2022/23 Semester 1

**IS3103 Digital Transformation Proposal Plan (For Approval)**

Project proposals should not be more than FOUR pages, 11-point, single-line spacing. You may write in brief sentences and point form.

**Team Number: X  
  
Team Members: aaaa, bbbb, cccc, dddd, eeee**

1. Industry/Sector:
2. Real company(ies) that your case is based on:
3. Fictitious Company Name:
4. Overview of the industry that the company is in (industry trends, structure, challenges etc)
5. Company background (short introduction, customer segments - B2C or B2B; nature of Business/Products/Services; business strategy etc)
6. How has COVID-19 pandemic impacted the industry and company?
7. What are the main business problems/challenges facing the company?

|  |  |
| --- | --- |
| **Business challenge** | **Description & significance** |
| problem 1 | Lorem ipsum.... |
| problem 2 | ... |

1. What is the company’s current state of IT?
2. What are the main IT/IS problems and business-IS alignment issues facing the company?

|  |  |
| --- | --- |
| **IT/IS problem or business-IS alignment issue** | **Description & significance** |
| problem 1 | Lorem ipsum.... |
| problem 2 | ... |

1. What are the 4-5 recommendations/solutions that you want to propose? (brainstorm more at this stage; have a mix of both organizational/managerial/technical) – state the technologies to be used in the recommendation if applicable

|  |  |
| --- | --- |
| **Recommendation** | **Description & impact** |
| recommendation 1 | Lorem ipsum.... |
| recommendation 2 | ... |

1. What are some of the expected benefits for your DT proposal?
2. How can your DT proposal help the company to recover/prosper post-COVID-19?