

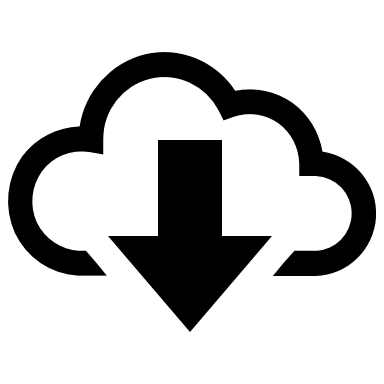
area that can improve onwards. Able to use apps like android pay, amazon pay, apple pay for wider range of payment choices. Have a more flexible and open mindset to utilizing modern day technologies. To improve overall customer relationship through using such items like loyalty card or discount for members. All for tailoring the individual needs of the customer, have more effective on purchase the essential item stocks and not overstock.

Slow on moving forwards to modern use of technology. Only focuses on local area as the main target to purchase from, never consider outside the area. Only using Microsoft Word and Excel as the main two programs to work in their business. Only uses one email system, Gmail. There isn’t an online website to sell their products. Only uses cash,credit card, cheque and no other wider option available .

**Mark (IT Manager)**

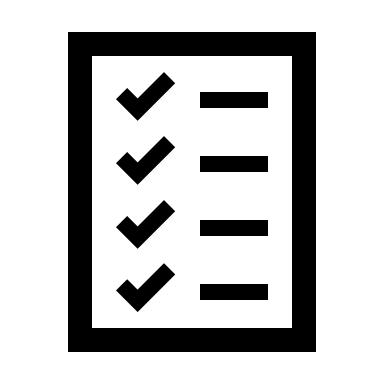
**Why should they choose:**

Through the usage of WordPress to create a basic ‘virtual shop window’ and future success of MCTV, rather just limited to traditional marketplace.

**Investment:** €100,000 on cloud based environment- online payment

**Roberta (Financial Accountant)**

Transferring files on Excel sheets then moves on to an integrated account package like Sage Line 50.

**Investment:** €100,000 on Sage Line 50, if needed to upgrade to Sage Live- provide the benefits of integrated accounts package. 

**Flaws of Current Business Model (1996-2016)**

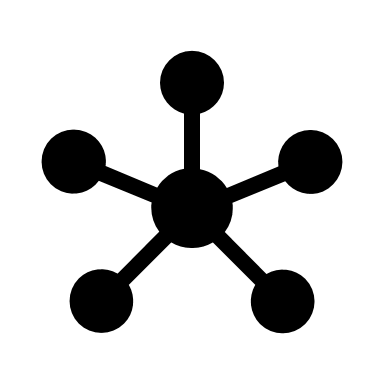
There isn’t any social media or online exposure to gain a wider audience. Only manual face to face transaction to purchase in retail. Relies on word of mouth sale tacticals to advertise their shop. Only have manual paper based system. Doesn’t record each customer preferences when brought past items. No tracking customer each individual purchase. It only employed one worker and relies on family support for this shop to survive.

**Modern Business Model (2017+)**

Having an actual virtual shop window and enter wider marketplace. Having online payments and services in a cloud-based environment. Transferring report sheet from excel to Sage line 50. Have other emails available for customer, linking the tools together, more in-depth detail records of customer, supplier, inventory. Able to analyzed data, connect the dots, shown any problems that can be solved and any

**Liam (Social Researcher)**

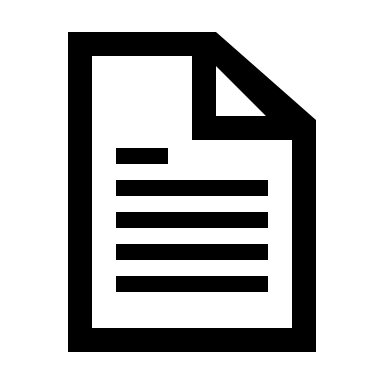
Wants to work and act collaboratively together to share information collected from over other isolated data. That there is more than just individual data view separately.

**Investment:** €100,000 on Collaborative software and social media- combining and work seamlessly together. 

**Derek (Sales & Marketing)**

**Why should they choose:** Shown that there is an increase sales of around 20% per year since the usage of his point of Sale tactical and management. Firmly believes that the business direction should be driven by customer relationships and the need for a CRM system.

**Investment:** €100,000 on Microsoft Dynamics- improve CRM



MCTV Shareholders: Michael (51%) & Doreen (49%)