



Title-----Managing Business Information

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Introduction.

AKPerog Ltd, a fast-growing consumer electronics retailer, with 30 physical stores and an e-commerce platform. Despite significant sales growth, the company faces operational challenges due to outdated and inefficient information system, disconnected customer data and lack of integration across departments are hinder the company progress. This proposal outlines our recommendations for a modern information system to address these challenges and improve business performance. The business case, analysis identifies key challenges.

AKPerog Ltd. and proposes a solution to address these issues. And customer satisfaction. According to a report by McKinsey, companies that invest in digital transformation can expect to see a significant increase in revenue and profitability (Mc Kinsey, 2020). This proposal recommends an appropriate information system to address these challenges and improve business performance.

Overview of the Business Case / Scenario.

AKPerog Ltd. is the company name Industry Consumer Electronics retail, overview AKPerog Ltd. is a fast-growing consumer electronic retailer with 30 physical stores and an e-commerce platform. Despite significant sales growth the company faces operational challenges due to outdated and inefficient information systems. manual inventory tracking system, fragmented customer relationship management (CRM) system, and lack of integration across department are causing to compete effectively as noted by Laudon and Laudon (2019) effectively information systems are critical to the success of businesses in today's digital economy.

- . Stock discrepancies and delays in order fulfilment.
- . Poor customer satisfaction and loyalty.
- . Inefficient decision-making and lost revenue opportunities.
- . Data security concerns and non-compliance with GDPR.

Key Challenges: Facing the Organization.

- . Inefficient Inventory Management: Manual inventory tracking system leading to stock discrepancies, overstocking and delayed order fulfilment.
- . Poor Customer Relationship Management: Disconnected customer data and inadequate customer relationship management CRM systems making it hard and difficult to track customer interactions and provide targeted purchase promotions
- . Inefficient Decision Making: due to Manual reporting and outdated data, errors

- . Data Security Concerns The company is not fully compliant with GDPR, Lack of secure access controls increasing the risk of unauthorized access to customer data.
- . Lack of Integration: across department sales, finance, inventory.
- . Non-compliance with data protection regulation regulations GDPR
- . inaccurate and outdated sales data leading to poor decision -making
- . DT security risks and non -compliance with GDPR

Evaluation of Existing Systems.

The AKPerog Ltd.'s current information system are outdated an inefficient, leading to operational challenges and impacting customer satisfaction the fallowing analysis highlight's the inefficiencies and gaps in the current system, according to study by Gartner, companies that fail to invest in digital transformation risk being left behind by their competitors (Gartner,2020) The manual inventory tracking system re limiting the company's ability to provide personalized customer service. Disconnected data bases, spreadsheets for sale reporting, separate software systems for sales, finance and inventory.

Analysis of the Current Information System.

- . Manual Inventory Tracking System The company uses Physical counts and manual system to track inventory levels, leading to stock discrepancies,
- . Delays in order fulfilment.
- . inaccurate reporting
- . Fragmented Disconnected CRM System: Customer data stored across multiple disconnected systems, making it difficult to track customer interactions
- . Challenging to provide targeted promotions.
- . Hard to analyse customer behaviour.
- . Separate Software System: different departments use different software systems leading to
- . Manual Data transfer
- . Errors and inaccuracies
- . Inefficient communication.
- , Spreadsheets for sales Reporting sales reports are manually complied using spreadsheets, resulting in.

- , Errors and inaccuracies
- . Outdated data
- . Poor forecasting and decision -making.

Identification of Inefficiencies and Gaps.

- . Stock discrepancies and overstocking.
- . Inability to track customer purchase history or provide personalized marketing.
- . Security risk and non-compliance with GDPR
- . Lack of Integration system are not integrated leading to delays to manual data transfer and errors,
- . Inaccurate Data: Manual data transfer between departments leading to errors and inefficiencies.
- . limited Scalability Current systems are not designed to support the company 'growth.
- . Data Security Concerns The company is not fully compliant with GDPR, increasing the risk of unauthorised to access customer data.
- . Lack of Real Time Data, current Systems do not provide real time data making it difficult to make informed decisions,

Recommended Solution.

Based on the analysis of AKPerog Ltd.'s current system and challenges, cloud-based Enterprise

We recommend implementing an integrated system a modern cloud-based Enterprise Resource Planning (ERP) system specifically SAP S/4HANA, to address AKPerog Ltd.'s challenges.

1. Automated Inventory management and tracking According to a report by Oracle, ERP systems can help companies improve efficiency,
2. Centralized customer database and CRM capabilities.
3. Real-time sales reporting and analytics
4. Reduce costs, and enhance customer satisfaction (Oracle,2020). The system will provide real-time data analytics
5. And automate manual processes, improving efficiency and decision making.
6. Adopt a Cloud base CRM system can provide a centralized platform for customer data and interactions.

7. Develop a Data Analytics Platform a data analytic platform can provide real-time insights and support informed decision-making

By addressing these inefficiencies and gaps, AKPerog Ltd. can improve operational efficiency, enhance customer satisfaction and drive business growth.

Proposed System.

- . ERP System: Microsoft Dynamic 365 or SAP S/ 4 HANA
- . CRM Module: Salesforce or Microsoft Dynamic 365 Customer Engagement.
- . Inventory Management Module Fishbowl or Trade Gecko
- . Data Analytic Platform: Table of Power BI.

Justification for the Recommendation.

1. Improved inventory management and reduce stock discrepancies.
2. Enhance customer experience and personalized marketing
3. Faster and more accurate decision-making
4. Compliance with GDPR and reduced security risks.
5. Increased efficiency and reduce manual errors.

1. The Business needs the proposed system addresses the key Company's challenges, including inefficient inventory management, poor customer relationship and effective decision making

companies that invest in digital transformation are more likely to experience significant revenue growth and improved profitability (Deloitte, 2019), and customer satisfaction.

2. Efficiency the system automates manual processes, reduces errors, and provides real time data, enabling employee to focus on value added tasks.

3. Cost The proposed system offers a cost-effective solution, reducing the need for multiple software license maintenance and support.

4. Scalability the cloud-based system is designed to scale with the company's growth providing Flexibility and adaptability,

. Implement a modern cloud-based ERP system to integrate all departments and functions.

. Provide training and support staff to ensure successful adoption.

. Monitor and evaluate system performance to ensure benefits are realized.

Benefits.

1.Improved inventory management and reduce tracking discrepancies.

. Streamlined order fulfilment and shipping

. Enhance customer experience and personalized marketing.

. Faster and more accurate decision-making

. Compliance with GDPR and reduce security risk.

. Increased efficiency and reduce manual errors.

2.Enhance Data Management

. Single source of truth for customer data and interaction.

. Real -time data and analytics for informed decision -making

. Improved data security and compliance with GDPR

3.Improved Decision -Making

. Real- time insight and analytic

. Data -driven forecasting and planning

. Enhance visibility into business performance.

Explanation of how the system improve operations, Data Management, and Decision-Making.

1.Improved Operations: Automated inventory tracking and real- time data updates improve order fulfilment and reduce stock discrepance.

2.Enhance data Management centralized customer data base and real time sales data provide
Insight for informed decision making.

3.decision -making: Real time data analytics enable informed decision making and
Improved forecasting.

Implementation Plan: The Implementing steps for the new system.

1. Phase 1: Planning and Design (6 weeks)

. Define project scope and objectives

. Identify key stakeholders and requirements

- . Design system architecture and integration.
- 2. Phase 2: Implementation (12 weeks)
 - . Configure and customize the system
 - . Develop integrations and interfaces
 - . Test and validate the system
- 3. Phase 3: Training and Deployment (4 weeks)
 - . Train end -users and support staff.
 - . Deploy the system to production.
 - . Monitor and evaluate system performance.
- 4. Go-live and post implementation Support (Weeks 17-20) deploy system and provide post implementation support. Monitor and evaluate system performance,

Timeline :22 weeks (approximately 5.5 months)

Budget Estimated \$250,000-\$350,000 (dependent on the chosen system and implementation partner. The proposed system will provide AKPerog Ltd. with a modern integrated, and scalable solution to address its current challenges and support future growth.

Considerations Training: Integration with Existing Infrastructure and Potential Challenges.

- . Training for employees on new system and processes
- . Training: comprehensive training provided to ensure a smooth transition.
- . Integration: System with existing infrastructures to minimize disruptions.
- . Potential Challenges: including data migration and system downtime, will be mitigated through careful planning and execution.

Recommendation for Future Improvements.

- . Artificial Intelligence: Consider Implementing AI-powered analytics to future enhance decision -making.
- . Internet of Things: Explore the used of lo T devices to improved inventory tracking and supply chain management.
- . Cloud- Based Solution: Continue to leverage cloud- based solution to improved scalability and reduce costs.

Conclusion

I conclude to Implementing an integrated of a good modern, ERP information system will enable AKPerog Ltd.'s key operational challenges improved efficiency and enhance customer satisfaction. The new recommended solution will provide real time visibility, automate manual processes, and support business growth.

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