

Structure of MCTV

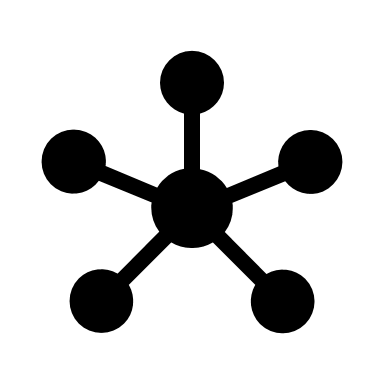
MCTV Shareholders: Michael (51%) & Doreen (49%)

**Liam (Social Researcher)**

**Why should they choose:**

Wants to work and act collaboratively together through shared information via collaborative software by doing this , this will add value to the business.

**Investment:** €100,000 on Collaborative software and social media- to allow all sectors to work seamlessly together.

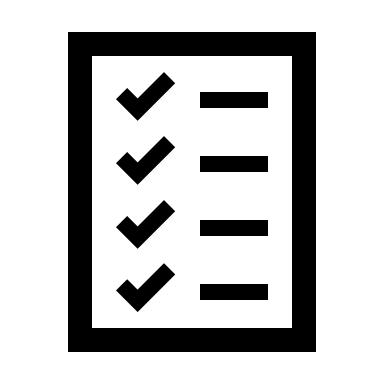


**Roberta (Financial Accountant)**

**Why should they choose:**

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

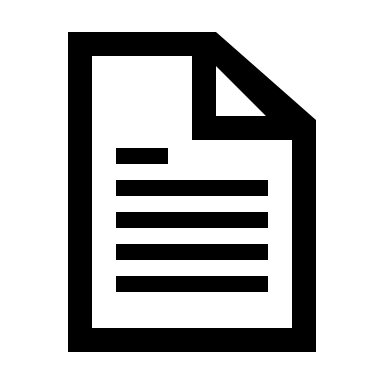
**Investment:** €100,000 on Sage Line 50, will also explore the necessity of upgrading to Sage Live, to enjoy the benefits of integrated accounts package.



**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.

**The Investment:** Should be spent on €100,000 on Microsoft Dynamics to improve CRM.

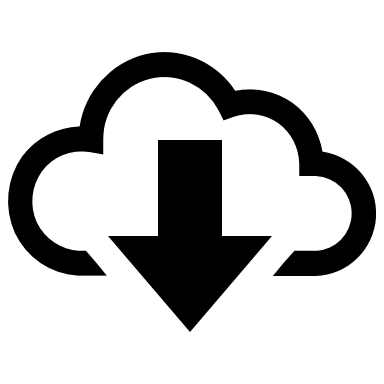


**Mark (IT Manager)**

**Why should they choose:**

Through the usage of WordPress to enhance the website in order for it to be utilized as a ‘virtual shop window’ and to facilitate more payment methods such as PayPal this would lead to the future success of MCTV, as MCTV won't be just limited to traditional marketplace.

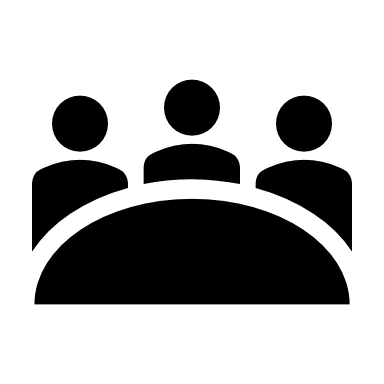
**The Investment:** Should be spent on€100,000 on cloud based environment- online payment



**John**

**Shop Assistant**

Current Structure of MCTV

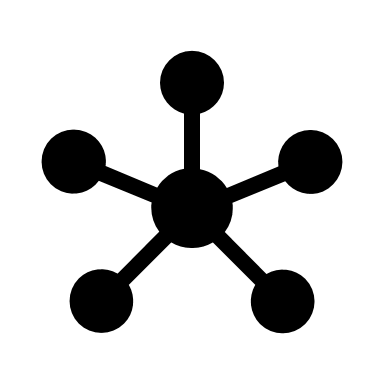


MCTV Shareholders: Michael (51%) & Doreen (49%)

**Liam (Social Researcher)**

**Current Business Model:**

The four sections of the company communicate with one another.



**Derek (Sales & Marketing)**

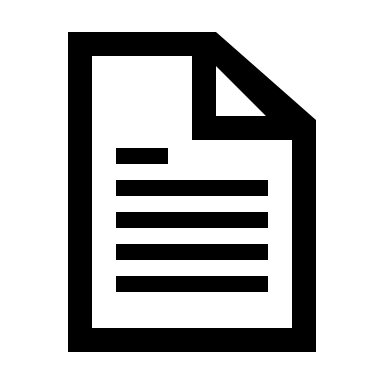
**Current Business Model:** Derek: Sales and Marketing

There has been 20% growth in sales per annum.

The Company has a good reputation and good local relations but relies on word of mouth to advertise their products.

The company is limited to in the methods of taking payments.

Derek has not considered the 80/20 rule which states 80% of profit comes from 20% of the customers.

Has also not considered that it is 5 times harder to create a new customer than to retain an existing customer 

**Roberta (Financial Accountant)**

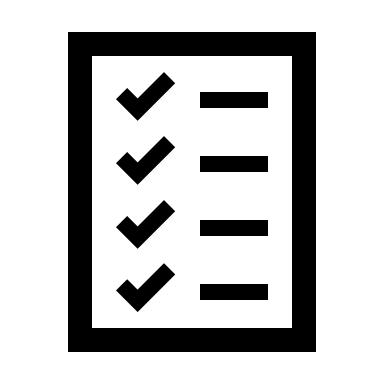
**Current Business Model:**

Financial accountant.

The accounts currently has basic excel sheets that hold the accounts details these sheets are missing customer data and the trading profit and loss sheets.

It takes the MCTV a month to receive payment and the Roberta must often write letters to companies asking for payment.

Only have manual paper based system. Doesn’t record each customer preferences when brought past items. No tracking customer each individual purchase.



**Mark (IT Manager)**

**Current Business Model:**

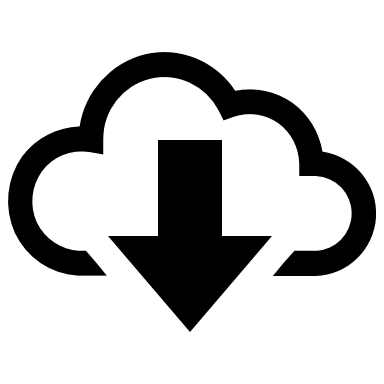
Each member has a Gmail account.

The company emails is not integrated into their to Microsoft suite.

Only has basic integration of technology as the company is still using paper documents

The Microsoft suite products can currently run in a networked environment

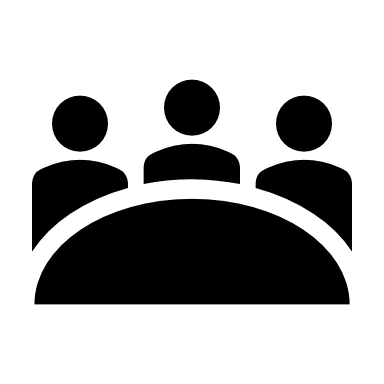
Company is able to make payments via credit card but is unable to take could payments.

The company also have a basic WordPress site which doesn't facilitate online transactions. 

**John**

**Shop Assistant:**

Shop Assistant and manages stock.

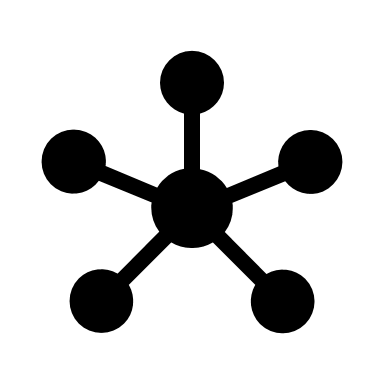


Ideal Structure of MCTV

**Liam (Social Researcher)**

**Ideal Business Model (2017+):**

Use collaborative software in order to ensure all sectors of he business communicate with each other in regards to things such as when people will be taking time off.

Use software time clock in order to calculate the hours an employee has worked.

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**Derek (Sales & Marketing)**

**Ideal Business Model (2017+):**

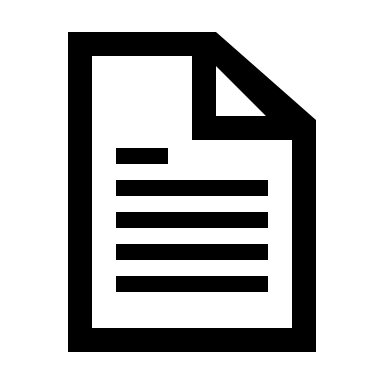
Ideally Derek should be communicating with Roberta in order to find out what the main selling point of the business is.

Consider the 80/20 rule when making sales in order to retain customers for the future.

Use of social media in order to market the business and reach new potential clients.

Have a defined Unique Selling Point and have a company slogan to trade off, to future increase sales. Look at expanding the sales market outside of more counties than just limerick and cork.

Improve customer relationship through using such items like loyalty card or discount for members. Tailor the individual needs of the customer.



**Mark (IT Manager)**

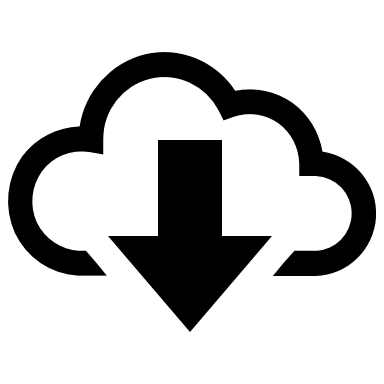
**Ideal Business Model (2017+):**

Enhance the WordPress site so that it supports online transactions as well such as PayPal payments as having a the till in the shop supporting other types of transactions such as android and Google pay

In order to get the full benefits of Microsoft office suite integrate the staff emails with outlooks.

Integrate a bar code system to allow MCTV to take electronic stock takes.

Have a user manual that is in an easily accessible format such as PDF, and is stored on file sharing software such as Google drive or Dropbox for all software that the company uses.



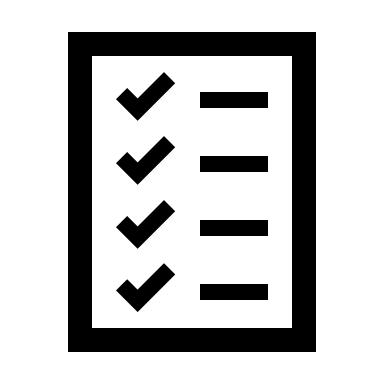
**Roberta (Financial Accountant)**

**Ideal Business Model (2017+):**

Ideally the company should able to receive money in three days.

Have spreadsheets that are connected with one another to allow faster and more efficient work and have more detailed about the customers and containing a trading profit and loss sheet to allow the company to see what products they should be promoting through sales and marketing, social media and the company website.

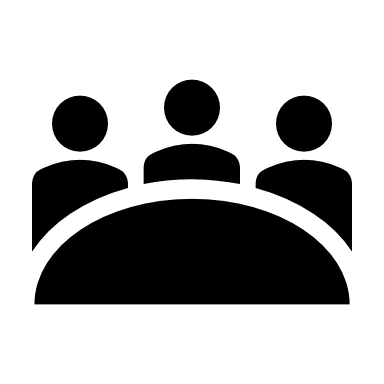
Instead of the company writing letters to companies reminding them for payment send reminder emails and consider sending invoices.



**John**

**Shop Assistant:**

Be trained in how to take payments such as contactless, Android pay, Google pay and PayPal payments.



Advantages and Disadvantages of MCTV

**Advantages of current business model (1996-2016)**

* The company has qualified Labour, Roberta is a qualified accountant.
* Has company members in training, that will benefit the business.
* The company has good local relations as most clients are based in limerick.
* The companies labor is both experienced and loyal to the company as the majority of its members are in the family and have worked there for the majority of their working life.
* The Shop has a good reputation for both their customer service and their repair service
* Shop is open 7 days a week.
* Shareholders are aware that the company can be more competitive and communicate better with customers with the integration of technology.
* The Microsoft office suite products currently run in a networked environment.
* Each staff member has a Gmail account.
* Company is able to take payments via credit card.
* Sales have been close to increasing around 20% per annum.
* Company has a WordPress website.

**Disadvantages of current business model (1996-2016)**

* There isn’t any social media or online exposure to gain a wider audience.
* Relies on word of mouth sale tacticals to advertise their shop.
* It takes MCTV a month for the company to recieve money from the clients.
* It takes MCTV two months to pay the suppliers.
* In the modern world it takes 3 days to make a transaction
* More potential for the company's stock such as smart tvs.
* No member of the team considered the 80/20 rule,
* The excel sheets are basic and they ideally should have more information about their clients and suppliers ideally the company should have more information such as email address about these to allow the company to interact on a more personal level in order to build up more customer loyalty.
* Doesn’t record each customer previously bought items to allow for customer preferences.
* No social media or cloud based technology.
* Only have basic integration of technology as they are still using paper based documents. And writing reminder letters in ms word instead of writing an email.
* Company is unable to accept cloud based payments such as Google pay or contactless payments, and has not considered invoices.
* Company has not integrated microsoft office suite to their email account.
* Not much communication between sectors in MCTV.

MCTV