EVERYTHING AUTO

ONLINE CHANNEL AND INVENTORY SYSTEM

A sample business case designed to facilitate discussion in a classroom context.

Author: Victor Nguyen

School of Continuing Studies, York University

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Everything Auto (EA) is a dealership which sells a variety of auto-part products. It maintains partnerships with a list of vendors who supply auto-part products. With its impressive growth over the past 3 years, EA has expanded its business into different regions in Ontario and Quebec with 6 stores.

Most sales are currently conducted in stores or by customers calling in to place orders.

The current data that EA collects includes financial info (orders, billing), customer information, inventory, vendors, sales, promotions are stored in Excel and flat files local to each store. A self-taught IT technician who is also the firm's accountant maintains all aspects of the firm's IT.

EA believes that there is a great potential demand for their products. If customers could reach them via an online channel, view product catalogue, and place orders, sales would increase. There is also a need for process efficiency improvement, which would reduce the amount of manual work for bookkeeping and taking orders via telephone. Product inventory would be tracked in real-time to support just-in-time stock level requirements and facilitate better integration with suppliers.

Your team has been hired as consultants to build the online order system and create a centralized relational database to support both internal and external operations.

For this exercise, you are only required to focus on designing a database for the online order system.