UTM

UNIVERSITI TEKNOLOGI MALAYSIA

ASSIGNMENT 1

SECD2613:
SYSTEM ANALYSIS AND DESIGN

SECTION 03

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SUBMISSION DATE:
16 APRIL 2025

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Problem Definition

MyClient+ is facing some significant operational inefficiencies due to application on outdated tools such as spreadsheets, forms, and emails. As the company scales rapidly, these tools are no longer sufficient to support its digital marketing and customer service operations.

The following key issues were identified:

1. Complaints from customers and users are increasing due to failure in response or delayed responses.
2. Support tickets are sometimes lost or not followed up; it would affect customers' satisfaction with the system.
3. Reporting processes are manual and time-consuming, require a few hours to process, which is not efficient.
4. Duplication of work is common across teams (e.g., sales and support).
5. There is not an automatic system to support real-time updates, and not efficiency delivery service
6. Competitors have already implemented CRM platforms, MyClient+ would face disadvantage when having compete with others.
7. Internal IT capacity is limited, lacking the skillset to develop a full CRM solution in-house.

Objectives

1. Improve client satisfaction through a faster and more reliable system.
2. Automatic workflows and management for efficiency.
3. Enable real-time customers tracking and communication across departments.
4. Generate reports quickly and accurately using a favorable system, reducing manual work.
5. Improve the professional image of MyClient+ by using a modern CRM platform.
6. Centralize client information to reduce duplication and miscommunication.

Requirements

1. A centralized CRM system with:
    a. Contact and lead management
    b. Ticket tracking and resolution
2. Combine features with existing tools (e.g., email, calendar).
3. Client portal for real-time management and communication.
4. Cloud-based access for remote and on-the-go users.
5. Secure data processing and commitment with data protection policies.
6. User-friendly interface for non-technical staff.

Constraints

1) Budget: The total cost of the CRM implementation should not exceed RM150,000 that state by company.
2) Internal IT Skills: Limited development capacity; off-the-shelf or third-party CRM solutions may be required.
3) Time: A decision and plan should be resolve within a short period to stay competitive with other company.
4) Management improvement: Staff may need some training and support to adapt to new systems.

Recommendations

1. Vendor Research: Evaluate cloud-based CRM platforms like Zoho, HubSpot, or Salesforce tailored for SMEs.

2. Cost-Benefit Analysis: Compare licensing, support, and setup costs with expected efficiency and customer service gains.

3. Pilot Implementation: Start with a small-scale trial for select teams.

4. Staff Training Plan: Ensure all users are confident in using the new system.

Feasibility Study

TECHNICAL FEASIBILITY
Status: Feasible

- The internal IT team lacks the expertise to build a CRM system from scratch. However, there are numerous commercially available CRM platforms such as Zojo CRM, Hubspot and Salesforce that offers robust functionalities and be the framework that's suitable for MyClient+.
- These systems can support the integration with existing tools and be fully capable for scalability for future business growth if ever needed. Adding to that, external support will allow for the implementation of a CRM system to be achievable and sustainable.

OPERATIONAL FEASIBILITY
Status: Feasible

- The feedback from the support and sales teams, even including clients, has confirmed that there are significant operational challenges:

  1. High volume of duplicated work
  2. Time-consuming manual reporting
  3. Occasional loss or delay of support tickets
- The implementation of a CRM would crucially help streamline operations through automation, centralization of data and real-time updates. While initial challenges are expected, structured onboarding and training can ensure a smooth transition.

ECONOMIC FEASIBILITY
Status: Feasible

Our team has made a cost benefits analysis for this project. This analysis can evaluate the economic feasibility and long-term value of the proposed implementation over a five-year period.

Cost Benefit Analysis Table:

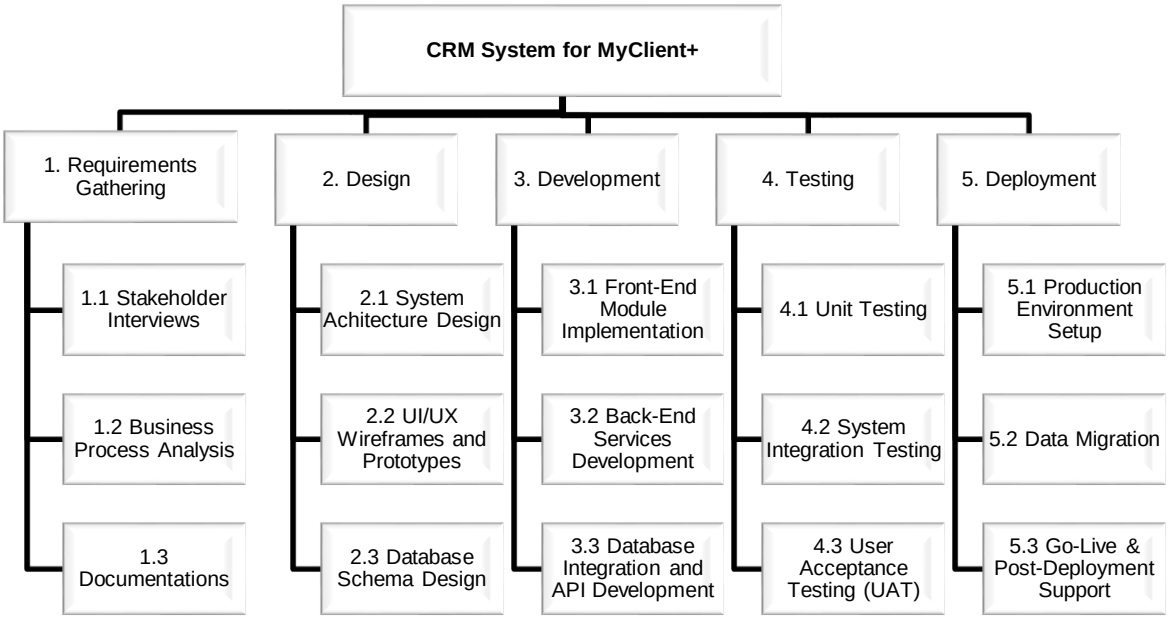
Cost	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Development Cost						
Hardware	49500					
Software	11000					
Consultant	27500					
Trainning	22000					
Total	110000					
Production Cost						
Supplies		3300	3498	3,708	3,930	4,166
IS support		16500	17490	18,539	19,652	20,831
Maintanance		3300	3498	3,708	3,930	4,166
Annual Production Cost		23100	24486	25,955	27,512	29,163
(Present Value)		21,389	20,993	20,604	20,222	19,848
Accumulated Cost		131,389	152,382	172,986	193,208	213,056

Benefits	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Annual Benefict		93600	98280	103194	108354	113771
(Present value)		86667	84259	81919	79643	77431
Accumulate beneficts		86667	170926	252845	332488	409919
(Present value)						
Gain or Loss	-	44,722	18,544	79,859	139,280	196,863
Profitability index	1.79					

Since the profitable index =1.79, it shows that this project is worthy investing in because its index is more than one.

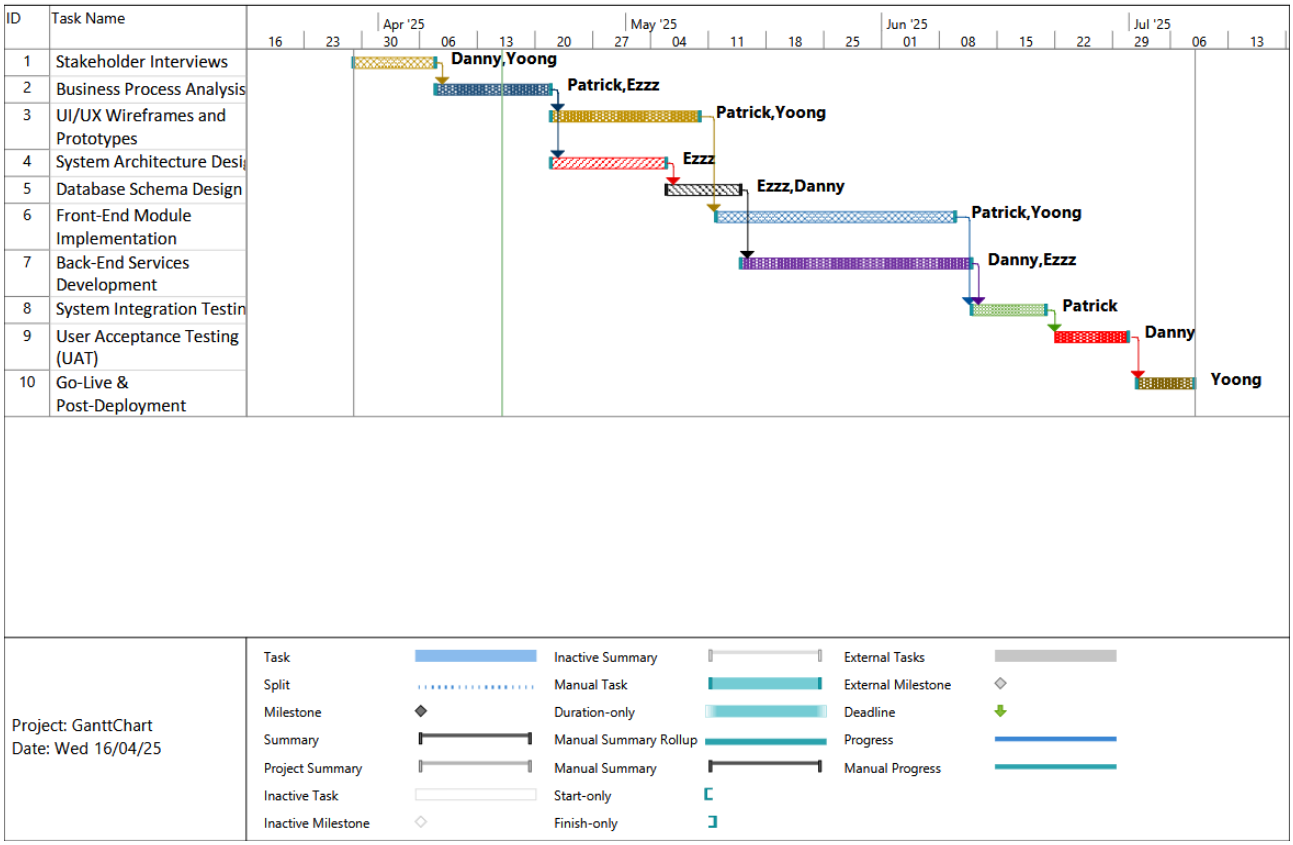
WBA

Process-oriented WBS:



Gantt Chart

Gantt Chart:



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