

Digital Transformation of Supremo AC Services through a Multi-functional Online Platform

INSTITUTION: PENTECOST UNIVERSITY

STUDENT NAME: ARYEE JOSEPH NII ADJAMAH

STUDENT ID: [PUC/190044]

STUDENT NAME: ODURO JOSEPH KOFI

STUDENT ID: PU/210107

COURSE: INFORMATION TECHNOLOGY

SUPERVISOR: MR. PHILIP OKANG MENSAH

1. Introduction

Supremo AC Services, located in Accra, is a reputable provider of air conditioning solutions.

Its core services include the procurement of new air conditioners and spare parts, installation, repairs and maintenance, professional consultation, and training/apprenticeship programs. Despite its strong foundation, the company currently relies on traditional marketing approaches such as customer referrals, printed flyers, and limited social media engagement. This restricts its market reach and limits real-time interactions with customers and suppliers.

2. Background Study

In today's digital age, businesses across all sectors are leveraging technology to enhance their operations, improve customer engagement, and increase market competitiveness. The air conditioning (AC) service industry is no exception. With the rising demand for efficient climate control systems in homes, offices, and industrial spaces, service providers must evolve to meet the expectations of tech-savvy customers who value convenience, speed, and accessibility.

Supremo AC Services, located in Accra, is a well-established company offering comprehensive air conditioning solutions, including the procurement of new AC units and parts, installation, repair and maintenance, professional consultation, and training/apprenticeship opportunities. Despite its strong service portfolio and a growing customer base, the company continues to rely heavily on traditional methods of operation and marketing—such as customer referrals, printed flyers, and manual appointment bookings.

These manual and semi-digital processes have limited the company's ability to scale, engage with a broader customer base, and streamline its operations. As a result, Supremo AC Services faces challenges in real-time communication, online service delivery, and global exposure.

To address these gaps, there is a need for a comprehensive digital platform that integrates core services such as e-commerce, service booking, training management, and live support. This project aims to bridge the technological gap by designing and developing a multifunctional online system tailored to the needs of Supremo AC Services. The platform will not only enhance the company's digital presence but also provide a seamless and efficient experience for customers, suppliers, and trainees alike.

3. Problem Statement

Supremo AC Services lacks a digital infrastructure to support its growing business needs. The absence of an integrated digital platform limits the company's ability to:

- Reach a wider and global customer base
 - Engage in real-time communication with clients and partners
 - Digitally showcase and sell AC products and spare parts
 - Provide online access to its training and apprenticeship programs
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- Limited customer reach due to traditional marketing.
 - No digital platform for services and product sales.
 - Lack of real-time customer interaction
 - Inefficient manual operations.
 - Low online visibility and competitiveness.
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4. Project Aim and Objectives

Aim:

To design and implement a digital platform that will transform Supremo AC Services' operations and expand its market reach.

Project Objectives

- To design and develop a user-friendly digital platform for Supremo AC Services.
- To enable online booking of AC installations, repairs, and maintenance services.
- To create an e-commerce section for suppliers to display and sell AC products and spare parts.
- To integrate live chat support for real-time communication with customers and dealers.
- To provide an online learning portal for training and apprenticeship programs.
- To improve customer engagement, service efficiency, and market reach.
- To position Supremo AC Services as a modern, tech-driven HVAC service provider.

5. Scope of the Project

The project will focus on the design, development, and testing of a multi-functional website and mobile application. The platform will include:

- E-commerce portal for products and spare parts
- Online booking system for services (installation, repairs, maintenance)
- Interactive training and apprenticeship modules
- Real-time chat functionality

6. Methodology

- Requirement Gathering: Interviews and surveys with management and customers
- System Design: Wireframes and system architecture development
- Development Tools: HTML, CSS, JavaScript, PHP, MySQL, and mobile app frameworks
- Testing: Usability testing, functional testing, and performance analysis
- Deployment: Hosting the platform on a secure web server and app stores

7. Expected Outcomes

- A fully functional digital platform with integrated features
 - Enhanced online presence and customer engagement
 - Streamlined communication between clients, technicians, and suppliers
 - Increased revenue opportunities through e-commerce and online bookings

8. Significance of the Project

This project will digitize the core operations of Supremo AC Services, setting a precedent for similar SMEs in Ghana. It will also demonstrate how technology can drive business growth and improve service delivery in the HVAC industry.

- Enhances customer convenience through online access to services.
- Expands Supremo AC Services' reach beyond local boundaries.
- Improves operational efficiency by automating key processes.
- Strengthens brand credibility through a professional digital presence.
- Supports technical education via a digital training platform.
- Increases revenue opportunities through e-commerce integration.
- Positions the company as a modern leader in the HVAC industry.

9. Literature Review

The growing adoption of digital technologies across industries has significantly transformed how businesses operate and engage with customers. Small and medium-sized enterprises (SMEs), such as those in the HVAC (Heating, Ventilation, and Air Conditioning) sector, are

increasingly embracing digital solutions to improve service delivery, customer interaction, and operational efficiency.

- **Digital Transformation in Service-Based Businesses**

According to Westerman et al. (2014), digital transformation involves the integration of digital technologies into all areas of a business, fundamentally changing how it operates and delivers value to customers. For service-based businesses, this includes the automation of manual processes, online customer engagement, and data-driven decision-making. In the HVAC sector, digital platforms enable real-time service bookings, product catalog access, customer support, and performance monitoring.

- **E-Commerce Integration in SMEs**

Laudon and Traver (2021) note that e-commerce platforms offer SMEs the opportunity to scale their businesses beyond local markets, providing customers with easy access to products and services online. In the context of AC services, an e-commerce platform allows suppliers to showcase and sell air conditioners and spare parts efficiently, improving inventory visibility and sales performance.

- **Customer Relationship Management (CRM) and Live Interaction**

Research by Buttle and Maklan (2019) emphasizes the importance of CRM systems in building long-term customer relationships. The integration of live chat and real-time support tools improves response time, enhances user experience, and increases customer satisfaction. For a service provider like Supremo AC Services, real-time communication is critical to managing appointments, troubleshooting issues, and building trust.

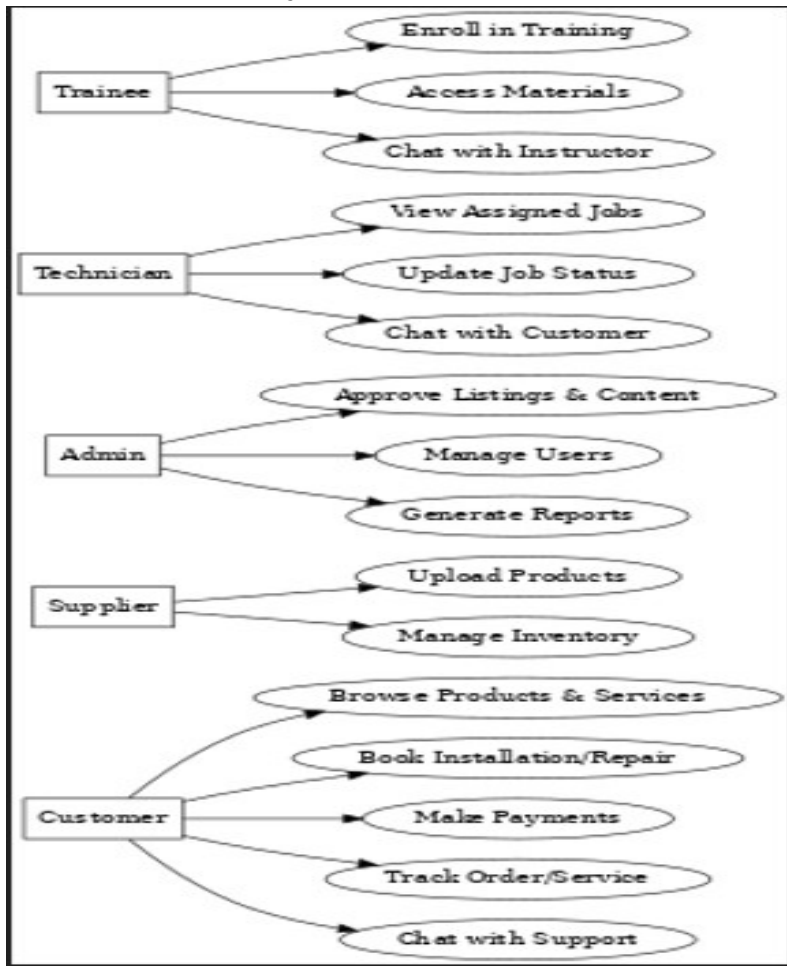
- **E-Learning and Digital Training Platforms**

The use of digital platforms to deliver technical training is gaining popularity, especially in vocational fields. Bates (2019) highlights the effectiveness of online training in enhancing skill development and accessibility. For companies like Supremo AC Services, offering a digital apprenticeship portal not only builds a skilled workforce but also contributes to the professional development of technicians.

- **Local Context and Challenges**

In Ghana and other parts of Africa, the digital divide still poses a challenge, but mobile penetration and internet access are rapidly improving. According to the Ghana Statistical Service (2022), more businesses are investing in digital tools to remain competitive. A well-designed and locally relevant platform can overcome infrastructure limitations and improve

service accessibility for both urban and semi-urban customers.



9. Methodology

This project adopts the **Agile Software Development** methodology to guide the design, development, and deployment of the digital platform for Supremo AC Services. Agile was chosen because of its iterative nature, user-centered focus, and adaptability to changing requirements qualities essential for building a platform that must address diverse functions such as e-commerce, service booking, training, and live support.

Agile Approach: The Agile methodology divides the project into manageable **iterations (sprints)**, each delivering a functional component of the platform. This allows continuous integration of user feedback, timely identification of challenges, and faster implementation of new features. Each sprint will last two weeks and involve planning, development, testing, and review.

Key Phases of the Methodology

- **Requirement Gathering and Analysis:** Engage stakeholders (technicians, customers, suppliers, management) to define user stories and system requirements.

- **System Design:** Create wireframes, architecture diagrams, and database schemas to outline the platform structure.
- **Implementation:** Develop modules such as product display, booking system, chat support, and training access using incremental development.
- **Testing:** Conduct functional, usability, and performance testing at the end of each sprint to ensure platform quality.
- **Deployment:** Deploy the platform on a scalable hosting service with appropriate security and backup systems.
- **Maintenance and Updates:** Monitor platform performance, gather user feedback, and update features continuously.

Justification for Choosing Agile

- **Customer Involvement:** Enables regular input from users to refine features according to real needs.
- **Flexibility:** Accommodates changes in features or priorities without disrupting the entire project.
- **Quick Delivery:** Allows faster release of minimum viable product (MVP) for early adoption and feedback.
- **Risk Reduction:** Frequent testing and feedback reduce the chance of major failures at the final stage.

10. Timeline

<u>Phase</u>	<u>Duration</u>
Requirement Analysis	1 week
Design and Development	8 weeks
Training and testing	4 weeks
Deployment	1 week

11. Budget Estimate

<u>Category</u>	<u>Estimated Cost (GHS)</u>
1. Software Development	
Web & Mobile App Development (Self-developed or Freelancer)	3,000 - 5,000
Domain Name & Hosting (Shared Hosting)	300 - 800
Database Setup (MySQL, Firebase, or PostgreSQL - Free)	0

System Security (Basic SSL Certificate & Authentication)	200 - 500
2. Hardware & Infrastructure	
Laptop or Desktop (Personal or Borrowed)	0
Cloud Storage (Google Drive, Firebase - Free)	0
Internet Data & Utilities	300 - 500
3. Training & Testing	
Software Testing (Self or Peer Testing)	0
Deployment on a Free Platform (e.g., Firebase, Netlify, Heroku)	0
4. Miscellaneous & Contingency	
Printing & Documentation	200 - 400
Contingency (Unplanned Expenses)	500
Total Estimated Cost	4,500 - 7,500 GHS

12. Conclusion

The proposed digital platform for Supremo AC Services will address current limitations by offering a scalable, user-friendly, and feature-rich solution. This transformation will enhance service delivery, increase visibility, and position the company as a forward-thinking leader in the air conditioning services industry.