



Introduction

Vietboy1996 is a Vietnamese coffee shop located near the Southern Cross station, renowned for its visually appealing store design and delectable Vietnamese cuisine. With a loyal customer base comprising mostly office workers, the cafe has established a strong online presence through food delivery platforms like Doordash, Uber Eats, and MenuLog.

However, the business has been facing financial challenges due to an increasing number of remote-operated businesses locally and frequent slow-downs in their online sales.





Business and Technology sectors

Accordingly, the small café is partnered with Square, which is an online platform that provides the POS software.

On top of that, they also employ tech sector delivery services such as Menulog and Uber Eats as their only availed food shipment method

Third-party service providers including software and delivery take high surcharge on storefront, which insinuating a general reason for the remarkable downgrade in profit and result in the store's contemporary financial difficulty situation.





Process Identification

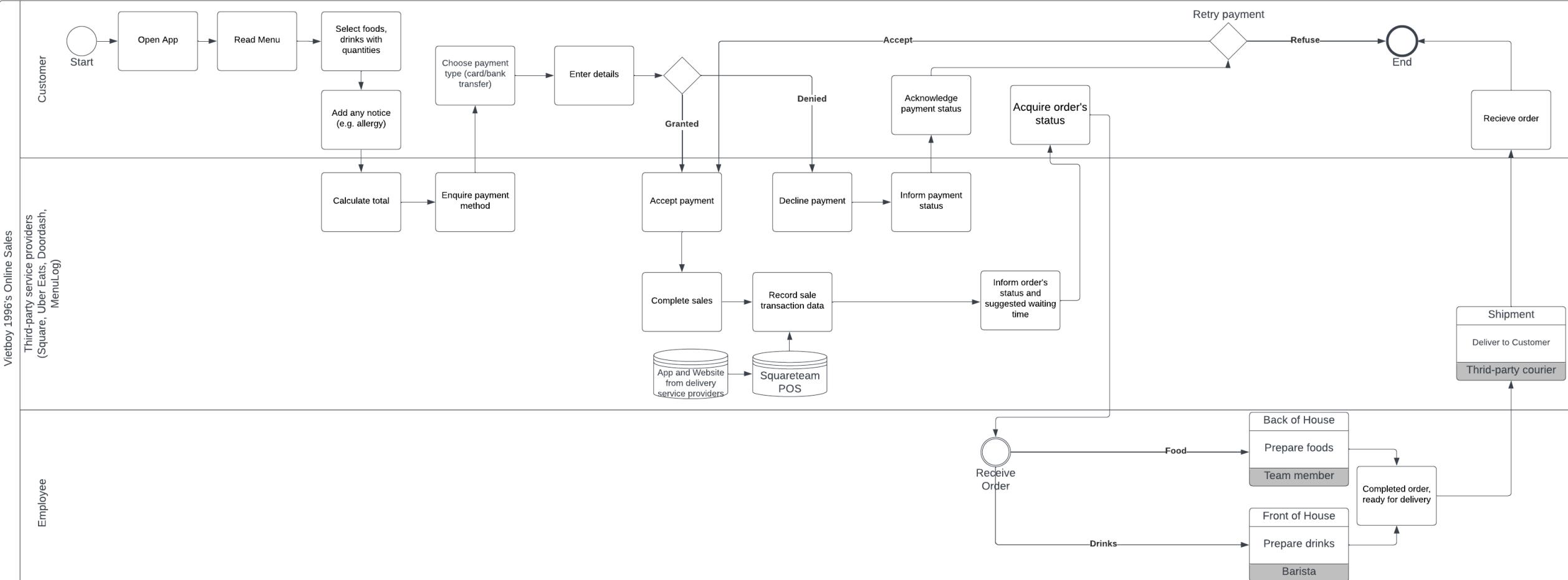
The process
that has
been
identified
is sales

Sales for this
business is a
critical element
as it is the
primary
revenue source

Each team
member has
interacted with
this process



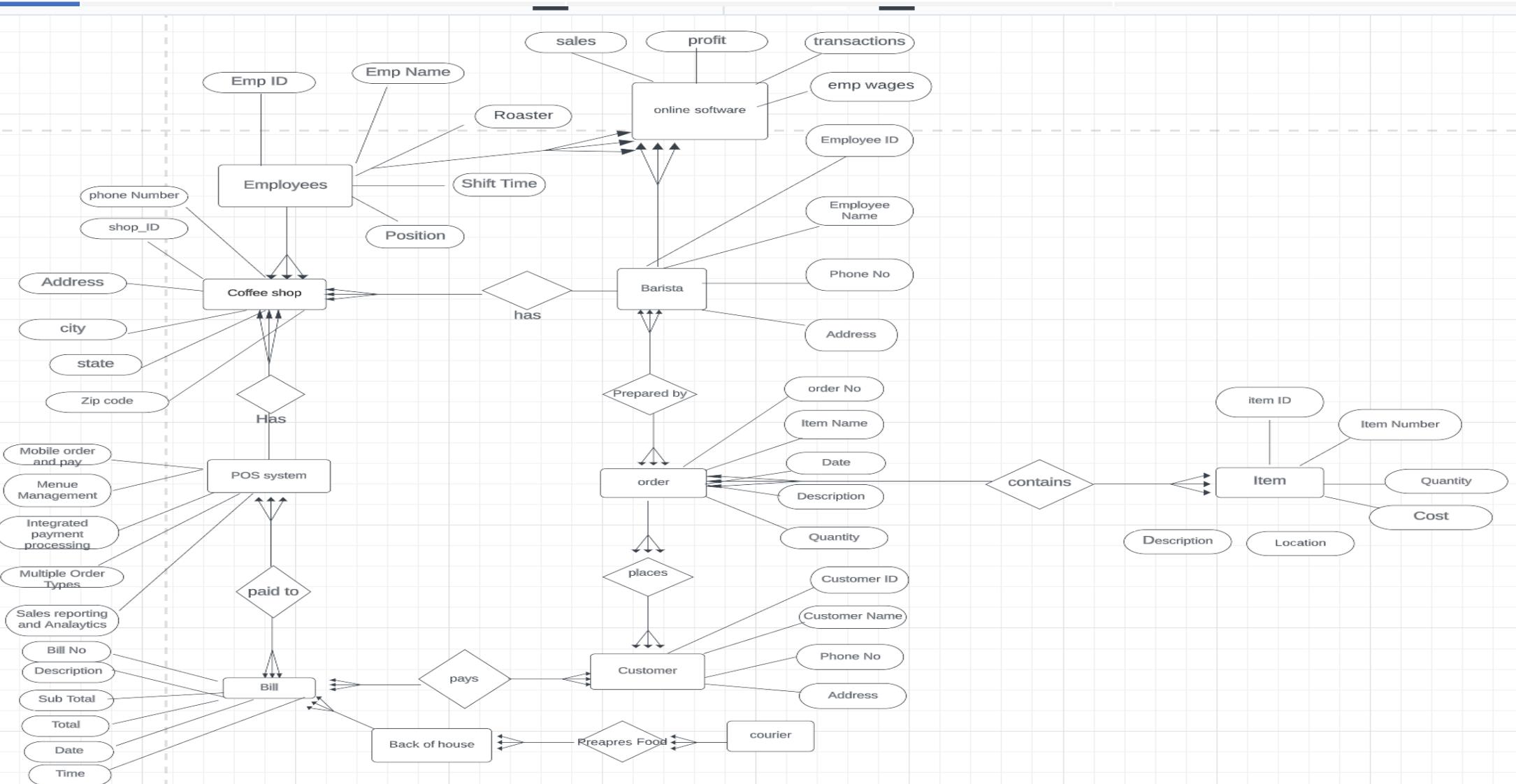
Process Model

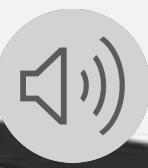




Data

Data in terms of entities, attributes, and relations - VIETBOY1996





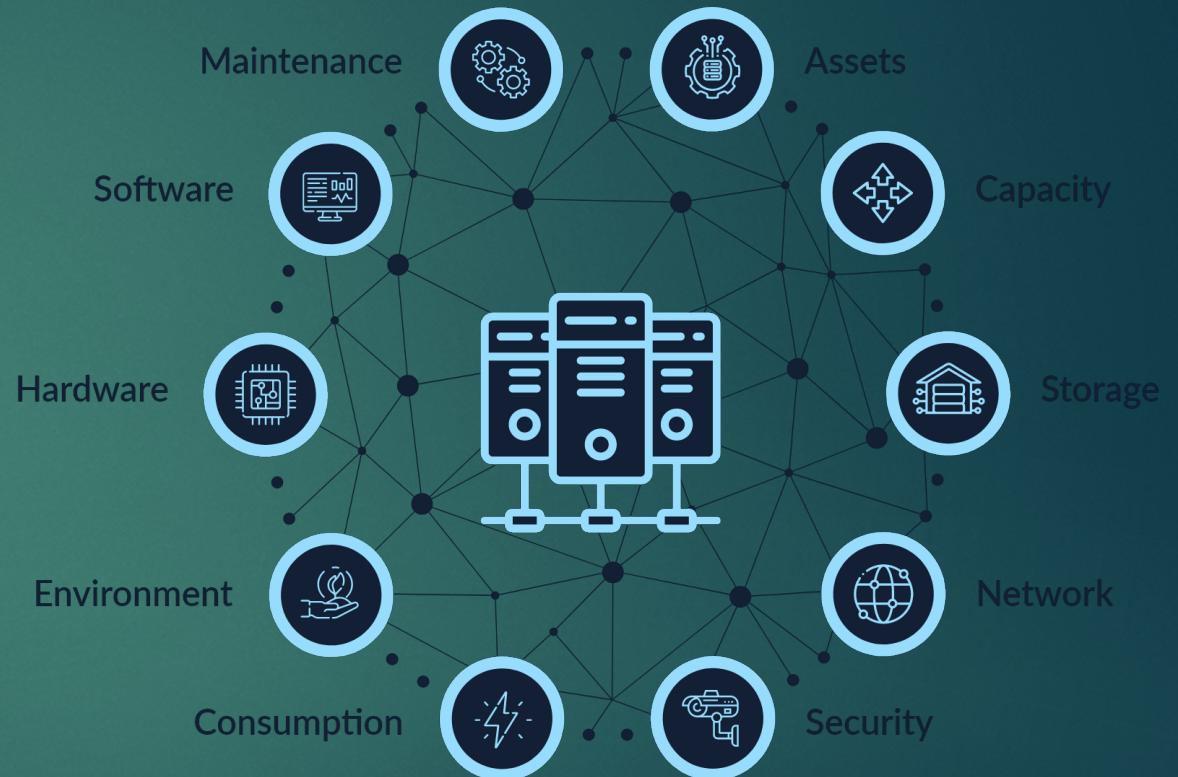
Externals

Vietboy1996 utilizes an external service made by Square to operate its sales, which is an example of outsourcing. Square is an external service provider that offers technology that helps small businesses to run everyday operations such as sales and inventory tracking. The external service Vietboy1996 uses is a POS system made by square which allows them to take payments from customers. This helps Vietboy1996 reduce errors from manual systems and improve efficiency and accuracy as payments go through an automated system.



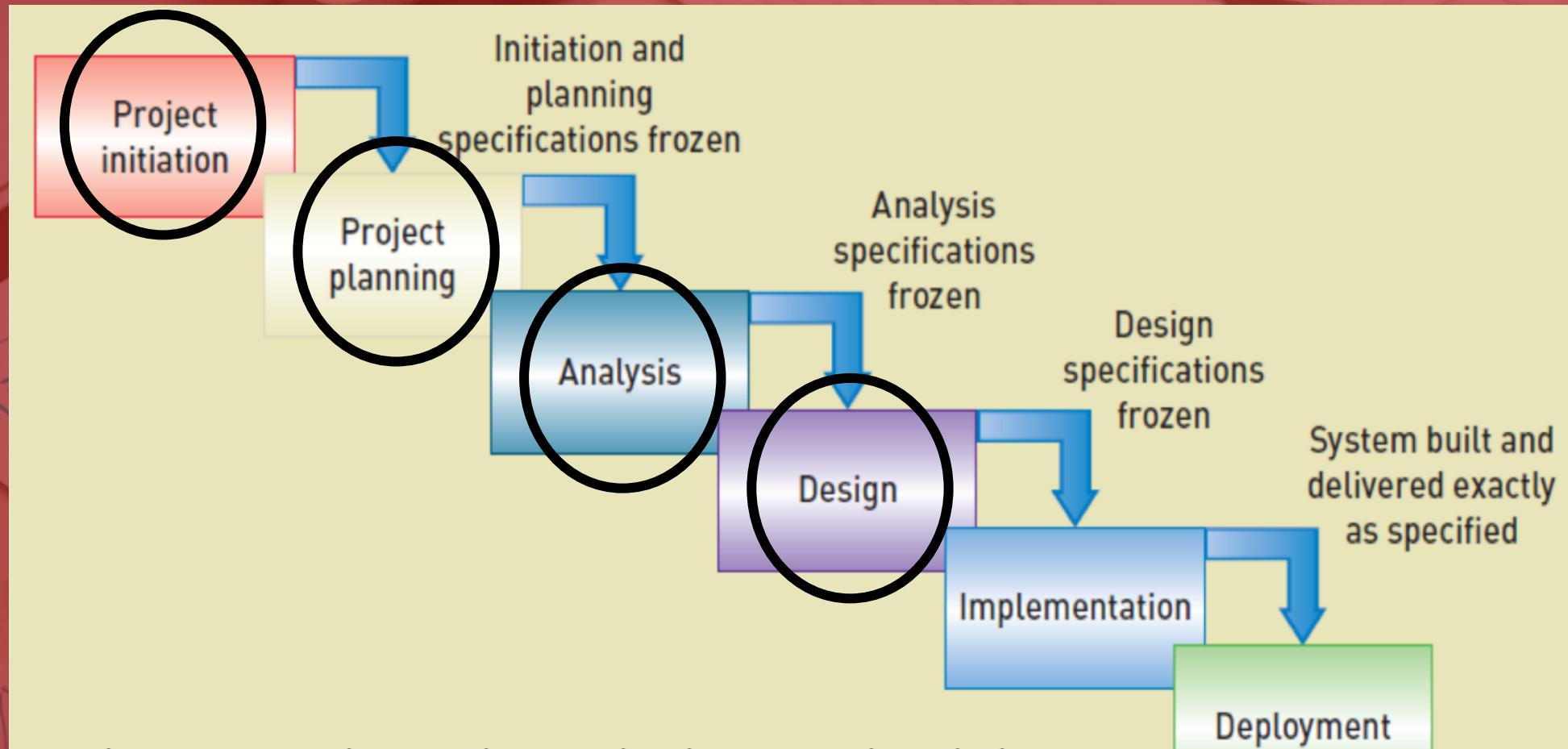
Technology Architecture

Cloud computing
Software development
Database management
Payment gateway
Hardware and Network infrastructure



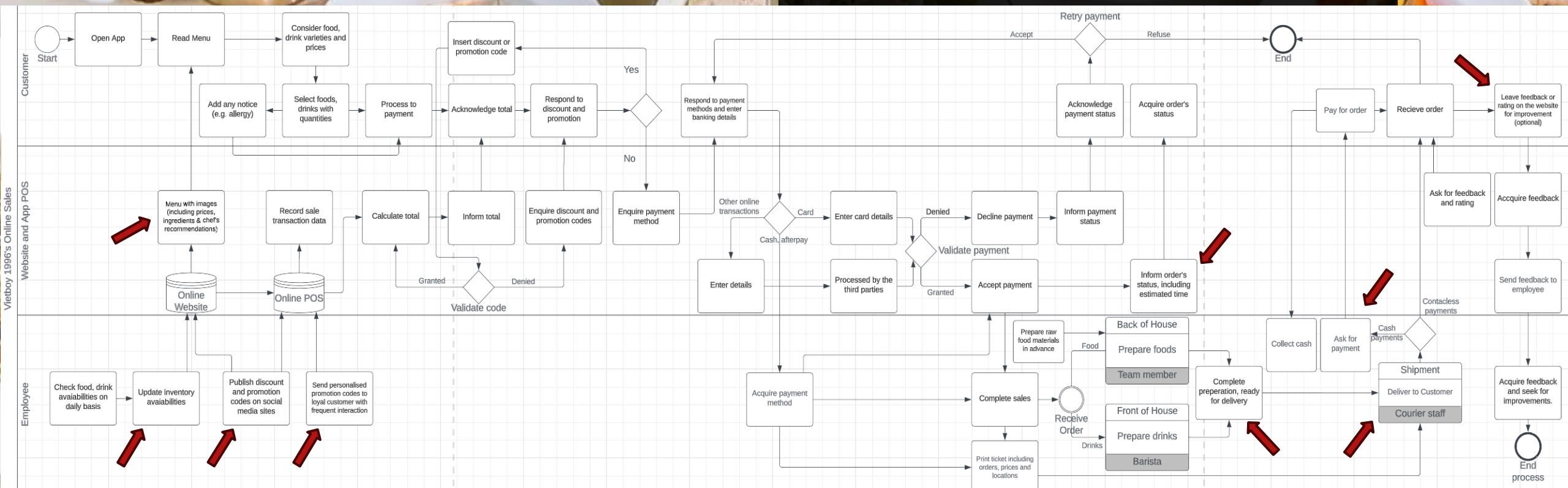


System Development Method





Improvement Opportunities and Threats





Ethics and Security

Some ethical and security concerns that may arise are the risk of cybercrime on Vietboy1996 customers when using the website. Some risks for customers can include location, phone number, credit card information and other sensitive information available when using the website, being stolen. This could raise concern if Vietboy1996 is not transparent about what they do with the information or how they keep it secure and away from the risk of cybercrime. A way for vietboy1996 to keep customer data secure is to hire an IT specialist who has the skills to make the system secure and can act when a cybercrime has been committed.



Conclusion



In conclusion, moving from a third-party sales model to a B2C model would help reduce unnecessary outgoing funds and ensure a higher revenue stream in the long run.