

MIB Computing and Database Fundamentals

Home Assignment

Cartimi Store

Student Name: Davood Makvandi

Module Leader: Ildiko Reisch

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Introduction

We are a team of professionals dedicated to bringing some of the best specialty food products right to your door, with just a few clicks and just in the time you desire. Cartimi's focus is on fine Arabic, Persian Turkish products and we aim to be your one-stop online shop for the best of these worlds. We currently deliver to all of Dubai, and plan to extend our delivery service to throughout UAE soon. (Cartimi, 2020)

With the onset of the Covid pandemic and the growing desire of customers to buy their daily needs online, Cartimi as an E-Commerce company founded and launched its online grocery store in Dubai in November 2020, this online shop offers Iranian, Arabic and Turkish products and delivers them to the customers. Cartimi currently delivers its products in Dubai and Sharjah.

The organizational structure of Cartimi consists of a general manager, sales and financial department, marketing and social media department, logistics department.

Customers can use cartimi.com or Android and IOS applications to order their needs, Cartimi works with some courier service companies in Dubai and Sharjah to same day delivery. furthermore, as an earth friendly business, Cartimi delivers the orders with eco-friendly packages, and it doesn't use any plastic bags in the deliveries.

SYSTEM ANALYSIS

Systems analysis is the process by which an individual (s) studies a system such that an information system can be analyzed, modeled, and a logical alternative can be chosen. (Tonya Barrier, 2003).

System analysis should use to evaluate a business model to know about progresses in goal plans or find difficulties to choose another way for reaching to the targets of business. Analyzing a business system can also led to timely decisions to speed up or stop the plans.

The business analysis of Cartimi online store is based on a thorough review of its sales platforms and extensive research on the sales process and its services, input and output, main components, main business processes, environmental elements and Business feedback loops are identified and presented in the table below.

System Concepts	Cartimi Table 1.2: Evaluation of Olympia college Website
Input	Goods, Packaging equipment, Orders
Output	Packaged good, Invoices, Deliveries
Main Components	Computers, Internet, Mobile phone apps, Employees
Business Process	Packaging, Payment Process, Delivery
Elements of Environment	Suppliers, Customers, Courier Service Companies, Competitors, Advertising Companies
Feedback loops	Feedback forms, Contacting company, Application markets rating

Table 1.1 System Analysis

BPMN FLOW CHART

The Business Process Management Initiative (BPMI) has developed a standard Business Process Modeling Notation (BPMN). The primary goal of BPMN is to provide a notation that is readily understandable by all business users, from the business analysts that create the initial drafts of the processes, to the technical developers responsible for implementing the technology that will perform those processes, and finally, to the businesspeople who will manage and monitor those processes. Thus, BPMN creates a standardized bridge for the gap between the business process design and process implementation. (Stephen A. White, IBM Corporation, 2004)

By using this method, we can display the information and actions of a business with a comprehensive view of a process. The process selected for review by BPMN is the process of purchasing by customers and delivering it by the store which describes in the below:

- In the first step customers should login into the website or application.
- In the next step, customers must select their needs from the listed goods and add them to the shopping cart.
- Customers should proceed to checkout and select a payment method between internet payment or cash on delivery.
- If customer selected internet payment, he/she should pay the bill through the bank gateway using a debit/credit card and finalizing order and get a tracking number.
- If customer selected cash on delivery proceed to make order finalize and get a tracking number.
- Sales department of Cartimi gets the order and checks the payment method which the customer has selected is internet payment (payment has done) or cash on delivery.
- If the payment has been done sales staff will send the order to the logistics department for packaging.
- If the payment selected by customer is cash on delivery sales department sends the order with a note as unpaid shipment to the logistics department for packaging.
- The logistics department collects and packages the goods and delivers them to the courier service company for delivering to the customer's place.
- If the shipment is an unpaid shipment, the courier service company delivers the products to the customer and receives the amount from customer via bank card or banknotes and receives the delivery receipt.
- If the shipment is a paid shipment, the courier service company delivers the products and receives the delivery receipt.
- Courier service company send the receipts to the logistics department.
- Courier service company send the money to the financial department.
- Courier Service company confirms delivery and getting money.
- Logistics department sends a confirmation of delivery to the sales department.
- Sales department sends a finalized invoice to the customer's email address.

The BPMN flowchart which describes the selected business process is in the below.

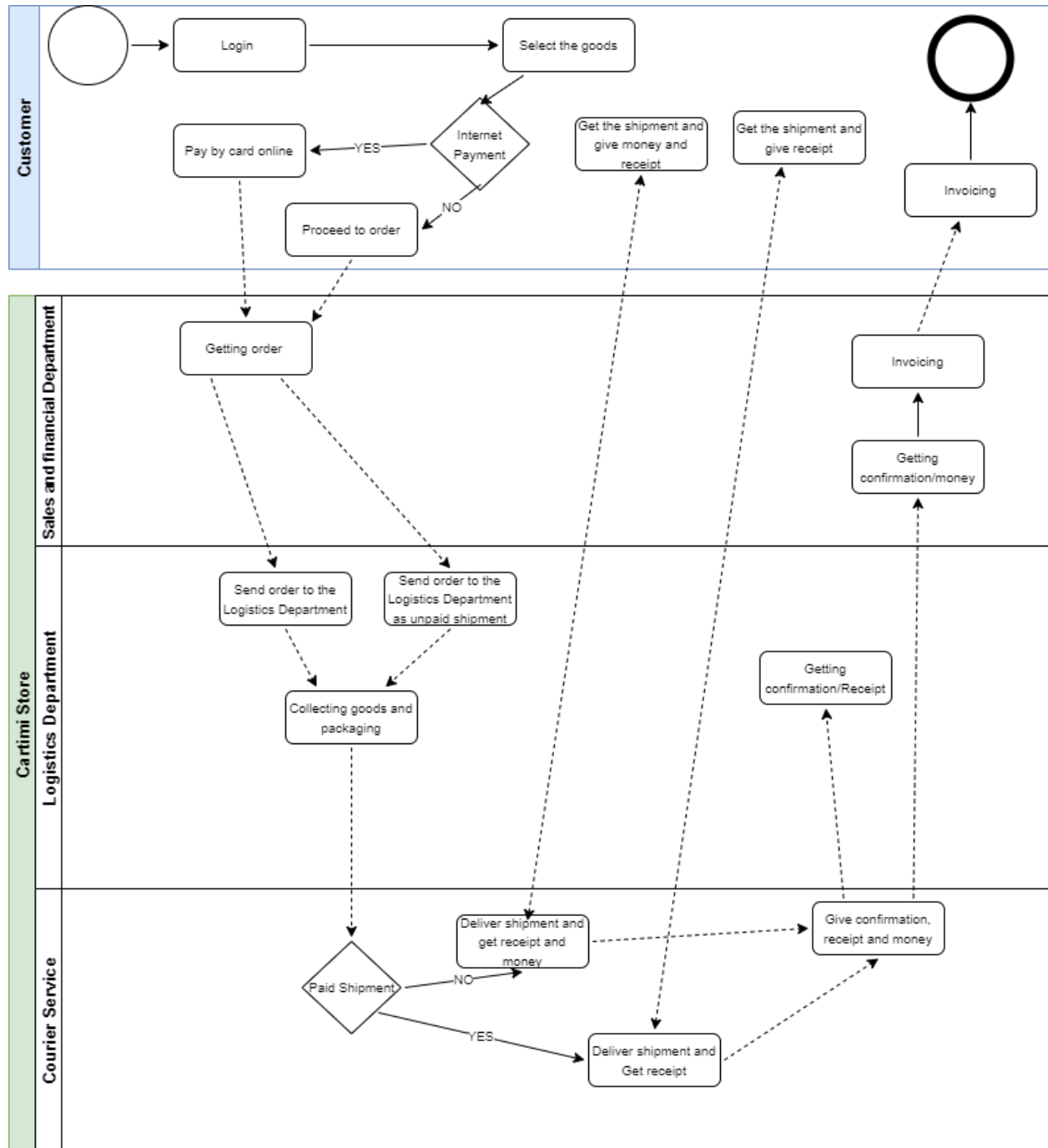


Fig 1.1 BPMN

Quality of information on the website

Website url: <https://www.cartimi.com/>

Purpose: Analyzing the quality of information on the cartimi.com website for potential customers, current customers, and loyal customers for buying grocery online.

Having an attractive, professional website is the best way to stand out from the competition. A good effective website helps build a strong online presence and helps communicate quality information to your consumers. today not having a website may raise a question of its legitimacy. Customers expect legitimate, trustworthy

businesses to have a website and social media accounts. A website can be the face of your business, it helps create a strong first impression, builds trust and credibility in the minds of the consumers. (Velocity consultancy, 2021)

Quality Characteristics	Evaluation
Timely	We are going to check the time matching of the information on the Cartimi website with the present time and if the information is useful or not currently. In this regard, considering that this report is written on April 3, 2022, and the proximity of this date to the Arabic month of Ramadan in the UAE and the presence of a menu of products related to this month on the website, it can be found that the information on the website is updated.
Accurate	The accuracy and precision of the information on the website to buy products are very important issue, therefore we evaluate the contact information, details of goods such as price and specification, geographical and time range of delivery services, as well as the variety of payment methods, we conclude that the information on the website is reasonably accurate and correct, such as price, weight and pictures of products, contact information.
Relevant	Checking the relevance of the information on the website to the business context and customer needs is a very important issue to check the quality of the website. The information on the Cartimi website is very relevant to the company's field of work and the needs of the audience. Given that the company is an online grocery store, the information on the website further introduces the goods, specifications, and prices of the products.
Reliable	The reliability of the company as well as the information on its website is very important, especially for an online store, therefore by evaluating various factors, the website can be greatly trusted, for example, Cartimi website uses security protocols. Company history is not very old, and this can negatively affect the trust of users, but the option of pay on delivery which is mentioned on the website can greatly alleviate the customer's concerns.
Sufficiency	For analyzing the sufficiency of information on a website, we need to check the amount of information the audience needs to achieve the goal which in this case is a satisfactory purchase, for example, in a grocery store, complete information and photos of products, payment and delivery methods, delivery time, how to track orders needs to be evaluate. Additional information can also confuse the audience for the purpose of the business and the proper use of the website. In this case Cartimi website provides enough information to its audiences.
Easy to use	For specifying if a website is easy to use, we first need to consider how well the website can be used by non-computer experts. The simplicity of using a website and in this case, easy and uncomplicated purchase from Cartimi website can indicate it is easy to use, for example, easy registration and without asking for additional information from the customer, easy search for products can be elements of easy to use, Cartimi website can be easily used according to the above.

Worth its costs	On the Cartimi website, all product and purchase information is available quickly and cheaply. For example, accessing product information with one click on them and viewing prices and specifications is quick and easy. Also, according to the ordering speed on the website, we can say that it worth its costs.
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Table 1.2: Evaluation of Cartimi website

Suggestions to improve the quality of information

- If there is a chat plugin for online communication with the store, it can create a more effective and faster communication with customers when needed.
- Although product information is sufficient, it can be more effective if more photos from different angles of the products are posted on the website.

Analysis of the social media site

The analysis of social media data allows a potential better understanding of societal phenomena. It can also be used to generate various opportunities for businesses, such as competitive advantage. (Cécile Zachlod, Olga Samuel, Andrea Ochsner, Sarah Werthmüller, 2022)

The active social media sites of Cartimi are Instagram, Facebook, and Twitter, considering that the number of Cartimi followers on Instagram is more than other social media sites of this company and the activity of Cartimi on Instagram is more than the others, therefore we will analyze this company in Instagram.

Instagram Url: <https://www.instagram.com/cartimi.store/>

Instagram			
Aims	Target Group	Efficiency	Suggestions to improve
<ul style="list-style-type: none"> • Attract more organic followers as potential customers to turn them into actual customers. • Announcements about promotions and discounts Attracting customers to participate in these campaigns. • Information about new brands and products. • Turn customers into loyal customer. 	<ul style="list-style-type: none"> • Potential customers such as people interested in international cuisine. • people interested in organic food. • busy people who have less time to buy foodstuffs in person. 	<p>Cartimi Instagram page is not very efficient.</p> <ul style="list-style-type: none"> • On average, a post is sent per page every two days, which includes a photo of a product or an event. • The number of feedbacks is not very appropriate. • There is a lot of duplicate content on the page. 	<ul style="list-style-type: none"> • Increase the number of weekly posts. • More use of video clips in content. • Diversify the page content of different goods and events. • Offer discount code and special promotions on the page. • Use a specific theme to design page content. • Create purchase link on the page that directs the customer to the product page on the website.

Table 1.3: Evaluation of Cartimi Social Media Site

Need for presence on two more Social Media sites

Social media has more than 4 billion users worldwide. And according to sources, on average, a social media user spends about 2 hours 22 minutes a day on social platforms. This means that if used well, those 2 hours and 22

minutes every day can offer an incredible opportunity for your business to create brand awareness, attract more traffic, boost your sales, and increase your overall conversion rate. (Chris Christoff, 2021)

Given the above and emphasizing that the variety of social media used by people around the world is increasing day by day, so it is better for a business to have at least two or more social media to develop the ability of effective communication with potential customers.

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