

Systems Request

Project Name: Integrated Information System for Velo

Project Sponsor: Gina Lomax, CEO of Velo

Company Overview: Velo, based in Richmond, VA, specializes in high-quality bicycles, bicycle parts, and accessories. The company's mission is to provide top-notch cycling products and services that cater to both recreational and competitive cyclists. They pride themselves on a diverse product range and exceptional customer service. After starting as a small local shop, Velo has experienced substantial growth and now operates from a larger facility that includes sales, repair services, inventory, and administrative functions. Despite the growth, recent profitability concerns have prompted a need for an upgraded information system.

Business Need: Velo is struggling with operational inefficiencies and declining profitability due to its current outdated information infrastructure. The company seeks to implement an integrated information system that will streamline its operations, improve inventory management, and enhance customer service. The system should also support better decision-making through comprehensive management reporting.

Business Requirements:

- **Order Processing:** Develop an automated system for processing customer orders, including online and in-store purchases.
- **Inventory Management:** Implement a real-time inventory management system to monitor stock levels and manage reordering.
- **Billing and Payment Processing:** Integrate billing and payment processing to ensure accurate invoicing and payment tracking.
- **Repair and Service Tracking:** Create a system for tracking repair requests, service history, and customer interactions.
- **Supplier Management:** Automate the procurement process and manage supplier relationships effectively.
- **Customer Relationship Management (CRM):** Build a centralized CRM system to maintain customer information and track interactions.
- **Web Integration:** Enhance the company's online presence and e-commerce capabilities to improve customer engagement and sales.
- **Management Reporting:** Establish a robust reporting system for performance analysis, sales trends, and inventory management.

Business Value: The new system will streamline operations, reduce manual tasks, and improve overall efficiency. It will provide better inventory control, enhance customer service, and offer valuable insights through advanced reporting. These improvements are expected to boost profitability and support continued business growth.