Benefits

The fact that Michael is willing to put this money into modernising its approach to sales is a good sign. The company has shown that it is willing to go into new areas to make profit.

Flaws  
All members of the business are currently trying to invest the money into one area each, instead of trying to find a solution to best fit all the company’s current needs. If the money is put into, say, the website, the silos of information, the lack of customer relations, and the cumbersome accounts will still be persistent problems. There must either be a compromise.

Believes the money should be spent on cloud-based collaborative software in order to prevent the silos of information currently present.

Wants an integrated accounts package, such as Sage Line 50 for seamless use of information.

Wants to improve the website for MTCV, including addition of an online payment service based on the cloud.

Wants a CRM system for enhancing customer relations: Suggests Microsoft Dynamics.

Collaborative Software

Liam

Financial Accountant

Roberta

IT Manager

Mark

Sales and Marketing

Derek

Doreen Cooney

49% shareholding

Michael Cooney

51% shareholding

MCTV