DabooSanat

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INTRODUCTION

Since 1996, DabooSanat has been engaged in manufacturing high-quality products in the fields of mechanical installation and energy. All types of steam boilers, hot and warm water boilers, hot oil boilers, direct warm boilers, domestic hot water generators, heat exchangers, pressure vessels, deaerators, sand filters, resin water softeners, and magnetic water softeners are among the heating systems and installation equipment produced.

This company not only has an Iranian national standard license, but also considers the whole essential terms in international standards like ANST, ASTM EN, B.S, ASME, DIN and NFPA 85 & 86 in design and manufacturing.

Heat exchangers, various types of liquid filters, fans, and pressure vessels are examples of boilers that can be used in numerous sectors (such as boilers, hot water boilers, hot water boilers, hot oil boilers, and molten salt boilers). DabooSanat Industrial Group manufactures a wide range of energy-saving solutions, multi-purpose power plant packages, heaters, and industrial burners. Based on the conditions of use and operation, the research and development unit designs and manufactures these items.

The DabooSanat group's goal is to develop into a science-based holding in the HVAC and energy industries, based on innovative technology and the hiring of local experts, in order to meet the national goal of energy optimization and consumption reduction, as well as to improve its competitiveness in the heating installation and energy systems industries.

ANALYSIS OF THE SYSTEM

Systems analysis the process of observing systems for troubleshooting or development purposes. It is applied to information technology, where computer-based systems require defined analysis according to their makeup and design. (Techopedia,2018)

System analysis includes things like looking at how a software package or product is used by end users, evaluating the source code to determine software development processes, and conducting feasibility studies and other sorts of research to support the usage and manufacturing of a software product. Are in the field of information technology.

Experts in systems analysis are frequently enlisted to analyze systems critically and, if necessary, redesign or suggest modifications. System analysts assist in determining if a system is viable or efficient in terms of its general architecture, as well as the options available to the employing company or other party, both within and outside the business world.

System analysts are not the same as system administrators, who are responsible for day-to-day system upkeep.

System Concepts	Daboo Sanat
INPUT	Steel sheets, Bolts, thermometer, electric pomp, photocell, Thermostat
OUTPUT	Steam boiler, hot water boiler, heat recovery, Heat Exchanger, Ancillary Equipment
The most important elements of the business process	Technical knowledge, experience, tools, capital, location
Process of doing business	Research and Development, Produce, marketing, selling procedure,
Environmental component	Competitor, Supplier, Customers,
Loop of feedback	Customer feedback in website, Get vote for services,

Table 1.1

BPMN Flow Chart

A flowchart depicts the individual steps in a sequential process. It's a generic tool that may be tailored to fit a variety of needs and can be used to define a variety of processes, including production, office or service activities, and project design. One of the seven essential quality tools, it is a frequent process analysis tool. (asq, 2022)

A flowchart is a sequence of contract forms that shows the algorithm's instructions and the order in which they are executed.

A flowchart is made up of specific shapes and symbols. The logic and procedure of the algorithm are represented by each step of the algorithm with an icon and arrows.

The flowchart has more credibility and reduces the potential of errors, in addition to providing the overall trend of the design in the form of a diagram.
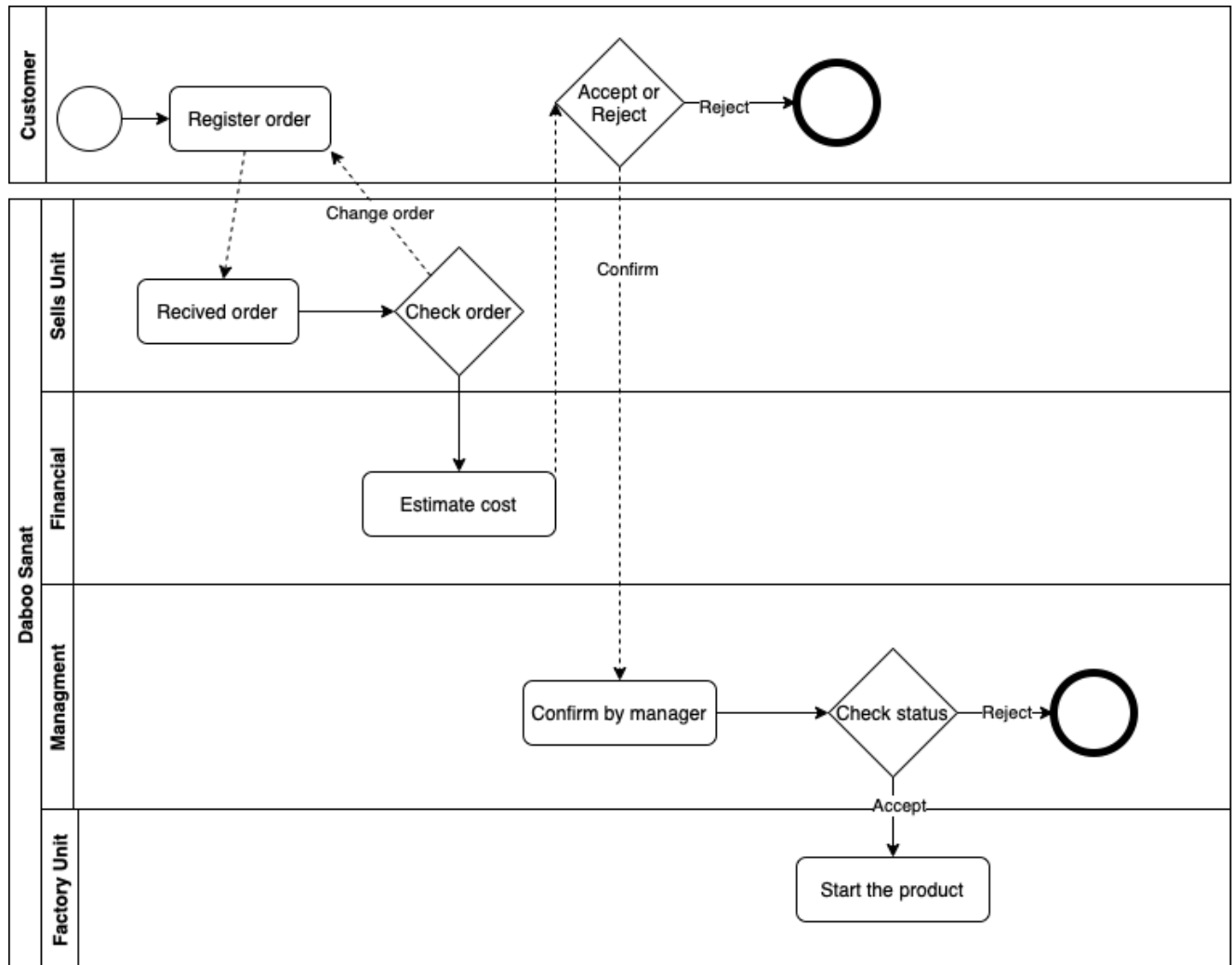
Of course, selling obviously has more stages, but here we briefly talked about the different stages.

There are several trends for this company that can be represented with flowcharts. For example, a sales flowchart is printed below, the steps of which are fully described.

The steps for ordering a product from the factory are described below:

- Place an order either online or by phone.
- Sells unit get the order
- Check the order by sells unit and if there is no problem send it to financial department
- Financial department estimate the cost and send it to customer
- The customer has the option to accept or reject the offer.
- If customer accept the cost the request sends to manager
- Manager as the final step check the order
- Manager can accept or reject

- If manager accept the order, he/she send the order to factory unit to start the product

Quality of information on the website

Website url: https://www.daboosanat.com

Quality of information is an important concept. Information quality is a multi-attribute concept. If the attributes that define quality of information are of good quality or of high value then the information is said to have good quality. The attributes of quality of information are :(ScienceDirect, 2019)

- Timeliness- The time it takes for information to be received. In general, the higher the speed of information, the higher its quality.
- Appropriateness- is the suitability matching of the receiver and the information, more the suitability of the information to the receiver, better its quality.
- Reliability - - Information reliability is an important quality element. It is only useful if the information is accurate. Past experience, the standing/reliability of the source, the methods used to obtain and process the information, and the channel of transmission all contribute to one's notion of reliability.
- Accuracy – is the information's accuracy. In most cases, the higher the accuracy of the data, the higher its quality.
- Completeness – is a criterion for comprehensiveness. It is necessary to ensure that the information presented provides a whole picture of reality rather than just a portion of it.

The information's quality is defined by these properties. Each criterion with a high score suggests that the information is of high quality.

This study looked at the relationships between website quality, perceived information quality, perceived value, and loyalty intentions in the context of clothes online shopping. According to data analysis using structural equation modeling, interactivity, online completeness, ease of use, and entertainment all have a significant impact on perceived information quality. The perceived value and loyalty intentions toward clothing purchasing websites are influenced by perceived information quality, and perceived value influences loyalty intentions. The post-hoc test revealed that amusement and trust had an impact on perceived value. Online completeness and enjoyment were found to influence loyalty intentions. According to the authors, e-retailers can improve the quality of their website information by employing entertaining and engaging technology and designing their websites for consumer comprehension and enjoyment during the purchasing process.

Quality	Evaluation
Timely	According to the latest information on the site, the last change was made about 6 months ago, and this indicates that they are not actively working on the website.
Accurate	The time it takes for a product to be ready, and the details of the materials used in the product and the price of the product are not exactly stated on the website.
Relevant	The information on the site is related to the company's field of activity, but the information is very limited
Reliable	According to the various standards and marks that this industrial unit has, the available information is reliable.
Just barely sufficient	The information is incomplete and limited and no information is given about the details of the products. In the English version of the website, some parts are not available.
Easy to use	If we want to examine the site from the point of view of a simple Internet user, the structure of the site is simple and understandable.
Worth its costs	Using the site provides only basic information about the products and their quality, and we need to contact the company directly for the final purchase.

Table 1.2

Recommendation

- The English version of the website is incomplete, and they need to update it in order to maintain good relations with other countries.
- Improve site status in Google and other search engines.
- Increasing the number of videos on the site can be really beneficial.

Social Media

Internet communities are a space where Internet users access their information and visit it regularly. There are many companies that have developed their brand with the help of these online communities called virtual social networks. Due to the importance of social networks, companies have been able to increase their market share beyond the past and significantly increase people's access to their products and services.

Acting on a virtual social network does not mean just having an account on it. Instead, you should announce your presence on a regular basis by producing content. Just because you have an account on a social networking platform does not mean that the sales and returns of your business will suddenly increase. Opening an account without activity may even have a negative effect on customers' perceptions of your business. The fact is that if you do not intend to work on social networks, it is better not to put a button on your website at all. In fact, social networks have special mechanisms and algorithms that monitor your activity. For example, the social network

Instagram, through its artificial intelligence, recognizes accounts that are not active. In some cases, not even updating the content of the account will lead to its closure.

One of the most important features of virtual social networks that you should be careful when using it, you should interact with your customers and always ask them for their opinion. For example, post a picture of your two new products and ask your followers which one they like the most. This paves the way for future relationships and helps you better understand your customers' tastes and needs.

In recent times, many businesses are gradually recognizing the engagement of Social Media Networks (SMN) as an external resource for consumer engagement (Chandrasekaran et al., 2021). Since SMN (eg, Facebook, Instagram, and Twitter) connect billions of social media internet users worldwide, organizations face a big database challenge of potentially important user-generated information, generating demand for advanced analytical strategies such as Social Media Data Analytics (SMDA) (Ghani et al., 2019).

DabooSanat is currently active on telegram and Instagram. Instagram is more active than telegram.

Instagram : https://www.instagram.com/daboosanat.co/

Instagram			
Aims	Target groups	Efficiency	Suggestions to improve
To give information about the date and place of the exhibitions in which the company participates.	People looking for work, customers, research companies, companies selling primary products	Not efficient. This is the last post on Instagram for more than three months ago and it does not contain any videos of the product development process.	Today, companies hire special staff to do the work of social networks, and this is a specialty. On the other hand, site design needs work and upgrades.

Conclusion

DabooSanat now has accounts on two social media platforms: Instagram and Telegram. Of course, Instagram has a larger user base than Telegram, which is mostly used for messaging. They have a low level of activity on Instagram, so it's best to enlist the help of an expert who can help activate and enable this social network, and I highlight that they are present on many social networks.

The most recent Instagram update was three months ago, and the inclusion of video has the potential to boost the network's growth.

Of course, the site's ranking in search engines is poor, which necessitates spending money in this area.

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