



# SUNWAY

INT'L BUSINESS SCHOOL



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## part 1:-

# Introduction

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The ERP is a software integrated planning system that standardizes, streamlines and combines business procedures across departments such as financing, human resource, procurement, distribution, and other. ERP systems often work with common data definition in the single database on an integrated software platform. Initially intended for manufacturing enterprise, ERPs has grown to cover service, higher education, hospitality, healthcare, finance, and systems. There are ERP idiosyncrasies in every industry. ERP systems in a number of ways boost business by merging finance information into one system. It also integrates order management into an easier and less error-prone procedure, making order collection, production, inventory, accounting, and delivery. In most ERPs there are also CRM tools for monitoring customer contacts, delivering more depth insights into customer behaviour and requirements.

ERP refers to the technology and systems that organizations utilize to manage and integrate their essential business activities. Enterprise resource planning software provides a single system solution for integrating corporate operations. Users can engage with one another through a single interface, share information, and collaborate across departments.



Enterprise Resource Planning (erp) manages and integrates commercial enterprise procedures through a single system. with a higher line of sight, companies are higher capable to plan and allocate assets. without erp, organizations generally tend to operate in a siloed method, with each branch operating its personal disconnected machine.

Erp systems promote the unfastened waft of communication and sharing of expertise across an enterprise, the combination of structures for improved productivity and efficiencies, and

increased Synergies throughout teams and departments. however, shifting to an erp system may be counterproductive if the agency's way of life does now not adjust with the alternate and the employer does no longer evaluation how the structure of its enterprise can help it

## Part 2:-

# About company/organization

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eBay is a global online auction and trading platform founded in 1995 by American entrepreneur Pierre Omidyar. eBay was one of the first companies to develop and advertise a website that connects buyers and sellers of products and services over the Internet. The e-commerce company, which serves individual sellers and small enterprises, is a global market leader. The headquarters of eBay are in San Jose, California.

Customers can either join local Web sites or visit one of the company's worldwide sites. There are eBay sites for the US and Canadian markets, as well as most European countries and a few Asian countries. The Latin American websites are run in collaboration with Mercado Libre, an e-commerce service that operates in a similar manner. Although auctions account for the majority of eBay sales, fixed-price sales account for a sizable portion of the total.

Through a feedback system that allows customers to evaluate sellers on transactions, eBay relies on its users to self-regulate the trading community. As a result, the corporation made teaching resources for best-practice trading available. Furthermore, eBay maintains a list of possibly forbidden commodities and penalizes would-be traffickers in potentially unlawful or objectionable goods.

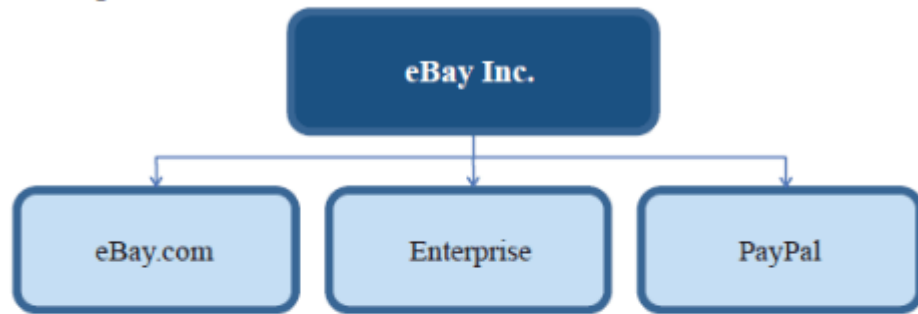
- **Organizational structure of eBAY**

eBay Inc. has a multidivisional organizational structure similar to that of a firm. This M-form or multidivisional corporate structure has divisions that reflect each type of e-commerce commercial operation for the corporation. eBay, for example, has a section dedicated to its online operations, which includes the marketplace website and associated services.

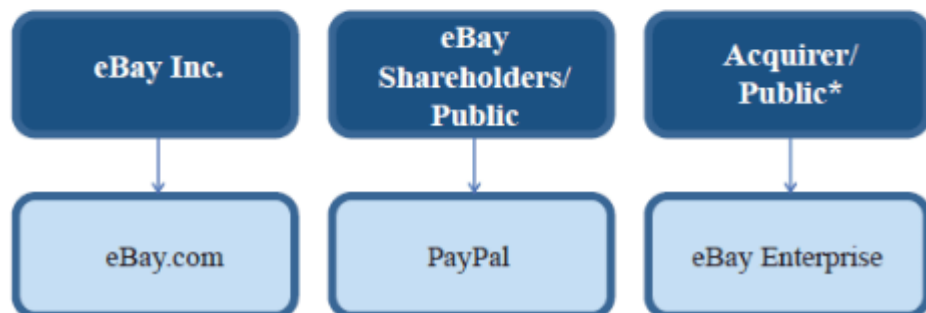
This organizational structure addresses the strategic issues of managing various but interconnected global operations, such as retail and auction services. The corresponding structural aspects aid in the proper handling of consumer/buyer and merchant expectations and preferences. The primary aspects of eBay's corporate structure are as follows:

1. Business-type divisions (primary structural characteristic)
2. Geographical divisions
3. Functional units

### Pre Separation



### Post Separation



- **Organizational culture of eBay**

The corporate culture at eBay Inc. is one of results-oriented excellence. This culture aims to improve business efficiency by focusing on human resource development. The e-commerce corporation considers excellence and results orientation to be critical cultural characteristics in guaranteeing competitiveness in the online market for retail, auctions, ad listings, and ticket exchange activities.

The characteristics of eBay's organizational culture strengthen the international trading/marketplace platform business's resilience, as well as employees' ability to assist strategic management. eBay's corporate culture is represented by the following characteristics:

1. Excellence
2. Result orientation
3. Inclusion and diversity

- **Domain of service**

eBay is a popular online shopping site noted for its auctions and direct-to-consumer sales. It's also very popular among internet retailers as a sales method. eBay is offered in a variety of countries. You can, however, input your zip code to find products available in your region. You can also look for things that are available both nationally and internationally.

### Part 3:-

## Problem faced before implementing ERP

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- **Problem to find real time information**

eBay.com is one of the most prominent online platforms for selling used by many small and medium-sized businesses throughout the world. But being a leading organization it was not using ERP systems in their organization. When they are not using ERP in their organization they have problems finding real time data for their company. As we know data is the next oil of the technology era. Real time data is very important for organizations, especially for ecommerce organizations.

- **Hard to find Practice base information**

If you are not tracking your information it's hard to find practice base data. Similarly ebay is not tracking their information how much they have sold and how much stock they have. Due to the practice based data they lost lots of their customers.

- **Cant increase client satisfaction**

Client is the god of any organization. If your client is not happy with you its bad symbol for your upcoming business day. When ebay is not using ERP in their company they are not able to satisfy their client because the team of ebay don't know what their customers want because they do not have any feedback report of their customers and real time data of customers.

- **Problem to find accurate records**

As mentioned above they don't have any accurate data of any part of the organization. So they lost their valuable customers and many more. Accurate record of organization will help make plans for upcoming days and predict what to do and what not to do on the basis of past results/ experience. So they should implement ERP to track accurate data.

- **Improper operational efficiency**

Simply, it will be a major problem if you don't implement ERP in your organization. ERP will help to track record, for planning, organizing, controlling. Ebay faced that problem before implementing erp in their organization.

#### **Part 4:-**

## **Direct benefits provided after implementation of ERP**

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eBay.com is one of the most prominent online platforms for selling used by many small and medium-sized businesses throughout the world. Aside from this being one of the platforms, corporations also use Magento websites, buy.com, and amazon.com. Bista Solutions, a major Odoo partner, has pioneered eBay integration with OpenERP for clients, allowing them to manage their processes directly through OpenERP.

- ☐ Significant reduction in order fulfillment time
- ☐ Operational costs are reduced, and the problem of repetitive data entering is eliminated.
- ☐ Easier shipment tracking
- ☐ Update product information visibility in marketplace along with their prices
- ☐ Automatic inventory replenishment by syncing ERP stock updates from different warehouses to the marketplace and preventing "out-of-stock" situations during periods of high order demand.
- ☐ Customers will receive an automatic notification once their orders have been sent, and they will be able to track the delivery of their products.
- ☐ Increase productivity and efficiency after implementing ERP
- ☐ It has helped to improve collaboration with suppliers
- ☐ And many more

## **Part 5:-**

# **Risk and challenges with implementation of ERP**

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Being a very trusted and big organization has a lot of risk to face when they decide to completely change and adapt to new business procurement, especially when it is about customer relations, finance, logistics and many more. So, with every change comes a risk and more of challenges which needs to be resolved and avoided in any scale or scope.

So, below listed are some of the risks and challenges eBay had to go through with the implementation of ERP.

- **Change management**

Change management is the most important task of an international organization. When eBay employees were new on ERP they faced problems tracking their activities and organizational changes. ERP is also a change management tool but when it was new for them they faced the problem.

- **Data quality**

When eBay implements ERP, it creates challenging situations of fact migration. Data gathered with the aid of the legacy systems won't be well matched with the ERP systems. This can be overcome with the aid of right planning before any new implementation is executed. This can provide a clear photograph related to numerous modifications that a new machine might ask for.

- **Project planning**

When an organization changes their system there will create some challenges. Similarly when eBay Implements ERP then they have faced problems planning their daily organizational activities. It was common because ERP systems are typically new for them. So, after implementing the ERP they need to learn about how that system works.

- **Project management**

When an organization changes their system there will create some challenges. Similarly when eBay Implements ERP then they have faced problems managing their project. It was common because ERP systems are typically new for them. So, after implementing the ERP they need to learn about how that system works.

- **Cost**

ERP systems would possibly carry your agency's control troubles to a minimum, but they regularly need renovation. Typically ERP structures want to be upgraded



according to the converting enterprise desires. It's miles when this factor supplier's function comes into play. If a person has done a radical research of its vendors, it is probably feasible that the consultancy may be successfully executed. However, if the vendor is not professional, then a 3rd birthday party consultancy might be needed, which will increase the pricesFor the corporation. On ebay organization ERP adds more cost on its regular basis.

## Conclusion

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The term ERP was first used to describe capacity utilization planning systems. Despite the fact that the term ERP originated in the manufacturing industry, it now has a broader definition. Regardless of the type of operation or charter, modern ERP-systems ensure that all of the core duties of the business are carried out. ERP systems are currently employed in both business and non-commercial structures, as well as government and non-government organizations.

ERP systems are frequently referred to as internal (back-office) systems, implying that clients and the general public do not interface with them directly. External (front-office) systems, such as customer relationship management systems, with which customers interact directly, e-business systems, such as e-commerce, e-government, e-telecom, and electronic Finance (eFinance), and vendor management systems, are in opposition to them (SRM).

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**Thank You**