsheet program that is now advanced to provide a complex computing and data analysis engine. It cannot be done without when dealing with numbers, lists and quantitative logic.

Key Characteristics and Company Advantages:

Formulas and Functions: Excel is based on Excel formulas. Its large repository of functions (e.g., SUMIF, XLOOKUP, INDEX/MATCH) enable the user to easily do all basic arithmetic and intricate financial, statistical, and engineering functions as well as calculations without writing one line of code. This converts the non-dispersive data to the dynamic intelligent models [11].

PivotTables and Data Modeling: PivotTables are considered to be the most powerful analytic tool of the use of Excel. They allow one to interactively summarize, analyze, explore, and present large datasets without the need to write formulas. Fields can also be moved around to display trends,

comparisons and patterns immediately. With the help of the Power Pivot add-in, Excel has the ability to support millions of rows and build a multi-relation data model.

Data Visualization: Excel contains exhaustive charting tools. It is capable of producing meaningful visual stories out of the business data, which is extremely crucial in reporting and decision-making, using simple bar charts and lines, up to sophisticated Waterfall, Histogram and Forecast charts.

Automation via Macros and VBA: In repetitive work, Excel has the support of macros (recorded steps of actions) and full programming with Visual Basic of Applications (VBA). This enables firms to create their own custom forms, automation of business variables reporting, and custom applications in the MS Excel platform [9].

Limitations:

Risks in Data Integrity: Excel is very much flexible in nature and it does not have the inflexible data integrity protection of a database. It has the vulnerability of human error (e.g., misaligned rows, mistakes in hand entry, broken formulas), something that can lead to failure in making vital business decisions except handled carefully [8].

Scalability Limitations: Power Pivot can be scaled, whereas Excel is not developed as a multi-user, transactional database. Large files become slow, unstable, and are likely to become corrupted when they get too big or when they are being read by a number of users on a network at the same time.

Black Box Problem: Complicated spreadsheets containing multiple layers of formulae and external connections can be turned into an incomprehensible "black box" which is only understandable to the original writer, a serious business continuity issue.

The Power House of Visual Communication: Microsoft PowerPoint.

Microsoft PowerPoint is a presentation graphics programme that is applied in making visual consequences of speeches, conferencing as well as digital storytelling. It can be described as having one main role of explaining and enlarging a message [9].

Key Characteristics and Company Advantages:

Slide Master and Design Ideas: Slide Master enables one to set up global fonts, colors, logos, and placeholders so that each slide in a presentation has a similar professional appearance. The design ideas pane (AI-powered) accompanies appealing layout ideas that are based on the content of the slides, greatly accelerating the design process in addition to enhancing the aesthetic quality.

Animation and Transition Effects: Animation and transition can successfully draw attention to the audience, disclose the information gradually and simplify the solving of complicated processes (e.g., an animated flowchart). It boosts the level of interest and memorization.

Presenter View and Rehearsal Tools: Presenter View is actually my favorite tool in PowerPoint as the presenter has their screen where they can see their private notes, as well as a timer and preview of the next screen but the audience cannot. The application practice by rehearsing the timing is called rehearse timings and can assist the speaker in mastering the timing.

Multimedia/Live Data Integration: Videos, audio clips and live data off Excel can be integrated in presentations. The automatic update of charts connected with Excel in PowerPoint allows to keep a report always up-to-date in case the source data is modified [9].

Limitations:

Content Over Style: PowerPoint has often been criticized to push substance over style and has stimulated the simplification of complicated concepts (so-called death by bullet point) and passive individual taking in.

File Size and Portability: You can have presentations that contain embedded high-resolution media that are very large files and present a problem on email distribution or sharing. Another thing that can cause incongruence during formatting is the transitions among various versions of power point or any other presentation software.

Linear Format: Traditional slide-deck format is linear by nature, that may restrict more free-flowing or more interactive or non-linear discussions.

Microsoft Access: The Relational Database Management Engine.

Microsoft access is a desktop Relational Database Management System (RDBMS) comprising of a graphical user interface, database engine (Jet/ACE) and development tools. It is meant to develop and administer small to medium size business applications [11].

Key Characteristics and Company Advantages:

Relation Data structure: Unlike the Excel, Access stores data in independent related tables (i.e. Customers, orders, products). This not only ensures that there is no redundancy of data but also allows to have consistency (e.g. a customer name is only stored once) and also provides data integrity through relations as well as through data validation rules. This has been its most serious business advantage.

User-Friendly Data Entries: Access enables one to create their own forms with text boxes, buttons, and lists. The entry and view interface is simple and controlled with these forms ensuring that the users never actually need to see or comprehend the underlying table structure, reduce entry errors.

Powerful Data Extraction Queries: Powerful Data Extraction (it is included with the SQL database engine) supports user-written queries to interactively query their data in complex ways, along with querying across many tables, calculating and updating data in massively parallel fashion. It is much more robust than the filtering feature of Excel.

Structured output Reports Structured output reports are reports formatted and summarized to be printed or distributed electronically. They are able to lump data, to make totals and sub totals and to display the information in a clean and paginated version that is most suitable to an invoice, summary or a mailing label.

Limitations:

Scalability and Concurrent User Limits Access is file-based (using a .accdb file) and is optimal with small work-groups (usually less than 20-25 users at a time) and data less than 2GB. Server-based applications such as Microsoft SQL Server are needed in large, mission critical applications.

Steeper Learning Curve: The construction of the strong and normalized Access database involves the strong familiarity with the principles of relational database that is a more narrow skill than Word or Excel [8].

Security: Although it has password protection and user level security an Access file is not as inherently secure as a database on the server. The information stored in the file can be at risk of being accessed in case of copying.

The summary of the core purpose and the main business value of each application is presented in the following table:

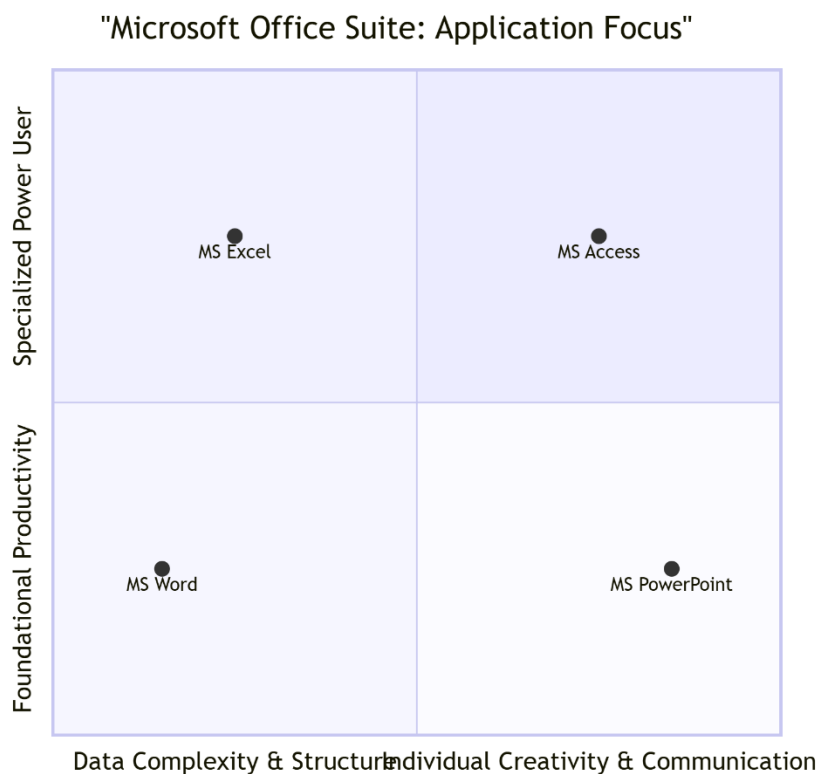


Figure: Microsoft Office Suite: Application focus (Author, 2025).

To sum up, all these four apps make an ecosystem that is synergistic. The main tools in the delivery of information are Word and Power point and the driving forces behind the information are Excel and Access. Their particularities, strengths, and weaknesses enable businesses to choose the appropriate tool to use in a specific task, which allows to maximize efficiency of workflow, accuracy of data, and overall productivity of their work.

b) Pivot table.

Particulars	June 30, 2022 Amount (Tk.)	June 30, 2021 Amount (Tk.)	2022 Amount as % of 2021 Amount
Net revenue	1,219,728,667	1,022,600,112	119.28%
Less: Cost of sales	709,874,847	528,850,672	134.23%
Gross profit/ (loss)	509,853,820	493,749,440	103.26%
Less: Administrative expenses	58,975,505	55,323,786	106.60%
Less: Selling & distribution expenses	655,741	573,732	114.29%
Profit/ (loss) before finance cost	450,222,574	437,851,922	102.83%
Less: Financial expenses	107,444,101	89,400,032	120.18%
Profit/ (loss) from operation	342,778,473	348,451,890	98.37%
Add: Other income	66,183,670	653,878	10121.72%
Profit/(loss) before WPPF	408,962,143	349,105,768	117.15%
Less: Workers' profit participation fund	19,474,388	16,624,084	117.15%
Profit/ (loss) before income tax	389,487,754	332,481,683	117.15%
Less: Income tax expense	7,810,665	65,388	11945.10%
Net profit/ (loss) after tax	381,677,090	332,416,295	114.82%
Net profit attributable to: Equity holders of the company	381,148,815	332,416,292	114.66%
Consolidated profit/ (loss)	381,677,090	332,416,295	114.82%
Consolidated Earnings Per Share (EPS) - Basic	3	3	114.68%

Create PivotTable

Choose the data that you want to analyze

☒ Select a table or range

Table/Range: Sheet4!\$A\$1:\$D\$18

☐ Use an external data source

Choose where you want the PivotTable report to be placed

☒ New Worksheet

☐ Existing Worksheet

Location:

Choose whether you want to analyze multiple tables

☐ Add this data to the Data Model

OK Cancel

Chart Name: Active Field: Chart 1

Options Field Settings

PivotChart

Drill Down Drill Up

Expand Field Collapse Field

Insert Slicer Insert Timeline Filter

Refresh Change Data Source

Clear Move Chart

Fields, Items, & Sets

OLAP Relationships

Calculations

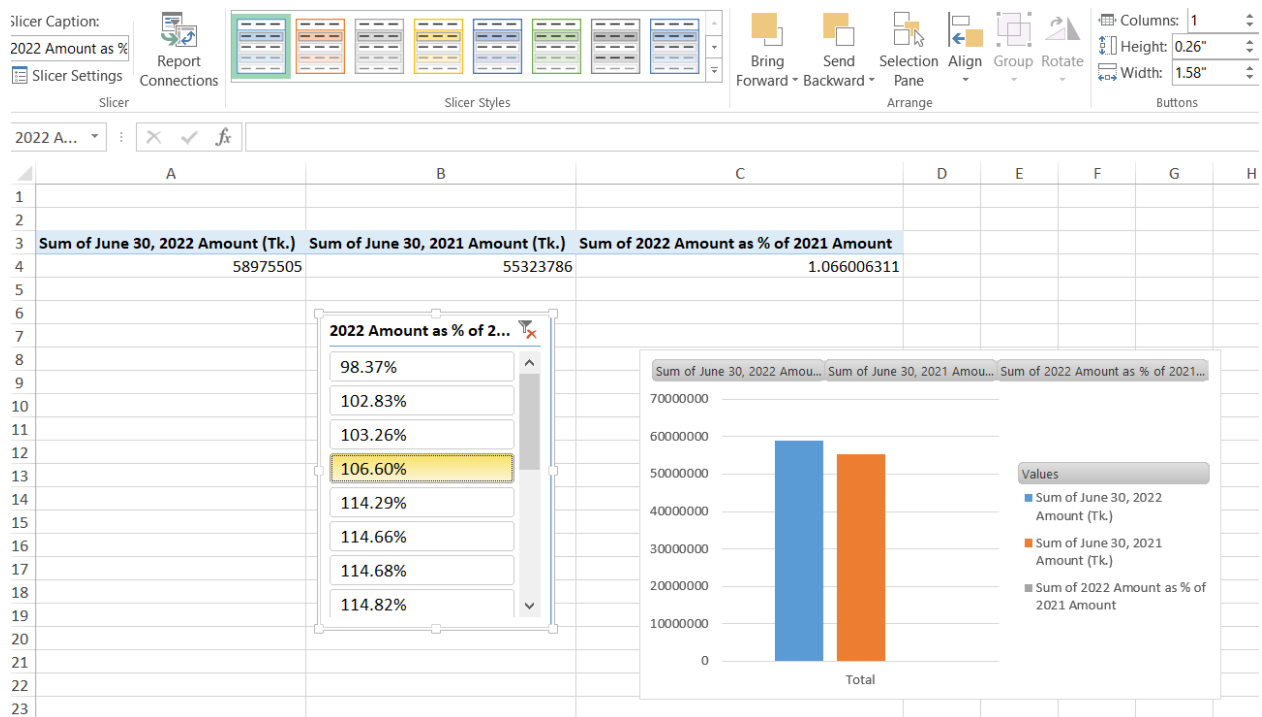
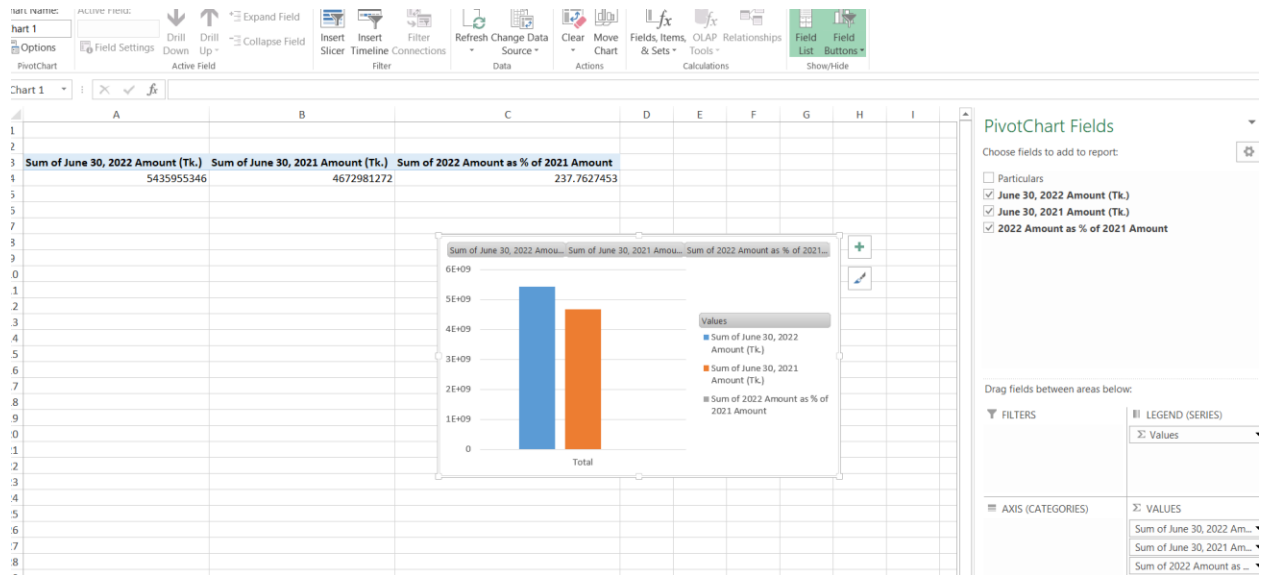
Field List Buttons

Show/Hide

Chart 1

To build a report, choose fields from the PivotTable Field List

Chart Area



Goal Seek:

2 : X ✓ fx

Cell	Description	Value / Formula
B2	Sales (input)	100000
B3	Cost	50000
B4	Profit (formula cell)	50000

Goal Seek dialog box:

Set cell: \$A\$4
 To value: 50000
 By changing cell: \$A\$2

OK Cancel

Clipboard: Cut, Copy, Paste, Format Painter

Font: Calibri, 11, Bold, Italic, Underline, Paragraph, Background Color, Text Color

F10 : X ✓ fx

	A	B	C	D	E
1	Description	Value / Formula			
2	Sales (Input)	100000			
3	Cost	50000			
4	Profit	50000			
5					
6	Goal:	Set Profit = 50000 using Goal Seek			
7					
8					
9					
10					

Task 4. Communication and Collaboration applications

In the contemporary business environment, which is heavily global, teamwork and communication are some of the core elements of organizational success. Although communication tools support information and idea transfer, collaboration platforms support team members to collaborate in real-time and out-of-time to achieve the same objectives. This paper will look at two main applications Microsoft Teams, which is used in communication, and Miro, which is used in online collaboration, discussing their functions, advantages, and real-life examples.

a. Contemporary Communication and Collaboration Applications Analysis.

Microsoft Teams: The One Stop Communication Shop.

Microsoft Teams has developed into a multifunctional digital platform, a platform that combines communication in the workplace, meetings, and file sharing as well as integration of apps within a single platform. It is founded on the Microsoft 365 platform and is created to facilitate convenient working by minimizing the context-switching rate in the workplace.

Core Features & Benefits:

Non-disruptive Chat Channels: Teams is structured into topic-themed chat channels (e.g. and #marketing-campaign, and as well as #product-launch). These discussions are also non-transient i.e. the record is stored and can be searched, this provides transparency and continuity of projects and decision making. It is an alternative to messy email exchanges, where the discussion can be centralized and information silos are minimized.

Unified Video Calling/Meetings: Teams includes powerful video calling, whether it is a daily check-ins to a huge webinar. The main features are screen sharing, real-time captioning, recording of meetings, and the Together Mode feature, which virtually puts the participants into a shared background to increase the engagement.

Listing File Collaboration: This is built-in with the use of SharePoint and OneDrive, any file shared in Teams chat and channel is automatically saved and synchronized. The Teams interface offers the capability of co-authoring Word, Excel, and PowerPoint documents in real-time, which has removed the problem of version control [14].

Deep Integration Application: In addition to Microsoft 365 apps (e.g., planner to get organized or Power BI to create reports), Teams can be integrated with hundreds of third-party apps (ex. Trello, Asana, Salesforce and others). With these integrations, users are able to get notified, share material as well as utilise tools without having to leave the Teams platform, which ultimately forms a personalized on-line space.

Limitations: The high number of functions may make the interface complicated and have to be trained. Moreover, its functions and usefulness are greatest in organizations that are already invested in the Microsoft 365 ecosystem and would, therefore, pose a high switching cost.

Miro the Rule-based Comparative Artificial Intelligence System.

Miro is the internet-based collaborative whiteboarding tool that can be used to conduct brainstorming, planning, and project management in a much more visual and interactive way. It facilitates the use of distributed teams as an infinite virtual canvas through which the team members can think, generate, and coordinate as though they were together in a room.

Core Features & Benefits:

Infinite Digital Whiteboard: Miro is a blank canvas with flexibility that allows the teams to add sticky notes, shapes, diagrams, wireframes, and drawings. It is a useful visual technique to be used especially in mapping a complex process, user journeys or a system architecture thus making the abstract concepts concrete and transparent.

Real-Time and Asynchronous Cooperation: Several people are able to collaborate on the same board at the same moment, and which live cursors, remarks and chat. This enhances active workshops and brainstorm. Leaving comments and mentions also allow teams to leave feedback asynchronously and therefore is ideal in teams who have employees working across time zones.

Large Template Library: Miro has a large number of pre-made templates of business templates, including Sprint Planning, Customer Journey Maps, Business Model Canvases, and Retrospectives. These templates are used to speed up the initiation of projects and make sure that the teams are dealing with tested and well-organized methodologies.

Workflow Tool Integration Miro can easily be integrated with Jira, Confluence, Slack and Teams. To illustrate, Jira tickets can be generated out of sticky notes in a Miro board, as a visual planning process connecting it to technical implementation.

Limitations: In work environments where a high amount of text or data are required to be created or used (such as in-depth report preparation or data analysis) conventional document and spreadsheet applications are more effective. The free version restricts the amount of boards and members that can be edited, which necessitates the paid levels to use it in business.

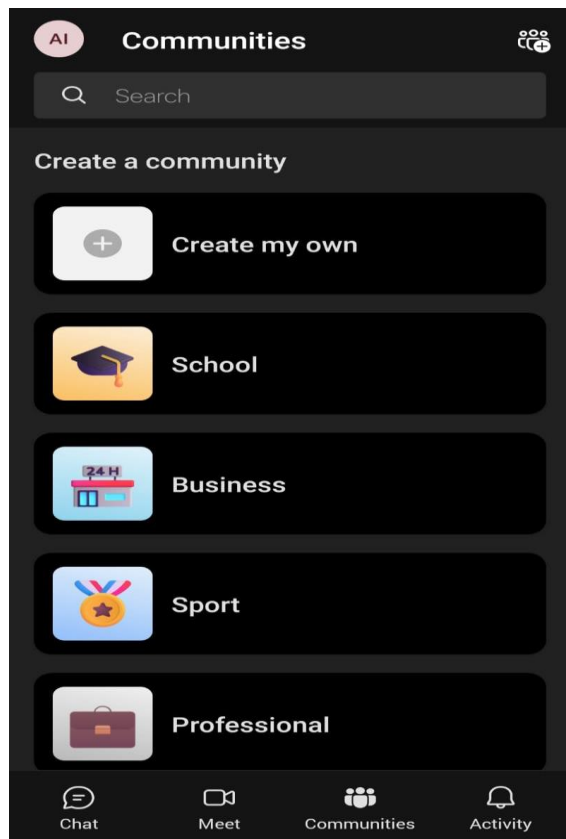
b. Practical Feature Testing

Communicative Application Test: establishment of a systematized channel in Microsoft Teams.

This test illustrates the process of organization of team communication through the establishment of a special project channel inside Microsoft Teams.

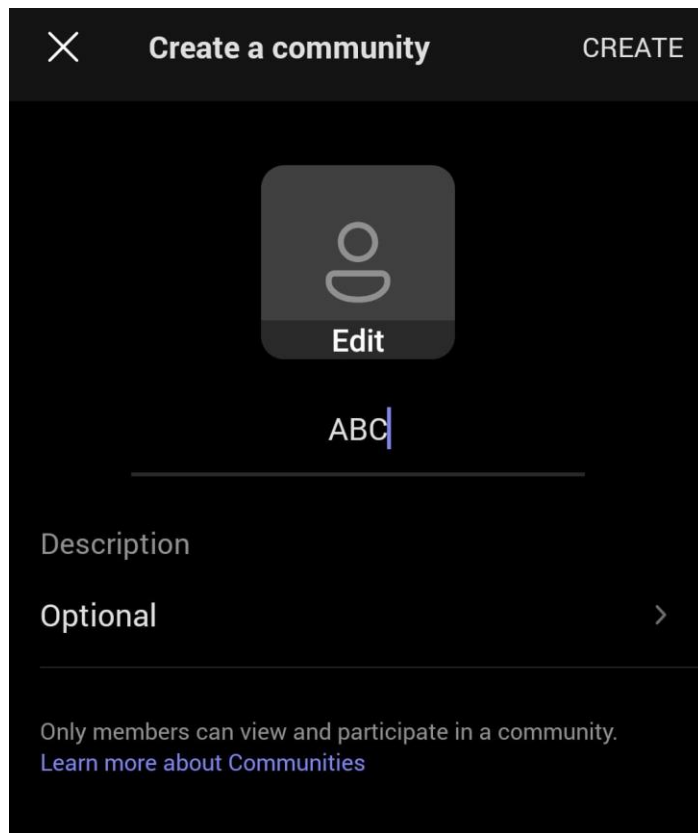
Step 1: Channel Creation It is the process of creating channels that are communication avenues required to execute the process of sharing between various participants, and achieve the desired objectives.

I press on the ... within the desired team. Additional channels Click the name of the team and choose (Add channel). This is the creation dialog box that opens.



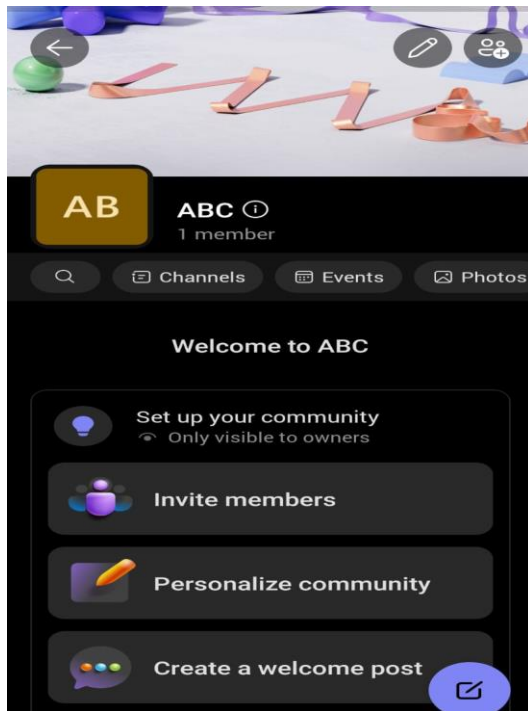
Set 2: Channel Details Set-Up.

I give this channel the name Q4-Product-Launch so that it can be identified easily. Then I put a brief description of what the channel will be used as: Central point of all communication, files and updates in relation to the upcoming Q4 product launch. I had the privacy level as Standard - Accessible to everyone in the team, so that all could see.



Step 3: Channel Membership Established and Ready.

Q4-Product-Launch new channel is already operable and it is visible to all the team members. It has default tabs of Files and Posts (conversations). This ordered environment at once makes email inactive and offers a single location of reality concerning all organizational communication and documentations of the project.

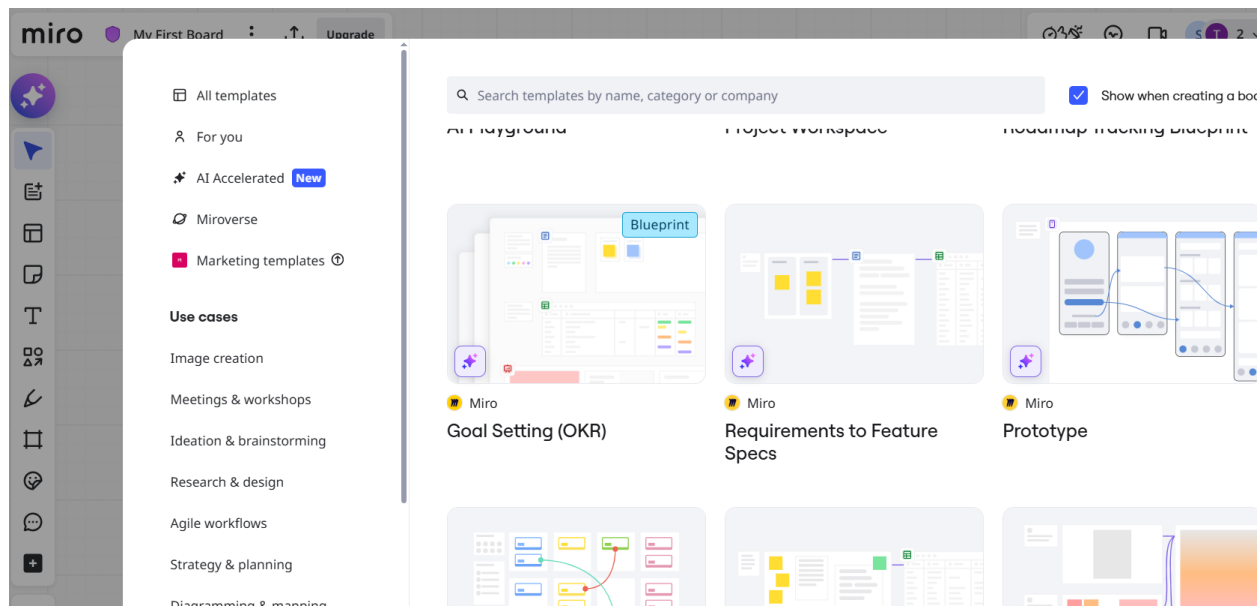


Collaboration Application Test: Miro Pre-Built Template.

The test demonstrates how to quickly be able to start a collaborative planning session with the help of the template library at Miro.

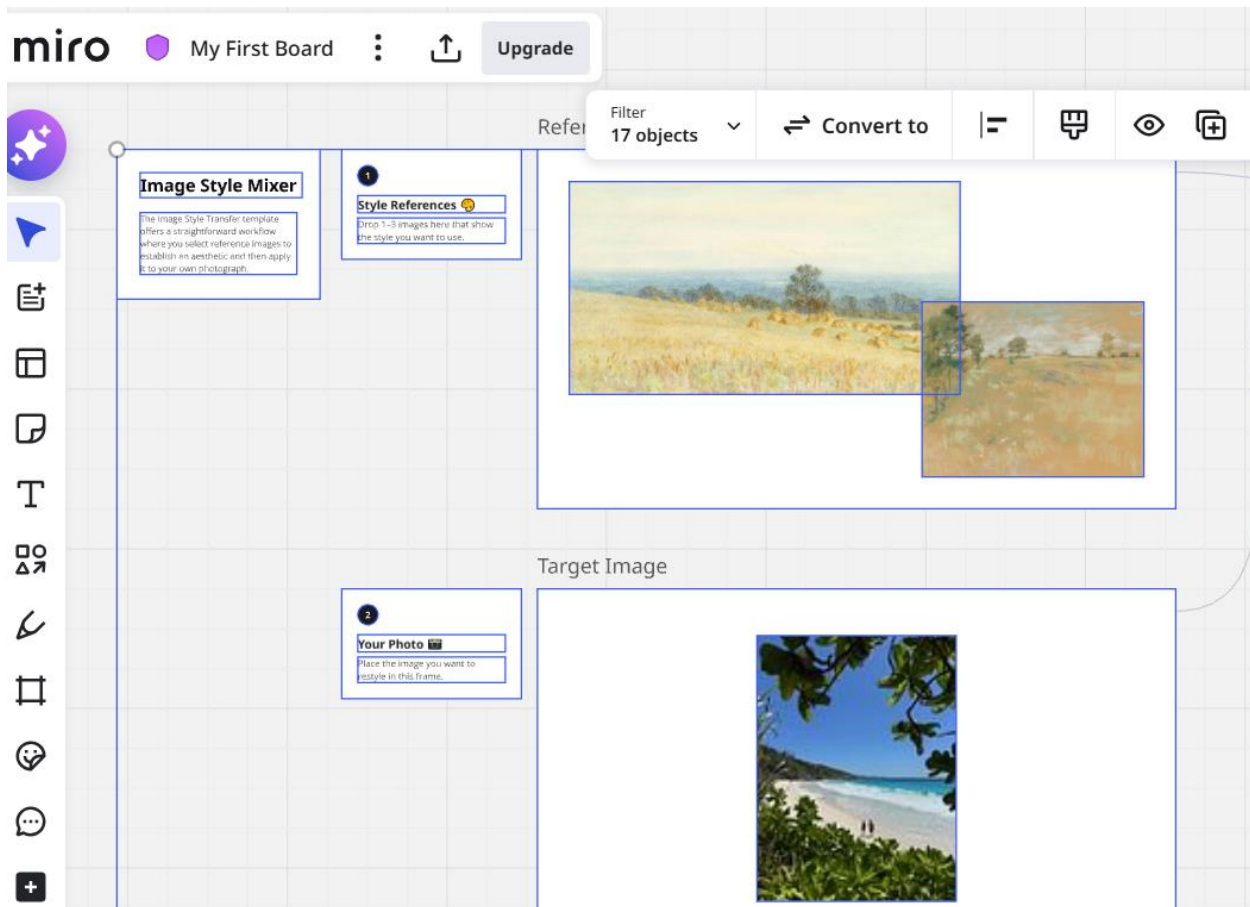
Step 1: The first step would be to choose a Template in the Library.

After making a new board in Miro, I go to the area of templates. I find and choose the template of the Project Kickoff. Being a pre-organized structure is meant to make a team coherent regarding projects objectives, stakeholders, scope, and schedule during the initial meeting.



Step 2: Team input: Customizing the Template.

My board automatically fills the template with such sections as the Project Purpose, Goals and Metrics, Team and Next Steps. In real time workshop, group members have the option to contribute their ideas concurrently in the form of sticky notes, make connection and also vote on priorities. In this case, I have made an artificial addition of notes to outline the major purpose of the project and the risks.



Conclusion

This discussion shows that the strategic implementation of targeted software is the key to the success of the contemporary businesses. Since creating an online presence through e-commerce platforms up to the convenience of easy communication and analysis of complicated data, each of the types of tools fulfills a specific operational requirement. The comparative analysis shows that the best technological solution is speculative with an in-depth development of business needs, capabilities, and objectives. Finally, when bundled together in a unified digital ecosystem, capable of bringing these applications together in a considered manner, organizations are enabled to gain a tremendous benefit in terms of productivity and workflow, better decision-making and a sustainable competitive stance within the digital economy.

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