

MANAGEMENT INFORMATION SYSTEM (SPECIAL)

BS 201.3 BUSINESS STUDIES

Group Assignment

Group-01

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Introduction to Company

Kapruka.com

Kapruka.com is Sri Lanka's First and largest e-commerce enterprise. Retail e-commerce in Sri Lanka is its main line of business. Under the Kapruka Production (PVT) Limited, the business successfully integrated and now sells its own products, cakes, flowers, gifts etc.

Founder

Kapruka.com was founded by Dulith Herath in 2002. He is an Entrepreneur, Web technologies specialist and the founder and chairman of Kapruka.com.



Services

Product and Service Offerings

Kapruka.com offers a wide range of products and services including,

- Gifts (flowers, chocolates, personalized items, etc.).
- Groceries and daily essentials.
- Fashion and apparel.
- Electronics and gadgets.
- Health and beauty products.
- Cakes and bakery items.
- Special occasion packages (e.g., for birthdays, and anniversaries).
- Various other consumer goods.

Target Audience

Kapruka.com primarily caters to consumers in Sri Lanka, but it may also serve Sri Lankans living abroad who wish to send gifts or goods to their loved ones back home

Awards

Many international, regional, and global organizations have acknowledged Kapruka.com for its influence on Sri Lanka's e-commerce sector.

The below awards and accolades are achieved by the Company and its Founder.

- **Eisenhower Fellowship** in 2017.
- **Online Brand of the Year** in 2015.
- **Asia Pacific Young Entrepreneur of the Year Award** in 2011.
- **Sri Lanka's best e-commerce Application** in 2011



SRI LANKA'S E-COM ICON Dulith Herath

Founder/chairman kapruka dot com
Co-finder Grasshoppers

Honoured with
'Asia Pacific Retail Entrepreneur of the Year' Award



In summary,

Kapruka.com's participation in e-commerce is distinguished by its digital platform, extensive product selections, delivery infrastructure, and a dedication to delivering a convenient and customer-focused online shopping experience. These components are essential for prospering in the e-commerce sector and satisfying changing customer demands.

Business Functions

A business function is a set of activities that a company performs to achieve its goals and objectives. Business functions are typically grouped together based on how they contribute to the company's overall value proposition.

- **Marketing**

The report can be used by the marketing department to pinpoint ways to make the company's website and mobile app more engaging and user-friendly. The report can also be utilized to create more focused and successful marketing initiatives.

- **Sales:**

The sales function can use the report to better understand the needs and wants of Kapruka's customers. This information can be used to develop more effective sales pitches and to close more deals.

- **Customer service:**

The customer service function can use the report to identify common customer complaints and to develop solutions for addressing these complaints. The report can also be used to train customer service representatives on how to provide better customer service.

- **Logistics:**

The logistics function can use the report to identify ways to improve the efficiency and effectiveness of the delivery process. The report can also be used to develop contingency plans for dealing with unexpected disruptions, such as bad weather or traffic jams.

- **Finance:**

The finance function can use the report to assess the financial impact of the usability issues that were identified in the report. This information can be used to make decisions about how to prioritize resources and to allocate funding to improve the usability of the website and mobile app.

- **Human resources:**

The human resources function can use the report to develop training programs for employees on how to use the website and mobile app more effectively. The report can also be used to identify areas where the company's recruitment process can be improved to attract and retain top talent.

- **Information technology:**

The information technology function can use the report to develop a roadmap for fixing the usability issues that were identified in the report. The report can also be used to communicate the importance of usability to senior management and to secure funding for usability improvements.

- **E-commerce retailing:**

This function is responsible for selling products and services online. Kapruka.com uses this function to sell a wide range of products, including groceries, fresh produce, meat and seafood, dairy products, snacks and beverages, household items, and personal care products.

- **Order fulfillment and delivery:**

This function is responsible for getting the products and services that customers order online to them. Kapruka.com uses this function to deliver products to customers' homes or businesses in Sri Lanka.

- **Payment processing:**

This function is responsible for processing payments from customers. Kapruka.com uses this function to process payments made by credit card, debit card, and net banking.

- **Technology and website maintenance:**

This function is responsible for developing and maintaining the company's website and mobile app. Kapruka.com uses this function to ensure that its website and app are user-friendly and secure.

SWOT Analysis

Strength	weakness	Opportunities	Threats
Strong Business Model: Kapruka is a well-known and trusted brand in Sri Lanka. It has been around for over 15 years and has built a reputation for providing high-quality products and services. The organic growth of Kapruka without external investors suggests a strong and sustainable business model that has allowed the company to thrive.	Limited physical presence: Kapruka has a limited physical presence in Sri Lanka. This means that customers cannot see or try on products before they buy them.	Developing new products and services: Kapruka could develop new products and services, such as a subscription service or a marketplace for third-party sellers.	Competition from other online retailers: Kapruka faces competition from other online retailers both domestically and internationally. Newcomers and established competitors may threaten Kapruka.com's market position.
Wide range of products and services: Kapruka offers a wide range of products and services, including groceries, electronics, fashion, and home goods. This makes it a one-stop shop for many consumers.	High prices: Kapruka's prices are often higher than those of brick-and-mortar stores. This is because Kapruka has to cover the costs of its online platform and delivery services.	Diversification: The company can consider diversifying its product and service offerings to capture more market share and reduce the risks associated with market concentration.	Economic downturn: Due to economic downturn, consumer spending declines, inflation or currency fluctuations in consumer purchasing due to these reasons hurt Kapruka's business and it affects sales.
Easy online shopping experience: Kapruka website is easy to use and navigate. It also offers various payment options and delivery methods.	Reliance on third-party delivery services: Kapruka relies on third-party delivery services to deliver orders to customers. This can lead to delays and delivery problems.	Partnering with other businesses: Kapruka could partner with other businesses, such as banks or credit card companies, to offer exclusive discounts and promotions to its customers.	Changes in consumer behavior: Changes in consumer behavior, such as the shift to mobile shopping or the willingness to buy from local stores, can also pose a threat.
Loyal customer base: Kapruka has a loyal customer base that appreciates its convenience and reliability. Contributing to its continued growth.	Technology issues -This can range from website outages, slow loading times.	E-Commerce Growth: With the growth of e-commerce, Kapruka.com can benefit from increasing online shopping trends and digital transformation of retail.	Regulatory Challenges: Changes in regulations, tax policies and other legal factors can pose challenges to the business.
			Cybersecurity and Data Privacy: As an e-commerce platform, Kapruka.com may face threats related to cyber security and data privacy, which may harm its reputation and operations.

Analysis of The Issues Identified

Service Beyond Borders

The company caters to over 1.1 million expatriate Sri Lankan customers, predominantly in the USA, who regularly use Kapruka to send gifts to their family and friends in Sri Lanka. Further, the Group offers Sri Lankan brands on global **e commerce** platforms such as Amazon, eBay, etsy, and Walmart, becoming the exclusive e- distributor / **e commerce** retailer for well- established brands such as Dimah, Akbar, Link Samahan, etc. Serving expatriate Sri Lankan and global customers, kapruka generates a dollar revenue stream. The company has its central office located in Colombo and has offices in the USA, UK and Australia.



Issues Identified in The Group

Kapruka's primary goal is to provide a world-class service to Sri Lankans and the users worldwide since it has different branches all over the world. Kapruka was founded in 2002 and its principles were set by a single entrepreneur.

There are many major shortcomings of kapruka group,

- I. Selling products at much higher prices compared to the market rates.
Some products are sold at rates higher by over 100%



Patrick Ratnaraja

February 5, 2023 at 4:43 am

Never shop again. Charged \$16 delivery for a \$32 product in Sri Lanka. Should have mentioned delivery charges with the product price. As a gift liked by my friend I couldn't cancel the order. same product cheaper in other online sites. Disappointed. never again.

- II. Customer service concerns



Darshani Perera

April 12, 2023 at 4:57 am



WORST PLACE ONLINE !

Never rely on this service. I ordered a Cake for Moms Brithday and it was not delivered on time and no refunds possible. Worst Customer Service and dont do business with Kapruks. My order number was

VBRNBDDDA970.

- III. Logistics and Delivery



Tharaka Sandaruwan

September 6, 2023 at 3:17 pm



Ugly cake

I ordered a cake for my friend today. However, my friend got a very ugly cake. They had sent a very different photo than the one on the website.

- IV. Supply chain Disruptions

External factors like natural disasters, geopolitical issues global events (such as the COVID -19 pandemic) can disrupt the supply chain and cause inventory shortages.

- V. Technology issues

This can range from website outages, slow loading times...

Recommendation for our issues

- **selling products at much higher prices compared to the market rates-
Offering your clients real value and making sure your company operations are transparent are essential.**

Below are some solutions;

1. **Unique Value Proposition:** A product should have a unique value that explains its higher price if it is being sold for a higher price. This might be greater features, better quality, or first-rate customer support.
2. **Exclusiveness or Limited Edition:** Market your product as a unique or limited edition item. Many times, people think that exclusivity justifies a higher price.
3. **Payment Plans:** To lessen clients' financial strain, provide flexible payment plans or financing choices.
4. **Competitive study:** Make sure your price is competitive in your sector or niche by doing a comprehensive competition study. It's possible that you'll find that your rates are lower than you anticipated.
5. **Add worth Through Services:** To raise the perceived worth of your goods, provide extra services like installation, extended warranties, or post-purchase assistance.

- **Issues with customer service can occur in a variety of enterprises and sectors. It is imperative to adopt solutions that improve consumer happiness and loyalty in order to successfully address these problems. The following are some typical issues with customer service and their fixes:**

1. extended wait times -Solution: Reduce wait times by putting in place a strong queue management system. Provide self-service alternatives such as online check-ins and bookings.
2. Absence of Information - Solution: Establish a knowledge base or give customer support representatives access to tools so they can easily locate solutions.
3. Ineffective Communication - Solution: Teach your staff to actively listen to consumers and communicate in a clear, sympathetic manner. For consistency, use templates and scripts.
4. Contradictory Information: One way to guarantee that all employees have access to current and correct information is to create a centralized information repository.
5. Quick Reactions: Solution: Prioritize critical issues and establish clear guidelines for response times. Use automation to effectively control response times.
6. Encouraging Frontline Employees: Solution: Give customer support representatives the autonomy to decide and handle problems on their own while adhering to set standards.
7. Track and Enhance: One potential solution may be to consistently track customer service performance using metrics and consumer feedback. Adapt as needed in light of the findings.
8. Decode ration Protocols: Solution: To ensure a seamless transition, provide a clear mechanism for reporting problems to higher-level assistance when needed.
9. Cross-Education: One way to reduce the need for transfers and callbacks is to provide customer support personnel with cross-training so they can handle a range of queries.

- **Customer happiness as well as the general effectiveness of your company's operations can be strongly impacted by logistics and delivery-related problems. Take into consideration the following remedies in order to successfully handle these issues:**

1. Tracking in real time: Give your delivery cars GPS tracking so that clients can follow their deliveries in real time and get precise delivery times anticipated.
2. Inventory Control
3. Supply Chain Transparency-Increase supply chain transparency to track the flow of goods from suppliers to consumers and spot any possible delays or bottlenecks.
4. Quality Assurance: Reduce returns and customer discontent by implementing quality control inspections to make sure items are in acceptable condition before shipping.
5. Measures of Performance: To find areas that require improvement, track and monitor key performance indicators (KPIs) pertaining to delivery and logistics.
6. Plans for Emergency Response: Create backup plans in case of unforeseen events like strikes or natural disasters to guarantee that your logistics operations are not severely impacted.
7. Loop of Customer Feedback: In order to resolve any reoccurring problems, actively seek out and respond to consumer feedback on shipping and logistical experiences.
8. Multichannel Distribution: Provide a range of delivery choices, including scheduled, standard, and express deliveries, to meet the demands of your diverse clientele.
9. Client correspondence
10. Other Sites for Delivery Reduce the chance of deliveries being missed by providing alternate delivery choices like parcel lockers, pick-up locations, or nearby retailers.
11. Client-Self Assistance
12. Returns Administration: To keep customers happy, simplify the returns process by offering prepaid labels, detailed instructions, and quick processing.
13. Making Capacity Plans: Modify the capacity of your logistics network to accommodate demand variations, such as unforeseen or seasonal upswings.

- **Natural catastrophes, geopolitical upheavals, economic downturns, and even unanticipated global health emergencies, like the COVID-19 pandemic, may all create supply chain interruptions. To lessen the effects of supply chain interruptions and guarantee company continuity, think about putting the following strategies into practice:**
 1. **Mix Up Your Suppliers:** To lower the danger of interruptions from a single source, collaborate with several providers, particularly those who are dispersed across different geographical areas.
 2. **Supplier Risk Evaluation**
 3. **Secure Stock:** Sustain safety stock levels of essential parts or goods to fill in supply shortages during outages.
 4. **Management of Lean Inventory:** To achieve supply security, balance the use of just-in-time inventory methods with safety stock.
 5. **Digital Logistics Network:** Adopt digital technologies to improve supply chain visibility, traceability, and agility, such as block chain, IOT, and AI.
 6. **Collaborative Connections**
 7. **Planning Scenarios:** To ensure prompt action in the event of an interruption, create a variety of supply chain disruption scenarios and accompanying reaction plans.
 8. **Differential Sourcing:** Determine local resources or backup suppliers that you can turn on in the event that the supply chain is disrupted.
 9. **Security Procedures:** To safeguard employees and business operations, incorporate safety and health procedures into your supply chain while taking the COVID-19 pandemic's lessons into account.
 10. **Tools for Inventory Optimization:** To guarantee that inventory costs and service levels are appropriately balanced, use inventory optimization software.
 11. **Redundancy in Logistics and Transportation:** Make sure you have backup plans for logistics and transportation, such as many carriers and routes.

12. Multiplier of Suppliers: Expand the range of suppliers you work with, and consider nearshoring or on shoring.

- **Problems with technology can impede consumer experiences and corporate operations. In order to effectively tackle these issues, think about putting the following ideas into practice:**

- a. Team IT Support: Keep a specialized IT support staff on hand to offer prompt help and debugging for issues pertaining to technology.
- b. Continual Backups: To prevent data loss in the event of a system failure, implement automatic and frequent data backups.
- c. Measures for Cybersecurity
- d. Program Updates: Make sure that the most recent patches and security updates are applied to all systems and software on a regular basis.
- e. Plan for Disaster Recovery: Create a thorough disaster recovery strategy so that systems can be promptly restored in the event of unforeseen events or disasters.
- f. IT Guidelines and Practices: For consistency and security in the use of technology, establish IT policies and procedures in writing and uphold them.
- g. User Instruction: Employees should get training on safe and efficient technology use to minimize user-caused mistakes and vulnerabilities.
- h. Remote Work Environment
- i. Duplicity
- j. Mobile Device Administration
- k. IT Asset Administration: To keep track of all IT assets, including software and hardware, maintain an inventory.

MATTERS DISCUSSED DURING THE INTERVIEW

A senior member of this company (kapruka) contacted us and we asked him a few questions, below is just a summary of those question.

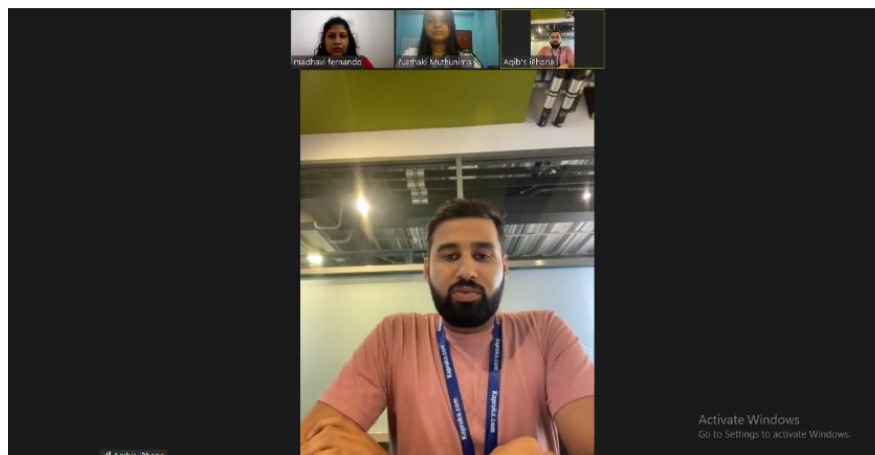
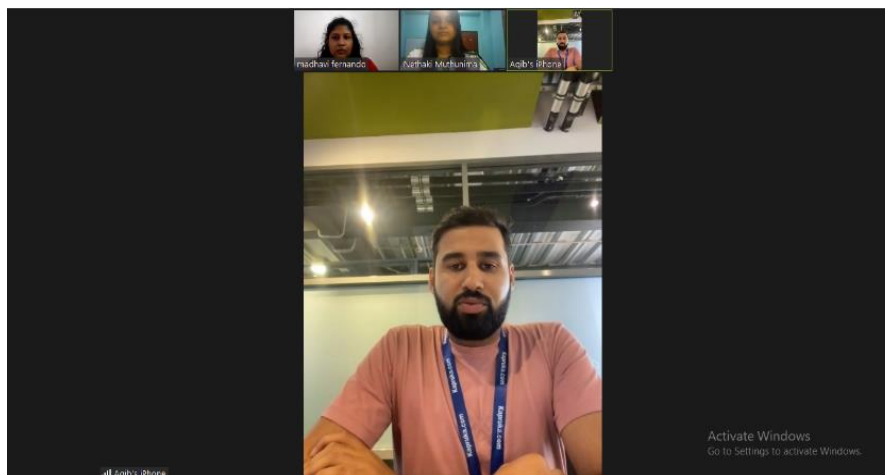
- What is the mission or purpose of your online business?
 - What products or service do you offer?
 - Who is your target audience or customer base?
 - How do you differentiate your business from competitors in the online market?
 - Can you describe your marketing and promotion strategies?
 - How do you handle customer service and support online?
 - What are your plans for scaling or expanding the business in the future?
 - How do you stay updated with industry trends and changes in the online market?
 - Etc....
- We were able to contact the manager (marketing and corporate affairs) His name is **MR AQIB AFFAN** .

LinkedIn Profile -



<https://lk.linkedin.com/in/aqib-affan-a37222263>

Pictures of The Interview Conducted



Conclusion

Firstly, in our report we have included a brief description about the selected organization which is kapruka then we analysed the organization and found out the different business functions in our organization. We researched more about kapruka by using their website to help us identify their goals, their products and their strengths during our analysis we contacted the marketing and cooperate affairs manager there we interviewed him and asked him more questions regarding their business we were able to identify their strengths weaknesses, opportunities and threats using the data we analysed from the interview, we then identified their main issues and provided solutions to their issues. Since kapruka is the first and largest online platform in sri lanka and since its is the oldest about 10 years, they have improved a lot technically and has a larger customer base so it was a difficult task for us to find issues from their organization, but we managed to find out 5 of their main issues.

Reference materials

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<https://penpoin.com/business-function/>

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