

Workshop: Finding Objects, then classes, then model

Problem

Today, the rise of digitalization has revolutionized the way businesses operate, especially for small and artisanal companies that typically relied on face-to-face sales or social media platforms. Tu Huella Cerámica, a store specializing in personalized ceramic products for events and special occasions, faces the challenge of evolving toward e-commerce to remain competitive. The lack of a formal sales channel limits its growth, its ability to respond to demand, and its reach to new customers. Furthermore, the absence of a comprehensive management system hinders inventory control, product and designer performance analysis, and sales optimization. Therefore, the need arises to develop an online store that not only facilitates customer purchases but also allows for the recording, analysis, and optimization of sales information, thus boosting growth, internal organization, and the brand's competitiveness in today's digital market.

Overview

Tu huella cerámica is a shop dedicated to the production and sale of handcrafted ceramic items for special events and dates. These items are sold through Facebook, using the Marketplace service. With the philosophy that small souvenirs can create great moments, this artisan ceramic shop sells products with its own and personalized designs, also promoting local products. They use social media as their main advertising tool. However, having a small team limits their daily sales, and they often run out of stock, as many customers have no direct way to communicate with the managers.

By understanding the store's operating context, digitalization will be implemented, migrating information to a user-friendly website. The establishment's commercial standards will be respected, offering convenience for both customers and consumers. For the store owner, digitizing their business will allow them to reach more customers, better organize purchases, optimize profits, and obtain statistics on the best-selling and least-in-demand products, which will facilitate decision-making.

Our mission is to improve the quality of service offered by the establishment by allowing customers to view their orders and quantities through the website, facilitating customer flow and improving direct communication between customers and sellers.

Background

Small businesses traditionally rely on face-to-face sales methods or social media platforms. Tu Huella Cerámica faces the challenge of adapting to e-commerce. The store currently operates only on Facebook Marketplace, which limits its ability to scale and take advantage of new sales opportunities due to the lack of a more formal sales channel and a comprehensive management system.

The absence of a robust system for inventory management and product performance analysis makes stock control and sales planning complex tasks. The store, with a small team, requires operational capacity since orders have no way to directly interact with customers, which can result in lost sales opportunities due to product out-of-stocks.

In this context, the need arises to develop an online store that not only facilitates purchasing for customers but also allows for the management and optimization of sales through a centralized system. The site will provide the necessary infrastructure to improve internal organization, optimize sales processes, and increase the store's reach to new customers. It will also allow the owner to access key information on product performance, facilitating strategic decision-making.

Choosing a system that allows users to purchase products more easily and, at the same time, allows the owner to better manage sales offers several benefits:

- 1. Time optimization:**

Many tasks are optimized, such as payment processing and order shipping. Work overload is avoided by allowing for better organization and ensuring that users have clear tasks to complete.

- 2. 24/7 availability:**

The store will operate virtually and will be open 24 hours a day, meaning it will be able to serve prospective buyers at any time and from any province in Ecuador without time restrictions.

- 3. Buyer analysis:**

Gaining a better understanding of the market is possible by gaining insight into customer behavior, preferences, and

purchasing habits, allowing marketers to develop more effective sales strategies.

4. Adaptability and flexibility:

A well-designed planning system allows for quick adjustments and changes. When needs change, prices and product descriptions can be modified quickly and efficiently.

In conclusion, Tu Huella Cerámica will be able to offer a more fluid and direct shopping experience to its customers, improving its ability to respond to demand and strengthening the brand's competitiveness in the digital environment. The ultimate goal is to improve service quality by allowing customers to check their orders and quantities more efficiently, thus promoting better communication and greater customer satisfaction.

Analyst Comparison

We plan to create a website for Tus Huellas Cerámica, which will sell national artisan ceramic products such as mugs, bowls, plates, and kitchen utensils. The main objective of this platform is to simplify and automate business activities, streamlining daily tasks and simplifying process management in the context of e-commerce. Our strategy focuses on offering Tus Huellas Cerámica a digital solution that helps it manage its product catalog and sales more efficiently, thereby increasing its profitability.

The website will facilitate better communication with customers, as they are currently having difficulty placing inquiries and orders due to staff shortages. To address this issue, features such as storing customer information, such as names and contact details, and order tracking will be implemented, allowing Tus Huellas Cerámica to personalize customer service. The platform can also be used for inventory management, allowing the store to monitor which products are selling best and which are in low demand. This information will help Tus Huellas Cerámica make informed decisions about which products to promote and when to replenish its inventory.

In conclusion, the main objective of the suggested website is to facilitate online sales management, optimize customer service, and streamline inventory management. It also seeks to offer tools that simplify strategic decision-making, ensuring more efficient and competitive management in the digital sector.

Meeting:



