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Information Systems Improvements Proposal for AKPerog Ltd.

Introduction

With a thriving online store and thirty physical locations, AKPerog Ltd. is a consumer electronics retailer that is growing quickly. Over the past year, sales have increased significantly, reflecting strong demand for consumer electronics and the company's ambition to expand further. However, behind this success lies a series of operational challenges caused by outdated and inefficient information systems. These challenges are beginning to undermine customer satisfaction, compliance with regulations, and overall business performance.

The company's reliance on manual inventory tracking, which frequently results in disparities between online and in-store supplies, is one of the most urgent problems. Online orders frequently result in complaints, refunds, and reputational harm when customers find out later that the item is unavailable. Additionally, store managers find it difficult to strike a balance between overstocked and understocked merchandise, which causes delays in order fulfilment and financial losses. The disjointed customer relationship management system is another significant issue. Due to the fact that consumer information is dispersed among multiple unrelated platforms it is nearly impossible to provide customised marketing or track previous transactions. The marketing team's capacity to deliver targeted promotions is hampered by this lack of connection, and the customer service staff is unable to effectively handle concerns. Additionally, decision-making procedures are inefficient and slow.

Inefficient and Sales reports are manually created using spreadsheets, which often include outdated and erroneous data. Because of this, the management team finds it difficult to assess current sales trends, which results in inaccurate forecasts and lost income potential. Another area of difficulty is adherence to data protection laws like GDPR. The lack of safe access restrictions in the current system raises the possibility of sensitive customer data being accessed without authorisation. Lastly, a significant bottleneck is produced by the lack of departmental integration. Because the sales, finance, and inventory teams utilise different software systems that don't connect, employees have to manually move data across departments. This increases the possibility of mistakes and wastes important time.

This paper assesses the current systems, finds inefficiencies, and suggests a cutting-edge integrated information system solution that would increase customer happiness, optimise processes, and boost efficiency.

Evaluation of Existing Systems

The current inventory management system is based on manual tracking through spreadsheets and store-level records. This approach is prone to human error and cannot synchronise real-time stock levels across physical and online channels. The result is frequent customer dissatisfaction due to cancelled orders and financial losses from poor forecasting and inefficient storage management.

Relationship management with customers is just as difficult. A single customer profile cannot be created since client data is dispersed over several disjointed systems. Marketing teams cannot track purchase history, limiting their ability to deliver targeted promotions, while customer support teams lack access to complete records, making complaint resolution slow and ineffective. This fragmented approach undermines customer loyalty and reduces lifetime value.

The reporting and decision-making processes are unreliable and slow. Due to their human compilation, sales reports frequently include inaccurate and out-of-date data. Managers lack access to real-time analytics, which prevents accurate forecasting and timely responses to market trends. In a competitive retail environment, this delay in decision-making is a critical weakness.

Compliance and security are also inadequate. The current systems lack secure access controls and GDPR compliance features. Sensitive customer data is vulnerable to unauthorised access, exposing the company to reputational damage and potential legal penalties.

Finally, departmental integration is poor. Teams in charge of sales, finance, and inventory use different software programs that don't talk to each other. Data must be manually transferred by employees, which wastes time and raises the possibility of mistakes. This lack of integration prevents efficient workflows and reduces productivity across the organisation.

Recommended Solution

To address these challenges, AKPerog Ltd. should adopt a modern integrated information system that integrates business information, customer relationship management, and enterprise resource planning tools, supported by strong compliance and security features.

An ERP system, like Microsoft Dynamics 365, SAP S/4HANA, or Oracle NetSuite would integrate core business functions including inventory, finance, sales, and human resources into a single platform. Cloud deployment would ensure scalability and cost efficiency. ERP would provide real-time inventory tracking across all channels, automated financial reporting, streamlined workflows, and scalability to support future expansion.

A modern customer relationship management (CRM) platform such as Salesforce or HubSpot should also be deployed. A unified CRM would consolidate customer data, enabling personalised marketing and efficient support. This would allow the marketing team to send targeted promotions based on purchase history and the customer support team to resolve complaints more effectively. Enhanced customer satisfaction and retention would follow.

Business intelligence (BI) tools such as Power BI or Tableau should be integrated to provide real-time analytics and predictive forecasting. BI dashboards would enable faster, data-driven decision-making, improved sales trend analysis, and strategic planning based on accurate insights.

Finally, compliance and security enhancements must be implemented. GDPR-compliant data protection measures within ERP and CRM systems would include role-based access, encryption, and audit trails. These features would reduce risks, ensure legal compliance, and increase customer trust.

Implementation Plan

The implementation of these systems should follow a phased approach.

Phase one involves conducting a detailed needs assessment and vendor selection. The company should analyse its requirements, evaluate ERP and CRM vendors based on cost, scalability, and industry fit, and select a cloud-based solution for flexibility.

Phase two is the pilot rollout. ERP and CRM should be implemented in a small number of stores to test integration with the e-commerce platform. Feedback should be collected from staff and customers to identify issues and refine processes.

Phase three focuses on training and change management. Training sessions should be provided for store managers, sales staff, and support teams. User manuals and online tutorials should be developed to support learning. Resistance to change should be addressed through workshops and clear communication about the benefits of the new systems.

Phase four is full integration. ERP and CRM should be rolled out across all stores and the online platform. BI dashboards should be integrated for management reporting. Secure migration of customer data must be ensured to maintain compliance and protect sensitive information.

Phase five involves monitoring and continuous improvement. Key performance indicators such as inventory accuracy, customer satisfaction, and reporting speed should be established. System performance should be regularly reviewed, and software and processes should be updated as needed to ensure ongoing efficiency and effectiveness.

Conclusion

AKPerog Ltd.'s operational challenges stem from outdated, fragmented, and insecure information systems. By adopting an integrated ERP and CRM solution supported by BI tools, the company can achieve accurate inventory management, enhanced customer engagement, faster making decisions based on data and adhering to data protection laws, and improved efficiency and scalability for future growth. Through this change, AKPerog Ltd. will be positioned as a customer-focused, competitive store that can maintain long-term success.

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