



Mocha Point Coffee Company

Information Systems Plan

Team 1:

Anthony Goss, Dellah Salem, Justin McNaughton, Olivia Dunn, Joe Garavaglia

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2. Introduction

2.1 Executive Summary

This Information Systems Plan (ISP) provides an overview of Mocha Point Coffee Company, a specialty coffee shop in St. Charles, Missouri. It details the current state of the business's information systems, identifies areas for improvement, and proposes an optimized system to support business growth. Our plan outlines short-term and long-term strategies to enhance efficiency, improve customer experience, and streamline operations.

2.2 Background

Mocha Point was founded in 2023 by Ahmad Othman, an immigrant from Yemen, alongside his two sons, Sarem and Addel. Their vision was to introduce authentic Yemeni coffee culture to Missouri, making Mocha Point the first Arabic Yemeni coffee shop in the region. Yemen is known as one of the oldest coffee regions in the world, with its coffee traditions dating back to the 15th century and being grown in unique conditions. The coffee is grown on mountains between 1800 and 2700 meters above sea level and dry processed. Dry processing is when the fruit and skin are separated and left out to dry in the sun, often on the farmers' rooftops which results in a distinct flavor profile. Yemeni coffee differs itself from other blends in many ways. It is often filled with notes of dried fruit, tobacco, cardamom, or chocolate. With unique offerings such as Ansi, Harafi, and Yafai'i coffees we are differentiating our brand from other local coffee shops and have built a loyal customer base from residents of the St. Charles area.

Since opening, Mocha Point has experienced rapid growth and is in the process of expanding, with new locations planned in the Manchester area and St. Louis City. These new locations will enable Mocha Point to reach new customer bases and share Yemeni coffee culture with all of St. Louis.

2.3 Mission Statement

Mocha Point aims to provide an unparalleled coffee experience that enriches the human soul by delivering the highest quality in every cup and fostering an environment of tranquility. Our goal

is to create a space where customers can savor the unique flavors and aromas of Yemeni coffee while immersing themselves in an authentic late-night coffee culture.

2.4 Objectives

While we have faith in our coffee brewing and atmosphere, we are still in the process of figuring out the technical side of the business. For us to optimize our revenue and decision making, we will have to get an accurate and efficient inventory system that will enable us to stay aware of how much material we are going through. Our objective is to enhance Mocha Point's information systems to support business expansion and operational efficiency. We aim to:

- Improve our order processing and inventory management.
- Strengthen customer relationship management.
- Streamline marketing and data analytics.
- Enhance operational reporting and decision-making.
- Implement an employee management system to streamline payroll, scheduling, and training records.
- Develop a supply chain tracking system to optimize vendor management and ensure inventory consistency across locations.

2.5 Contact Information

Address: 343 N Main St, St Charles, MO 63301

Phone: (314) 917-7777

Website: <https://mochapointcoffee.com>

Instagram: mochapointcoffee

Facebook: Mocha Point Yemeni Coffee Co.

Email: info@mochapointcoffee.com

3. Informational Inventory

3.1 Current System Overview

Mocha Point currently relies on a mix of software solutions for daily operations:

- Clover – Clover is an Android-based POS system built primarily for restaurants and other small businesses. It does have development kits for software integration and also comes with cloud services. Mocha Point utilizes it as the primary POS system, also used for HR, invoicing, and mobile connectivity.
- Shopify – Shopify is another SaaS that enables us to partake in ecommerce for our coffee bags. Handles online purchases and retail sales.
- Thrive – In the process of being implemented for inventory management but has not been able to be successfully implemented yet.

3.2 Information Needs

To support business growth, Mocha Point requires a more integrated and automated system that:

- Connects sales, inventory, and financial reporting in real-time.
- Reduces reliance on manual processes for improved efficiency.

4. Mission and Objectives of Information Systems

4.1 Mission

To modernize Mocha Point's information systems in order to streamline operations, enhance efficiency, and support business expansion while maintaining superior customer experience.

4.2 Objectives

- Implement a fully integrated POS and inventory management system.
- Improve data analytics for sales and marketing insights.
- Enhance security and accessibility of business data.

5. Information Systems Development Constraints

5.1 Technology Limitations

While Clover and Shopify provide valuable tools, they operate independently, leading to inefficiencies. The lack of integration limits data-sharing and real-time inventory tracking. Our

new system must seamlessly integrate with Clover and Shopify, ensuring real-time data sharing and operational efficiency, as this is where our transactions are held. The program would need to run on Windows and be compatible with Clover POS.

5.2 Financial Constraints

A major consideration of this project is the financial constraint. As a growing business, Mocha Point operates within budget limitations, so we have to be careful where we invest our funds. Investing in a comprehensive information system must be cost-effective while providing long term benefits. If we could implement a system without a monthly subscription and low development costs, this would be ideal.

5.3 Expansion Challenges

With new locations opening, ensuring seamless system implementation across multiple sites is crucial. The information system must be scalable and adaptable.

6. Strategic Vision

6.1 Short-Term Plan

- Integrate the new inventory management app with Clover.
- Minimize workplace distraction and capitalize on labor hours.
- Improve reporting and analytics for better decision-making.

6.2 Long-Term Plan

After the development of this system, Mocha Point will be operating at a higher standard.

Because employees will be spending less time managing inventory, we will be able to focus more on what lies ahead for Mocha Point.

- Standardize information systems across all locations. As we continue to expand, a standardized system that works across all future locations will be essential. This will ensure that communication and quality is consistent between locations and employees. This lower learning curve will mean that employees can be sent to different stores according to business needs.
- Leveraging AI-driven analytics to optimize inventory management, minimize waste, and refine customer demand forecasting, ensuring we make data-backed business decisions. As the AI industry continues to grow, Mocha Point will have to integrate AI tools to stay ahead in a competitive market. If combined with our proposed inventory systems, waste and inventory management will be efficiently managed even further.
- Develop a mobile app for improved customer experience and order management. While we do have a functioning website, a mobile app would further promote customer engagement. This app would boast functionality like placing online orders, promoting a reward program, and sending notifications of promotions.

7. Conclusion

The proposed information system represents a transformative step for Mocha Point as we continue to expand and solidify our presence in the St. Louis area. By integrating a streamlined, cost-effective, and scalable system, we will enhance our operational efficiency, improve customer engagement, and strengthen decision-making capabilities. Addressing our current limitations such as the lack of real-time data sharing between POS and inventory systems will empower us to manage our resources more effectively and support our long-term growth strategy.

With this system in place, Mocha Point will not only refine its day-to-day operations but also position itself at the forefront of modern coffee retailing. Our focus on automation and data driven decision-making will ensure we remain competitive while preserving the authenticity and quality of the Yemeni coffee experience. As we continue expanding, this information system will serve as a foundation for operational excellence, enabling Mocha Point to bring the rich traditions of Yemeni coffee culture to an even wider audience.