

**Digitalisation of Business Processes**

**e-Retail**

Digitalisation of CC – ClothingCompany

Program: MSc in Business Information Systems

Supervisor: Devid Montecchiari

Authors: Morcote Team: Loris Grether, Oliver Ruggli, Shambu   
Deogharia, Yannick Deiss

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# Introduction

After analyzing all, 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 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 and create a business model canvas. But looking at the different process models the more adequate way was to go for an as-is strategic process model.

## 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 (swiss) market. The performance and revenues are strongly decreasing. They already have a website and customers have the possibility to order products, but all the processes around the order are manually – they are not fully digitalised. CC wants to have a performing platform on the web to be state of the art and to have scalable business model.

## Potential for Digitalisation:

- Inventory

- Payment and invoice management

- Order processing

- Product selection/marketing

- (Customer support)

## «jewel in the crown»: Customer centricity

When starting with the as-is process model the project group came up with some innovation ideas for creating a perfect customer experience and pay attention for the centricity of our customer. Furthermore, the project team is thinking about giving the customers the feeling of a personal shopping assistant. The personal assistant on the websites remember you and your last orders when you come back to the webshop and makes individual offers for you.

## As-is business process

Inputs of the coach 07.03.19:

- state of the art business and then improve/digitalise

- website not needed

- moment: overview, what is the project content, what do we want to digitalise?

- enterprise architecture, business process, service process