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1. Introduction

Maldiva Ltd is a growing consumer electronics retailer with 30 physical Stores and an online shopping platform. The company has achieved A considerable increase in sales and tends to expand further. However. Its current information system has not yet developed at the same speed as the business. The important activities are still completed, manually or through separate systems. This has created problems across inventory management Customer service, data protection, reporting, and communication between departments.

Furthermore, managers depend on manually prepared spreadsheets that has been done. These reports can hold outdated information, typing mistakes, and duplicate figures. As a result, a senior manager does not receive a correct real time view of the business performance. Maldiva Ltd Also faces data protection risks because the existing systems have been weak due to access controls. The purpose of this report is to evaluate the weaknesses and recommendations as integrated cloud-based Dynamics 365 solution and provides a plan for introducing it is across the business for their company's current activities and further growth.

2. Evaluation of the Existing Systems

2.1 Inventory problems

Maldiva Ltd Inventory system depends on too heavy on employees entering information by hand. This approach may have worked when the company was smaller, but it is not suitable for a business with 30 stores and an online platform. Hundreds of transactions may take place across the company each day. Every sale, delivery, return Install transfer can affect the amount of stock that is available.

When employees are busy, stock records might not be updated immediately. They could also enter an incorrect product code or quantity. This will create a difference between the recorded stock and the products physically that is available. Customers might then order something that has already been sold. Oracle (2023) Explains that the retail inventory management involves controlling stocks across sales and channels and using information to forecast the level of stocks that is required.

When the company has too little stock, it can lose sales because customers may purchase from another retailer. When there are too many orders, the money becomes tied up in products that may take longer time to sell. Electronics. Can also lose value when newer models enter the market. Therefore. By keeping large amounts of slow-moving stock may result in the company having to reduce its prices.

Employees may need to contact another store to confirm whether an item is available. Information is then recorded again when the item is transferred. These additional steps. Waste time and creates further opportunities for mistakes.

2.2 Customer-information problems

Customer data is spread across several systems instead of being stored in one central location. One system might contain an online order, while the other one might contain a complete or refund. This prevents employees from gaining a complete understanding of the customer.

For example, if a customer contacts the support team about a missing order, the employee may be unable to see early communication. The customer might need to repeat the same information to a different employee. This can make the service feel disorganised and may reduce the customers trust in the company.

Employees cannot easily identify customers who regularly purchase certain types of electronics. Promotions can also be sent to the wrong people or based on incomplete information. This is less effective than contacting customers with a suitable offer based on their interest and previous purchase.

Holding several versions of a customer's information can also create accuracy problems. A customer may update their address, but the change might only disappear in one system. On the data protection principles, personal information should be accurate and corrected when necessary. (Information Commissioner's office, 2026). Maldiva Ltd.'s current agreements makes meetings this responsibility and more difficult.

2.3 problem with reporting and decisions

Managers rely on spreadsheets that employees prepare manually. Spreadsheets can be helpful for basic calculations, but they become difficult to control when many departments and stores use them. Different employees may save separate versions of the same report. Formulas can be changed accidentally, information may be entered in the wrong place, and figures can be counted twice.

Managers may not immediately notice that a product is selling faster than expected or the store is receiving an unusual high number of returns. Bandara et al (2024) He explains that

modern EPR system must be able to process and respond to larger amounts of the business data. Maldiva Ltd needs current information rather than depending on historical spreadsheet reports.

2.4 Security and legal concerns

Maldiva Ltd Holds information such as customers names, contact details, address and order histories. The company has a responsibility to keep this information secure. However, in its current system has had limited access control. This could allow employees to view or change information that is not relevant to their role.

Security is important because cyber-attacks affect organisations of different sizes. The Cyber Security Breaches Survey 2025/2026 Reported that 43% of the UK business identified a cyber security breach or attack during the previous 12 months (Department for Science, Innovation and Technology, 2026). Maldiva Ltd Could face financial loss interrupted operations and reputation damage if its customers information were stolen or exposed.

The information Commissioner's Office (2023) Explains that organisation must use suitable technical and organisation measures to protect personal information. Maldiva Ltd Therefore, needs a stronger authentication to secure access permissions, reliable backups, and clear rules explaining how employees should handle data.

3. Recommended Solution

Maldiva Ltd Should introduce an integrated. Cloud-based business system using Microsoft Dynamics 365. The recommendation solution. Would combine Dynamics 365 Business Central with suitable customer relationships management features and Power BI reporting tools.

Business Central is designed to connect areas such as sales, finance, customer service and business operations (Microsoft, 2026a). Instead of keeping separate records, authorised employees would work with information held in one central system. This was reduced repeated data entry and provided a more consistent view of the whole company.

3.1 Improving inventory management

The new system should link all furry stores, the company's storage facilities and the online platform. Barcode technology could record products when they have been delivered, sold, returned or moved. As soon as a transaction takes place, the central stock quality would be updated.

The website will then check the latest information before accepting an order. This would reduce the number of customers purchasing unavailable products. Managers could also receive warnings when a product reaches a low stock level. This would allow a new stock to be ordered before it sells out.

Dynamics 365 Supply Chain Management provides business with current information about supply chain and warehouse activities (Microsoft, 2026b). Although Maldiva Ltd May does not require every advance feature immediately. It could add further functions at it expands. This makes the proposal system more suitable for long term growth.

Managers would also be able to see which products sell well during a particular season or in a certain location. This would support better stock allocation. A product that sells slowly in the store could be transferred to a location where demand is higher.

3.2 Improving customer relationships

A central CRM system would bring together customer orders, inquiries, returns and complaints. When a customer contacts Maldiva Ltd, an unauthorised employee could view the relevant history without searching several systems.

This should be reduced of the time that is needed to deal with inquiries and prevent customers from repeating and explaining the same issue. The system could also be recorded who is responsible for each complaint and whether it has been resolved.

For example, customers that have previously purchased gaming equipment could receive information about related products. However, Maldiva Ltd must only use personal data for lawful purposes and respect customers' marketing preferences.

3.3 Better reporting

Information from the ERP and the CRM could be displayed through Power BI dashboards. Managers would be able to check return, sales, available stock and customer complaints more quickly. They could also view the entire business or focus on one store, product or period.

This would reduce the needs of employees to prepare for regular reports manually. It would also give managers earlier warnings of possible problems. For example, an increase in returns for one of the products could suggest a quality issue.

Management would still need to be checked in about the information that is entered correctly. A modern system cannot produce reliable reports for poor quality data. Maldiva Ltd should introduce common rules for product codes, customer records and financial information.

3.4 Cost, security and future growth

A cloud-based system is recommended because Maldiva Ltd has stores in different locations. Employees would be able to access the system securely without the company installing and maintaining a separate server in every store. Mell and Grance (2011) describe cloud computing as providing access to shared computer resources that can be supplied when needed.

The system would involve subscription charges, consultancy costs, equipment, data migration and staff training. Maldiva Ltd should request a quotation for several approved providers before making a final decision. The company should compare the total cost over several years rather than considering the initial price.

Security features should include multi-factor authentication, data encryption, automatic backups, and role-based access. Employees should only see the information when needed for their work. System logs should only be recorded on important activities so that the company can investigate suspicious changes.

Maldiva Ltd should therefore prepare backup procedures for temporary Internet or system failures. The Suppliers service agreement should clearly explain availability, recovery, support and over ship of the company's data.

4. Implementation Plan

4.1 Planning and requirements

The company should then begin by creating a project team. It should only include a senior managers, IT employees and representatives from stores, finance, inventory, marketing and customer service. These employees need to understand the different parts of the business and can be explained what the new system must achieve.

The team should then have a map of the current processes and set clear objectives. Examples include reducing cancelled orders, increasing stock accuracy, shortened customer response times and producing reports more quickly.

4.2 Preparing and moving data

Before you information is transferred, Maldiva Ltd must clean its existing records. Duplicate customer account should be combined, Product code should follow one format, and incorrect details should be corrected.

Early information that the company still needs and has a valid reason to keep should enter the new system. It completely Backup should be taken before migration. Employees should then compare the transferred information with the original records to confirm that the stock levels, customer details, and finance totals are correct.

4.3 Pilot testing

The company should then test the system in a small number of stores before introducing it everywhere. The pilot should cover sales, online orders, returns, delivery, stock transfers and customer inquiries.

The project team can then make improvements before the next stage. This is by introducing the system step by step, which then will reduce the risk of a problem affecting all 30 stores at once.

4.4 Employee training

Training should only match each person's responsibilities. Store employees need practical training in sales, returns and stock updates. Customer service employees need to understand the CRM system, while managers require training in reports and dashboards.

Ngai, Law and Wat (2008) Identify management support and employee's education as important factors in successful ERP projects. Senior management should explain why the changes is necessary and how it will benefit the employees and the customers and overall, the whole company. Each store should also have a trained system champion who can support colleagues.

4.5 Full launch and review

Following a successful pilot Maldiva Ltd can introduce the system to groups of stores. Technical Support should be available during each launch. Performance should also be reviewed after one month, three months and six months.

The company should also measure the stock accuracy, cancelled orders, customer complaints, reporting times and employees use of the system. Security permission should also be reviewed regularly. There could be possible risk include incorrect data, resistance from employees, delays, additional cost and disruption to customers. Testing, training, clear communication and a phased launch will help control these risks.

5 Conclusion

Maldiva LTD's current system are not suitable for growing retail with 30 stores and an online platform. Manual stock updates inaccurate information, while separate customer records make it harder to provide a good service. Spreadsheet reports slowdown decision making and weak access controls create security and data protection concerns.

An integration Microsoft Dynamics 365 system would connect inventory cells, finance, customer service and reporting. Real time stock updates should only be reduced and available online orders and unnecessary refunds. A central customer record would allow employees to deal with inquiries more effective, while dashboards will give managers quicker access to useful information. The company should introduce the system Slowly and provide suitable training. Data must be cleaned before it is moved., and the system should be tested in small amounts of stores first. If Maldives' Ltd manages the change carefully, the recommendation solution should improve efficiency, customer satisfaction, information security, and business decision making.

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