Solution for Cardinal Books

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Background and Business Context

Cardinal books is a family-owned operating just off campus. Though it has experienced rapid growth in recent years due to its unique offerings and close proximity to Ball State University, its core business processes have not evolved to support this growth.

As-Is Business Process

How they currently operate

- Inventory is tracked with handwritten logs
- Store is cash-only
- No point-of-sale system implemented
- No ability to order online
- Customer records are non-existent

As-Is Process Map

https://lucid.app/lucidchart/1e719c56-416a-47e0-a741-f11da2ed5e68/edit?viewport_loc=880%2C398%2C2541%2C1474%2C0_0&invitationId=inv_f282f040-a92e-4dc4-a7c2-f3b5feba0a6a

Key Inefficiencies and Risks

01. No way to keep a correct inventory of the store.

02. Customer records are non-existent.

03. Customers are only able to pay in cash.

04. No modern technology/online options are provided.

Improved To-Be Business Process

01.

Use an online program (such as Odoo Inventory) to keep track of all orders.

02.

Allow credit and debit cards to be used.

03.

Create a website where customers can place orders online.

04.

Organize the store so books are easier to find/keep track of.

To-Be Process Map

https://lucid.app/lucidchart/08310ce8-c9a6-4049-8ecf-c2e2ba9f7c50/edit?viewport_loc=880%2C398%2C2541%2C1474%2C0_0&invitationId=inv_0b66e4fc-a521-476e-b248-2ea4f022f708

Technical Recommendations

Odoo

Odoo is an online business management software where you can track point-of-sales, inventory, customer satisfaction and more! There is a monthly fee that ranges from $0-$40 a month depending on necessary applications.

Square

Square is a cloud based point-of-sales system designed to help small businesses accept payments, manage inventory, and track sales. Costs include a small percentage of sales.

Shopify

Shopify allows the business to accept online orders and payments via cards and other online payments options. The costs range from $5-$2,300 per month depending on the necessary applications.