

Title: Digital Transformation and Enterprise Information Systems Strategy for Maldiva Ltd.

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1. Introduction

1.1 Overview of the Business Case

Maldiva Ltd. has grown quickly and now has 30 physical stores and a successful online shop. Although the company has expanded, its old information systems have created several problems. The current systems are not connected, many tasks are completed manually, and information is stored in different places. These issues reduce efficiency, affect customer satisfaction, and make it harder for the company to follow data protection laws (O'Brien and Marakas, 2023). This report looks at the problems in the current systems and recommends a cloud-based Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) system to improve business performance.

1.2 Main Challenges Faced by the Company

After reviewing the company's current situation, five main problems have been identified:

Manual Inventory Management:

The company does not have a real-time inventory system. Store stock and online stock are not updated at the same time, which causes incorrect stock levels, overselling, and products that appear to be available when they are not (Laudon and Laudon, 2021).

Poor Customer Relationship Management (CRM):

Customer information is stored in different databases. Because of this, staff cannot see a customer's complete purchase history, making it difficult to provide good customer service and personalised marketing (Chaffey and Ellis-Chadwick, 2022).

Manual Financial and Sales Reporting:

Sales and financial reports are prepared using spreadsheets. This process takes time, increases the risk of mistakes, and makes it difficult for managers to make quick and accurate decisions (Turban et al., 2020).

Data Security and Legal Compliance:

The current systems do not provide enough protection for customer personal information. Weak security controls increase the risk of cyberattacks and possible fines for failing to comply with GDPR and the Data Protection Act 2018.

Lack of System Integration:

The sales, finance, and inventory departments all use separate systems that do not communicate with each other. This results in duplicate work, slower processes, and communication problems between departments (Laudon and Laudon, 2021).

2. Evaluation of Existing Systems

2.1 Analysis of the Current Information Systems

At the moment, Maldiva Ltd. uses several old and separate information systems that were introduced as the business expanded. The physical stores use local Point of Sale (POS) systems, and sales data is uploaded only once a day. The online store works on a different system that is not connected to the stores. The finance department uses separate accounting software, while inventory is checked manually through regular stock counts. According to Alter (2013), organisations that use disconnected systems often experience slower processes, poor communication, and difficulty sharing information across departments.

2.2 Problems and Weaknesses of the Current Systems

Inventory Management

The current inventory system is not updated in real time. Because of this, stock levels are often incorrect, leading to products being sold when they are no longer available. This causes customer complaints, refunds, and lost sales.

Customer Management

Customer information is stored in different spreadsheets and databases. Employees cannot easily access a customer's complete purchase history, making customer support slower and reducing the company's ability to provide personalised services.

Business Reporting and Decision-Making

Managers prepare financial and sales reports manually using Excel spreadsheets. This process is slow, increases the chance of errors, and makes it difficult to make fast and informed business decisions.

Data Security and Compliance

The current systems have limited security features. Weak access controls and unprotected data increase the risk of cyberattacks and make it more difficult for the company to comply with GDPR and other data protection regulations.

Communication Between Departments

The sales, finance, and inventory departments all work with separate systems. Since these systems are not connected, employees often enter the same information more than once. This creates extra work, increases mistakes, and slows down daily business operations.

3. Recommended Solution

3.1 Recommended Information System

To solve the current problems, Maldiva Ltd. should introduce a cloud-based Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) system. A suitable option is **Microsoft Dynamics 365**, which combines important business functions into one integrated system (Monk, Wagner and Lee, 2021).

The ERP system will manage areas such as finance, inventory, and supply chain operations. The CRM system will store customer information, sales records, marketing activities, and customer service data in one central database. This will allow all departments to work with the same up-to-date information.

3.2 Why This Solution Is Suitable

Business Needs

Microsoft Dynamics 365 will help Maldiva Ltd. improve inventory management by providing real-time stock information for all 30 stores and the online shop. This will reduce stock errors and improve customer satisfaction (O'Brien and Marakas, 2023).

Better Efficiency

The new system will automate many manual tasks and allow information to move automatically between departments. Employees will spend less time entering data, and business processes will become faster and more accurate (Laudon and Laudon, 2021).

Cost and Business Benefits

Although the company will need to invest money to implement the new system, using a cloud-based Software as a Service (SaaS) solution will reduce hardware and maintenance costs. Better inventory control and fewer manual errors will also help the company save money over time (Turban et al., 2020).

Future Growth

The cloud system is flexible and can easily support future business growth. If Maldiva Ltd. opens more stores or receives more online orders, the system can be expanded without replacing the existing infrastructure (Chaffey and Ellis-Chadwick, 2022).

3.3 Benefits for Operations, Data Management and Decision-Making

Improved Operations

The new system will make it easier to manage orders from both physical stores and the online shop. Products can be supplied from the most suitable store, helping reduce delivery times and improve customer service.

Better Data Management

All business information will be stored in one secure database. Features such as Role-Based Access Control (RBAC), Multi-Factor Authentication (MFA), and data encryption will help protect customer information and support GDPR compliance.

Better Decision-Making

Managers will have access to real-time reports and dashboards using Power BI. They will be able to monitor sales, analyse customer behaviour, and forecast future demand more accurately. This will help the company make faster and better business decisions.

4. Implementation Plan

4.1 Steps for Implementing the New System

Maldiva Ltd. should introduce the new ERP and CRM system using a phased implementation approach over 12 months. This method reduces risks and allows employees to adjust to the new system gradually.

Phase 1: Planning and System Design (Months 1–2)

The first step is to collect business requirements, review the current systems, prepare the data for migration, and configure the cloud environment. During this phase, the project team will also define the implementation schedule and identify possible risks.

Phase 2: ERP and Inventory Implementation (Months 3–6)

The ERP system will be installed first. The inventory system, warehouses, and Point of Sale (POS) systems from all stores will be connected to one central database. This will allow stock levels to be updated in real time.

Phase 3: CRM and E-commerce Integration (Months 7–9)

The CRM system will then be introduced. Customer information from different databases will be combined into one system. The online store will also be connected to the ERP system so that inventory, customer data, and orders are automatically updated.

Phase 4: Testing, Training and Go-Live (Months 10–12)

Before the system is fully launched, the company will carry out User Acceptance Testing (UAT) to make sure everything works correctly. Employees will receive training to help them

use the new system confidently. After successful testing, the new system will replace the old systems.

4.2 Training, Integration and Possible Challenges

Introducing a new information system requires good planning and effective change management (Kotter, 2012). Employees should receive practical training before the system goes live to ensure they understand the new processes and software.

One of the main challenges will be transferring data from the old systems to the new platform. The company must check and clean the existing data to remove errors and duplicate records before migration.

Some employees may also be reluctant to change the way they work. To reduce resistance, Maldiva Ltd. should communicate clearly about the benefits of the new system and appoint experienced staff members as "super users" to support their colleagues during the implementation process.

5. Conclusion and References

5.1 Conclusion

Maldiva Ltd. has grown successfully, but its current information systems are no longer suitable for the needs of the business. Separate systems, manual processes, and limited communication between departments have reduced efficiency and affected customer service.

Introducing a cloud-based ERP and CRM system, such as Microsoft Dynamics 365, will help the company improve its daily operations by bringing all important business functions together in one system. Real-time inventory updates, better customer information, automated reporting, and stronger data security will improve productivity and support better decision-making.

The new system will also help Maldiva Ltd. comply with GDPR requirements, reduce operational costs, and provide a better shopping experience for customers in both physical stores and the online shop. With a well-planned implementation and proper employee training, the company will be able to support future growth and remain competitive in the retail market.

5.2 References

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