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Current System Problem Description

One of the major issues that Klaus Brewing Company is facing is their disorganized and outdated order processing system. Their order management is done through use of paper instead of electronically and is done manually. Since paper documents can be easily lost or can be compromised due to human error, it can put their business at risk of losing valuable supply and putting up accidental orders. Since error is very common when order procurement is done manually, it has caused loss of money due to error correction by making up for either lost paper documents which can be used as receipt.

Another problem that clients are facing is their lack of a loyalty rewards program. Currently, Klaus brewery does not have any sort of loyalty rewards program which can be used in order to reward returning customers by giving them some sort of discount or other benefit. With lack of a loyalty rewards program and in a Houston market where breweries can be a competitive business, clients are losing potential customers and can gain loyal members by offering them some sort of benefits or a point system encouraging them to return to Klaus Brewery. The order processing system also does not have a way to track orders so to analyze patterns and assign orders to customers.

Client’s next problem is with their current web site system. Client has an outdated web page which is not engaging and its not aesthetically pleasing. Their current website is also not connected to their database system. They would like their website to be more interactive and something that can attract more customers. Clients also want to improve their social media presence so they can utilize social media in order to gain more customers and for marketing of their brand.