Bazaar Ceramics Project

Problem Statement



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Despite a constant increase in their sales figures, Bazaar Ceramics is also experiencing an increase in the costs for running their business, which is not being balanced by an equal growth in their profit, resulting in a reduction in their Return On Investment that has been at an ever low level for the last three years.

There are especially three factors that are causing maney loss for the company:

* The increasing cost of renting showroom and gallery premises.
* The high cost of marketing for interstate and international markets
* The cost of producing unsalable items due to untimely and inaccurate sales figures.

On top of the commercial issues currently being faced by the company, another problem that may have negative repercussions on the company public image and possibly on the company’s finances on th long run, is the fact that competitors are moving on to online shopping, leaving Bazaar Ceramics behind.

To summmarize

Bazaar Ceramics can’t:

* sustain the reduction of the ROI due to gallery and international gallery costs
* rely solely or as major source of sales, on the walk-ins customers of the art gallery
* keep relying on out-dated and error prone manual order forms
* keep updating the catalogue on paper magazines, journals and brochures
* be left behind by the competition.

Bazaar Ceramics would like to:

* Increase sales on the national and international market
* offer an up-with-the-times immage to their customers
* improve communication with their customers
* reduce marketing costs
* keep brochure constantly up to date
* capture sales metrics
* showcase the entirety of their catalogue
* streamline the order process
* sell products directly online.