



# BUSINESS PORTFOLIO

IS 2114 - Business Process Re - Engineering

Group 03

2024

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# Company introduction and Background

## Introduction

Sole 2 Soul, is a Retail and Wholesale footwear Store in Galle since November 2023, embodies the vision of its founder, K.P. Anura Priyantha, an experienced professional in the footwear industry. Rooted in a commitment to community service, this store aims to provide quality footwear at reasonable prices.

📍 133/1 A, Wakwella Rd, Galle.  
☎ 074 23 00006  
✉ soul2soullk@gmail.com

## Background

Founded on Mr. Anura Priyantha's extensive industry experience, Sole 2 Soul operates in two strategically located showrooms in Galle. Currently, Soul 2 Sole has a bunch of assets – shoes, showroom gear, and some cash in the bank. There's a team of four employees working hard to keep things running smoothly.

Sole 2 Soul distinguishes itself through a low-cost leadership marketing strategy. Utilizing social media platforms, sales promotions, and customer-friendly discounts, the business aims to secure market share by offering affordable yet quality footwear.

This narrative is not merely about commerce but also about passion, expertise, and a dedication to community welfare through accessible and stylish footwear. In the subsequent sections, we explore potential enhancements to Sole 2 Soul's business processes, seeking avenues for growth, efficiency, and continued positive influence.




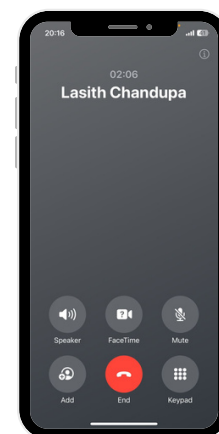
# Contact Point & Proof

## 1 First Contact

Sunday , 14th January

Initial Call was made to the contact Person

 Mr. Chandupa Lasith  
Co - Founder, Sole 2 Soul

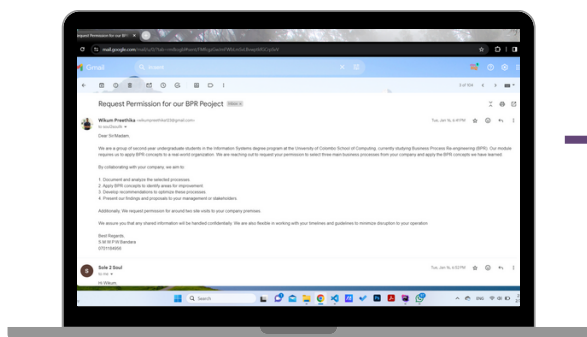


## 2 Request E-Mail

Tuesday , 16th January

An official Request Email was sent to Sole 2 Soul

soul2soullk@gmail.com

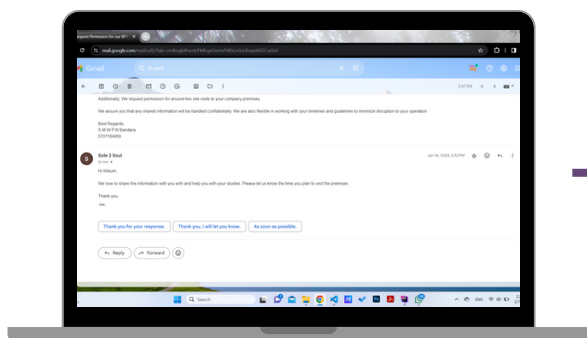


## 3 Email Confirmation

Tuesday , 16th January

An official Confirmation Email was sent by Sole 2 Soul

soul2soullk@gmail.com



## 4 Process Discovery

Saturday, 3rd February

First Company visited was happened





## Existing Business Processes

### 01. Purchasing

To keep shoe stores fresh and trendy, Sole 2 Soul follows a simple purchasing process. When they're low on stock or customers want new styles, they order custom designs from manufacturers or buy in bulk from sellers like Lak Pa. They deal directly with manufacturers using phone and WhatsApp, paying in cash for the best prices. After a quality check upon delivery, any damaged shoes go back to the manufacturer or seller.

### 02. Inventory Management

Sole 2 Soul's inventory management begins with recording new purchases and assessing shelf space in-store. If space is limited, overflow items are stored in a small warehouse. Periodic quality checks maintain product standards. This organized process ensures efficient tracking and storage of inventory, optimizing space utilization and product quality.

### 03. Sales

At Sole 2 Soul, customers express interest in shoes, staff checks availability. If available, cashier handles payment, meticulously recording transactions. Staff packs shoes with care. While effective, manual tasks may lead to delays. Commitment to quality ensures customer satisfaction.

### 04. Customer Relationship

Sole 2 Soul boosts customer engagement with tailored promotions, enticing store displays, and strategic social media campaigns. By offering enticing promotions, visually appealing store layouts, and engaging social media content, the company attracts and retains customers, fostering strong relationships and driving sales.

### 05. Employee Management

Sole 2 Soul nurtures a supportive work environment, emphasizing clear communication and opportunities for growth. Through transparent communication channels and a culture of support, employees feel valued and motivated to excel, contributing to a positive workplace atmosphere and enhanced productivity.