# Introduction

For this report is to analysis of changing a faulty business process by Marquis HQO in Singapore which I had worked with in years back. We focus on the business process of ordering process which the company has in place. This report helps in better understanding of the switch to automated ordering system as an alternative. Example of the use of third party online ordering system which will improve the business process and revenue increments.

# Scope

The report scope will show the advantage of switching to automated ordering system with the involvement of online ordering through third party applications. Within the application which has been used, the warehouse department will be much involved with it in providing smooth transitions of the goods (materials) from the storage to the customers.

# Assumptions

Assumptions for above case has been made. The assumptions are in scenarios of perfect working conditions throughout the system. Beside the working conditions itself, there will be other scenarios that will be in place in other parts throughout the report. “A1” as being the assumptions, followed by the number associated with it. Referring to the respective assumptions.

* The number of staffs assumption will be in-between 20 -50. Which includes the outsource contractors (movers etc.) and part-time warehouse workers.
* Assumption that the admins (marketing, finance) department are running in perfect condition with no errors.
* Details of the customers are collected automatically which will be stored in a database.
* During booking orders, payments are directly made to the company. Third party application will be used for online-payments. Customers may choose to pay a deposit upon goods (material) arrival.
* Two types of modes will be used in the system:
  + Full Payment mode – which are modes that involve for walk-in customers paying directly on the spot. Or customers that calls-in for an order and provides card details for a full payment on their purchase.
  + Non-refund deposits – Customer may use the third-party application in paying a deposit in their orders. Upon arrival of the good(s), to pay the remaining amount. Or customers that calls-in for an order and provides card details for a deposit payment on their purchase and paying the rest of the balance upon good(s) arrival.

On the ‘To-Be-Model’, the phone ordering sequence flow will be following to the walk-in ordering sequence for material ordering.

And in the ‘To-Be-Model’ the confirm order gateway are used in collecting customers information, their ordering dates, material released date.

Lastly, in the As-Is-Model, paths for both phone ordering and walk-in ordering will remain the same.

# Background of the organization

Marquis HQO were considered as a leading commercial furniture company with more than 15 years of experience in contract furniture business. Not only they provide the finest furniture. They as well maintained their reputation with their service working along with architects, developers, designers. And most importantly with ‘Home Owners’. They believe in providing indoor and outdoor furniture solution that procure a range of furniture and lightings from all over the country. In order to keep up to the market in residential and commercial areas in Singapore, they provide imported and even locally manufactured furniture.

The organisation has always wanted to bring sales by improve the way of ordering, dispatching or delivery of good(s) to end-users. In order to improve the organization’s motive, the primary basis involves:

* Number of sales
* Accuracy of good(s) in the warehouse
* Maintaining proper records of orders and bookings of good(s)

Organization had been operational with a workforce of 20-50 (A1) staff that works in multiple departments. Departments that are involved are such of sales, marketing, receptions, IT, security, housekeeping, project, admin. The organisation had followed a traditional method of placing orders from walk-in customers or placing orders by phone conversation. Warehouse staff that uses logbook recording in keeping track of the good(s) flow of dispatching. Moving forward, the organisation would like to introduce third-party apps in not only improving the workflow. But as well improving in getting more sources of customers.

# As-Is Model for the business process

(SIS Place your model here…. )

# Issue with the process

The process of using the logbook as mentioned earlier is definitely not the most efficient method. This leads to potential problems such as:

* Causing miscommunication
  + The most common situation would be double bookings of ordering. Which one staff confirmed an order from a phone reservation booking of material notifying the warehouse staff and did not record it down on the logbook while changing shift. The one whom took over which might receive another same call earlier and make a double booking of order, not knowing it has been reserved through the warehouse end.
  + Situation above might as well happen for walk-in customers on booking orderings.
* High risk of human error
  + Looking through the business process system “Material Booking System” as-is model. As for the phone reservation, there is no confirmation of material booking that is sent back to the customer until the customer physically received the good(s).
  + There is high possibility that the staff could write the wrong information of dates or even material selection. For example, leather finishing or fabric finishing from a same brand of sofa.
  + With above possibilities, the problems will be escalated which the guest might receive the wrong furniture as expected or not receiving any furniture at all on the expected dates due to the wrong dates’ information being placed.
* Inefficient
  + With different department or even staff who are holding on to their own logbook. Without a master logbook which they might be using, there will be numerous same orders written in numerous times.
  + Even if staff are using the master logbook. Both ways will be inefficient which will cause massive delays and adding more confusion.
* Abandoned orderings
  + Loss of profit will be expected due to the wrong timing and ordering pertaining to phone bookings.

All above mentioned could lead to profit loss and as well reducing the customers trust over time. Huge compensation in numerous forms would be required in offering to the customer due to dissatisfactory of the customer.

# Recommendation of improvements

Issues above mainly refers to the lack of proper management system in materials booking and integration of different departments into a common area (database)that could be updated in real time. Although traditionally walk-in and phone ordering was practiced through years, however it could only be limited to a small level of customer range. In able to address these issues, following recommendations had been made:

* Integration of third party software
  + Example of software could be Easy WMS from Mecalux Group.
  + It is cloud based, with a web interface that runs in multiple devices at one time. This allows numerous departments to view the important information.
  + It can as well updates changes in real-time that runs 24hours. This prevents and miscommunication on the flow from salespersons to the warehouse.
  + With a central database which manages the orderings from different modes (phone or walk-in orderings). This will greatly reduce duplicated orderings or overlaps which are highly occurring.
  + With the interface providing clickable options. This will greatly reduce typo errors on dates or material selections from customers.
  + With automation upon receiving the goods from overseas, it will be labelled with a barcode with identification and control before shifting into the storage in the warehouse. Dispatching of materials are also being keep track of.

# To-Be Model for the business process

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| Material Automated Booking System |
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In order to measure if the implementation of the system would be a success. Some indication of performance will be placed.

* The increase of customers on daily/weekly/monthly or annually basis as compared before the system has being implemented.
* The overall income against the cost on daily/weekly/monthly or annually basis comparing against past years.
* The delay of time taken on the system updates and maintenance on both direct ordering and booking and the party application.
* The numbers of errors in the ordering and booking system. (Which are the fields that are required)

Above To-Be Model targets on above mentioned recommendations. This To-Be Process Model is a improvement over the As-Is Process. Reason being as most and many task has been automated. Example like, checking of materials, updating of the material status, and as well sending out email to customers on confirmed orderings and bookings of material. In such, this allows the staff to work more efficient on their scope of duties. Bringing on the spot income for successful bookings and orderings with non-refundable deposits or using full payment. Which will greatly decrease the number of missing customers who had done their booking previously.