

Criterion A: Initial investigation

Summary of the problem

My uncle Mr. K. Mathivannan (Client) runs six businesses at a time. They are weighbridge, coconuts, furniture work, wood logging, iron and steel recycling and finally, plastic recycling. The customers come to the company only after speaking to them about the services and businesses they do.

He is currently getting only few profits, and he has to lend land for rent to cover up the costs for running the businesses. There are only a few numbers of people who know about the businesses and services he does. The businesses are developing at a plodding pace.

An interview was carried out with K.Mathivannan on July 14 2018.

Explanation of inadequacies of current situation

As Mathivannan says in the interview, "Only a few number of people know about the company's services and businesses."

Since he has to work overnights to manage his businesses, he is more likely to be in a tremendous amount of stress and exhaustion. He has also mentioned in the interview that he could not take care of the company during the times he has to check over his lend land or take a rest at home. He has to promote the businesses to a vast number of people in the villages and cities effectively so that his business develops faster in a cost effective method.

Therefore, we proposed an IT solution for him to solve the problem he is facing. Nevertheless, he will be able to manage his businesses on a full-time basis and will not be under stress or exhaustion regarding the development of the businesses.