

**Digitalisation of Business Processes**

**e-Retail**

Digitalisation of CC – ClothingCompany

Program: MSc in Business Information Systems

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Olten, June 1st, 2019

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# Introduction

In the context of the module «Digitalisation of Business Processes» the group «Morcote» was formed out of 4 Students. As usual, all group members have a very diversified background and can influence the outcome of the different task with their individual experiences in the business life.

After analysing the group task and the objectives, the project team decided to go for e-Retail, because it is an application for the mass market. The project team wants to deliver some added value to the customer (and the business) and therefore started with a short assessment:

The use case is an international web-shop for clothes and similar articles in English. After a short session about the starting point the team came up with the decision to start with the strategic business side – by creating a business model canvas. But looking at the different process models the more adequate way for starting the group work was to develop a superordinate process model for the as-is situation.

## Use Case

The starting point – how is it today – for the fictive e-company was the hardest point to decide: Should it start with analogue business or does the CC Clothing Company already has a web-shop? Finally, CC has some physical stores in the domestic market – in Switzerland. The performance and revenues are strongly decreasing. The CC Clothing Company already has a website and customers have the possibility to order products, but all the processes around the order are manually – they are not at all digitalised. The CC Clothing Company wants to have a performing platform on the web to be state of the art and to have a scalable business model with optimised and automised processes.

## Potential for Digitalisation:

### Order processing and confirmation

The CC Clothing company has a fully manually provided services and the alignment of business and IT is on a very basic level. Therefore, it is no surprise, that the order process and the confirmation of orders is confirmed manually via email to every customer. Due the fact, that those tasks are the cornerstone of every order, the project team of «Morcote» decides to fully digitalise and automate this process.

### Inventory

During the analysis of the current situation, it became clear that the CC clothing company was wasting a lot of time manually checking the inventory. Every time, they had to ensure the availability of the articles. Furthermore, the collaborators have to decide when to order new articles and then make the order manually in the information systems of the suppliers. The project team «Morcote» wants to implement a sales-based ordering-system. That means, that the CC Clothing Company has a simple stock planning system with a defined minimum stock per article. The Product Manager of CC will have the responsibility in future to ensure, that the amount of articles on stock fit to the current situation and season in the market.

The CC Clothing Company has an agreement for a 24h-delivery with the suppliers. That is the reason why the company provides a 48h-delivery guarantee for every order.

### Payment and invoice management

The current website has been in operation for several years and only provides the opportunity for users to order products on invoice. The data of the order and the customer must then be manually transferred to an invoice document in the sales department of the CC Clothing Company. In order to reduce the administrative effort to a minimum and to use a more modern payment method, the project team proposes to focus on credit card payment.

### Up-Selling

As already mentioned in the use case, the performance and revenues of the CC Clothing Company are strongly decreasing. Therefore, the project team launches a new up-selling function at the new web shop. While shopping, users will receive suggestions what items other customers have ordered or which products match their current selection.

# Methodology and Approach

This project was approached using a flexible and agile principle.

## Design Approach

To ensure a current and focussed development of the whole project the group decided to split the model into the sub-processed and develop isolated parts, test them, and implement them. After the commitment of every group-member to the implementation, the next sub-process can be developed.

## Project Management

In every session the group was working together, to be e as much productive and focussed as possible. The different tasks were discussed in the group and were taken by each member of the group individually. The ongoing documentation and project management was split up and managed together. Due the fact, that «Morcote» is a small team of developers, the project management was not the big challenge.

## Testing

To have full control over new versions and new functions the group opened up a new branch in GitHub as a copy of the whole repository and all files of the original master branch. This prevents the master data from being changed or corrected unintentionally. The additional branch can also be used as a testing environment for all team members. The most important rule is, that the master branch has always to be executable – there should always be a running solution. Thanks to the online and offline performance of GitHub, everyone worked and coordinated on the project regardless of time and place.

# Processes

## As-Is Process overview

Placeholder

## To-Be Process overview

Placeholder

## Order processing and confirmation

Placeholder

## Inventory

Placeholder

## Payment and invoice management

Placeholder

## Up-Selling

Placeholder

# Project overview

In order to make sure, that the dependencies of all tools used are transparent and clear in this documentation, the project team «Morcote» has created a visual overview of the solution

# Appendix

