SUNWAY
INT'L BUSINESS SCHOOL

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Submitted By: **Submitted To:**

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1. **ERP is usually referred to as a category of business management software. Identify ANY FOUR (4) benefits of Enterprise Resource planning (ERP).**

Answer: As we know, ERP stands for enterprise resource planning, and it is a type of software that businesses use to manage day-to-day operations like accounting, procurement, project management, risk management and compliance, and supply chain operations. Enterprise resource planning (ERP) is a management and integration process used by businesses to manage and integrate the various aspects of their operations. Many ERP software applications are beneficial to businesses because they assist them in implementing resource planning by integrating all of the processes required to run their businesses into a single system. Planning, purchasing, inventory, sales, marketing, finance, human resources, and other functions can all be integrated with ERP software.

ANY FOUR (4) benefits of Enterprise Resource planning (ERP) are given below:

➢ **Improved Process Efficiency**

An ERP platform eliminates repetitive processes and greatly reduces the need to manually enter information, which not only improves user productivity, but it eliminates the possibility of inaccurate data which could lead to making costly business mistakes. The benefits of implementing an ERP system in an organization will also improve daily business activities by streamlining business processes, which makes it easier and more efficient for companies to collect data, no matter what department they're working in. Think of ERP as an extra hand and brain, designed to keep businesses on track, noticing every detail and making work life easier and more efficient, from software users down to its customers

➢ **Cost Savings**

With every business, you want to be smart with your financials and avoid making costly mistakes that could hurt your business in the end. With one source of accurate, real-time information, enterprise resource planning software reduces administrative and operations costs, allows businesses to utilize money in other, much needed areas. It allows manufacturers to proactively manage operations, prevents disruptions and delays, breaks up information logjams and helps users make decisions more quickly. If you've chosen the right solution for your business, and the right vendor who meets your needs, you're bound to see a powerful ROI.

ERP software is available to help you become smarter about saving and spending when necessary.

➢ Increased Productivity

Save time and increase productivity levels. Sound too good to be true? It's not with ERP software's automation and streamlining capabilities. Often times, when tedious tasks take up much needed business time, there can be a delay in production, which can affect your business and even the customer service experience. By having redundant processes automated, users have more time to work on other time sensitive, pressing projects and tasks that may truly require more of your attention and time. Users will also be able to work easier since the solution was designed for ease-of-use. ERP was designed with ease of use in mind, as well as giving business a break from long winded tasks, allowing you to shift your focus toward other matters.

➢ Customer Service

It's easier to provide high-quality customer service using an enterprise solution, especially when you're using one as well-equipped as Workwise ERP. Sales and customer service people can interact with customers better and improve relationships with them through faster, more accurate access to customers' information and history. You'll also have access to marketing automation and contact center software, ensuring your customers are being interacted with consistently. Additional features including lead scoring, which helps with searching for leads to move through the sales pipeline, social media monitoring and email campaigning, which allows users to track the status of their campaigns. WorkWise ERP also integrates with CRM, which is designed to strengthen the relationship between a business and its customers.

2. **Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. With increasing number of ecommerce companies around the world, many of them are failing as well. However some companies have really done well establishing themselves as the big giants in Ecommerce. Take a reference of any company who have achieved the success and relate ANY FIVE (5) success factors of Ecommerce.**

Answer:

As questions says, I will be taking reference of Alibaba company and show the success factor of their ecommerce.

As we all know, Alibaba.com is one of China's largest B2B e-Commerce companies. It connects small and medium-sized buyers and suppliers in China and around the world through an e-Marketplace. Alibaba.com is the largest online marketplace in the world. Alibaba.com has grown admirably from its initial beginning as a general e-Market to a giant e-Marketplace.

Here are the factors for their success:

Integrated Ecosystem

Rather than simply positioning itself as an e-commerce firm. Alibaba strives to provide excellent service quality by making it easier for sellers to do business and by creating a positive purchasing experience for buyers. Alibaba is expanding its core business to many different domains in order to achieve its positioning goal, including advertising services (Alimama), logistic network (China Smart Network (CSN) Project), financial services (Ali Micro Finance), and mobile terminal services.

Reliable Credit Model

Alibaba's detailed credit model helps with the development of a reliable reputation among customers. To verify their identity information, all e-commerce platform sellers must pass an online certification test. This reduces illegal transactions because sellers are constantly monitored on the platform. Aside from that, all transactions are recorded and both sellers and customers can trace them back. This ensures the legitimacy of each transaction and assists customers in selecting more trustworthy sellers.

Payments are first transferred to Alipay as an extra layer of security, and then released to sellers only after buyers confirm that they received their products in good condition. Furthermore, the system is set up in such a way that online feedback is strongly encouraged. Customers are given discount coupons in exchange for their reviews. These customer testimonials assist other customers in their overall purchasing experience and decision-making process, reducing post-purchase regrets.

Support Services for Customer Satisfaction

Alibaba's service offerings provide a comfortable purchasing environment and positive online customer experience, leading to high user engagements. Alibaba offers a suite of support services to ensure optimal customer satisfaction by helping sellers to maintain positive interaction with buyers. Some of these support services include the offering of online business training for sellers, introduction of a special coding system to manage the large number of stores on the platform, development of its own instant communication tool for better seller-buyer communication exchange, and the reimbursement of any product with refunds completed within seven days. These support services help to generate more transactions.

New Transaction Patterns

Alibaba actively challenges traditional transaction patterns and explores new ways to create more value for customers according to their needs. Consumer-to-Business (C2B) transaction model: Alibaba deploys the C2B transaction model to reduce costs in the traditional supply chain and shorten the time required for product turnover, thereby increasing customer. satisfaction. Alibaba gathers scattered customers with similar needs to form a powerful purchasing group that can buy single products at a wholesale price. Furthermore, Alibaba also takes advantage of its massive online customer behavior data to develop products suited to particular customer habits. Online-to-Offline (O2O) strategy: In Alibaba's system, customers can purchase a product by scanning a two-dimensional code and they can also indicate receipt of a product with another code. Customers can also take part in various brand-run initiatives by scanning the corresponding codes to receive targeted advertisements. To accelerate the growth of the O2O service, Alibaba is actively employing the use of mobile terminal domains through "Alipay Wallet" and partnering with banks to provide code scanning and cash transfer services for payment.

✛ Connect Small Business with Consumer

China, as the world's factory, has millions of small manufacturing businesses. They had no way to reach customers in the domestic market before the advent of e-commerce, and had to rely on exporting their product for a meager profit margin. As a platform, EachNet and then Taobao connected these small businesses with a large number of buyers all over China. Taobao's majority of items were for sale rather than auction, which suited the platform's nature. Buyers can be assured of a fixed price for their products, while sellers can be assured of a fixed revenue. Auction is better for collectibles and secondhand items, which aren't Taobao's primary focus.

Therefore, this above points will show you the success factor of Alibaba ecommerce.

3. **Explain how can information technology support a company's business processes, decision making and give it a competitive advantage with examples**.

Answer:

Information technology impacts every aspect of a company's processes and decision making. From marketing to sales, to supply chain and inventory management, everything is impacted by technology. Ensuring your organization has the right technology is crucial to maximize efficiency and revenue. As technology has become cheaper, and access to technology solutions are now available to all organizations, finding a competitive advantage can be difficult. With more innovation in technology, new businesses are created. With more business, technology comes to the rescue by making things easier. Over the years, technology has caused an explosion in commerce and trade. Because of technology, many traditional business models and concepts were revolutionized. Technology gave us the opportunity to see things from a new perspective, and to approach what we were already doing from a new perspective. Technology also gave us greater efficiency for conducting business. Technology has just about changed every aspect of business in a big way and this has never happened this fast before in history. To be more specific, here are a few ways in which information technology support company's business and decision making.

IT systems give companies a competitive edge, enabling them to enter larger markets and expand products or service lines more efficiently, as well as keep tabs on competitors. IT has now become such a pervasive aspect of business operations that many employees and managers no longer see it as a separate function. Rather, IT has become an indispensable element of every corporate department and function, driving innovation and fostering growth throughout the entire organization. Information technology in business helps a corporation maintain a watchful eye on expenses and profits, enabling management to act more nimbly to trim costs or to change the sales team's focus when necessary. A strong IT system also helps all facets of a company work more productively. By enabling automation and digital tools, tasks that once took hours can now be performed in a matter of minutes.

Technology makes information available to decision makers, helping to improve the quality and speed of decision making. Technology also makes it easier for people to collaborate so they can execute joint business decisions. Organizations use communication technology to update employees on business decisions and ensure the right people implement those decisions. With an information system, businesses can save time and money while making smarter decisions. A company's internal departments, such as marketing and sales, can communicate better and share information more easily. For example, they can gather and process information from different sources, such as vendors, customers, warehouses and sales agents, with a few mouse clicks with which make decision making easy

The role of information technology in management decision-making is seen in tools such as ERP software and decision support systems that help managers see company performance data in real time so that they can make more informed decisions. Such software presents an online dashboard with information about the company's finances, customers, sales and marketing trends and inventory levels. Managers can use the data to decide which products to promote or stop selling, where to cut expenses, which customers need support and when to place supply and materials orders.

Therefore, This Above paragraphs show how information technology support a company's business processes and decision making.

4.

a. Discuss the benefits Transpoco achieved after implementing Hubspot.

Answer:

As we know, Transpoco is fleet Management Solution Company and HubSpot is a marketing, sales, and customer relationship management software. We know, they were facing many problems due to lack of proper management and software. After Transpoco start using HubSpot, they start by creating relevant, useful content to attract visitors to Transpoco's website. Transpoco create high-quality content that strengthens their growth. Blog content is a fundamental resource than can attract visitors and convert them into loyal readers and, eventually, loyal customers. By this they attract tons of customers

After seeing a successful result of their website, they start to research and use HubSpot more. They found it was easy to use and very helpful software. HubSpot allows businesses to execute, manage and measure all their inbound marketing activities. So they start to used HubSpot for social marketing, Website management and others. They create a proper, attractive website for their business. Transpoco set up its new content on Landing Pages, to allow visitors to engage with the company without having to commit to buying right away. Transpoco monitor leads and see how customer interact with their website in real-time. It used CTAs to encourage leads to download content and Workflows to automate certain follow-up communications. They start to get good traffic on our website, people start to visit their website. They saw that using HubSpot's software for their own business would help them demonstrate its value to their client base.

The sales team has benefitted from the HubSpot software as well, particularly from the Contact Timeline feature of the Lead Management App, which allows them to see every interaction a lead has had with the company

Transpoco partnered with HubSpot in 2013, the results that they have seen have been remarkable. Not only is page speed a ranking factor but it is also essential for generating leads for your business. The Hubspot CMS is built for speed and the only way to slow it down is by adding large images to the site. The blog will be hosted on Hubspot's own enterprise grade CDN (Content delivery network) meaning visitors get quick and secure access to your content. Visits to the website

have increased by 6X, 3X and sales have boosted lead generation are up by 3X. As well as this, the company doubled its sales team last year and is on track to double it again in 2016. By using Hubspot is that Transpoco take advantage of smart content to personalise interactions with visitors in terms of the CTA's used, content offers and contact forms. With Smart content Transpoco provide a more personalised experience to their visitors based on their personas which will lead to better results for your lead generation which increase their customer.

They used to be more technical and focused on how to use the software, but now it's all about how to grow their business. Transpoco has achieved success for both themselves and their client base as a result of their partnership with HubSpot. The number of visitors to Concentrate's website has increased by 6 times and sale has increased by 3 time which was huge success for transpoco. <u>So this above paragraph shows you the benefit Transpoco achieved after implementing or using Hubspot.</u>

<u>Thank You</u>