

MSBA 304
Draft of DB Research Paper
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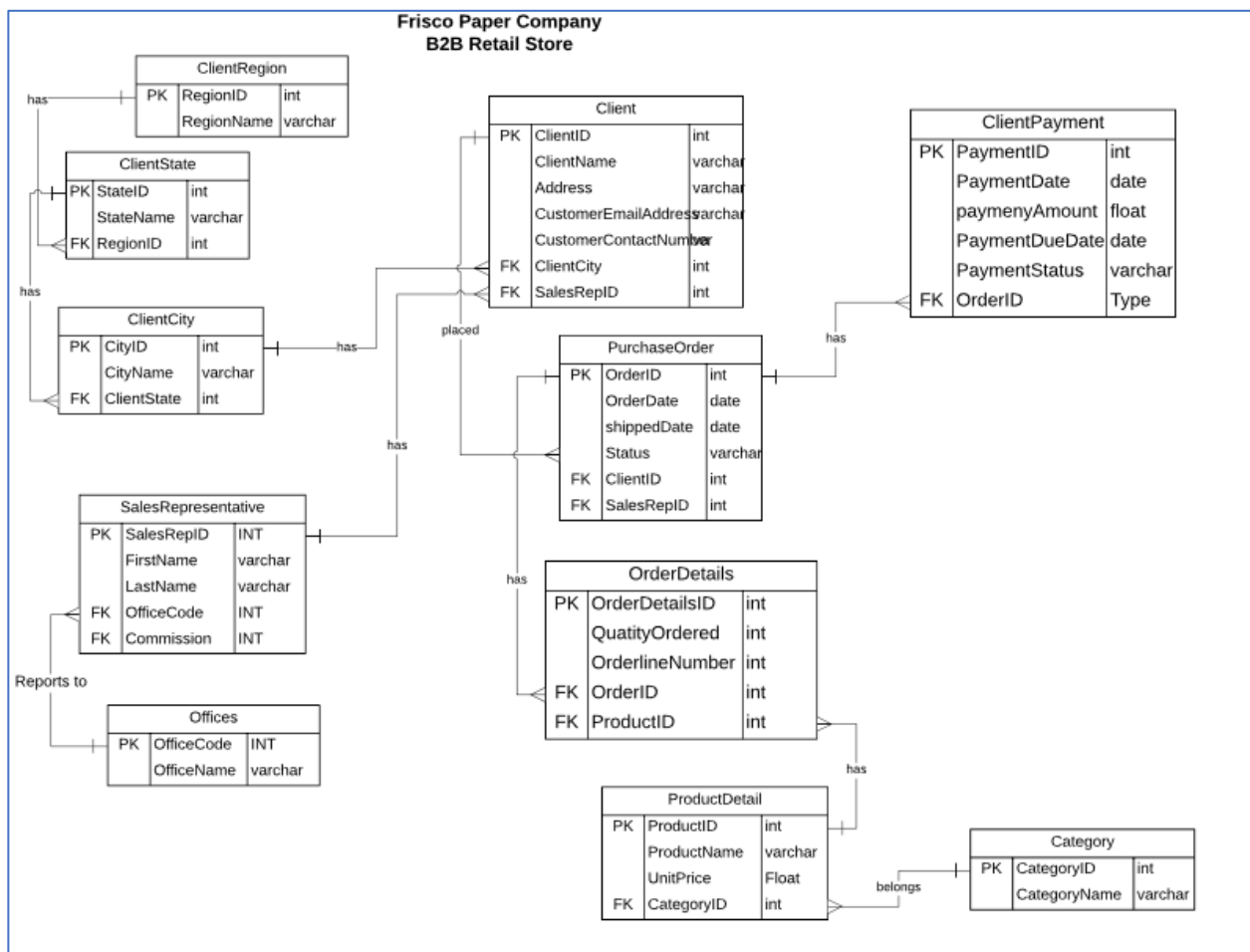
Application of Database in Retail Business

Business Side of our story:

In this project we are trying to create a transactional database for a paper company based out of San Francisco named “Frisco Paper company”. The current operations of the company are running without a transactional database which has surfaced certain constraints in the growth of the company as different functional areas of the business have missing the synchronization. The decision making on critical affairs like inventory management, client servicing, business transactions hasn’t been on point to complement the growth of the company. With a diverse product line and clientele across the industries, it is prudent for the company to follow up with the client orders and the influx of payments that are due to ensure substantial cash flow in the business to grow as well as process the regular commissions for the Sales Agents that motivates them to perform well and contribute to the growth of the company. The company looks forward to engaging in dedicated marketing and promotional campaigns pan-America but before engaging in that it is important to identify the existing demand from the respective regions and identify growth prospects. The transactional database would help the organization to do the necessary segregation to identify the hot spots of market. Currently the sales agent caters to their

individual clientele and put forth their demands to the inventory. With the database in place it can be handled by a dedicated team and Sales team can utilize their time more efficiently in acquiring new client.

ERD of our database



Business Questions that our database resolves

The questions that the database would be addressing for the business are pertaining to:

- Product volume to shipped at a given point of time for respective clients facilitating the inventory management.
- Evaluate the geographic & demographic demand of the respective product and devise the sales, marketing and promotional plans accordingly.

- c) Identify the top shelf products or the best sellers for the company which contributes to the revenue.
- d) Evaluate the performance of the Sales Agents by tracking the volume of sales under each Sales Agent.
- e) Identify certain defaults in the payments by clients and take follow up actions.