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Module Title: Managing Business Information
LCLM5004

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Component 2: Individual Report-Information
Systems Improvements

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Introduction

Maldiva Ltd. is a rapidly expanding consumer electronics retailer operating across 30 physical stores and growing e-commerce platform. The company has experienced strong sales growth in recent years, driven by increased customer demand and digital adoption. However, despite this commercial success, internal operations have not evolved at the same pace. The organisation continues to rely on outdated fragmented and partially manual information systems, which are now limiting efficiency, scalability and customer satisfaction.

The core operational challenges faced by Maldiva Ltd. stem from poor system integration, inconsistent data management, and a lack of real-time visibility across key business functions. Inventory tracking is largely manual, customer data is scattered across discounted systems, and reporting processes rely heavily on spreadsheets that are slow and error prone. In addition. The business lacks strong cybersecurity controls and is not fully compliant with data protection regulations such as GDPR, exposing it to legal and reputational risks (Kuner et al.,2020).

To enhance operational performance, decision-making capacity, and regulatory compliance, this report examines the information systems currently in use, identifies major inefficiencies, and suggest an innovative integrated solution. To support long-term scalability and business growth, the suggested strategy centres on the deployment of a cloud-based Enterprise Resource Planning (ERP) system integrated with a customer Relationship Management (CRM) platform (Laudon, 2022).

Evaluation of Existing System

The current systems and their shortcomings are summarised in the following:

2.1 Inventory Management Issues

One of the most serious flaws in Maldiva Ltd.'s current system is inventory management. Because stock levels are manually monitored, there are often differences between online and physical store availability. Customers often place order s for items that appear available online but are out of stock, leading to cancellations, refunds and reduced trust.

According to Laudon and Laudon (2022), manual inventory systems significantly reduce operational responsiveness and increase supply chain inefficiencies. In a multi-channel retail environment, real-time inventory visibility is essential for maintaining service quality and profitability.

Furthermore, the lack of real-time stock coordination between online and physical establishments considerably increases the likelihood of unsatisfactory customer experience. When clients place orders based on incorrect online stock information, it leads in order cancellations, which severely effects brand trust and customer loyalty. In retail situations, client trust is a vital success factor, and recurring stock irregularities may lead to long-term reputational damage. A unified inventory system would allow all stores and the online platform to share updated stock levels quickly, lowering these risks and boosting fulfilment accuracy.

2.2 Weaknesses in Customer Relationship Management

The company is currently unable to create a cohesive picture of customer behaviour because customer data is kept in various disconnected systems. As a result, customer service representatives find it difficult to obtain full purchase histories, and marketing campaigns are generic rather than customised.

Effective CRM systems, according to Buttle and Maklan (2019), are crucial for customer retention because they allow companies to analyse behaviour patterns and provide targeted marketing. Maldiva Ltd.'s present strategy hinders its capacity to establish enduring client relationships.

In addition, the absence of integrated customer data prevents Maldiva Ltd. from efficiently assessing client lifetime value and purchasing habits. This inhibits the organisation's capacity to identify high-value clients or adapt promotions based on behaviour. As a result, marketing expenditures may be spend inefficiently on generic efforts that do not deliver great conversation rates. Customer segmentation based on demographics, past purchase, and engagement levels would be possible with a single CRM system, allowing more focused and economical marketing tactics.

2.3 Reporting and Decision-Making Limitations

Sales and operational data are manually compiled into spreadsheets, which are prone to errors and delays. This prevents management from accessing real-time insights into business performance. Strategic decisions are therefore based on outdated or incomplete information.

Organisations that rely on spreadsheet-based reporting systems frequently experience low forecasting accuracy and decreased competitiveness as noted by Davenport and Harris (2017). Delays in making decisions can have a direct effect on revenue in fast-paced retail settings.

Due to version control concerns, the existing reliance on spreadsheet-based reporting also raises operational risk. Decision-making may be inconsistent if different departments work on different versions of the same report. This lack of single source of truth diminishes organisational confidence in data accuracy. Furthermore, the organisation's capacity to carry out predictive analytics- which may be utilised to predict demand trends and optimise stock purchase decisions-is restricted by manual reporting.

2.4 Communication and Integration Gaps

Each department within Maldiva Ltd. operates independently, using different software tools that do not communicate with each other. Significant inefficiencies follow, such as inconsistent reporting, redundant data entry, and an increase in administrative workload.

According to Laudon and Laudon (2022), who emphasise that modern organisation needs unified data systems to stay competitive, a significant obstacle to digital transformation is a lack of integration.

Employee productivity is also impacted by this lack of integration since employees must manually re-enter data from several platforms. In addition to decreasing time available for value-added operations like customer engagement and sales assistance, this repetitive procedure raises the possibility of human error. An integrated ERP system would minimise these inefficiencies by guaranteeing that all departments operate on a single database, boosting workflow automation and decreasing administrative workload across the business.

2.5 Risks to Security and Compliance

The current system lacks robust access control mechanisms and does not fully comply with GDPR requirements. Customer data is not adequately protected, increasing the risk of breaches and unauthorised access. This exposes the organisation to a potential fines and reputational damage.

Kuner et al. (2020) state that GDPR compliance requires strict data governance, encryption, and audit capabilities, all of which are absent in Maldiva Ltd.'s current infrastructure.

Moreover, the absence of adequate cybersecurity safeguards increases exposure to internal and external risks, including unintentional data spills and hostile assaults. Without suitable monitoring tools, it is difficult to notice suspicious behaviour or prohibit unauthorised access in real time. By using contemporary ERP systems with integrated security monitoring, threat detection capabilities would be improved, and GDPR compliance would be guaranteed through automated data protection measures and logging procedures.

Recommended Solution

3.1 Overview of the Suggested System

To address the identified challenges, it is recommended that Maldiva Ltd. implements a cloud-based Enterprise Resource Planning (ERP) system integrated with a Customer Relationship Management (CRM) system. Suitable platforms include SAP S/4HANA, Microsoft Dynamics 365, or Oracle NetSuite.

An ERP system integrates all core business functions into a single unified platform, enabling real-time data sharing across departments (McCue,2025) . While CRM systems enhance customer engagement marketing effectiveness and increases productivity (SIRK,2020) .

3.2 Justification for ERP and CRM Integration

The recommended solution is justified based on several key business requirements	
Integration:	Eliminates departmental silos by providing a unified database
Efficiency:	Automates manual procedures like reporting and inventory updates
Scalability:	Facilities company growth into new market and stores
Cost Reduction:	Lessens duplication and operational inefficiencies
Compliance:	Enhances data protection and GDPR compliance features

According to Davenport (2018), integrated digital systems greatly enhance organisational performance by facilitating process automation and data-driven decision-making.

Another significant advantage for using ERP and CRM systems is greater business agility. In a continually changing retail environment, companies must be able to adjust fast to swings in demand, supplier changes, and market trends. Integrated systems provide real-time insights that allow managers to respond instantly to changes rather than relying on outdated data. This enhances organisational responsiveness and facilities more accurate strategic planning.

3.3 Expected Business Improvements

The implementation of ERP and CRM systems will transform key areas of Maldiva Ltd.'s operations:

Inventory management: Order fulfilment rates will increase, and stock discrepancies will be decreased with real-time stock training across all channels.

Customer Experience: Personalised marketing and quicker customer service response times will be made possibly by unified customer profiles.

Making decisions: Real-time dashboards will give management precise information about demand patterns and sales performance.

Operational Efficiency: Automation will lessen human error and manual labour in all departments.

Implementation Plan

According to Maslam (2023) an Implementation plan is a document that describe the required steps for the completion of a project. The implementation begins with planning and requirements analysis, followed by system design, data migration, pilot testing and complete deployment including employee training this method ensure that the system us structured. Improved customer relationship management, operational efficiency, data accuracy, quicker decision making through real time information and higher productivity across all departments are the main advantages of this technique. To reduce disruption and guarantee successful adoption, a new ERP and CRM system must be implemented in a methodical, phased manner.

Phase 1: System Planning and Analysis

Collecting specific business requirements from every department is the first step. Key processes are analysed to determine system specifications, and a suitable ERP vendor is selected based on cost, scalability, and functionality.

Phase 2: System Design and Configuration

At this point, the ERP system is tailored to match the business procedures of Maldiva Ltd. CRM, sales, finance, and inventory modules are set up. Cloud infrastructure is also established to support system hosting and accessibility.

Phase 3: Data Migration

Existing data from spreadsheets and legacy systems is cleaned, validated, and transferred into the new system. To prevent inconsistencies in the new platform, data quality is crucial at this point.

Phase 4: Pilot Deployment and Testing

The system is tested in a few stores prior to full deployment in order to find and fix problems. User acceptance testing ensures that the system meets operational requirements.

Phase 5: Complete Training and Deployment

the system is rolled out across all stores and departments. To guarantee that workers can utilise the new system efficiently, staff training is carried out. Technical assistance is offered continuously.

Conclusion

Maldiva Ltd.'s current information systems are unable to handle the growing operational and customer demands of the business. Manual processes, fragmented systems, and spreadsheets-based reporting have resulted in inefficiencies, lower productivity, and an increased risk of errors and security breaches.

A complete solution to these challenges is provided by the recommended implementation of a cloud-based ERP system in conjunction with CRM platform. It strengthens management, increase inventory accuracy, and enables real-time data transmission between departments.

Additionally, by improving scalability, operational agility, and overall business performance, the integrated system offers long-term strategic advantages. Maldiva Ltd. will be able to expand into new markets and manage bigger transaction volumes without serious disruptions to its operations.

While the implementation process involves costs, risks and organisational change, the long-term rewards significantly outweigh these concerns. With proper planning, training and change management, Maldiva Ltd. may successfully transition to a contemporary information system that encourages sustainable growth and improves competitive advantage in the retail market. Maldiva Ltd.'s current information systems are unable to handle the growing operational and customer demands of the business. Manual processes, fragmented systems, and spreadsheet-based reporting have resulted in inefficiencies, lower productivity, and an increased risk of errors and security breaches.

A complete solution to these challenges is provided by the recommended implementation of a cloud-based ERP system in conjunction with a CRM platform. It promotes real-time data transmission between departments, boosts customer relationship management, increase inventory accuracy, fortifies cybersecurity, and encourages data-driven decision-making.

Additionally, by improving scalability, operational agility, and overall business performance, the integrated system offers long-term strategic advantages. Maldiva Ltd. will be able to expand into new markets and manage bigger transaction volumes without serious disruptions to its operations.

While the implementation process involves costs, risks and organisational change, the long-term rewards significantly outweigh these concerns. With proper planning, training and change management, Maldiva Ltd. may successfully transition to a contemporary information system that encourages sustainable growth and improves competitive advantage in the retail market.

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