

الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونُسُ بَرَسِيَّتِي إِسْلَامُ إِنْتَارَا بَعْثًا مِلْدِسِيَا
Garden of Knowledge and Virtue

KULLIYAH OF INFORMATION AND COMMUNICATION TECHNOLOGY
SEMESTER 1, 2020/2021

INFO 4506 : INTEGRATED BUSINESS PROCESS AND ERP SYSTEMS

Group Project :Identify business process problems and suggest ideas to solve them.

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Acknowledgement

Praise and thanks to Allah first and foremost whose blessing enabled us to accomplish this project.

We wish to express our deepest appreciation to our lecturer DR. ABD. RAHMAN BIN AHLAN for restless guidance, helpful suggestion, close supervision and moral encouragement to complete this task.

A special thank you to our parents and to all our teachers we have had. Thank you to our friends in Bachelor of Information technology, who give great assistance and moral support in the face of strong challenges throughout the project.

Our sincere thanks to all those who directly or indirectly helps us to complete this project.

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Chapter ONE: Introduction

Background of Project

Ethne Sdn..Bhd is a well known Malaysian company which is famous for providing multiple basic daily needs products, groceries, cosmetics, beverages, and other things within a cheap price in the retail market through their agent. But due to Covid 19 they faced a great loss because of several lockdowns their sales went down, many employees lost their job.

So, based on the situation the Board of directors make decisions to appoint Mr. Ibrahim as the CEO of this company. with a given mission to digitize their company, so that they can now directly sell their products to the consumers. The first thing he has decided to start with is clean up and make things easy again. He has identified and evaluated business current processes and analyzed what is really necessary and how it can be digitized. Besides, he has arranged training for his old employers so that they can go with the flow of current changes of the company because they are the root of the company. The most important thing he has done is the need to have it eliminates the fear factor. He has shown his employers that he is using digitization to augment workforce, not replace it. And finally, he has launched social marketing activities in order to make promotion and let their consumer know that the company is bringing something new for them. But now he has some business process problems and for that he hired Asif, Habib, Afiq, Nayem, Bari to solve his problems.

Project Objectives

The objective of the project is to come over those business process problems with conceptual solutions. The business process problems are:

- 1. People love websites. But sales are not growing as expected.**
- 2. Salespeople are wasting time recording data. How to help them.**
- 3. Optimize company's operations.**
- 4. OEE (overall equipment efficiency) report shows downtime due to material unavailability.**

5. Business is growing, but it doesn't feel under control.

The hiring team aims to solve these business process problems using their problem solving skills and lessons learnt from integrated business process and erp course experiences. .

Methodology

The methodology used in this study is one of the renowned methodology for business processes called Benchmarking Methodology. In this method researchers aim to adapt ideas and strategies, products or services, and processes from successful organizations (ideally in the same industry as the research company belongs) by comparing them to those of the researching business. Improvements could be in the manufacturing process, updating legacy technology, or even company direction.

Besides, To gain deep and accurate information, the hiring team will go through several case studies and will be analyzing existing companies dealing with the same problem. Moreover, the researcher's proposed solutions support different types of SDG's areas.

1. SDG GOAL 8: Decent Work and Economic Growth.
2. SDG GOAL 9: Industry, Innovation and Infrastructure.
3. SDG GOAL 12: Responsible Consumption and Production.

Organization of the Report

This report is organized as follows: The first chapter introduces the project background, project objectives, methodology used. The second chapter presents the current practices of the business processes that need to be overcome. The third chapter provides the analysis and identification of issues in the business process. The fourth chapter presents the proposed solution for the issues found in chapter two.

Chapter TWO: Current Practices

Website Design

Website design is the way toward making an answer for an issue and utilizing a page as the methods for correspondence.

At the point when a client visits our site, it gives them their early impression of our impression business. They will pass judgment on our business in no time. In these initial couple of moments, we need to have a constructive outcome on our Customer. On the off chance that our website looks unappealing or obsolete, our customer will quickly have a negative impression of our business. They will not discover our site engaging, which stops them from visiting our website. we will pass up leads since they will leave our site for a contender's site. Website Design is significant on the grounds that it impacts how our Customer sees our image. The impression we make on them can either get them to remain on our page and learn about our business or leave our page and turn to a competitor.

The purpose of e-commerce websites is to sell products to users. The most successful websites are carefully optimized to achieve a high percentage of purchases. To achieve success e-commerce websites need to integrate all the latest online closing & upsell techniques available which have been proven to increase the chances that a visitor will purchase. The objective at that point is recognizing who are the diverse client types who are going to our site. At that point to recognize what explicitly are the issues they are attempting to tackle. And afterward to ensure every client's necessities are plainly shown in an outwardly convincing way.

Process Owner: Website Admin

Process Description

The process describes how Customer orders a product and delivers to them.

Scope (boundaries):

Start **Search the product**

End **product delivered to customer.**

Key Stakeholders and interest

Website Admin	Maintaining all the process of website
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Measurement of success

Product is delivered to the customer.

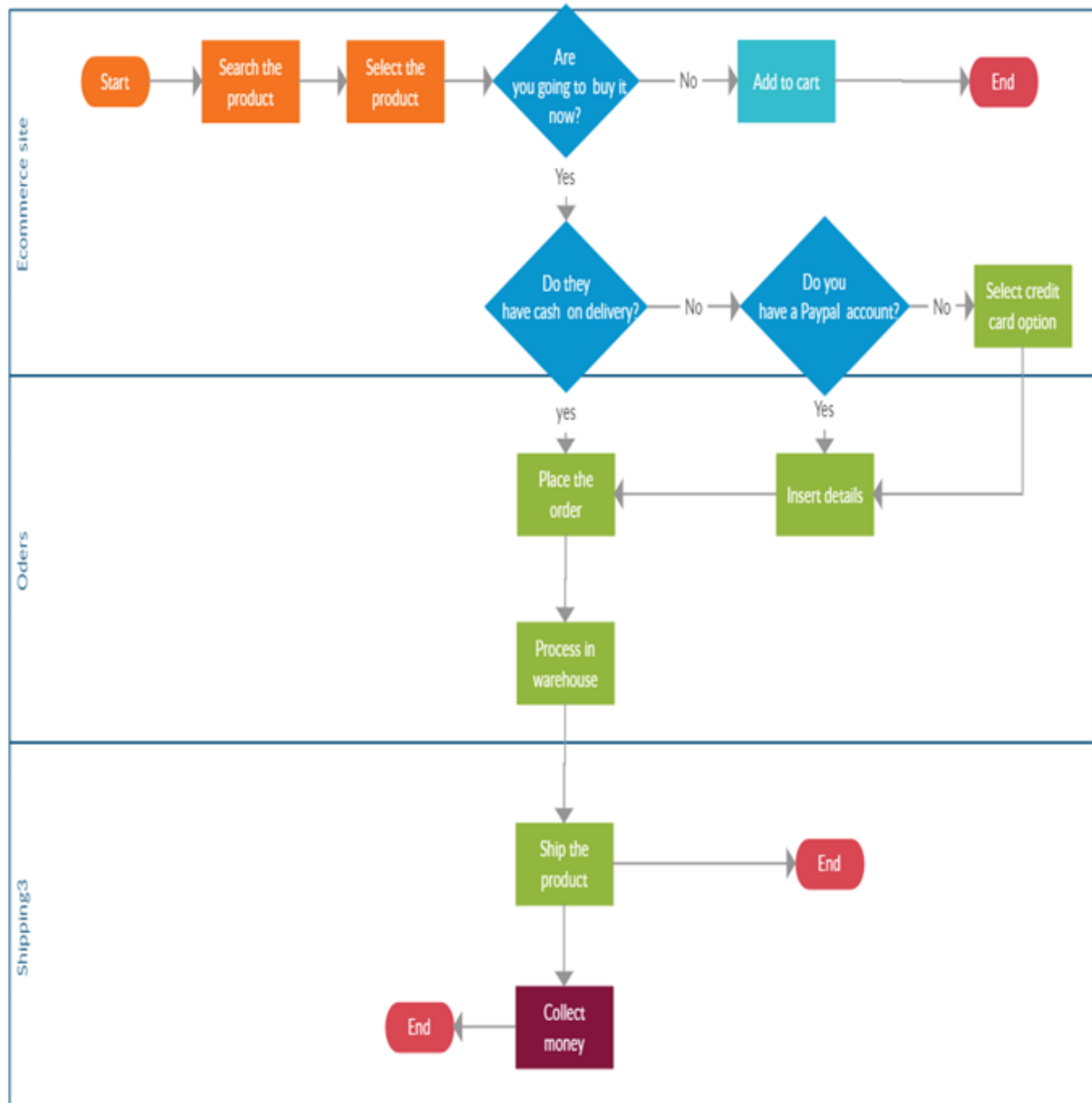


Figure : Current buy and sells flowchart.

Website Activity of buying and selling description:

#	Activity Description	Responsible party	Method Tools	Outputs
1	Logging into website account: Customer logs into a website account.	Customer	Web browser and website	The Homepage of the website is displayed.
2	Search Product: Customers must click on the products Button to search.	Customer	Website	Product Is being searched.
3	Select Product: Customer needs to click on product to select	Customer	Website	Product is selected.
4	Buying Product: To buy Product, customers need to click on the buy button.	Customer	Website	<ul style="list-style-type: none">• If the Customer chooses to not buy anything then add to cart page will appear and It will end purchasing.• If a customer wants to purchase, then payment option will appear.

5	Payment Option: Customers can choose cash on delivery options.	Customer	Website	<ul style="list-style-type: none"> Customers can purchase through cash on delivery. If a customer does not want to purchase by cash on delivery option, then the PayPal option will appear.
6	Online Payment: Customers can purchase through PayPal payment option.	Website Admin	PayPal	<ul style="list-style-type: none"> Customers can purchase with a paypal account. If customer do not possess PayPal account, then paying by Credit card will appear
7	Bank Payment: Customers need to add bank details to continue.	Customer/ Website Admin	Online Bank	By inserting details the customer will add the card in the system.
8	Placing Order: Customers need to click on the place order button the products they have selected.	Website Admin	Website	Order is placed to continue.
9	Process in Warehouse: Products are being processed in warehouses for delivery.	Warehouse Employee		Warehouse employees will select and package products.

10	Shipping: After products are packaged it will be delivered to the customer.	Delivery Employee		<ul style="list-style-type: none"> • Products will be shipped to customers. • If a customer pays through cash on delivery then money needs to be collected.
11	Collecting Money: Delivery Employees will collect the money from customers.	Delivery Employee		The process will be completed with collecting money
12	Successfully Delivered: By Receiving product Order will be successful.	Customer		Customer receives the product.

Processing Timing:

The processing time is very lengthy and complicated. Nowadays time is very limited and customers may get displeased.

Payment option is complicated. Everyone does not possess a PayPal account.

Data recording

As the company moved into digital platforms the salespersons are really afraid that it is a threat to their job. They are having a very tough time scheduling meetings and other stuff. The time management is a great issue for them. Often, they have to end the week exhausted as they fail to hit their target of the meeting they scheduled or the prospective calls they planned. They often filled with huge amounts of emails then expected, meetings with prospects that didn't finish on time and take more time than they planned, ad hoc meetings with teammates. As the company is being recently digitized the salesperson cannot go with the rhythm and pace. They are recording all these meetings, prospective data manually which is wasting their time and also stopping them from reaching their target. As a salesperson one should never have in his calendar as he planned. All the details should be noted in the calendar instantly, even though the meeting/prospective call/answering mails that just has been proposed without confirmation. Below the data recording process of Salesperson is being described:

Process Owner: Salesperson

Process Description

The process describes how the salesperson records their meeting/prospective call and other service activities.

Scope (boundaries):

Start **Logging into microsoft access account.**

End **Successfully Recorded.**

Key Stakeholders and interest

Salesperson	Create & store sales record in the access sheet.
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Measurement of success

Sales record is successfully and recorded in the access sheet.
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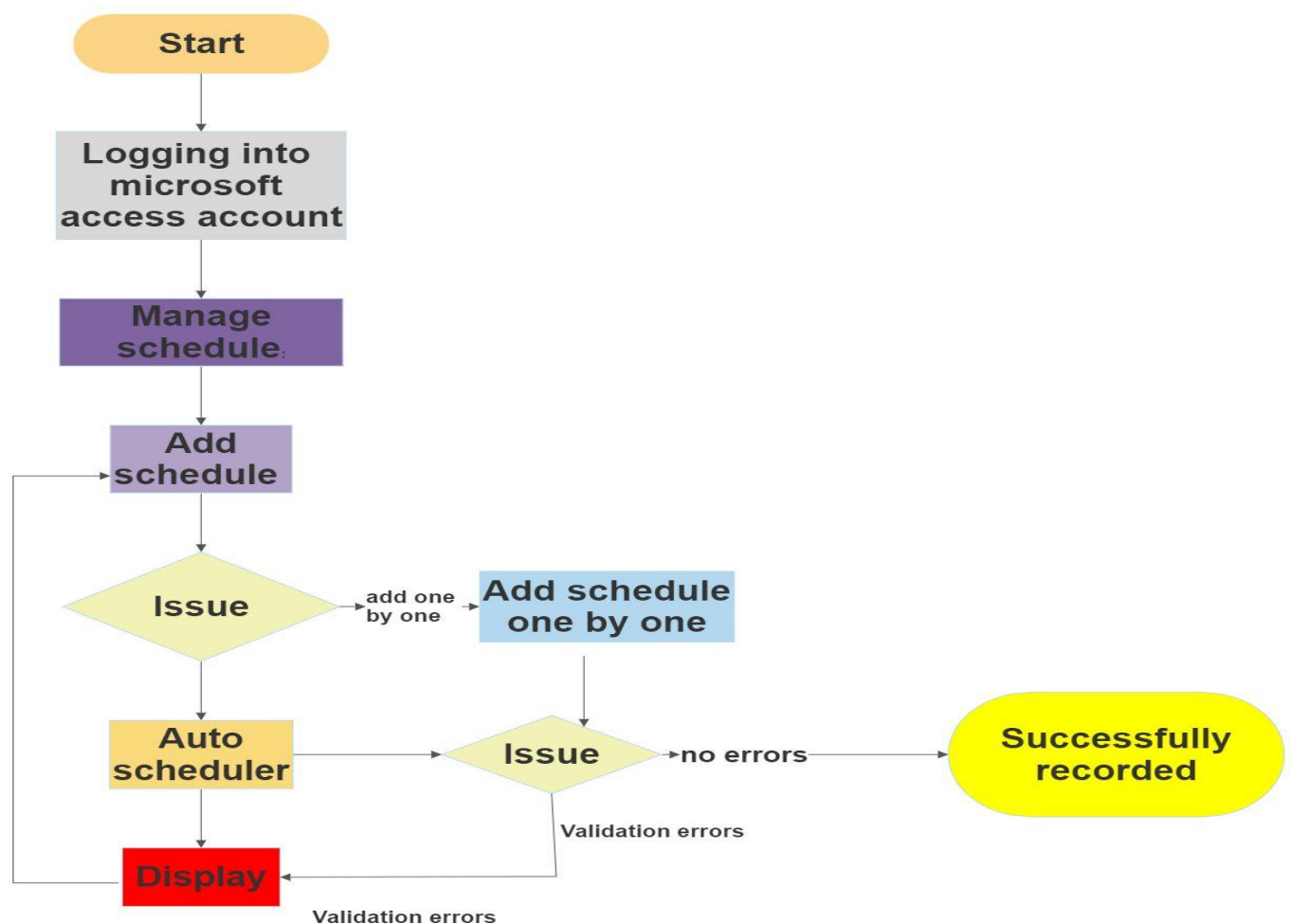


Figure : Current Salesperson data recording flowchart.

Salesperson data recording process activity description:

#	Activity Description	Responsible party	Method Tools	Outputs
1	Logging into microsoft access account: Salesperson logs into his microsoft access scheduling account.	Salesperson	Microsoft Access	The schedule page is being displayed
2	Manage schedule: Salesperson has to click on the manage schedule button.to continue	Salesperson	Microsoft Access	Add,edit or delete schedule is displayed.
3	Add Schedule: As Salesperson wants to add schedule he will click on the add schedule option	Salesperson	Microsoft Access	Add scheduled Screen is displayed.
4	Issue?: Issue states the condition of whether to user choose to add schedule one by one or r bulk upload the schedule.		Microsoft Access	<ul style="list-style-type: none"> • If the user choose to add schedule one by one then the clicked page will arrive • The auto scheduler page will come
5	Add schedule one by one: The salesperson will have to add his data one by one and make a schedule by his own.	Salesperson	Microsoft Access	The system will validate the schedule..
6	Issue?: Issue states that the condition of		Microsoft Access	<ul style="list-style-type: none"> • If the schedule valdition is done with

	whether the schedule is valid or not.			<p>no errors the schedule will be recorded in the system.</p> <ul style="list-style-type: none"> The process will stop and will detect all the errors.
7	Display: The all validation error will be shown which is done by the users.		Microsoft Access	The process will go back to the add schedule process from where the user has to do everything again.
8	Successfully Recorded: When the validation will be done without error the system will successfully record the schedule in the system.		Microsoft Access	Schedule is recorded for further use.
9	Auto Scheduler: Auto scheduler will collect some info from the user for example date,time,task name and will automatically generate a schedule.	Salesperson	Microsoft Access	Salesperson maps the schedule and the schedule automatically updates by comparing other tasks.
10	Issue?: Issue states that the condition of whether the schedule is valid or not.		Microsoft Access	<ul style="list-style-type: none"> If the schedule validation is done with no errors the schedule will be recorded in the system. The process will stop and will detect all the

				errors.
11	Display: The all validation error will be shown which is done by the users.		Microsoft Access	The process will go back to the add schedule process from where the user has to do everything again.
12	Successfully Recorded: When the validation will be done without error the system will successfully record the schedule in the system.		Microsoft Access	Schedule is recorded for further use.

Processing Timing:

The processing time is very lengthy and complicated. As a salesperson, wasting time in such a silly matter is highly disgraced.

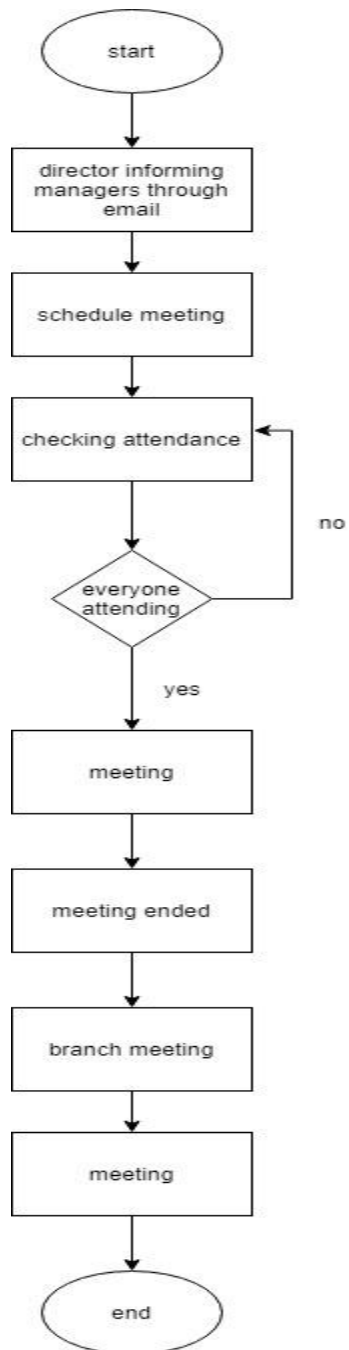
Company's operations

As the company's operation should focus on the management, by having good communications between employees. The company should also take care of their employees and manage them well to prevent issues.

Scope: boundaries

Start : Director informing branch managers

End : Information successfully deliver to every employee



The figure shows the process of the company informing every employee about issues and problems through the company. The first step is to make sure every manager is informed about the matters and then spread through their staff. It is crucial for everyone to understand the matters that may lead to success of the company.

Delivering information about issues and matters information activity process:

#	Activity Description	Responsible party	Method Tools	Outputs
1	Director informing managers	Director	Email	Information successfully given to respective managers
2	Schedule meeting	Director	Microsoft Team	Meeting is scheduled
3	Checking Attendance	Director	Microsoft Team	Every managers attend
4	Meeting ended	Director	Microsoft Team	Information about issue successfully delivered
5	Branch meeting	Branch managers	Microsoft Team	Information about issue is delivered to employee
6	Meeting		Microsoft Team	Informing situation/information and solving current issues/matters.

Process Timing:

The process took a long time. This method can be simplified and time can be consumed less.

OEE (overall equipment efficiency)

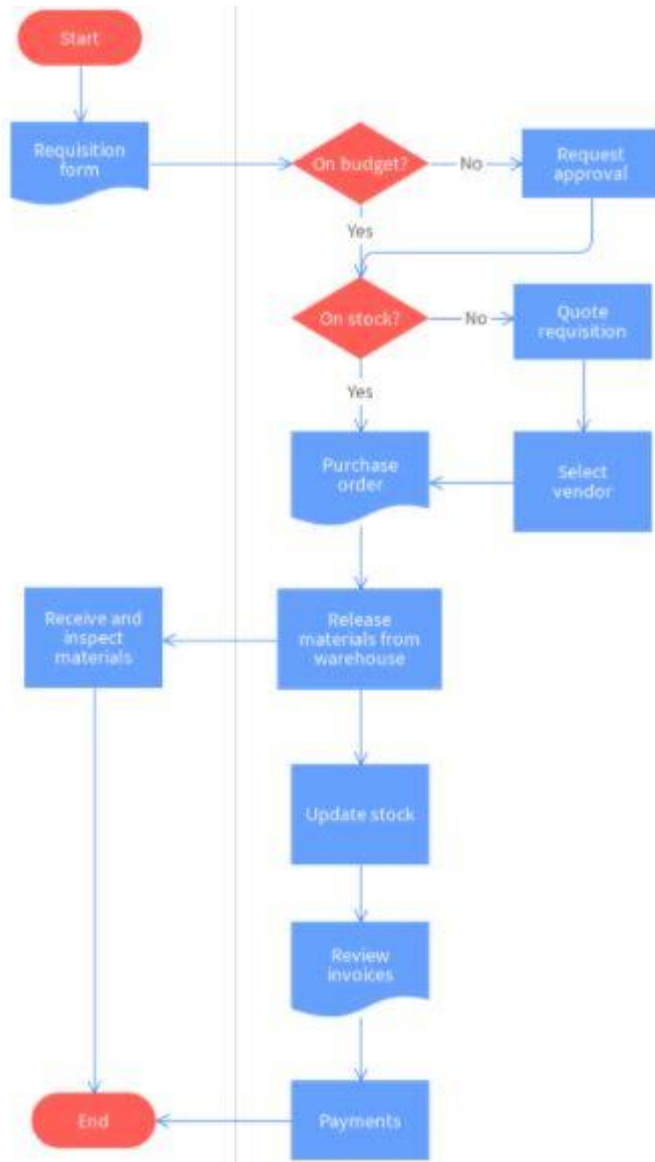
Overall equipment effectiveness (OEE) is a quantitative measure that has been growingly considered and accepted in manufacturing processes for observing and controlling the productivity of production equipment. It also serves as a driver of process and performance improvements in production environments which consists of three important elements – availability.

The company is moving to the digital platform, so we need identify the materials unavailability in the company the figure below shows how it is leading to unavailability of materials:

Scope (Boundaries)

Start : product available in stock

End: Product delivered to Customer



The figure shows how the process of purchasing a product and the system deals with the availability of the product in the warehouse. The first step will check if the project meets the criteria of the products, it checks first if it is on budget and then moves to the stock part to make sure that the product is available, if the product is unavailable there will be a requisition made then to select the vendor.

#	Activity Description	Responsible party	Outputs
1	Purchase Order	Salesperson	Products are delivered by the manufacturer
2	Check materials in warehouse	Employees	Products gets checked in warehouse
3	Release materials from warehouse	Employees	Products Gets out from warehouse to process
4	Update stock	Salesperson	Product availability gets updated and to delivered to customer
5	Payment	Salesperson	Payment received and product to be delivered
6	Delivery Service	Delivery Driver	Processed and checked and rechecked by the delivery department and they deliver it to the customer.
7	Customer	Delivery Man	Delivered to customers.

Business growth

One of the project objectives of our project is regarding the business growth. Business is growing but it doesn't feel under control. The researchers have done some research on the ongoing situation of the company. They have found some problems in the supply chain, as supply chain matters greatly in company productivity.

The current ongoing supply chain is given below :

Process Owner : CEO/Manager

Scope (Boundaries)

Start : Product collected from Manufacturer

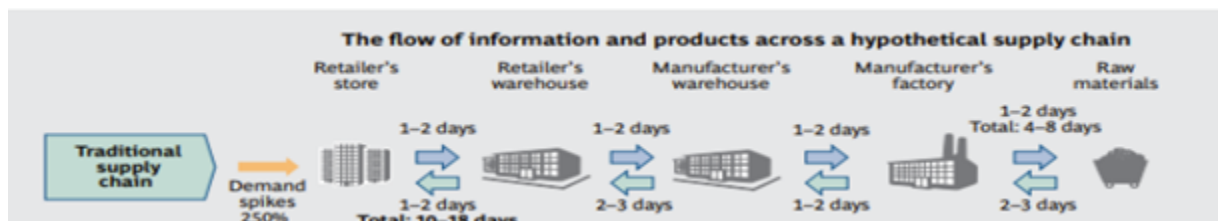
End: Delivered to Customer

Key Stakeholders and Interest

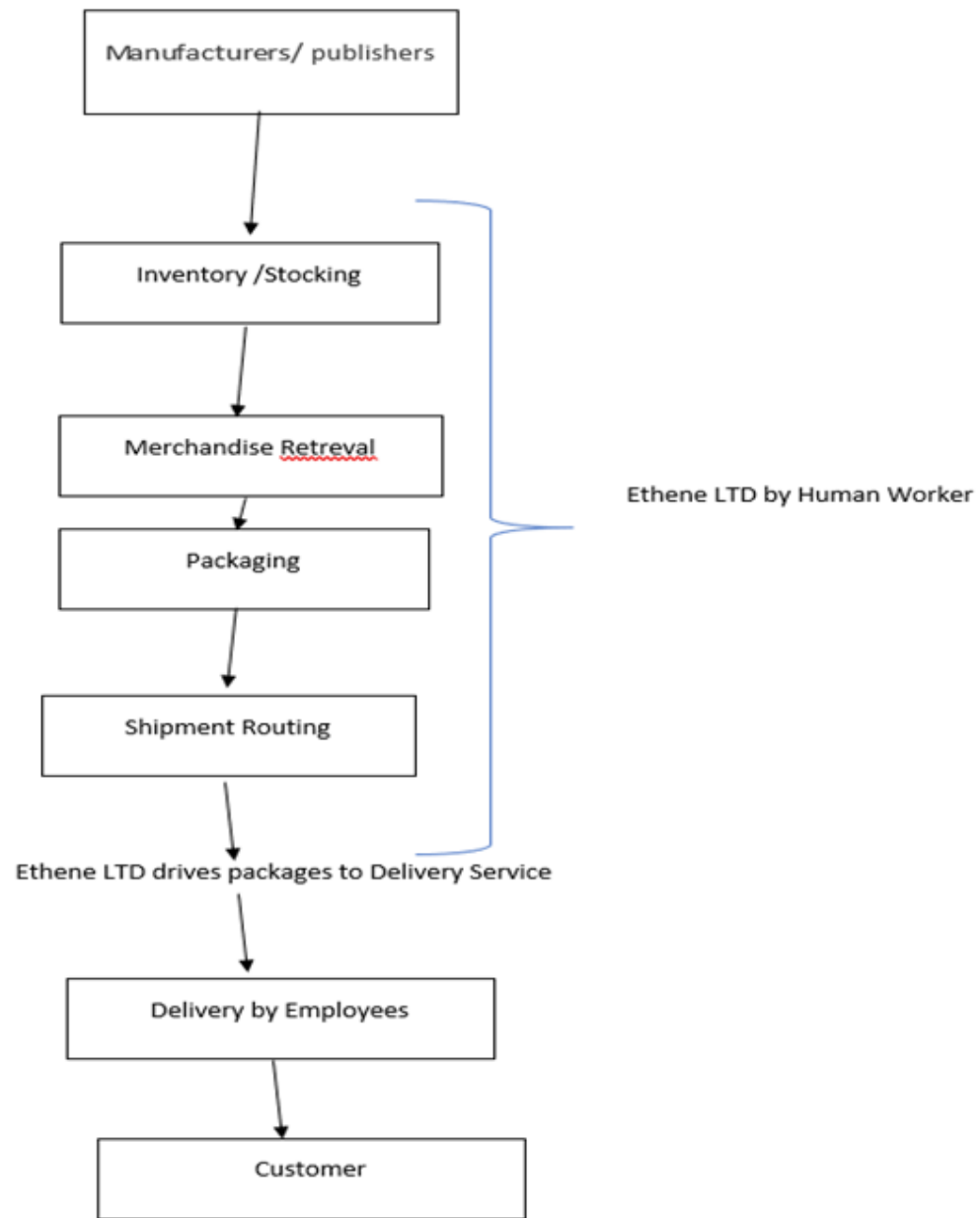
CEO/Manager	Delivered to customer
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Measurement of success :

Product Delivered to Customer



CURRENT SUPPLY CHAIN PROCESS:



Supply Chain process activity description:

#	Activity Description	Responsible party	Outputs
1	Manufacturer/Publishers	Company's salesperson	Products are delivered by the manufacturer
2	Inventory/Stockings	Employees hand touched	Products gets stored in warehouse
3	Merchandise Retrieval	Employees hand touched	Products Gets out from warehouse to process
4	Packaging	Employees hand touched	Product gets packaged to delivered to customer
5	Shipment Routing	Employees hand touched	Routes are selected to ship and its done by employees
6	Delivery Service	Done by Delivery dept Employees	Processed and checked and rechecked by the delivery department and they deliver it to the customer.

7	Customer	Delivery Man	Delivered to customers.
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Processing Timing:

The processing time is very lengthy and complicated. As an auditor , researchers think some processes and the way of doing things should be changed and thus it will be easier to handle.

Chapter THREE: Analysis and Problem Identification

Website Design

Issues in the Business Process:

#	Process	Issue
1	Logging into Website account	This process has a delay issue.
2	Cancelling order	In this process if a customer wants to cancel an order website will take them to the cart page which is unnecessary.
3	Confusion in payment system	In this process customers need there is an option to pay by PayPal. The issue is not everyone has a PayPal account.
4	Process Malfunction in warehouse	This process contains delay issues, and it is done by humans thus error occurs regularly because it is very complex work.
5	Cash on delivery	In this Process problem is that when the customer choses cash on delivery method and when the product is delivered during that time the unviability of the customer.

From the table we can see that the issues these processes are facing is delay, Order cancelation, confusion in payment, Warehouse process malfunction in the warehouse and unavailability of

customers during delivery time. These are the problems which are affecting the business very badly. Thus, People love websites. But sales are not growing as expected.

Data recording

Issues in the Business Process

#	Process	Issue
1	Logging into microsoft access account	This process has a delay issue.
2	Add schedule	This process activity is critical.
3	Add schedule one by one	This process activity is critical and also delays issues.
4	Auto scheduler	This process has a delay issue.

From the table we can see that the issues these processes are facing is delay and critical issues which are wasting the time of the salesperson. As a result it is affecting the business gain and also wasting the resource. If a salesperson can't work fast then they can not handle the client and other stuff frequently.

Company's operations

Issues in delivering information

#	Process	Issue
1	Schedule meeting	This process take times
2	Checking attendance	This process delay the meeting
3	Branch meeting	This process is repeated

Referring to the table above it is clearly inefficient and using a lot of time. Even though it is important for employees to understand the matters, if the process takes a lot of time it will slow down business and solving matters.

OEE (overall equipment efficiency)

Issues in product availability

#	Process	Issue
1	Purchase Order	Product unavailable temporarily
2	Check materials in warehouse	insufficient coordination
3	Release materials from warehouse	Stock not updated, product unavailable
4	Update stock	Requisition not processed

Referring to the table above, it is clearly stating that the main issue that could occur from product unavailability is the product being out of the stock, this issue could happen because of insufficient coordination, Product unavailable temporarily, stock not updated, and the requisition to the vendor did not go through.

Business growth

Issue in the company's supply chain

#	Process	Issue
1	Inventory/Stocking	This process has a delay issue and its done by human thus error issue issue and some Data stocking issue
2	Merchandise Retrieval	This process has a delay issue and its done by humans thus error issue issue and its not get registered by Data system.
3	Packaging	This process has a delay issue and its done by humans thus error issue issue and it's a pretty complex work.
4	Shipment Routing	This process has a delay issue and its done by humans thus error issue issue and it's a pretty complex work.
5	Delivered by Employees	This process has a delay issue and its done increases company cost and work.

From the table we can see that the issues these processes are facing is delay and critical issues which are wasting the time of the employees and business process . As a result it is affecting the

business gain and also wasting the resource as well as making a great crisis and thus affecting the process. As a result business is growing but feels out of control .

Chapter FOUR: Proposed Improvement with SDG

Website Design

As researchers are following the benchmark process model, for improving this process they researched some companies 'strategies on how they dealt with this problem. Below table are the analysis of the companies:

Company name	Type of company	Strategies
Amazon	E-commerce	<p>Amazon succeeds by offering a minimal, search-oriented user interface (UI) that accommodates both digital natives and internet newcomers.</p> <p>Amazon's UX is designed to increase the likelihood of visitors making a purchase. To this end, the search bar is prominent on every page. The search bar makes it easy to find products, but also to filter, refine, and view search results in an open and readable fashion.</p>
Alibaba	E-commerce	<p>Alibaba's special innovation is truly building an ecosystem: a community of organisms interacting with one another and the environment. Their strategic imperative is to make sure that the platform provided all the resources, or access to the resources, that an online business would need to succeed, and hence supported the evolution of the ecosystem.</p>

Lazada	E-commerce	Lazada's website is well-balanced online store performance and appeals to their visitors. Despite having one of the biggest selections among local online stores, their website loads much faster than anticipated. It's only expected to have more media files than other online stores since they have more products being offered on the website. Their website is very user friendly and easy to understand. Their website is not cluttered like other online stores.
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New Proposed solution:

#	Issue	Solution
1	Cancelling order	Cancelling orders will be much more smooth. Researchers will propose to add a feature in the website that the product will be saved in the cart even after cancelling order.
2	Confusion In payment system	To remove confusion in the payment system will add a new section of two options, like Researcher will propose to add credit card or debit card and another one will be our own online payment system. For example, Shoppe pay, Lazada wallet etc.
3	Cash on delivery	Researchers will propose to remove our cash on delivery option.

As consumers, there is little more frustrating, or indeed challenging than a slow loading webpage. Especially in the mobile-dominated online world User demands pages that deliver us the information at the speed of a swipe.

If customers do not get what They want in a time they think is reasonable, they will probably head elsewhere to find it on another, faster website. With pages that load at the speed of a turned page in a book we will keep our visitors engaged and, more importantly, retain their trust. A slow loading page does much to make us question the directness of the connection and the trustworthiness of the website.

This becomes even more important when the user is entering personal details: credit card, address, or a password. And while the issue of a slow-loading webpage can sit anywhere along the connection, the fragility of our trust as consumers often leads to consequences that are most damaging to our website.

Automation will optimize all processes within our Warehouse, shrinking turnaround windows. Increased fill rates and decreased cycle times will enable us to avoid costly shipping delays and backorders that jeopardize valuable customer relationships.

Automation will increase order accuracy, thus decreasing the cost of processing returns. Also, automated warehouses achieve wider operating windows to process orders, helping businesses achieve faster fulfilment. Optimizing labor is critical to operational savings. Due to labor shortages, businesses must consider increasing salaries to attract new workers or retain existing employees. Rather than adding headcount, businesses lean on automation to augment personnel. This also helps when demand slows down.

Data recording

As researchers are following the benchmark process model, for improving this process they researched some companies 'strategies on how they dealt with this problem. Below table are the analysis of the companies:

Company name	Type of company	Strategies
--------------	-----------------	------------

Stripe	E-commerce	Stripe uses a calendar integration named Clara lab which assist salespeople to fix their schedule.
Amazon	E-commerce	Amazon uses lead enrichment for scheduling their data.
Enche Sdn Bhd	E-commerce	Outlook connector

After analysing all the strategies the researchers make the decision to set Stripe as a benchmark and they would proceed with Clara lab integration. They didn't choose Amazon's strategy as it's very critical and needs a lot of resources and also the maintaining cost is high, on the other hand Enche sdn bhd strategies are less better than the Stripe. As researchers need to find something that saves time, money and resources nothing can be better than Clara lab.

Process of Clara Lab in scheduling task :

STEP 1

Cc Clara onto any email.

To: Ellie Arroway

Cc: Clara

From: Helen Lasker

Subject: Selection Committee Interview

Hi Ellie,

We'd love to set up a phone interview to get to know you better.

I've cc'd Clara, who can find us a good time.

Helen

STEP 2

Clara can coordinate for you...

To: Ellie Arroway

From: Clara

Subject: Re: Selection Committee Interview

Hi Ellie,

Happy to get something on the calendar for you and Helen.

How does 10am PDT or 2pm PDT on Monday, January 11th work for you? Also, what's the best number to reach you at?

Best,
Clara

STEP 3

...and follow up for a timely response.

To: Ellie Arroway

From: Clara

Subject: Re: Selection Committee Interview

Hi Ellie,

Following up with some more times for a meeting with you and Helen.

How does 9:30am PDT or 1:30pm PDT on Wednesday, January 13th look for you?

Best,
Clara

STEP 4

Once a meeting time has been finalized...

To: Clara

From: Ellie Arroway

Subject: Re: Selection Committee Interview

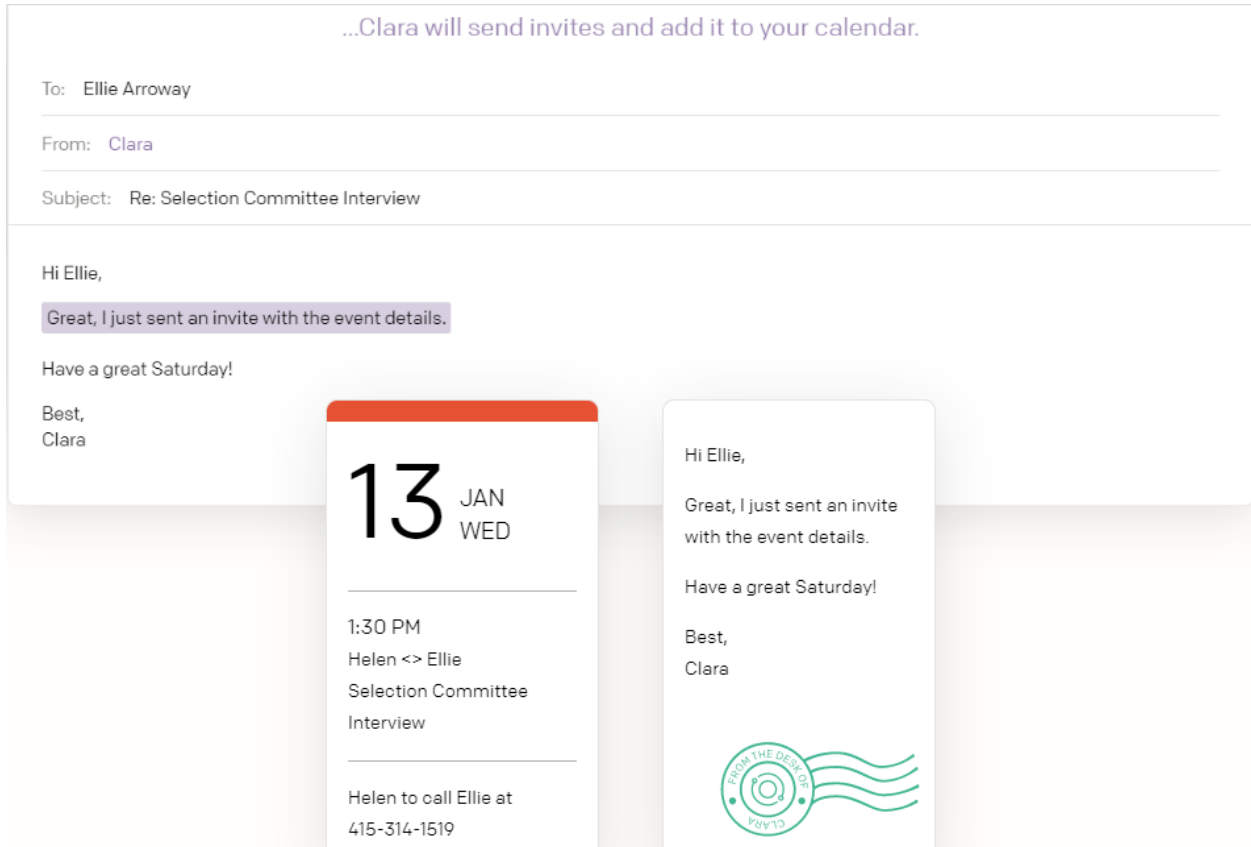
Clara,

1:30 on Wed 1/13 should work, can call me at 415-314-1519

Sorry for the delay- traveling and only on mobile for the week

Sent from my iPhone

STEP 5



From the above process we can clearly notice how easy and time saving if company salesman use Clara Lab for recording data rather than using MS access.

Company's operations

Company name	Type of company	Strategies
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Microsoft	Technology company	Microsoft has an annual meeting which is called MVP summit. It is where all the employees gather in the meeting for their valued staff. These meetings take thousands of people with Bill Gates. The purpose of this meeting is to have feedback sessions from everyone. We can take this as a method for higher ups to inform employees about information and current matters/issues. Higher ups can schedule meetings for everyone as it will use less time and get more feedback for the current matters/issues.
Amazon	E-commerce	Amazon has one of the best meetings strategies that should be followed. Amazon replaces PowerPoint presentations and all the attendees are sitting and silently reading a six-page, narratively-structured memo for about 30 minutes. After the reading they are encouraged to take notes and discuss the memo. The memo is intended to be a good context for discussion.

After analyzing all the strategies the researchers make the decision to set Microsoft and Amazon as benchmark. Those are the big companies that we should follow to gain success. We can conclude that their method of meeting is focused on getting feedback and being productive during the meeting.

OEE (overall equipment efficiency)

Many big companies deal with the out of stock problems, for some ecommerce companies it is clear that they are relying on what is called inventory management solutions the table shows a comparison between two of the biggest ecommerce companies in the world:

Company name	Type of company	Strategies
--------------	-----------------	------------

AMAZON	E-commerce	The Amazon Inventory Management Systems include tools like a Trajectory Alert that sends reorder alerts on days the brand specifies based on sales volume. This allows a brand to set buffers to accommodate reorders from overseas, and still meet customer demand. Take advantage of the big data and tools that Amazon offers to ensure stocking levels that prevent "out of stock" messages to customers ready to buy.
WISH	E-commerce	Many retailers who utilize the Wish platform are multichannel e-commerce sellers who leverage ShipStation to fulfill orders from many marketplaces (e.g. eBay and Amazon) and to manage the warehouse shipment process of those orders using ShipStation, marking the orders as shipped when done. Keep your business humming along by creating product count thresholds to know what needs to be reordered to avoid costly stock-outs.

After analysing the research the decision is to set Wish's ShipStation inventory management solutions as benchmarks for the company, to fulfill orders from many marketplaces) and to manage the warehouse shipment process of those orders using ShipStation, marking the orders as shipped when done. It makes both inventory management and order fulfillment easier than ever.

Business growth

As researchers are following the benchmark process model, for improving this process they researched some companies 'strategies on how they dealt with this problem. Below table are the analysis of the companies:

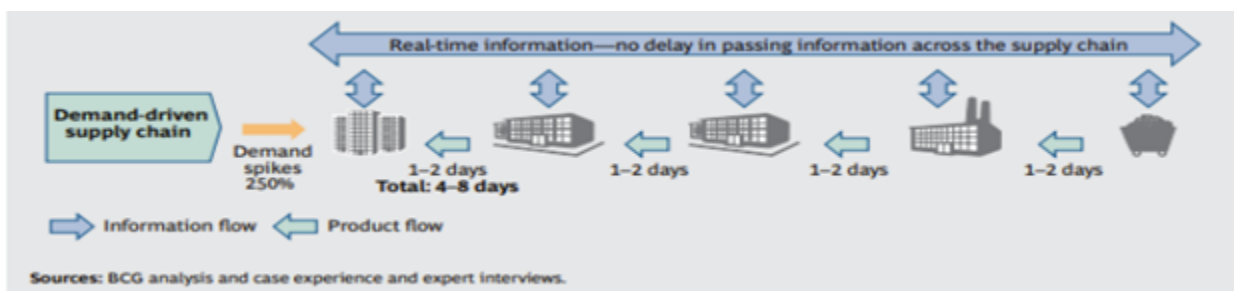
Company name	Type of company	Strategies
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Ali Baba	E-commerce	Alibaba uses a strategy named “digitize the entire retail value chain,” meaning small- and medium-sized brands, physical stores and local and international sellers all have access to the same data and digital infrastructure that Alibaba uses to operate its e-commerce marketplace
Amazon	E-commerce	The Amazon supply chain basically refers to the entire cycle of item warehousing, stock administration, evaluating, and conveyance times. For Amazon, every one of these components is improved to ensure a smooth supply chain

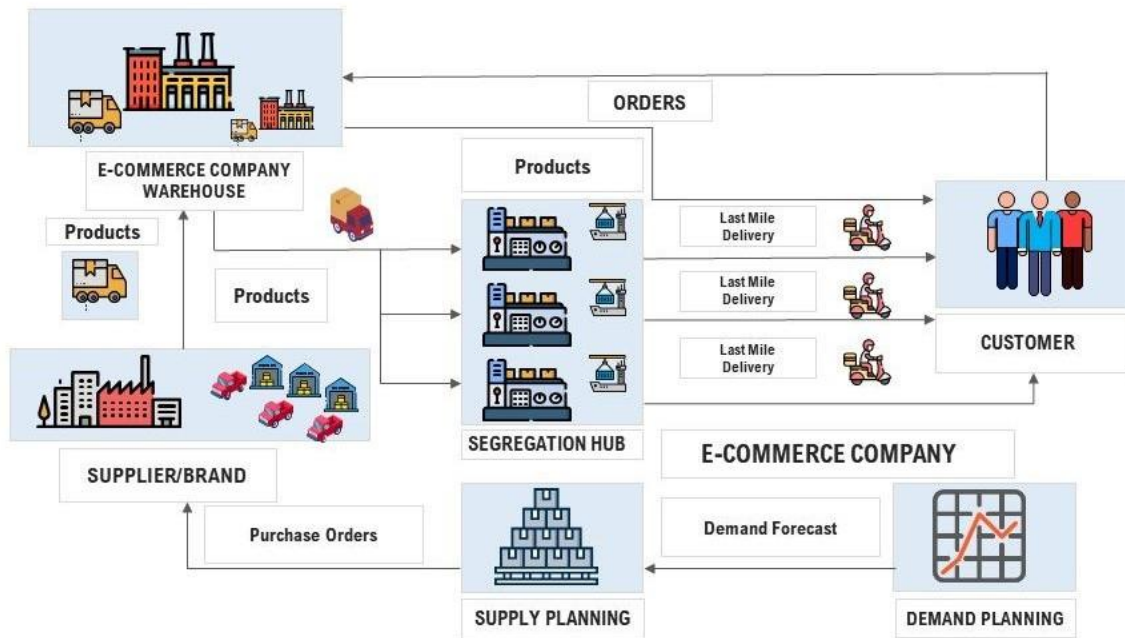
After analyzing all the strategies the researchers make the decision to set Amazon as a benchmark and they would proceed with demand driven supply chain with automated smart warehousing as well as they would outsource the delivery system. The company should go with fully digitalized like amazon too. They didn't choose Ali baba strategy as it's very critical and needs a lot of resources and also the maintaining cost is high. As researchers need to find something that saves time, money and resources nothing can be better than Demand driven with smart warehousing and smart delivery system and data entry system like amazon . As a result researchers used Amazon’s Supply Chain as a benchmark.

To solve the growth problem of Ethene LTD Company , Researchers have come to the conclusion that a demand driven supply chain may help a lot in a company. Demand driven supply chain (DDSC) is a system of technologies and processes that sense and react to real-time demand across a network of customers, suppliers and employees. This system is also known as demand-driven supply network (DDSN) and this has been significantly enabled because of the increment in the use of e-commerce systems and new technologies and as well as due to the onset of the Internet of Things (IoT).

In this System , consumers and technology are the main drivers of a demand driven supply chain. Consumers always want their supply to be delivered fast and to solve this demand driven supply chain come to light that enables themselves with technologies that can deliver speed to market from stock availability are gaining competitive advantage. Therefore ensuring anticipation of demand is being driven by good data management and the responsive abilities of the supply chain.



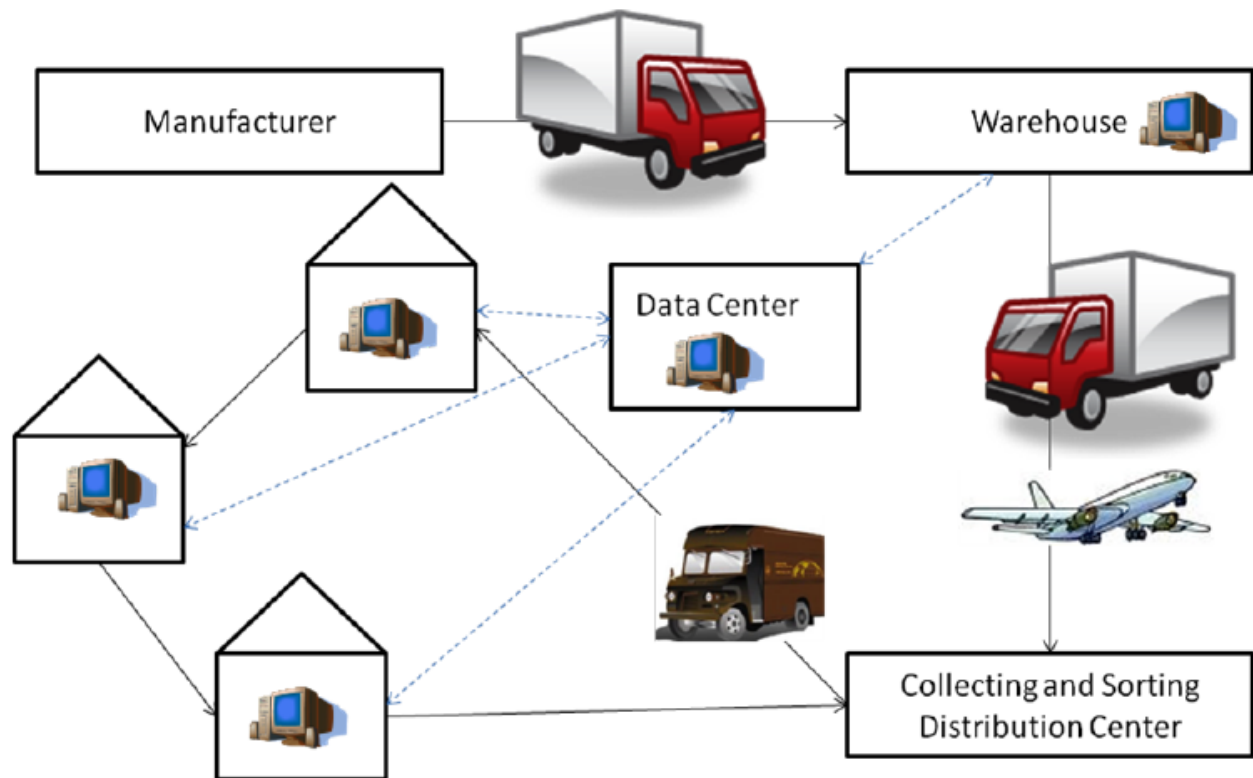
Researchers Proposed Demand Driven Supply Chain for Ethne LTD :



Where it's easy to identify orders and it's easier to cope and process with customer demand . It also should be integrated with the company database. Thus its easier to control the business.

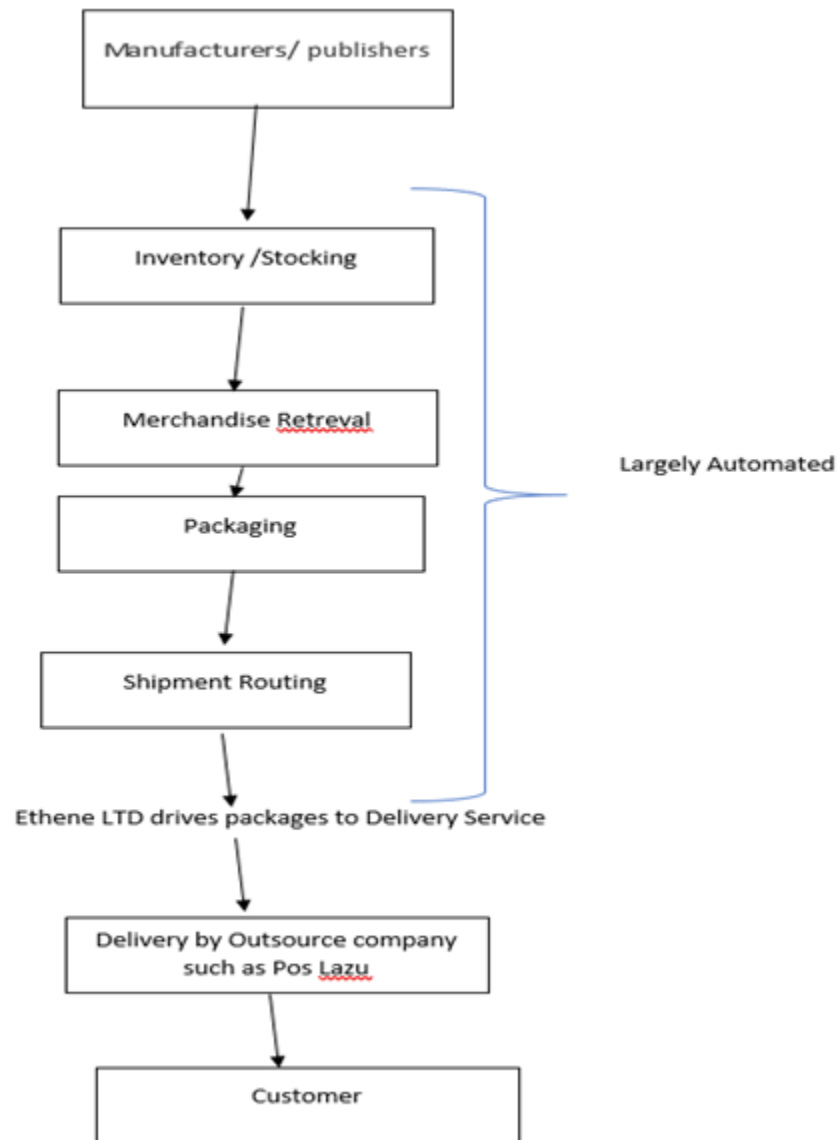
The Database system should be transparent as below where data will be recorded in every sector with enough documentation and backup and easy availability issues .

Researchers Proposed Ethene LTD Data Storing Procedures and Process :



Where data is stored in every sector and centralized data control and store system where there will be no data duplication issue and the data network is stable and fixed .

Also the company should follow the Amazon supply chain and fully digitalized system of data storing with smart warehousing. The proposed system for Ethene could be :



New Proposed Supply chain Activity

#	Activity Description	Responsible party	Outputs
1	Manufacturer/Publishers	Company's salesperson	Products are delivered by the manufacturer
2	Inventory/Stockings	Automated and Data stocked in the company data center.	Products gets stored in warehouse
3	Merchandise Retrieval	Automated and Data stocked in the company data center.	Products Gets out from warehouse to process
4	Packaging	Automated and Data stocked in the company data center.	Product gets packaged to delivered to customer
5	Shipment Routing	Automated and Data stocked in the company data center.	Routes are selected to ship and its done by robot.
6	Delivery Service	Outsourced	Processed and checked and rechecked then sent to an outsource company.
7	Customer	Delivery Man	Delivered to customers.

For Database they could also use Oracle data system.

Finally by this way they could increase efficiency of the process thus reducing process time and increasing productivity . As a result , Business will be in control and will grow more and the company will be more sustainable in this way.

SDG Goals :The proposed improvement mentioned above for all the processes are anyhow related to SDG (8,9,12) also known as Sustainable Development Goal. As Ethne SDN BHD is a B2B company so Decent work and economic growth,Industry, Innovation, and Infrastructure,Responsible consumption and production all are related to the company. If we look at following SDG targets mentioned below we can conclude that the proposed improvement processes fulfill the goal of SDG:

SDG 8:

Targets
8.1 Sustained per capita economic growth – min. 7 % GDP growth per annum in least developed countries
8.2 Higher levels of economic productivity
8.3 Development-oriented policies for formalized micro-, small- and medium-sized enterprises
8.4 Global resource efficiency in consumption and production and decoupling economic growth from environmental degradation
8.5 Full and productive employment, decent work for all women and men, and equal pay for work of equal value
8.6 By 2020, proportion of youth not in employment, education or training substantially reduced
8.7 Forced labour, modern slavery, human trafficking and worst forms of child labour eradicated (by 2025 child labour in all its forms)
8.8 Labour rights protected and safe and secure working environments for all workers

SDG 9

The SDG targets



- 9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans-border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all
- 9.2 Promote inclusive and sustainable industrialization, and by 2030 raise significantly industry's share of employment and GDP in line with national circumstances, and double its share in LDCs
- 9.3 Increase the access of small-scale industrial and other enterprises, particularly in developing countries, to financial services including affordable credit and their integration into value chains and markets
- 9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, all countries taking action in accordance with their respective capabilities
- 9.5 Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, particularly developing countries, including by 2030 encouraging innovation and increasing the number of R&D workers per one million people by x% and public and private R&D spending
- 9.a Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological and technical support to African countries, LDCs, LLDCs and SIDS
- 9.b Support domestic technology development, research and innovation in developing countries including by ensuring a conducive policy environment for inter alia industrial diversification and value addition to commodities
- 9.c Significantly increase access to ICT and strive to provide universal and affordable access to internet in LDCs by 2020

SDG 12:

Targets
8.1 Sustained per capita economic growth – min. 7 % GDP growth per annum in least developed countries
8.2 Higher levels of economic productivity
8.3 Development-oriented policies for formalized micro-, small- and medium-sized enterprises
8.4 Global resource efficiency in consumption and production and decoupling economic growth from environmental degradation
8.5 Full and productive employment, decent work for all women and men, and equal pay for work of equal value
8.6 By 2020, proportion of youth not in employment, education or training substantially reduced
8.7 Forced labour, modern slavery, human trafficking and worst forms of child labour eradicated (by 2025 child labour in all its forms)
8.8 Labour rights protected and safe and secure working environments for all workers
8.9 Policies for sustainable tourism (job creation, promotion of local culture and products)
8.10 Domestic financial institutions strengthened (enhanced access to banking, insurance and financial services)

CONCLUSION

In this report researchers have worked through the business processes problems a newly digitized company often faces. To solve the problem they go through the current practices of each business processes problems to find out where the root problem is . They found out that The main problems were caused by the manual processing that leads to delays and errors. Then they come up with a proposed solution which also meets the SDG goals.

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