



Project Play By CW: MIS Business Plan

Group: DB-Z



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Dahiayah



Barry

MIS Business Plan : Video



[Watch video on YouTube](#)

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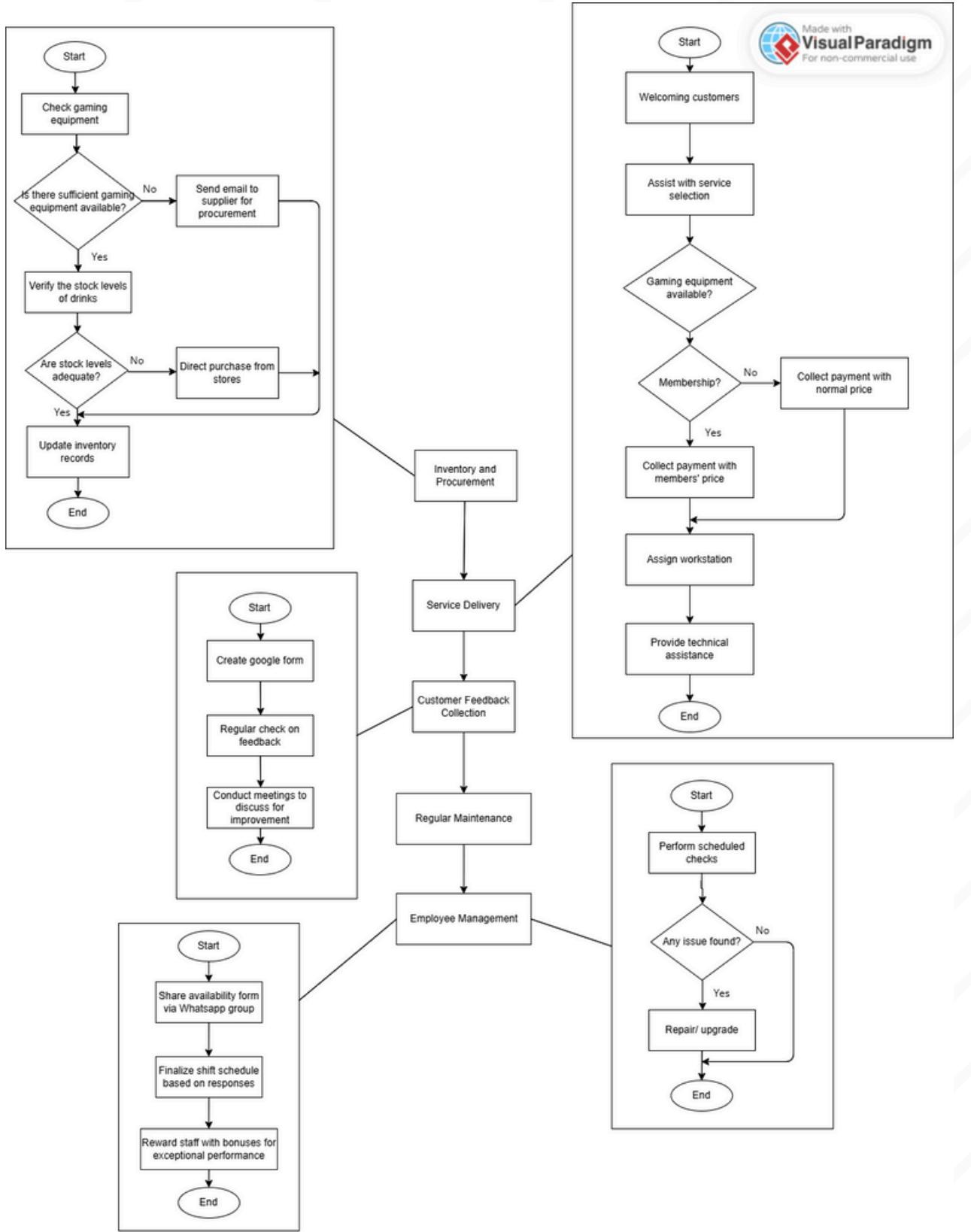
Background

Project Play by CW - Cybercafe

- **Mission:** Provide a welcoming space where individuals from all walks of life can come together and immerse themselves in the excitement of gaming.
- **Vision:** They aim to be a relaxing environment where people can take a break, connect, and enjoy quality time.
- **Services provided:** PC gaming, racing simulators, and PS5 consoles
- **Location:** Bandar Sunway



Key Business Processes



Inventory Management and Procurement

- Manually count and record inventory in an Excel sheet.
- Interact with suppliers using Email.

Service Delivery

- Assist with gaming equipment selection.
- Staff manually check equipment availability and assign the game station.

Customer Feedback Collection

- Use google form to collect customer feedback.
- Conduct meeting for improvement.

Regular Maintenance

- Conduct periodic checks for hardware and software, and plan for upgrades.
- Carry out routine cleaning and inspections of equipment.

Employee Management

- Manage shift scheduling manually.
- Reward staff with bonuses for breaking records.

Problems Faced when Using the Manual System

Manual Inventory Check for Gaming Equipment can result in

- miscounting
- failing to update inventory records
- overbooking or underutilization of resources

Use of Google Form for Feedback causes

- one way communication
- the organization is not able to respond immediately to the customers

Manual reward system is

- inefficient and error prone
- causing delays in reward distribution

Effects of Politics, Cultures and Environments

Politics

includes **positive alliances and mentorship** that enhance operations and service quality, but also **negative aspects like perceived inequities, slacking, and conflicts**, requiring careful management to maintain collaboration and fairness.

Cultures

fosters a **welcoming and inclusive** culture emphasizing exceptional service, mutual respect, and staff development, creating a dynamic hub for gaming, work, and socializing.

Environments

navigates **internal teamwork** and **external factors like regulatory, economic, and technological trends** to adapt and thrive in the gaming industry.

Porter's Five Forces of Retail Industry (Cyber Cafe)

Competitive Rivalry

LOW

- **Closure** of cyber cafes post-COVID-19
- **Opportunity** to establish a strong market presence
- Focus on brand loyalty and creating a unique customer experience

Threat of New Entrants

LOW

- **High barriers to entry:** significant initial capital investment
- **Specialised knowledge** and operational complexity
- Focus unique vision and high-quality service.

Threat of Substitutes

MODERATE

- **Niche market** with specific customer demographic
- **Availability of alternative** ent. options
- **Moderate** buyer propensity to substitute due to evolving preferences

Power of Buyer

HIGH

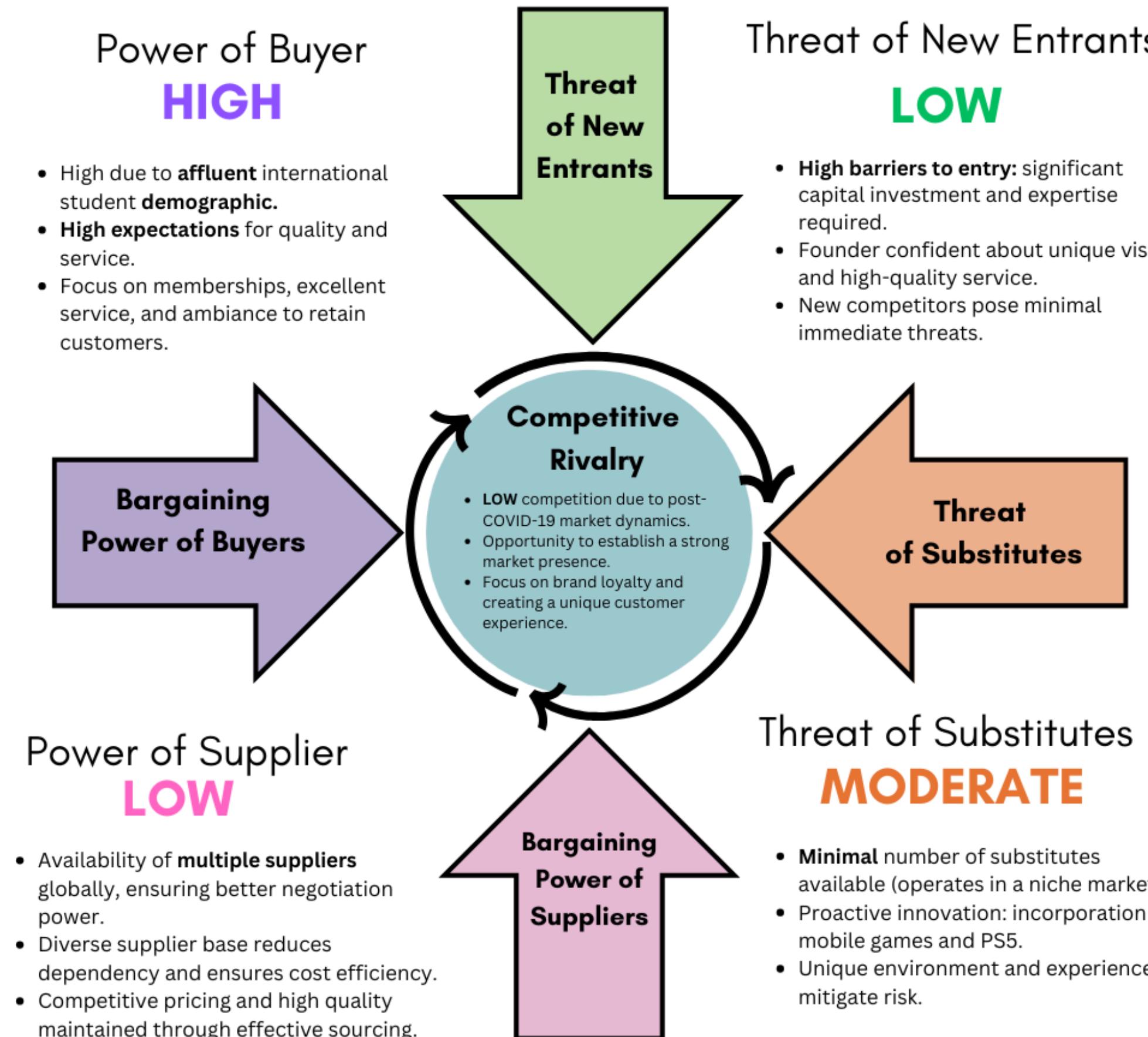
- Affluent demographic with **high purchasing power**
- Abundance of entertainment alternatives
- Customer influence of service quality

Power of Supplier

LOW

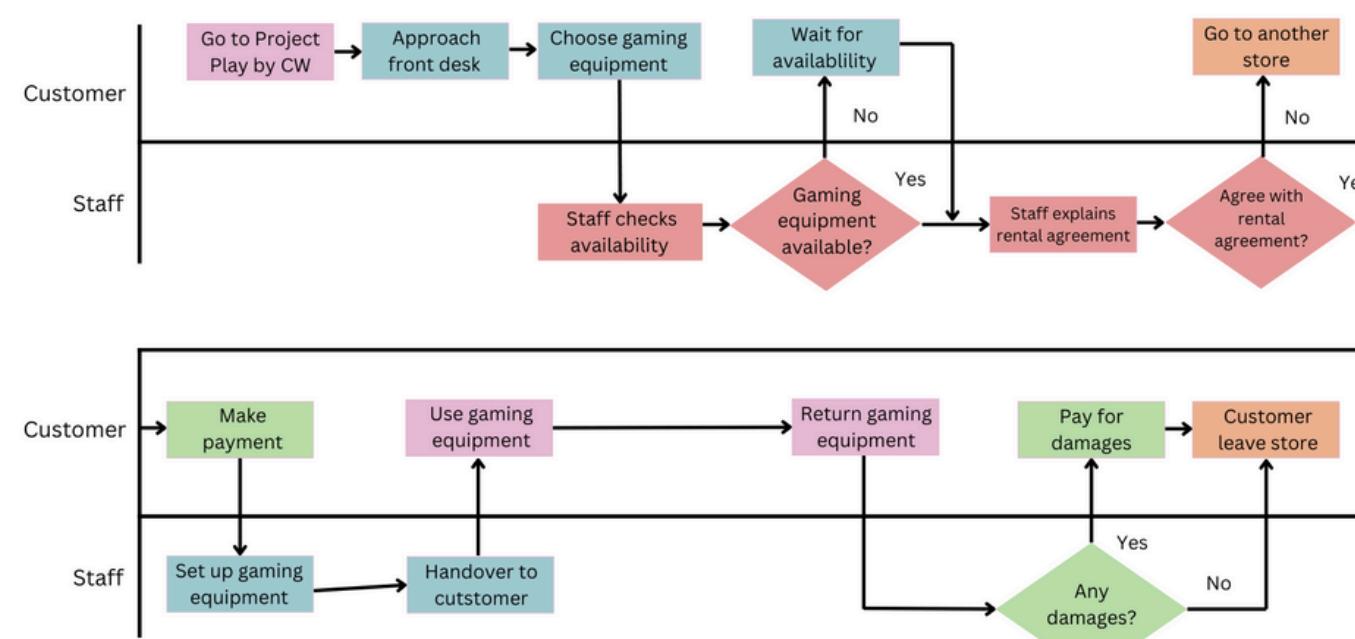
- Availability of **multiple** suppliers
- Access to global supply network
- High competition among suppliers results in **cost efficiency**
- Competitive pricing and high quality maintained

Porter's Five Forces of Retail Industry (Cyber Cafe) : Diagram

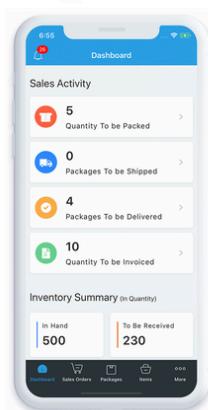
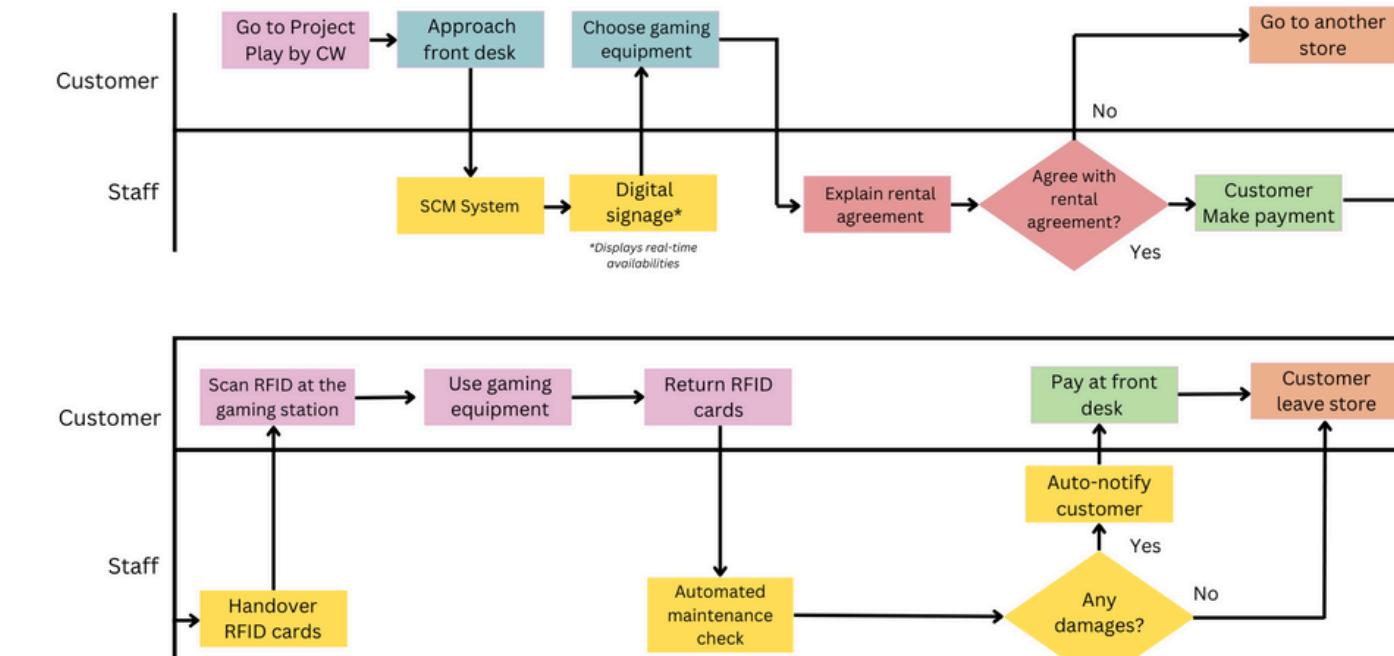


Supply Chain Management (SCM)

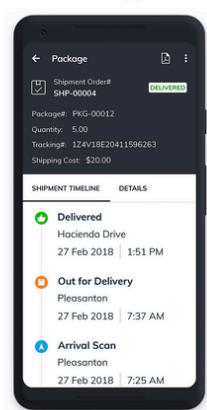
As-is Business Process for Gaming Equipment Rental from Project Play by CW



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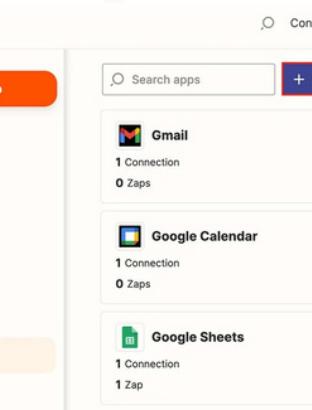
Zoho Inventory



NoviSign



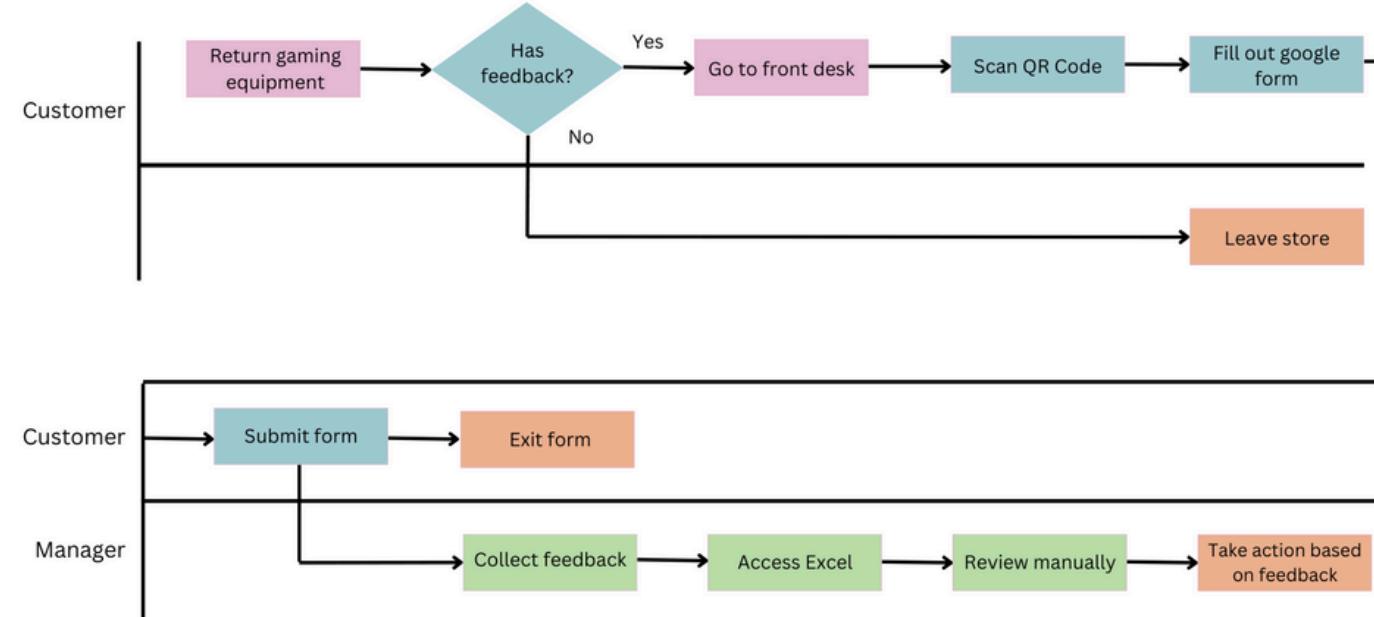
RFID Card



Zapier

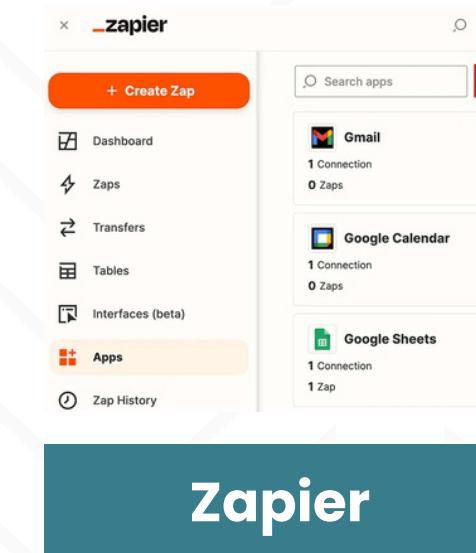
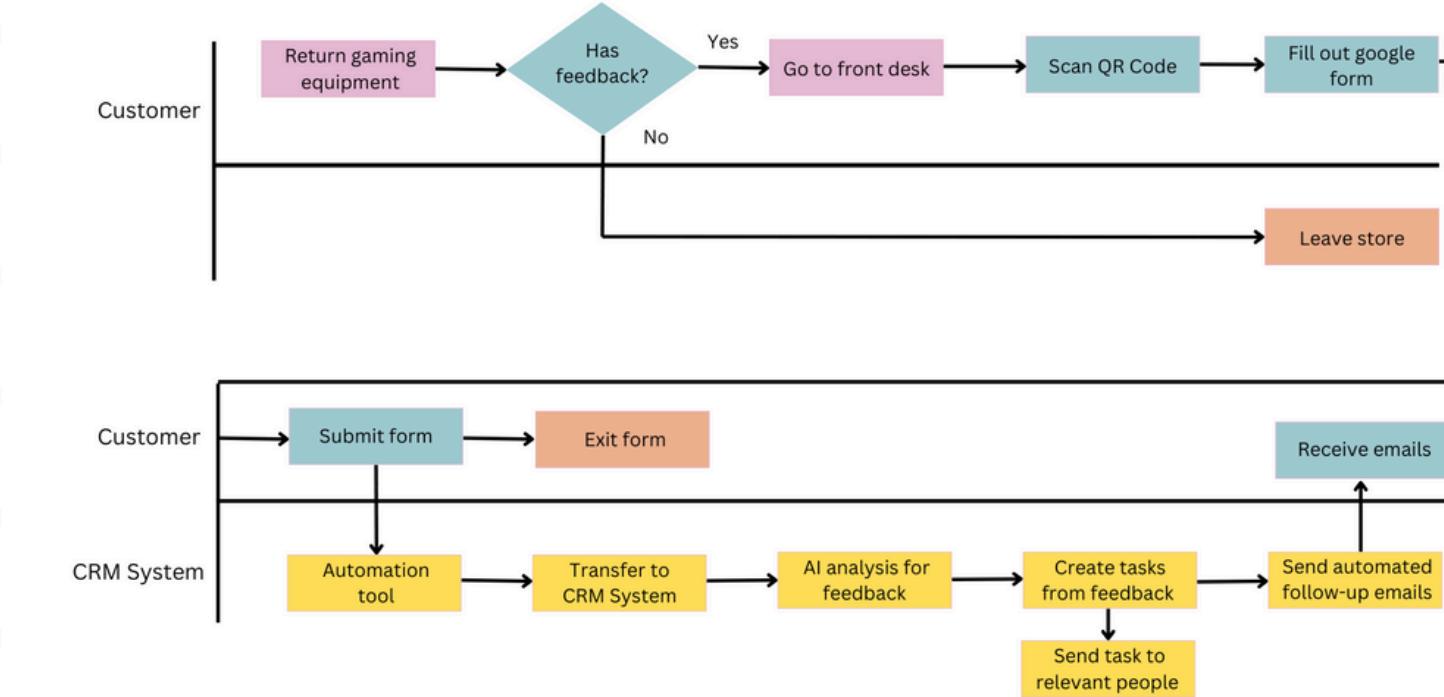
Customer Relationship Management (CRM)

As-is Business Process for Customer Feedback at Project Play by CW



*Customer feedback includes game selection suggestions, customer service, cleanliness, staff attitude etc.

CRM Business Process for Customer Feedback at Project Play by CW



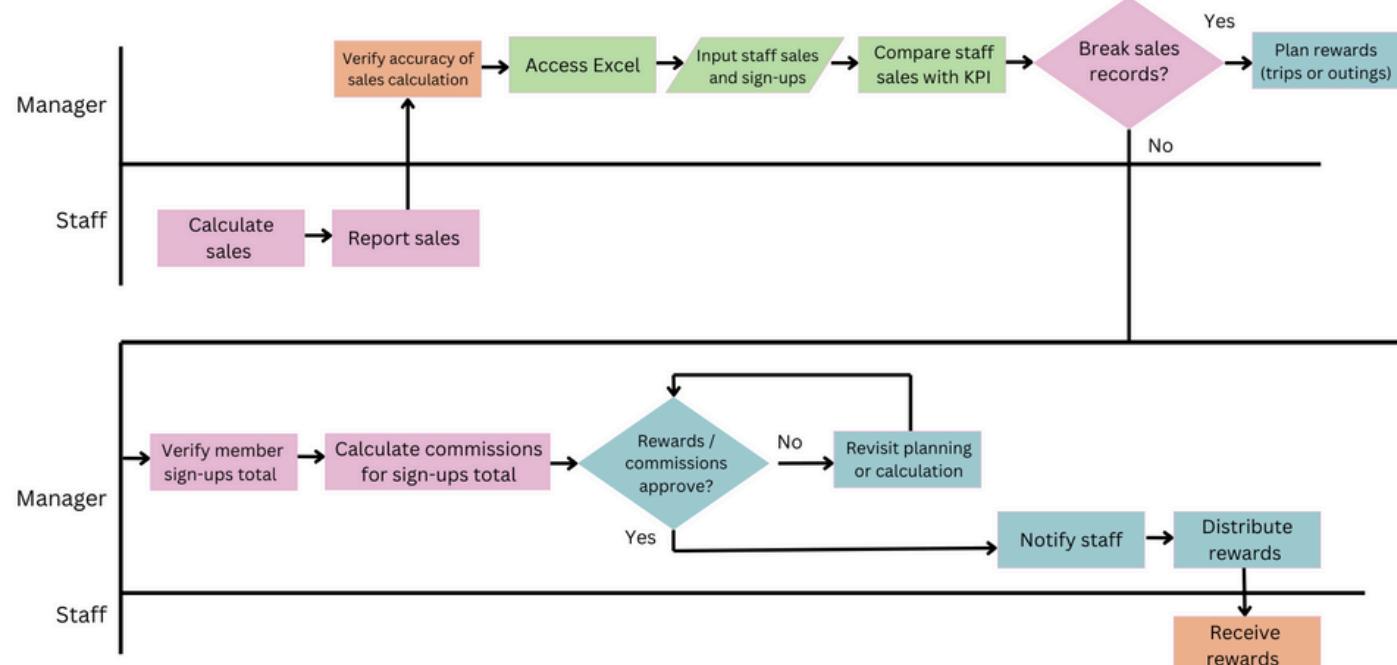
Zapier



Zoho CRM

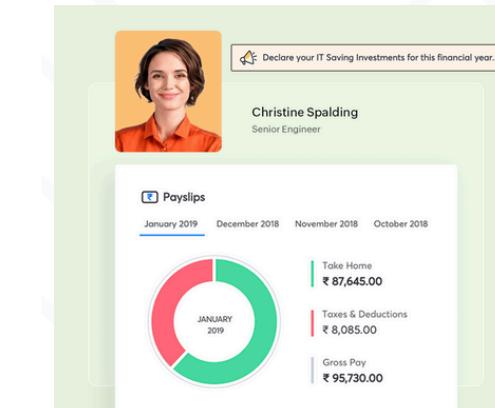
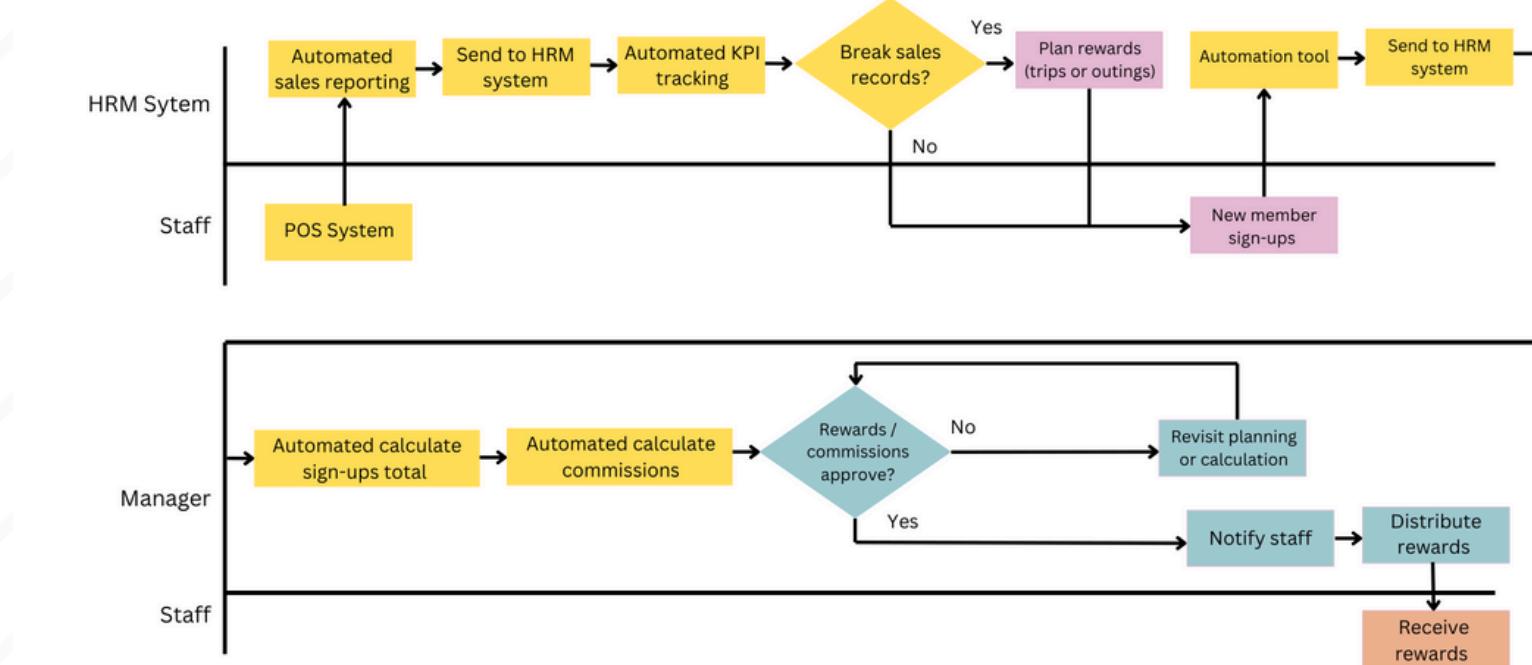
Human Resource Management (HRM)

As-is Business Process for Reward System at Project Play by CW

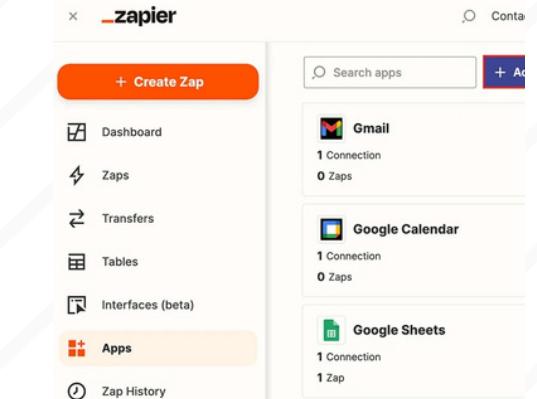


Square

HRM Business Process for Reward System at Project Play by CW



Zoho People



Zapier

Security & Privacy Issue

Key Risks

Automation Vulnerabilities:

- Automation tools like Zapier lacks account-specific storage protections, can expose sensitive data.
- Weak arbitrary key generation
- Absence of strong authentication mechanisms.

Challenges

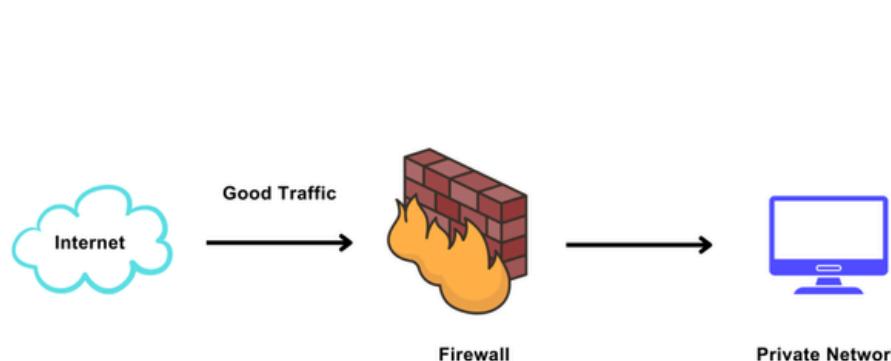
• Global Storage Risks:

Zapier's global data storage is not tied to specific accounts, leading to confusion and potential exposure of personally identifiable information (PII).

• Key Collisions:

Duplicate key entries in shared storage systems can lead to overwriting or loss of critical business data, hampering operations.

Mitigation Strategies



Firewall

First Line of Defense:

Filters and blocks potential hackers from accessing sensitive data.

Next-Generation Firewalls (NGFW)(Recommended):

An all in one firewall. Combines malware prevention, pre-installed VPN, and layered protection for businesses.

Antivirus Software

Essential for System Protection:

- Detects and removes malicious software that could compromise automation systems.
- Prevents unauthorized access to sensitive business data.

Recommended Tool:

McAfee Total Protection

DLP Solutions

Symantec DLP:

- Monitors and controls data transfers.
- Protects personal and company data comprehensively.

Encryption:

Ensures data is unreadable and inaccessible to unauthorized users

Secure APIs

Implement authentication protocols to validate access at integration points.

Monitoring Tools:

- Track and log API activity to identify suspicious behavior.
- Pre-installed detection systems to promptly respond to potential threats.

System Development Process

Step 1: System Analysis

Objective: Identify problems and define requirements for SCM, CRM, and HRM systems.

Key Activities:

- Analyze existing processes and identify inefficiencies.
- Conduct feasibility studies
- Gather stakeholder input through interviews and align expectations.

Tools Used: Microsoft Project and UML diagrams

Step 2: System Design

Objective: Develop a blueprint for MIS architecture.

Key Activities:

- Determine system type (centralized, decentralized, distributed).
- Design Data Flow Diagrams (DFDs) using tools like Draw.io.
- Plan database schemas with relational database management systems.
- Incorporate security measures.

→

Step 3: Programming

Objective: Translate designs into functional software.

Key Activities:

- Code functionalities like automated commissions, equipment tracking, and feedback emails.
- Ensure system outputs match proposed business process requirements.

Key Considerations:

Use scalable and maintainable programming practices.



Step 5: Conversion

Objective: Transition from manual to automated systems.

Key Activities:

- Carry out deployment phase by phase.
- Train employees with a focus on user-friendly features like dashboards.
- Monitor data migration for accuracy during CRM and other system integrations.

Recommended Tool: Zoho CRM for seamless deployment and operation.

Step 6: Production & Maintenance

Objective: Ensure long-term system effectiveness.

Key Activities:

- Regularly monitor system performance and resolve issues promptly.
- Gather end-user feedback.
- Update systems to align with user preferences and organizational goals.

Step 8: Security & Compliance

Objective: Protect systems and meet regulatory requirements.

Key Strategies:

- Implement firewalls, antivirus software, encryption, and enhanced security policies.
- Conduct regular audits.
- Adhere to laws like GDPR and HIPAA for privacy compliance.
- Use tools like IBM Security QRadar for real-time threat detection and response.

Slide 7: Scalability & Upgrades

Objective: Future-proof the MIS.

Key Activities:

- Integrate AI for advanced automation and predictive analytics.
- Adopt modular designs for easy addition of new features.
- Ensure compatibility with emerging standards and protocols.

IT Infrastructure needed

Hardware Infrastructure

Servers:

Dedicated servers (e.g., Dell PowerEdge, HP ProLiant) for hosting MIS applications like CRM, HRM, and IMS.

End-User Devices:

Lenovo ThinkCentre desktops and iPads for portable MIS access during floor duties, streamlining data entry and processing.

Networking Hardware:

Tools like Cisco Catalyst switches for high-speed data transfer and Ubiquiti UniFi access points for secure WiFi coverage.

Backup Devices:

Synology DiskStation NAS devices for centralized, redundant data storage.
Provides disaster recovery and critical data preservation.

Slide 2: Software Infrastructure

Operating System (OS):

Windows Server OS for hosting MIS applications.
Windows 11 or macOS for client devices.

Application Software:

- Zoho CRM for customer feedback and analytics.
- Zoho People for employee management (scheduling, rewards, performance).
- Zoho Inventory for real-time inventory tracking.

Database Management Systems (DBMS):

Microsoft SQL Server and MySQL for storing and managing data accurately.

Cloud Services:

Microsoft Azure or AWS for scalable hosting, reducing local server reliance.

IT Infrastructure needed

Security Infrastructure

Firewalls:

Next-Generation Firewalls (NGFW) for advanced threat detection, VPN integration, and blocking unauthorized access.

Encryption:

SSL/TLS protocols for securing sensitive data, ensuring it's unreadable by unauthorized parties.

Authentication:

Multi-Factor Authentication (MFA) for enhanced security through multiple verification steps.

Network Infrastructure

Local Area Network (LAN):

High-speed Ethernet cables (e.g., Cat6) for consistent, low-latency connectivity.

Internet Connectivity:

Fiber-optic internet with 4G/5G backups.

Essential for cloud-based MIS and real-time data synchronization.

Virtual Private Network (VPN):

Protects sensitive MIS data during remote access, ensuring secure transmissions.

Storage & Backup

Storage:

Samsung EVO SSDs for high-speed data processing and retrieval.

Backup Solutions:

Acronis Cyber Backup for secure, automated daily backups to local and cloud storage.

Provides dual-layer protection against data loss.

IT Infrastructure needed

Scalability Features

Modular Architecture:

Use API integrations to connect MIS components smoothly.

Facilitates future upgrades, such as adding VR gaming features.

Cloud-First Approach:

Prioritize cloud-based systems like Zoho CRM for scalable and flexible MIS expansion.

Reduces hardware upgrade costs and technical skill requirements.

Training & Support

Employee Training:

Conduct training sessions focused on dashboards and data analytics.

Helps employees reduce errors and maximize system productivity.

IT Support:

Resolve bugs and issues.

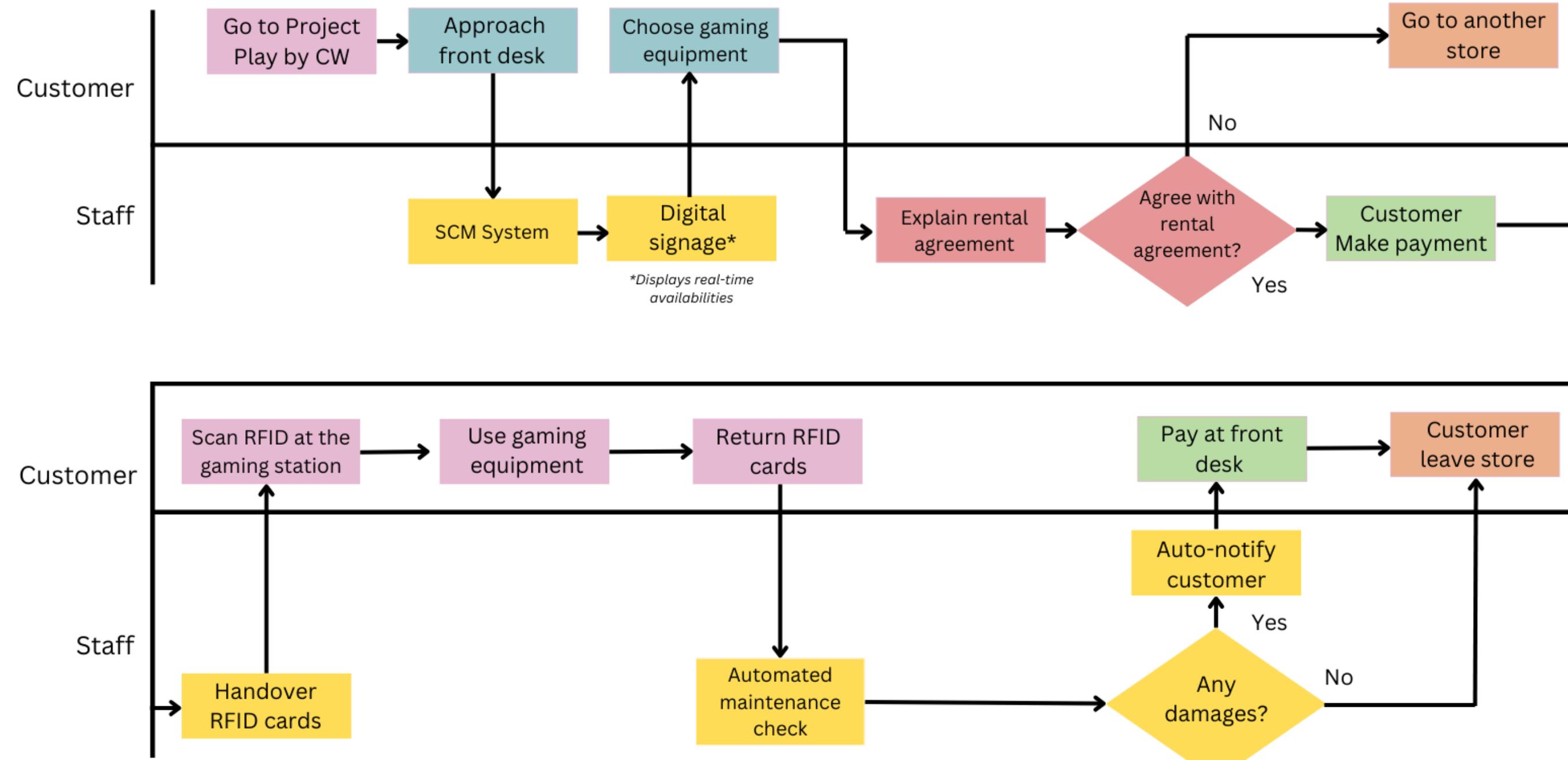
Minimizes downtime and ensures uninterrupted operations.



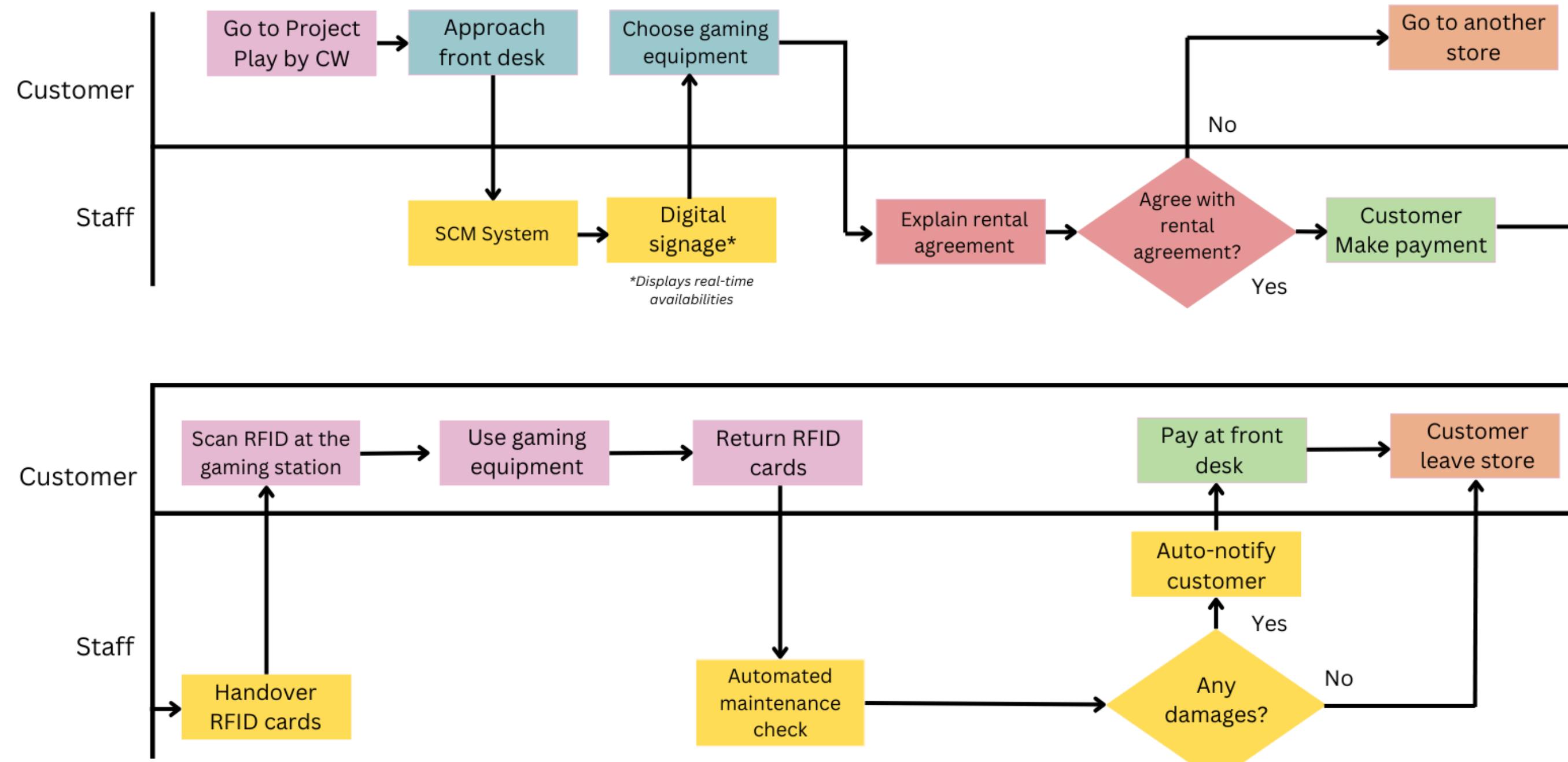
Thank you for Listening!

Appendix.

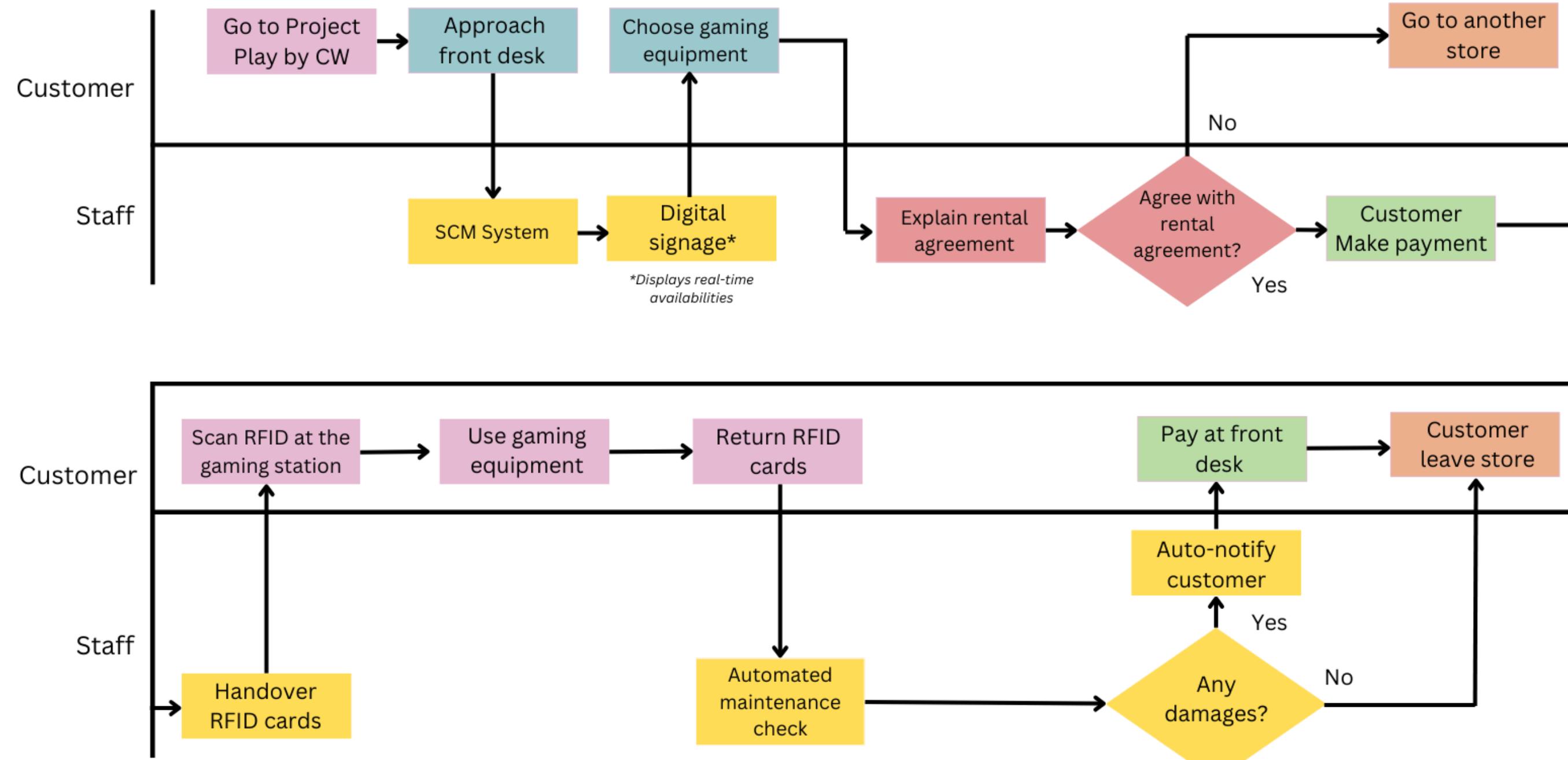
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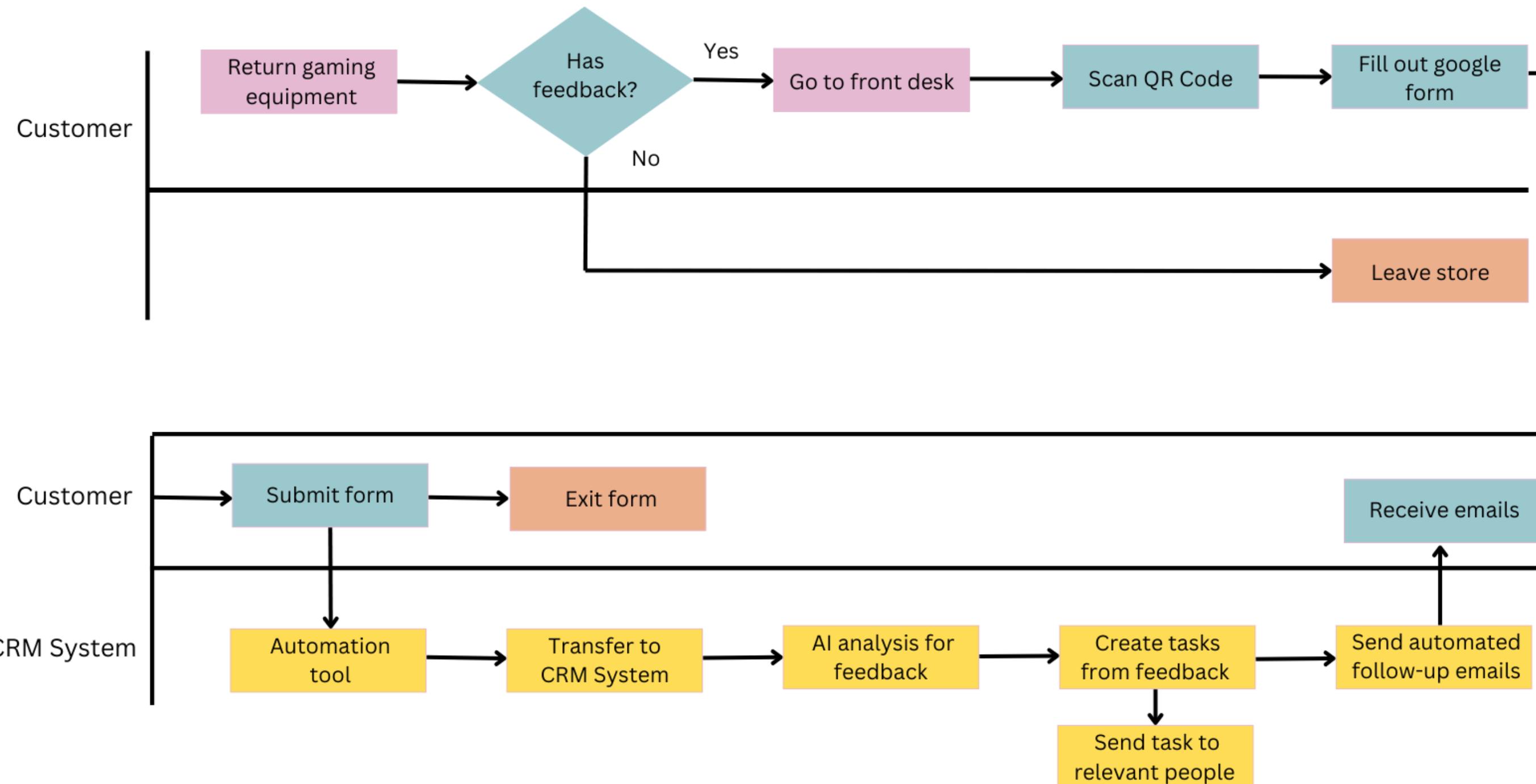


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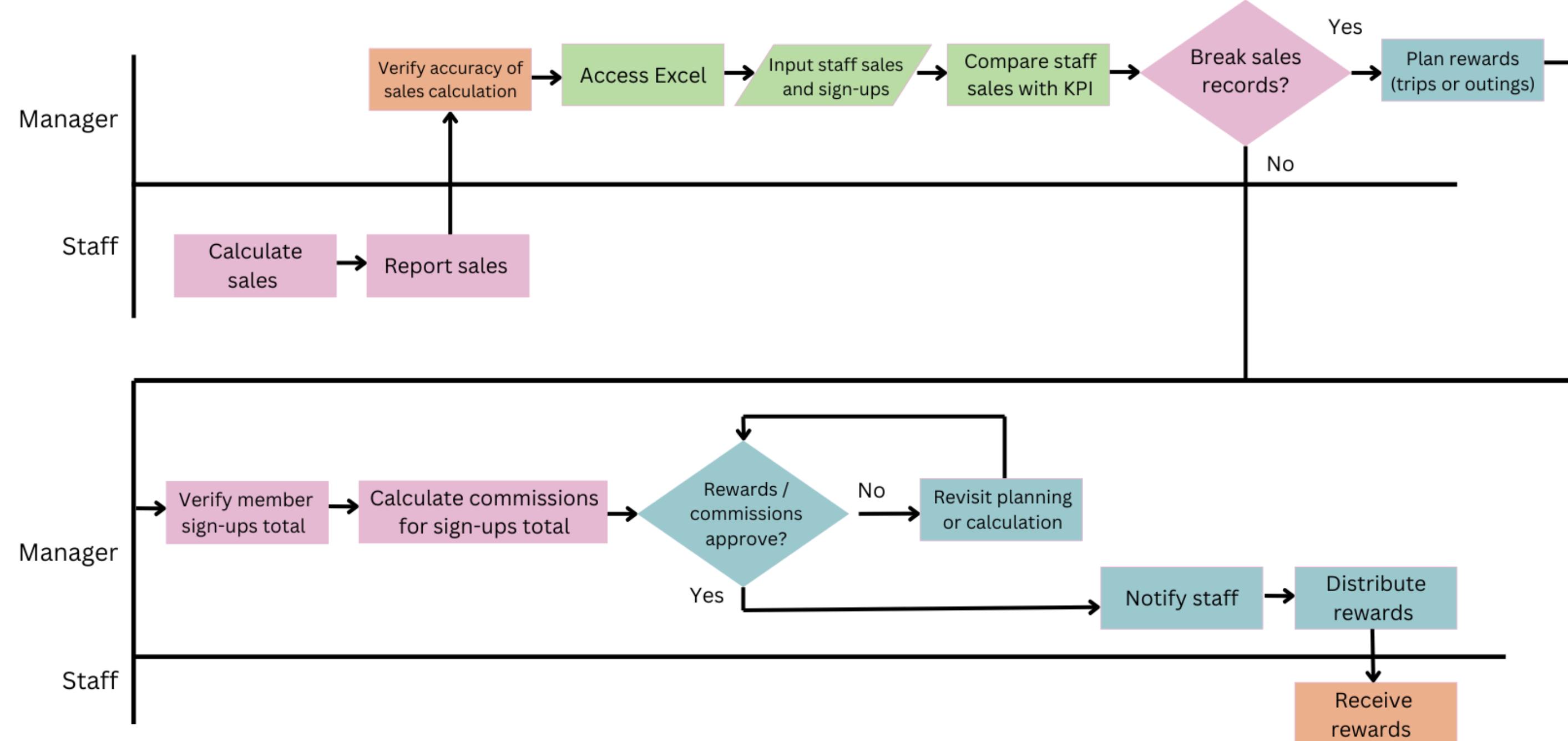


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