

INDIVIDUAL REPORT
INFORMATION SYSTEMS IMPROVEMENTS

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1. Introduction

Maldiva Ltd. is a rapidly growing retailer in the consumer electronics sector, operating 30 physical stores supported by an expanding e-commerce platform. Recent increases in sales have highlighted significant limitations within the organisation's outdated and poorly integrated information systems. These weaknesses are generating operational inefficiencies, diminishing customer satisfaction, and creating compliance concerns that may hinder the company's ability to scale effectively.

A central issue is the reliance on manual inventory management. Frequent inconsistencies between in-store stock levels and online availability lead customers to place orders for products that are later found to be unavailable. This results in complaints, refunds, and reputational damage. Store managers also face challenges in identifying surplus or insufficient stock, contributing to financial losses and delays in order fulfilment.

Customer relationship management is similarly fragmented. Data is dispersed across multiple systems, making it difficult to analyse purchasing behaviour, tailor marketing strategies, or resolve customer issues efficiently. In addition, sales reporting processes depend on manually compiled spreadsheets, which often contain errors and outdated information. This prevents managers from accessing real-time insights and undermines forecasting accuracy.

This evaluation aims to provide a clear, evidence-based analysis of Maldiva Ltd.'s current challenges and to recommend modern information systems capable of improving operational efficiency, enhancing customer experience, and supporting sustainable organisational growth.

2. Evaluation of Existing Systems

Maldiva Ltd.'s current information systems are outdated, fragmented, and unable to support the operational demands of a fast-growing retail business. As highlighted by Laudon and Laudon (2022), modern organisations require integrated, real-time systems to maintain efficiency and competitiveness. Maldiva's reliance on manual processes and disconnected software platforms directly contradicts these principles, resulting in significant operational challenges.

2.1. Inventory Management System

The company's manual inventory tracking system is one of its most critical weaknesses. Inventory updates are performed manually by store staff, often only once per day, creating delays and inaccuracies. This leads to discrepancies between physical store stock and online availability, causing customers to place orders for items that are actually out of stock. According to Ghemawat and Nueno (2006), real-time inventory visibility is essential for retailers

to avoid stockouts and customer dissatisfaction. Maldiva's outdated system fails to provide this visibility, resulting in refunds, complaints, and reputational damage.

Store managers also lack automated tools to identify overstocked or understocked items. Without predictive analytics or automated alerts, they cannot anticipate demand or adjust stock levels proactively. This inefficiency leads to financial losses through unsold inventory and delayed fulfilment.

2.2. Customer Relationship Management (CRM)

Maldiva's CRM processes are fragmented across multiple disconnected systems. Customer data is stored separately by the marketing team, customer support team, and e-commerce platform. This siloed approach prevents the creation of unified customer profiles, making it impossible to track purchase history or personalise marketing campaigns. Floridi and Cows (2019) emphasise that ethical and effective data management requires consistency, transparency, and integration—none of which are present in Maldiva's current CRM setup.

The lack of integrated customer data also affects customer support. Staff cannot access complete purchase records, leading to slow complaint resolution and inconsistent service quality. This reduces customer satisfaction and loyalty.

2.3. Reporting and Decision-Making

Maldiva's reporting system relies heavily on manual spreadsheets, which are prone to errors and outdated information. Sales data from stores and online channels is manually compiled, often taking several days to produce. This slow reporting cycle prevents management from accessing real-time insights, making it difficult to identify trends or respond quickly to market changes. As noted by Laudon and Laudon (2022), timely and accurate information is essential for effective decision-making. Maldiva's current reporting process fails to meet this standard, resulting in poor forecasting and missed revenue opportunities.

2.4 Data Protection and Security

Maldiva's systems lack secure access controls and do not comply fully with General Data Protection Regulation (GDPR) requirements. Sensitive customer data is stored across multiple platforms without proper encryption or role-based access restrictions. This increases the risk of unauthorised access and data breaches. Floridi and Cows (2019) highlight the ethical importance of protecting personal data and ensuring responsible digital practices. Maldiva's current approach exposes the company to legal penalties and cyber threats.

2.5. Lack of System Integration

One of the most significant gaps is the lack of integration across departments. Sales, finance, inventory, and customer service each use different software systems that do not communicate with one another. Employees must manually transfer data between departments, increasing workload and the likelihood of human error. This fragmentation prevents Maldiva from achieving operational efficiency and scalability.

3– Recommended Solution

An ERP system provides an integrated platform that connects finance, inventory, sales, procurement, HR, and operations, ensuring that data flows seamlessly across the organisation. In contrast, standalone systems such as CRM, SCM, or Business Intelligence focus on specific functions. A CRM improves customer relationship management but cannot manage stock or supply chain processes. SCM systems optimise logistics and supplier coordination but lack visibility into financial performance or customer behaviour. BI tools offer analytical insights, yet they depend on data imported from multiple disconnected sources, which can create inconsistencies.

When used separately, these systems often generate information silos, duplicate data entry, and fragmented workflows. An ERP eliminates these gaps by centralising processes, enabling real-time visibility, and supporting cross-department decision-making. While standalone tools can be effective for targeted needs, ERP systems deliver a holistic, unified approach that enhances operational efficiency and strategic coordination across the entire business. The most suitable solution for Maldiva Ltd. is a modern, fully integrated Retail Enterprise Resource Planning - ERP *system*, because it directly addresses inventory inaccuracies, fragmented customer data, slow reporting, weak security, and the lack of cross-department integration.

Recommended Solution: Implement a Retail ERP System

A Retail Enterprise Resource Planning (ERP) system integrates inventory management, CRM, sales, finance, reporting, and data security into a single unified platform. This replaces Maldiva Ltd.'s disconnected tools with one real-time, centralised system designed specifically for multi-store and e-commerce retailers. Retail ERP systems eliminate manual reconciliation, improve stock visibility, and provide a “single source of truth” across the organisation (NetSuite, 2026).

Justification Based on Business Needs, Efficiency, Cost, and Scalability

Maldiva's Business Needs Alignment core problems—manual inventory tracking, fragmented CRM, slow reporting, and compliance risks—are exactly the issues ERP systems

are designed to solve. ERP platforms integrate stock control, order processing, CRM, finance, and reporting into one system, ensuring all departments work from accurate, synchronised data (SuiteApp, 2025).

4. Efficiency Improvements

It is worth noting that ERP implementation requires investment, it reduces long-term operational costs by: Minimising labour spent on manual data entry; Reducing inventory waste; Preventing compliance penalties; Improving forecasting accuracy. International Data Corporation (IDC) research shows companies lose 20–30% of revenue annually due to data silos (Shopify, 2026) —precisely the issue Maldiva faces.

Although ERP systems offer significant operational benefits, their implementation presents notable risks that organisations must critically evaluate. ERP projects often require substantial financial investment, including licensing, customisation, training, and ongoing maintenance, which can strain budgets and delay returns. System complexity is another major challenge; integrating multiple modules across departments can lead to configuration errors, data migration issues, and workflow disruptions.

Organisational resistance frequently emerges when employees are required to abandon familiar tools or adapt to new processes, increasing the likelihood of adoption failure. Research consistently shows high ERP project failure rates due to poor change management, unrealistic timelines, and insufficient stakeholder engagement. Additionally, centralising all operations in one system creates dependency risks: if the ERP experiences downtime or security breaches, the entire business may be affected. These limitations highlight that ERP implementation is not a guaranteed solution; success depends on careful planning, phased deployment, strong leadership, and continuous user training to mitigate financial, technical, and organisational risks.

4 – Implementation Plan

Implementing a modern Retail ERP system is a transformational project that requires careful planning, cross-department coordination, and strong leadership support. Research shows that ERP success depends more on planning and change management than on the software itself (MSDynamicsWorld, 2026). The following phased plan outlines how Maldiva Ltd. can implement the new system effectively.

4.1. Phase One: Planning and Requirements Definition

The first step is to define clear business goals and system requirements. Maldiva must document current processes, identify pain points, and outline future-state workflows. This includes mapping inventory processes, CRM needs, reporting requirements, and GDPR

compliance gaps. According to ArionERP's implementation framework, establishing governance, scope, Key Performance Indicator (KPI), and a project team early is essential for avoiding delays and budget overruns (ArionERP, 2026).

Key actions:

- Establish an ERP steering committee
- Define KPIs (e.g., reduce stock discrepancies by 90%)
- Document “as-is” and “to-be” processes
- Finalise budget and timeline

4.2. Phase Two: System Selection and Integration Planning

Maldiva should select a Retail ERP system with strong inventory, CRM, POS, and e-commerce integration capabilities. Integration planning is critical because the ERP must connect seamlessly with existing tools such as the online store, payment gateways, and customer support systems. Retail ERP must support omnichannel workflows, including click-and-collect and real-time stock visibility (Cleverence, 2026).

Key actions:

- Evaluate ERP vendors based on retail-specific features
- Plan integrations with POS, e-commerce, finance, and CRM
- Conduct a gap analysis to identify required configurations

4.3. Phase Three: Data Migration and System Configuration

Data migration is one of the most complex tasks. Maldiva must audit existing data, cleanse duplicates, correct errors, and standardise formats before migration. Clean data ensures accurate reporting and forecasting. ERP configuration should reflect Maldiva's, including automated inventory updates, unified customer profiles, and real-time dashboards.

Key actions:

- Cleanse and standardise inventory and customer data
- Configure ERP modules (inventory, CRM, finance, reporting)
- Build integrations and test data flows

4.4. Phase Four: Training and Change Management

Employee training is essential to ensure adoption. Staff must learn how to use the new ERP dashboards, inventory tools, CRM features, and reporting functions. Change management should focus on reducing resistance, building confidence, and demonstrating the benefits of automation. As noted by Gautam Hans (2026), ERP success depends heavily on user readiness and clear communication.

Key actions:

- Train store managers, inventory teams, finance staff, and customer support
- Provide hands-on workshops and role-specific guides
- Communicate benefits and new workflows clearly

4.5. Phase Five: Testing, Go-Live, and Post-Launch Support

Before going live, Maldiva must conduct unit testing, integration testing, and user acceptance testing (UAT). This ensures the system works correctly and staff can perform tasks confidently. A phased rollout—starting with a few stores—reduces risk. After go-live, hypercare support should be provided to resolve issues quickly.

Key actions:

- Perform full system testing
- Launch in pilot stores before full rollout
- Provide on-site support during the first weeks
- Monitor KPIs and optimise processes

5 – Conclusion

Maldiva Ltd. is entering a stage where fragmented, outdated systems can no longer support its operational complexity or growth ambitions. The assessment revealed persistent inefficiencies in inventory control, CRM, reporting, and data governance, all contributing to stock inaccuracies, customer dissatisfaction, compliance risks, and slow decision making. Modernisation is therefore essential. Implementing a Retail ERP system is the most suitable solution, as it unifies inventory, finance, CRM, e-commerce, and reporting within a single platform, eliminating data silos and enabling real-time visibility across departments. This aligns with Laudon and Laudon's (2022) argument that integrated systems are critical for efficiency and competitiveness in contemporary retail.

The ERP will deliver substantial improvements: accurate inventory updates, faster fulfilment, automated workflows, and consolidated customer data that strengthens marketing and GDPR compliance. Managers will benefit from live dashboards, automated reporting, and forecasting tools that enhance strategic planning. Overall, a Retail ERP system will modernise Maldiva's digital infrastructure, reduce errors, improve responsiveness, and support sustainable expansion in the fast-moving consumer electronics market.

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