# cput-logo - The Maynards GroupCover Page

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# Approaching business when considering Chapter 9: SDLC and DBLC (Facebook, 2020)

## Participants: Sean Robert Trainor 218060033

We are going to approach and complete this project using the skills and knowledge we learned in Chapter 9 of our textbook (Coronel & Morris, 2016), specifically the skills on SDLC and DBLC.  
  
Since this is a small business, we do not have a large budget. Therefore, we will not be able to approach the project with a perfect solution. We instead must work with what we have and make the best of what we have with regards to our solution.

We will be following a standard SDLC and DBLC process to complete this project. They will both be iterative processes. We have chosen iterative processes because we feel it will be easier to complete the project this way due to COVID and the distance between the stores we will be working in/on. Iterative processes will lead to less mistakes and less miscommunication. (Talk, 2015)

Our initial assessment of the problem with the stores indicates that some aspects of the business need to be completely replaced (Yellow pages, fax machines, Excel spreadsheet) and others only need to be updated (Facebook) or slightly modified (customer limit). Our planning and analysis phases are this document, where we detail what we plan on doing to complete our project.

Once our document is complete and approved by the relevant stakeholders, we will begin and complete our implementation phase, were we will implement all the work we have planned out. After that, we will need to maintain the new systems put in place. (Coronel & Morris, 2016)

# Facebook problem and intervention

## Participants: Sean Trainor 218060033

The Facebook problem is most certainly both something concerning and very fixable. As it stands right now, there is a Facebook account name with the same name as that of our customer, and their customers believe it to be the real store speaking in an official capacity as the store itself. However, as the director had no idea about this Facebook account, this is clearly incorrect.

We will approach this problem on two fronts, as this problem is a good opportunity for improvement. First, we contact the owners of the fake account and ask them to delete the account. If they refuse, we contact Facebook and ask them to take down the fake account for our customer. This allows us to make a real, official, and legitimate account for our customer, owned by the director. (Facebook, 2020)

As is well known, social media is a great and effective tool for promoting business and acquiring new customers. We will teach the director the skills needed to run a successful campaign on Facebook to serve his customers better.

While we are working on social media for the company, we will also check to see if there are fake Instagram and Twitter accounts and follow the above stated process again if there are. We will then create legitimate accounts for these platforms too.

Finally, we will claim and legitimize or otherwise create a Google Businesses account for our customer, so that their customers can Google the business to find addresses and phone numbers etc.

Essentially, we will fix the Facebook and social media problem by legitimizing the service, thereby allowing for higher quality service from our customer to their customers, ease of communication and more business for our customer.

# Excel spreadsheet integration

## Participants: Cameron Michael Mostert 218006098

According to the director, the floor managers handle stock take and management using an efficient, but still manual spreadsheet system. While the spreadsheet itself and the management of it is impressive, it is imperative to note that for the business to sustainably grow and keep up with data demands, a DBMS system will be preferable. Relational Database Management will allow the company to expand their database without cost and keep up with stocktake will minimizing human error. (360 Data Science, 2020)

There are multiple solutions available for implementing SQL standards and database management systems, however there are free alternatives better suited to small/medium sized businesses such as the client’s. For this purpose, I have selected DB2 Express-C from IBM, as it is easy to learn and completely free. It is specifically designed for small start-ups and does not have any specific hardware or server requirements. (IBM, 2009)

With the database implementation itself being free, the client can focus on spending money to establish a VPN connection between both branches, SQL training for the floor managers, and a reliable data server to be installed in each branch. Using the barcodes that come with each garment, they can be registered with primary keys within the database, and automated queries can be set up in order to make the process of monitoring the ins and outs of stock take easier and less prone to error. This solves the director’s concern about shipments going missing – they can now be traced if such a thing were to happen. The DBMS also allows for higher levels of data integrity and meta data collection which can help the business with business analytics. (360 Data Science, 2020)

In addition, the use of DB2 Express-C comes with a license allowing free distribution, commercial use, and limitless database growth perfectly suited to this business, as the director can therefore focus on expansion of their company and not have to worry about their database buckling under load due to said expansion, thus following along with the goal of catapulting their business into a different orbit.

# The Yellow Pages Problem and Solutions

## Participants: Lukanyo Tando Nkohla 218328877

## **Yellow Pages and White and Telkom Problem**

Yellow pages are an old fashion tool of advertising a business, organised by a type of service in a geographical area and then alphabetically (Boudreau, 2017). Businesses usually buy advertising space in the yellow pages to advertise their businesses or companies. Telephone carriers could make a profit from printing their yellow page directories and made telephone companies very profitable. Telephone companies distribute new yellow pages yearly and deliver them to their clients.

A yellow page phone book can tell a lot about a business, but it has no comparison to what the internet and digital marketing can do today. A phone book can only be updated once a year, but with digital marketing you can change the information anytime you need to “websites” (McDonald, 2014). You cannot collect your customers contact information via a printed ad, but you can easily build an email list through digital marketing to collect your customer details. Businesses can only show one or two photos in yellow pages display ad, but you can add as much as you want on your site or over the internet. One of the most important problems faced with phone books is the rapidly ascending rate of smartphones and internet use for finding and contacting businesses, people are always on the internet hence using phone books as a way of advertising will limit the reach of being in touch with people.

## Comparing the Cost

The Yellow Pages charges obscene amounts for both their print advertisements and their marketing “solutions” as compared to digital marketing. Digital marketing can be done completely on your own and free. The use of social media can be used to advertise the company and the benefit of using this tool is that the longer you use social media, the more likely your following will grow. A website can be built to advertise a company and in this a web developer will be needed for the development and maintaining the website with a cost way cheaper than the huge amounts being paid out currently.

A company’s online presence is critical to reaching most of your current prospective customers and perhaps nearly all your future customers.

## **Digital Marketing as a solution**

### What is Digital Marketing?

Digital marketing goes by many names and includes many types including inbound marketing, content marketing, online marketing, and even more. All the terms basically encompass the same idea, which is the promotion of your business online (Johnson, 2016).

## **What Digital Marketing Strategies Can Be Used?**

### Website and Search Engine Optimization

A website is a significant aspect of the cycle since this is the place clients visit to find out about your company and choose whether they want to purchase a product or not. Your website ought to have your contact details so customers know how to contact you, and it should detail precisely what your business does.

Search Engine Optimization is the second part of this because once you have your website set up, you want people to be able to find it. This includes things like targeting keywords, earning valuable links from other sites, and the architecture of your pages.

### Social Media

Facebook, Twitter, Instagram, and other platforms account for almost 30% of all daily internet activity (Johnson, 2016). With so many people using social media, it is crazy to ignore the marketing potential in social media. It is free to set up an account and free to post. There are also opportunities for advertising or promotion to use to reach more customers. You can connect with your customers and show people another side to your business.

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# Three group customer solution to increase sales

## Participants:

# Handling stock

## Participants:

# Project Priority Plan

## Participants:

# Hardware and Software Setup

## Participants:

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### Cape Town

### Durban

# Communication between the two branches

## Participants: Cameron Mostert (218006098)

This system can easily be expanded upon, and the establishment of a VPN allows for secure communication between each branch, which is also useful for administration purposes. Having two servers available, one for each branch, allows not only for unique data sets to be safely stored, but the ability to back up important data in case one server goes down.

Utilizing a router or gateway with VPN routing enabled, the branches can then safely communicate email, database information and other business-related information securely over the internet without worry of being tracked or monitored by suspicious parties. This also allows the branch managers or director to perform important admin away from the branches securely if they are connected to the VPN. (Hein, 2020)

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