# Week 1 Project Output

* Find and decide the case study company
* Overview of the company
* Products and (or) services
* Slide #26: Define Drivers / Triggers that relate with the company (as basic reason to do the project there)
* Slide #27: Define which operation model that fits, explain why. Define the 4 value prepositions
* Slide: #29: Define which value analysis that fit the company, explain why

# Case Study Company: Cold Moo

Cold Moo was made by a couple, Nick Gunawan and Ali Gonzales, who were inspired by their experiences with eating ice creams in New York. They wanted to bring that experience from New York to Jakarta, Indonesia. They opened their first Cold Moo shop in 2018 in Dharmawangsa.

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| Industry | Retail Industry (Ice Cream and Bakeshop) |
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| Products | 7+ flavour of ice cream and 6+ bakeshop items   * Flavour: Cookie D'oh, Special K, Coco Dino, etc * Bakeshop Items: Choco Chip Cookies, Regal Banana Cream Pudding, Cold Moo Brrger |
| Employee Number | 20-30 Employees + 2 Co-Founders |
| Problem Identification | * Inventory Stock   + The inventory management isn't connected to the POS, thus causing inventory management problems.   + Raw material is time-sensitive and it's important to effectively manage the inventory * Automated POS   + The POS system that is currently used is only used for ordering, and customers did not get to interact with it themselves. * Branch Management   + As Cold Moo is expanding, they need a system that could help them oversee the sales and trends at each branch to further improve their operations. * Sales Insight   + With ongoing flavours and items available along with today's favourite, it is important that Cold Moo is able to analyse their sales to improve their performance to customers   + Automated POS would help the company with research and best products from sales generated |
| Solution | * Inventory Management * POS and Sales Insight * Branch Management |

# **Drivers / Triggers**

The drivers and triggers behind BPM initiatives are in the organisation and management sector. In the organisation sector, it is important that with the growing demand for the products especially the ice-cream, it is essential that Cold Moo can reach its supply to match the demand from the customers. Hence, the aspect of high growth is one of the drivers behind having an improved business process management system.

As for the management sector, with Cold Moo building many branches, the system must be able to expand and scale their system to ensure that their process runs smoothly for all branches within the company. In addition, the management sector needs to build efficiency for their performance and hence, must make their processes smooth in order to maximise sales and business resources. Thus the driver and trigger within the management sector for Cold Moo’s BPM is improving performance and business expansion.

# Operation Model and Value Propositions

Cold Moo has two operation models that suit the company: Product Leadership and Operational Excellence. With Cold Moo offering innovative products in the ice-cream industry, creating a unique experience for customers, it fits the model of product leadership. Cold Moo creates distinct flavours of ice cream and bakeshop items such as cookies, puddings and brownies to differentiate themselves against competitors. In addition, with the high quality relied on its products by Cold Moo at a cost-effective price, Cold Moo aims to maximise their operations efficiently and productively.

Hence, through the two operation models, Cold Moo is able to meet customer’s expectations and demand for ice cream and bakeshop goods as they produce high-quality products efficiently.

1. Product Leadership
2. Operational Excellence

|  | Product Leadership | Operational Excellence |
| --- | --- | --- |
| Core Business Processes | Create innovative products (flavours and bakeshop items) and explore the reach and sales in the market | With high customer demand, there is need to match with the supply |
| Organization and Structure | The organisation structure is organic and loose | There is a central authoritative with power, mainly the co-founders and the managers are in power |
| Management Systems | Through product innovation, risk can be expected and it rewards people for innovation and creativity in its products. | There is standard operating procedure to ensure high quality is achieved. |
| Culture: Mindsets and Behaviour | The focus is on innovating and creating a breakthrough in the market. | The focus is on making the system effective and efficient. |

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# Value Analysis

Value chain fits as the main value analysis for Cold Moo focuses on the end-to-end process from raw materials to finished goods from creating, manufacturing and selling the product. With that, the value chain is used as a concept to describe and explain the chain of business activities from ideation of product to product selling.