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Introduction

1.1 Overview of the Business Case

Maldiva Ltd, is a fast-growing retailer of consumer electronics with 30 physical locations and a profitable online site. The company's revenues have expanded significantly over the last year, opening doors for future growth and higher profitability. However, because of antiquated and ineffective information systems, the organisation is dealing with a few operational issues despite its financial success. Inventory control, customer support, reporting procedures, data security, and departmental communication are all impacted by these problems. The company's current systems' shortcomings have become more apparent as it grows, posing challenges that risk customer satisfaction and operational effectiveness. As a result, the management team has acknowledged the necessity of a cutting-edge information systems that can boost organisational performance and foster economic expansion.

The retail sector is increasingly reliant on digital technologies and is fiercely competitive. Businesses that don't invest in efficient information systems frequently find it difficult to meet customer expectations and run their operations effectively. According to Laudon&Laudon (2022), information systems are essential for supporting corporate operation, easing communication, strengthening decision-making, and improving consumer experiences. Therefore, to overcome its present operational challenges and keep a competitive edge, Maldiva Ltd, must implement a more integrated and technologically advanced solution.

Identification of key challenges

Maldiva Ltd has been found to face several significant difficulties. One of the biggest problems is the manual inventory tracking system, which often leads to differences between the stock levels listed on the company's website and those recorded in stores. Customers frequently buy things that are out of stock online as a result, which results in cancelled orders, refunds and unhappy customers. Additionally, store managers struggle to keep an eye on inventory levels, which results in both excess inventory and stock shortages.

Customer relationship management presents another significant issue. Employees are now unable to obtain a comprehensive view of interactions and purchase habits because customer data is currently kept across numerous disconnected platforms. The organisation's capacity to deliver effective customer service and customised

marketing efforts is hampered by this fragmentation. Additionally, because sales data are manually prepared using spreadsheets that are frequently out-of-date and inaccurate, the management team finds it difficult to make-informed judgements. Finally, the lack of a thorough data management plan and insufficient access restrictions have raised worries about data security and GDPR compliance. When taken as a whole, these problems highlight how urgently a contemporary, integrated information system is needed.

2. Evaluation of Existing Systems

2.1 Analysis of Current Information Systems

Maldiva Ltd. currently uses a few stand-alone apps that function independently of another as part of its information systems. Spreadsheets are used to create sales reports, client data is scattered over several databases, and inventory records are kept up to date manually. These systems may have worked well when the business was smaller, but they can no longer handle the growing operational complexity of the company.

Due to staff manually enter stock updates, the inventory management process is very inefficient. This raises the possibility of human errors and causes delays in updating inventory information. As a result, there is frequently a discrepancy between the information on the e-commerce platform and the actual stock availability. Such errors have the potential to undermine consumer confidence and harm the business's reputation.

Another area where the present technologies fall short is customer relationship management. Employees cannot access full customer profiles since customer data is kept in several systems. Consumer service agents find it difficult to address consumer concerns because of inadequate records, while marketing teams are unable to efficiently assess purchasing trends or create focused advertising campaigns. According to research, companies who employ integrated CRM systems can better identify and address the demands of their customers, which leads to improved levels of customer satisfaction and retention (Davis and Bortoff, 2024).

Additionally, the business makes extensive use of spreadsheet-based reporting procedures. Spreadsheets are helpful for simple analysis, but as businesses expand, they become less effective. Workers spend a lot of time gathering information from various departments and creating reports by hand. Decision-makers' access to reliable information is diminished by this laborious and error-prone process. Organisations that use integrated business information systems can greatly increase

the speed and precision of executive decision-making, business growth and scalability, states (Schwarz, 2024)

2.2 identification of Inefficiencies and Gaps

Numerous inefficiencies brought about by the current systems impair organisational performance. Effective stock management is hindered by the lack of real-time inventory information, which raises operating expenses and results in missed sales opportunities.

Additionally, the company is unable to build solid client relationships due to fragmented consumer data. Based on their tastes and past purchases, modern consumers anticipate tailored services and promotions. Maldiva Ltd.'s capacity to compete in the market is diminished in the absence of a single client database.

The lack of integrated reporting and analytics capabilities is another big gap. To see trends, predict demand, and create business plans, decision-makers need precise, up-to-date information. But by the time it reaches management, the information generated by the present reporting procedure is frequently out of date. This makes it more difficult for the company to react swiftly to shifting market conditions.

Serious issues pertaining to data security and regulatory compliance also confront the organisation. Organisations must put in place the proper organisational and technical safeguards to secure personal data in accordance with GDPR. However, Maldiva Ltd.'s current systems do not have enough monitoring and access restrictions, which raises the risk of data breaches and possible legal outcomes (Solo, 2025). Additionally, employees must manually transfer information due to a lack of departmental connectivity, which raises the risk of errors and lowers overall efficiency.

3. Recommended Solution

3.1 Proposed Information System

To address these challenges, it is recommended that Maldiva Ltd. implement a cloud-based Enterprise Resource Planning (ERP) system integrated with a Customer Relationship Management (CRM) platform. ERP systems are designed to integrate key business functions into a single system, allowing information to be shared across departments in real time (Davenport, 1998). ERP systems also improve operational efficiency by integrating business processes and providing real time access to business data (IBM, 2024). By combining inventory management, sales, finance, customer service, and reporting functions within one platform, the organisation can significantly improve operational efficiency and data accuracy.

A suitable solution would be Microsoft Dynamics 365, SAP Business One, or Oracle NetSuite. These platforms provide comprehensive ERP and CRM capabilities while offering cloud-based deployment options that support business growth and flexibility. The proposed system should include modules for inventory management, customer relationship management, financial management, business intelligence, and e-commerce integration.

The inventory management module would provide real-time stock visibility across all stores and online channels. The CRM component would centralise customer information, enabling employees to access complete customer records and improve customer interactions. Business intelligence tools would generate automated reports and dashboards, allowing managers to monitor performance and make informed decisions. In addition, built-in security features would help ensure compliance with GDPR requirements.

3.2 Justification for the Recommendation

The proposed ERP and CRM solution is highly suitable because it directly addresses the challenges identified within the organisation. First, it would significantly improve operational efficiency by automating many manual processes. Inventory updates, financial transactions, and customer records would be synchronised automatically, reducing administrative workload and minimising human error.

Second, the system would improve inventory management through real-time tracking and automated stock monitoring. Employees would be able to view accurate inventory levels of all times, reducing stock discrepancies and improving order fulfilment. This would enhance customer satisfaction by ensuring that products advertised online are genuinely available for purchase.

Third, the integrated CRM platform would enable the organisation to develop stronger customer relationships. CRM systems also enable businesses to improve customer retention, enhance customer service and deliver personalised customer experiences (Salesforce,2024). Employees would have access complete customer profiles, including purchase histories and service interactions. This would allow marketing teams to create personalised promotional campaigns and customer service representatives to resolve issues more efficiently. Research has demonstrated that CRM systems can improve customer satisfaction, customer loyalty, and organisational performance (Mithas et al.,2006).

Another major advantage is improved decision-making. The business intelligence capabilities of modern ERP systems provide real-time dashboards and analytical tools that support strategic planning. Managers would no longer rely on manually generated spreadsheets but instead access accurate and up to date information whenever

required. This would improve forecasting accuracy and help the company identify new revenue opportunities.

The proposed solution also supports scalability. As Maldiva Ltd. continues to expand, the cloud-based system can accommodate additional stores, employees and customers without requiring substantial investments in infrastructure. Lastly, improved security features like encryption, audit trails, and role-based access controls will help GDPR compliance and better data protection.

3.3 Impact on Business Performance

The performance of business would be completely transformed by the adoption of an integrated ERP and CRM. Stock shortages and excess inventory would decrease as inventory management improved in accuracy and effectiveness. Customer would benefit from quicker service and dependable information about product availability, which would raise customer satisfaction.

Personalised promotions based on consumer purchasing patterns would boost marketing effectiveness. Workers would devote more time to activities that produce value and less time to administrative work. Additionally, management would have access to precise real-time data that helps with corporate expansion and strategic decision-making.

All things considered, the suggested approach would boost customer satisfaction, save operating expenses, increase productivity, and improve the company's ability to compete in the retail consumer electronics industry. In addition, the cloud based technologies can improve organisational agility, operational efficiency and customer experience (Microsoft,2024).

Implementation plan

Careful preparation and execution are necessary for the suggested system to be implemented successfully. To determine the needs of each department, a thorough requirements analysis is carried out in the first step. To guarantee that all business requirements are appropriately recorded, stakeholders from sales, inventory, finance, customer support, and senior management should take part in workshops and consultations.

The chosen ERP and CRM system should be set up in accordance with organisational needs after the requirements study. Designing workflows, defining user roles, specifying security settings, and getting the system ready for data migration are all part of this

phase. Additionally, the company needs to make sure that the new system works well with any remaining software programs and its current e-commerce platform.

Data migration is the next stage. Financial data, inventory data, and customer records should all be cleaned, verified and moved to the new system. This procedure is essential since the efficacy of the new platform may be compromised by low-quality data. To ensure that all data has been transferred correctly, extensive testing should be carried out.

Another crucial step in the deployment phase is employee training. Employees must receive training on how to operate the new system efficiently and comprehend how it will help them with their everyday tasks. Practical demonstrations, user manuals and continuing technical assistance should all be part of training sessions. User adoption rates can be increased and employee resistance to change can be decreased with effective training.

The company should carry out comprehensive testing, including user acceptability, security and functional testing, prior to complete implementation. To avoid disturbance to business operations, the system can be introduced utilising a phased rollout strategy when testing has successfully finished. To find areas for improvement and make sure the anticipated advantages are realised, implementation should be followed by ongoing monitoring and assessment.

Resistance to change, implementation costs, brief operational disruptions and technological issues during data migration are all possible obstacles. However, with careful project planning, stakeholder involvement, and continuous assistance, these risks can be controlled.

Conclusion

In conclusion, Maldiva Ltd. is facing serious operational difficulties because of antiquated and disjointed information systems. For a retail company that is expanding, the present methods of inventory management, customer relationship management, reporting, and data security are no longer appropriate. These restrictions have a detrimental impact on consumer happiness, raise expenses, and decrease efficiency.

The deployment of a cloud-based ERP system connected to a CRM platform has been suggested in this concept. Real-time inventory visibility, centralised customer data, automated reporting capabilities, improved security controls, and smooth departmental communication would all be features of such a solution. The suggested solution would boost client relations, facilitate better decision-making, increase operational effectiveness, and guarantee adherence to data protection laws.

The long-term advantages greatly exceed the related costs, even if implementation will necessitate organisational transformation and investment. Maldiva Ltd. will be well-positioned to sustain future expansion, boost profitability, and preserve a significant competitive edge in the quickly changing retail sector by implementing an integrated information system.

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