National College of Ireland

Implementation of Strategic Management Information System

"Andhra Express -The foodies' junction"

By:

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1. Introduction

Andhra Express is a takeaway restaurant that provides packed food of different Indian cuisines to corporate companies and they also provide a door to door delivery for any order placed within 5km of the radius of the restaurant. It was started in the year 2017 and is based in Bangalore. The aim of Andhra express was to provide healthy and tasty food at affordable prices to their customers.

1.1   Organizational Background

Andhra Express was started by T Avinash Reddy, A mechanical engineer who graduated in the year 2016 and started working as a manager in a restaurant based in Bangalore. He was always keen on building a career in the food industry and started his own venture, Andhra Express. He and his team started visiting corporate companies in Bangalore and provided them the samples of the food they prepared. They now cater food for corporate companies like Infosys, TCS. They later set up take away for regular customers who could order food from his restaurant by just calling the restaurant and the customer himself will come to collect the food. The food catering started off with just a basic Andhra meal (Typical south Indian meal) but now has spread through different cuisines like North Indian, Tandoor and Chinese Meals. They have also included different food items like soups, veg starters and then they started serving drinks like mock-tails and juices. The successful growth of the restaurant in just one year proves the dedication and work involved in building this venture.

2. Existing System Functionality

Currently, the team is serving food to the corporate companies within a range of 5km in Bangalore. The people from the corporate company call to the concerned person of the team and order the food on call. Accordingly, the team member delivers the food to the respective company. In this, we have kept the option of cash on delivery for making payment. So once the food is delivered the payment is made by cash. As the existing system is not online based that is the customer cannot order food online, we will implement the complete process online by doing this it will be convenient for the customer as well as for the organization. Also, this will be more time saving and by implementing it online there will be a growth of the company in all perspective like an increase in revenue.

3. Overall Description

Here it is described that how the current process can be enhanced and how the new proposed process will be beneficial and valuable for both the organization as well as the customers. As the client benefit suggests keeping the clients glad. It has been clarified with the help of objectives of the organization as well as scopes the new systems conveys to the firm.

3.1   Objectives:

The main objective for Andhra express has always been to provide healthy food at reasonable rates. More often when people tend to order through online food apps like Zomato, Swiggy etc. they would be charged extra for the delivery and packing which would eventually increase the cost of the ordered food. The other objective is to look into reducing or eliminating the extra cost for the delivery. Also, like to look into more catering services for functions, which would help with the growth of the venture and in turn increase business profits and plan to open more branches throughout Bangalore as this would help in faster and better door to door services.

3.2   Scope:

At the present scenario, the service is being provided to the corporate companies within a range of 5 Kms. Since the business is being limited to certain aspects like the range of delivery as well as the service is being limited just too corporate companies there is a great scope of improvement as well as the expansion of the business. The quality and budget of the customer is the most important priority as well as the motto of the company, so keeping the customers as our priority we can enhance our business by providing our services to people at home by creating an online website/portal where they can place an order from the wide range of cuisine available whereas all the back-end work such(Customers' orders, Initiating emails regarding offers and discounts, food tracking updates via mail/messages)will be managed using Salesforce. The customers will have opportunities to avail discounts during festive seasons. The customers will also be giving the freedom to customize their meals as well they will be given the option to cancel the order in a given period of time. From the business point of view, we can add E-tailer like Swiggy, Zomato, and Food Panda for the quick food delivery services they provide around the city of Bangalore. The tie-up with such E-tailers will resolve the issue of range and will enable our services to reach out all across Bangalore. A minimum commission of such E-tailer companies will add up in the total billing amount of the customer which will tend to be around ₹ 5- ₹ 8 depending on the location of the customer.

4. Implementation Approach

Implementing the system is the process of a building system in a quality way so that it can be interactive, operational and efficient to its user. Improper implementation only results in unidirectional efforts, which leads to inefficiency in the planning phase. These are the points we need to take in consideration for proper implementation of our system.

4.1 Creating a website:

In order to sell our products, we should build a website which interacts with customer 24x7. The basic function of our website will not only be to deliver the products smoothly but also consists of a chat box as well as solution services that will be directly checked by a responsible member of the organization that will help us in understanding our own products and services. The website acts as a medium that will help us identify our customer needs and proper goods can be given.

4.2 Payment System:

We can use Paypal accounts & cards for the payments that we receive from the customers. This account directly provides money to the organization rather than another medium process which at least takes more time to transfer the money in the seller's account.

4.3 Understanding our Domain:

We cannot avoid our limitations. As it is quite evident we currently only have 1 store set up in Bengaluru. It is not about neglecting other customers but prioritizing the core customer base that majorly is from Bengaluru itself i.e. (10% of our customers are residing in India). We can provide our products at least 25-30% cheaper compared to the price of our product on other selling portals if the product is bought in Bengaluru. By detecting the customers that fall outside Bengaluru we can direct them back to other portals such as Amazon.

4.4 Getting Traffic on our Portal:

Traffic generation on the portal is the most important thing, to get direct customers that are interested in buying our products from various online selling portals to our own portal is the major issue we need to focus on. We can develop a notification system for our products that will help the customers buying our products from our designed portals by showing the products available and discount they'll get by using our website. By clicking on the link they will able to see our products and compare with other products for clearing his dilemma about our products. Rapid promotion of our portal on various social media platforms like YouTube, Instagram.

4.5   Development of Vendor:

Vendor development will be a critical part of our business because by increasing the full potential of the vendor organization can achieve strategic gain and improvement in customer market. Vendor development involves upgrading him with current use of technology which organization wants to incorporate in current business process. Making him in believing and follow in company ethics.

4.6   Improving Supply Chain:

The supply chain can only be improved by its proper management and key to its success is implementing cross-functional relationship between supplier and customer. It includes managing the whole set of information of the process of raw material to finish product and transportation to the hand of the customer. Another part includes planning up gradation of the supply chain by incorporating the latest technology in our existing method to improve its efficiency.

5. Maintenance and Management of the System

After implementing the system, maintaining and managing the system plays an important role. It ensures that the system should provide long-term benefits that the organization wants after investing to build this system. Appropriate asset distribution and arranging are likewise exceptionally basic for maintenance and administration of the system.

5.1 Creating a Work Breakdown Structure (WBS):

A work breakdown structure in undertaking administration and frameworks building is a deliverable-arranged breakdown of a task into little parts. It is a procedure in which allotment of sufficient assets, for example, fund and human is done with the end goal to keep things running in a legitimate way. After the development of the system, a succinct yet viable group ought to be assigned extraordinarily to screen the framework. This group should comprise of a specialized master of the portal and an investigator that monitors the income that is being produced from the recently created framework.

5.2 Monitoring and Analysis:

Monitoring the recently created portal helps in understanding whether the thought has been powerful or not. It additionally causes in numerous basic leadership procedures, for example, what changes the present portal or system requires, the income that is being produced from the system is sufficiently generous to take care of the costs of keeping up the portal, the pay rates of the workers keeping up and breaking down the system.

5.3 Product and Services:

The food varieties provided at Andhra Express is very vast, they are known for their basic Andhra meal, but also include India snacks, Chinese and North Indian food items and the very famous Indian Cuisine, Biryani. They recently started a branch called as Fruit Punch which provides varieties of fruit juices and mocktails. Their food can be ordered by giving a call to their restaurant or through online food apps. They are also known for their meal parcel boxes, they provide a touch to the nativity of India by including a Plantain leaf instead of a plate for the meals. The food can be consumed on the plantain leaf and then the leaf can be disposed of. These small unique ideas keep the venture different and more consumers friendly.

5.4   Porter's 5 Forces Model:

The threat of entry of new competitors: there has always been a threat of new restaurants starting in the surrounding, as people would try something to eat from a different place. To keep the venture out of this threat, have to stand unique with the food taste and the quantity provided.

Bargaining Power of suppliers: suppliers can be a great influence in the industry. For Andhra express, the suppliers would be the packaging of food products like the plantain leaves and the boxes used for packing the food items. Increasing the rates of these products and affect the profits of the business to a high extent.

Bargaining power of customers or buyers: the buyers can force down the price of the product or even demand better quality. This can affect the venture if the customers return the food items as they are not satisfied with the quality, the resources spent on preparing the item will go for a waste and this could be a threat. Therefore, Quality has always been the priority in the venture.

The threat of substitute products or Services: there could always be a threat of products that can be substituted. The one way to reduce this threat is to include a distinct and effective taste in every food item prepared which would leave a good impact on the customers and they would want to try it again.

Competitive rivalry among the existing firms in the industry: The different companies in the same market being a potential threat to the venture. There are a few restaurants in the surrounding of Andhra express like Hyderabad Biryani, Nagarjuna and Meghana's Biryani which also provide take away food for their customers.

6. Process Flow Diagram
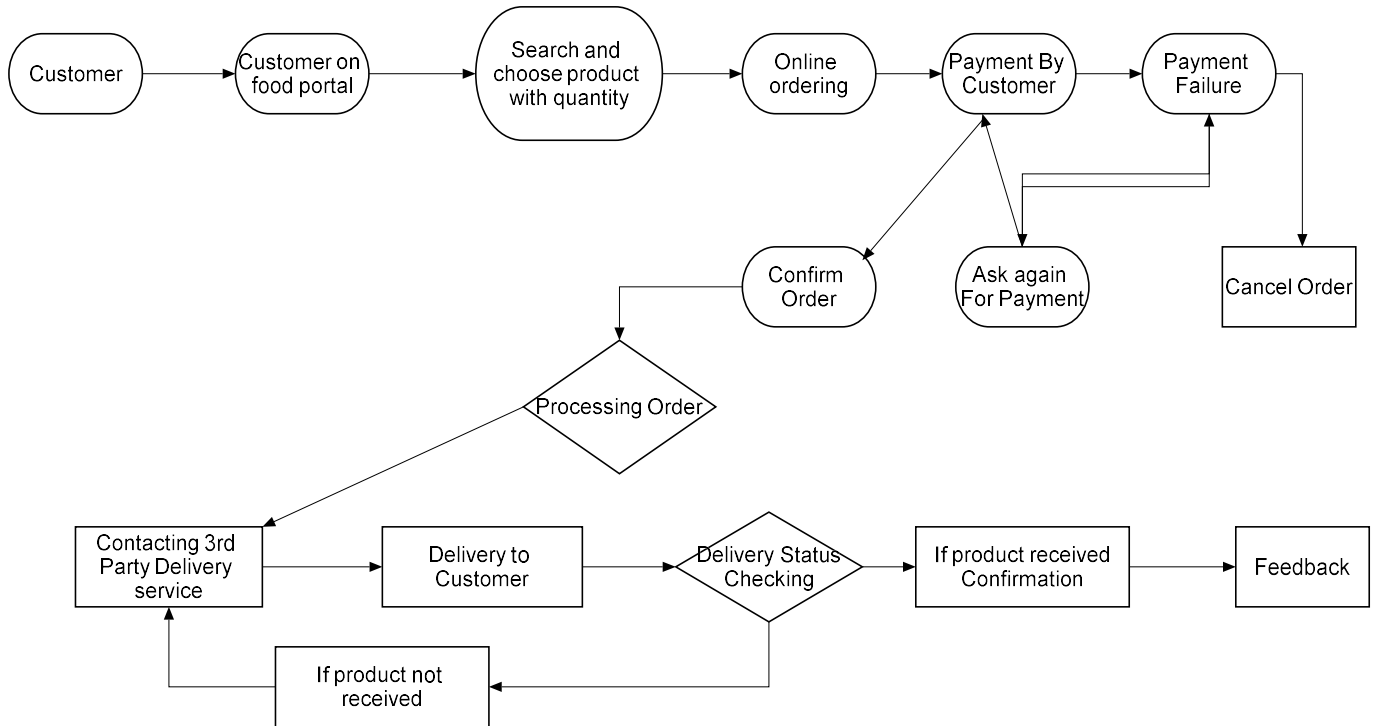
This is an essential procedure flow diagram that helps the system in fundamentally measuring the working of the process. This process shows the basic functionalities of the system. It also shows how the process works and what exactly the process flow is.

7. Entity Relationship Diagram
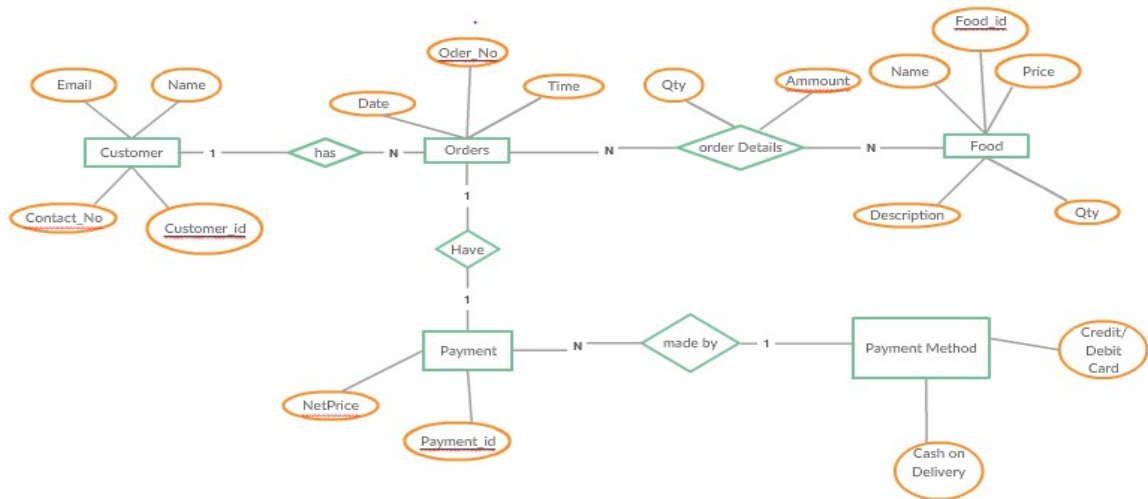
In this ER diagram, the entities are present with their attributes.

Entity 1: Customer

Attributes: Customer_id, Name, Email, Contact_No

Entity 2: Orders

Attributes: Order_No, Time, Date

Entity 3: Food

Attributes: Food_id, Name, Price, Description, Qty

Entity 4: Payment

Attributes: Payment_id, NetPrice

Entity 5: Payment Method

Attributes: Cash on Delivery, Credit/ Debit card