Introduction

As we enter the digital era that is now commonly called the Fourth Industrial Revolution, we see businesses, from the sole proprietorship to large-scale companies, changing their business processes in order to adapt. The World Economic Forum recognizes the Fourth Industrial Revolution as "a new era that builds and extends the impact of digitization in new and unanticipated ways." Companies are shifting from the "people-intensive process" that requires a high degree of human interaction and intervention towards a more "Integration-intensive process" where the focus is automating processes that integrate systems and applications.

To a lot of businesses, be it small and large alike, the digitalization of processes in the Workflow system is becoming the path to survival in the fast and ever-changing digital environment. By following this path, the Company aims to increase efficiency, speed, and accuracy in the work process. The digitalization of business processes also enables companies to gather data and use these data as leverage for business optimization and, possibly, new business models.

Such is the case of this group's project on e-Retail for a Bakeshop that has seen the potential for growth when it expanded its operations from selling baked goods from the store to catering private and corporate events. In this project, the group aims to show the company's journey to the digitalization of its business process to adapt to the ever-growing demands of the catering business.

User Story

Bakeshop AAA is a bakery that started as a hobby by a family who simply loves to bake. The family always brought their bake goodies to a potluck whenever there are gatherings or parties with friends or relatives. Suddenly, they keep getting orders from friends and relatives for birthday, anniversaries and other special occasions. The family realized that they have developed a growing network of customers because of the referrals from satisfied customers. And so, they have decided to open a small store in their village. The store was successful. Then, from one store, it grew to another store in another village, then branched out to another store in the city. One day, one loyal customer asked to order the baked goodies in bulk for an office event. Bakeshop AAA willingly obliged. This gave Bakeshop AAA the idea to expand its business model and added catering as part of its service. The demand for catering gained momentum. During this time, Bakeshop AAA still took catering orders the traditional way, that is by taking the orders either by in-store visit or via telephone call from the client. It was getting difficult to keep up with the increasing orders for catering events. Bakeshop AAA would like to keep the overhead costs at a reasonable level and so they kept a very prudent approach when it comes to cost management. They would like to be able to increase their efficiency and be able to cope up with the orders but without the cost of adding personnel. And so, they looked into the digitalization of the business process by having an online store that will cater to bulk orders for corporate and special events.

The "As-Is" process

The Customer arrives in the Bakeshop. The Shop assistant greets the customer and asks what the customer needs. The customer then informs the shop assistant that he would like to place an order for an event. The shop assistant takes the order by filling out an order form. The shop assistant validates and checks the order with the customer to avoid any mistakes. The shop assistant informs the customer that the order will be ready in 3 days. The customer will inform the shop assistant whether he will pick-up the order or if he wants them delivered to the customer's site or premises. The payment terms will be C.O.D - Cash on delivery.

The shop assistant then forwards the order to the Baker. The baker checks the details of the order. The baker will then check if he has enough ingredients to fulfill the order. If there are enough ingredients he will then proceed to prepare the ingredients for production 1 day before the scheduled pick-up or delivery date to keep the baked goodies fresh. If there are not enough ingredients, the Baker will then inform the Logistics manager who is responsible for purchasing the raw materials for baking as well as the packing and delivery of the baked goods. Once the raw ingredients have been purchased and the raw material inventory is replenished, the Baker can proceed to bake the goods.

Once the goods are baked, the Logistics Manager will then prepare the goods for packing. He must first make a check if the items baked match those that were ordered by the customer by comparing the order form with the actual baked goods. If there are no discrepancies, he will proceed to pack the goods. If there is a discrepancy, he will inform the Baker. Once again, the Baker will check the following: if he has a finished product on the stock of the missing item from the order, or if he has enough ingredients to bake the missing item from the order. Once the missing item is fulfilled, the Logistics Manager will make one final check before packing. Once packed, the Logistics Manager will endorse the order to the Shop assistant if the arrangement is a pick-up, or, the Logistics Manager will deliver the goods if the arrangement is delivered on customer's site. If it is a pick-up, the customer will arrive at the store and pays for the order. The shop assistant receives and processes the payment by issuing a Receipt and will then handover the order to the customer. After handing over the order to the customer, the shop assistant will update the order form by attaching a copy of the receipt and stamping on the form "Delivered". If, however, the order is delivered on the customer's site, the Logistics Manager will receive and process the payment by issuing a Receipt upon delivery. Upon reaching the shop, the Logistics Manager will hand over the copy of the receipt and the order form to the shop assistant. The shop assistant will attach the receipt to the order form and stamp it delivered.