**Narrative**

Problem Statement

Sweet Karoline’s Cakes is currently underutilizing their possible performance potential due to a lack of a content management system, a transaction processing system, and most importantly a website. The lack of utilization of these modern mechanism of commerce are contributing to a lack of organization, and a lack of reach to its consumer base. This leads to inefficiencies in managing resources, and exposure to a possible consumer base, as well as its long-term growth and sustainability. The problems that occur due this will only compound as the company expands or could prevent it from expanding to its full capability. If our recommendations are implemented during the process of Sweet Karoline’s cakes expansion, our group aims to improve tracking of material to produce goods, while also tracking each dollar spent and earned, as well as finding more efficient means of interacting with consumers to expedite the production of goods. This could compound when utilized in coordination with Sweet Karoline’s Cakes current social media presence.

Business Case

Our group has come up with several core areas to focus on, to aid in Sweet Karoline’s Cakes’ expansion. One key area is customer accessibility. This can be improved via a website, and webforms that properly track data, and coordinate the production of goods. This improvement will expedite the production process, leading to a satisfied consumer and a producer who has cut down on the time cost of producing goods and services. Coordinating communication between producer and consumer is a big problem for Sweet Karoline’s Cakes, this problem will only compound as the company expands. Web forms can be developed to expedite this process and cut down on the need to dialogue back and forth between the consumer. Our aim is to create a purchasing process that overall minimizes the impact on time consumption that current communication protocols absorb. Social media exposure is one of Sweet Karoline’s Cakes’ strong points. We aim to improve this process by integrating other forums such as Instagram and twitter. Finding a way to integrate the final products with these platforms and the primary website are great way of advertising and promoting the cake products. We also want to establish and underlying information system, to allow for business continuity as the company scales, and also to collect and aggregate data that can be used for creating best practices and if the company expands further this will allow for an ease of transfer from a sole proprietorship to other possible expanding ventures. This data can also be utilized when applying for loans or other means of acquiring capital for future expansion.

Feasibility Considerations

Considering Sweet Karoline’s Cakes desired outcomes our group thinks that a content management system, a transaction processing system, and a website. We plan to use Google Drive for our data management, which has low risk (cost) to maintain data securely and accessible to the owners of the company. Our content management system will host our website and web server maintaining a secure environment so that consumers can safely access SKC’s content. Lastly an appropriate transaction processing system that allows consumers to make in person purchases as well as making payments and purchases online is easily accessible and secure.

