**MIS – Manager for International Students**

CUSTOMER: Sila Intercâmbio

**Problem description:**

This Company helps Brazilian students to come to Canada to study English or college. Sila give all supports to your customers like information of country, customs, dwelling, fees and information of schools and colleges. The Company uses Facebook and word of mouth marketing. It has an average of 40 new customers per month. It controls all process, cash flow and student information, using spreadsheets. The company has a small staff, four persons, 2 employees and 2 owners.

The data of the company are accessed manually and sharing in folders of Dropbox, so it’s inconvenient that one owner has to spend too much time watching these files every time. Due to personal treatment, the company has to spend much time on single customer and this hinders company’s growth. The main problem is low productivity and laborious financial control.

The contact personality with customers is captivating and attracts new customers every time. The reputation of the company is recognized by anyone who has used its services.

**System capabilities:**

* The system will be able to collect student information, store and help track each student's process.
* The system will enhance and streamline the financial control of the company.
* The system will allow the SILA team to have more time to focus on attracting new customers.
* The system will bring the company a new concept in enterprise data security.
* The system can be accessed by registered customers to search for common issues.
* The system should have the ability to be accessed from outside the SILA.

**Business benefits:**

* reducing costs with improved financial management.
* Increased customer empowerment due to time savings.
* Increased customer data security.
* Increased potential in company billing.