**CHAPTER IV**

1. **THE EXISTING SYSTEM**
2. **COMPANY BACKGROUND**

Selling a product online allows you to reach a wider audience and new customer pockets, with 41% of the world’s global internet users [purchasing products online](http://www.statista.com/statistics/261676/digital-buyer-penetration-worldwide/). CJ-Ashley Fashion Hub is an apparel shop that sells different trendy clothes, shoes, bags, beauty products and gadgets. It was established on February 8, 2016. The company is owned by Morsid M. Simpal. The company has other branches which is located in Koronadal City. The main branch is in Tacurong City. It is open every day at 8:00 AM – 6:00 PM and located at Bendero Building, National Highway, Tacurong City. There are only 2 satffs in the shop. The respondent is a wholesaler/retailer and sells more than 60 items in different colors and design. According to the owner, 45 customers is the estimated number of customers a day.

1. **DESCRIPTION OF THE SYSTEM**

The shop offers different fashion trends clothing’s, gadgets, beauty products, shoes, bags and other accessories that can be sell. The owner or the attendants posted an item into their Facebook. To order, the customers’ needs to copy the image and send via Messenger then ask if the said item is available or not. The Facebook page typically replies within an hour after sending the information of the said items. In reserving the items, the attendant will gather the stocks from the storage room and place the reserve items into a shelves. The customer need to pay 50% of the total amount of the items in order to confirm the reserve orders. In sending the payments, the shop only accepts cash via walk-in or a remittance center. The customers’ needs to capture the receipt of the remittance center then send to the Facebook page of the shop. After receiving the notification, the attendants check the orders of the customer then ask some information for the recipient of the shipment. In checking their inventory, the owner will grab the record book and gather the receipts.

1. **DATA FLOW DIAGRAM (PHYSICAL)**
2. **Context Diagram**

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OWNER/STAFF

**Figure 2.0 Context Diagram of the Current System**

1. **Diagram 0**



Owner/Staff

**Figure 3.0 Diagram 0 of the Current System**

1. **Problem Areas**

The company encountered a problem about their business process in making orders and their billing process such as:

1. Uncategorized items that leads into a complicated of searching an item and incomplete of information.
2. Does not send the complete information or mistakenly sends the incorrect picture, especially those who ordered for the first time that leads to delaying of processing of orders.
3. In phone call o text of ordering, the owner or attendant got confuse about the sizes, color, and number of items that leads into a problem such as wrong items are delivered.
4. In checking the availability of their items, making the customer needs to wait that leads to inconvenience for the customers and it’s time consuming.
5. No proper of queuing of orders since they use Facebook Messenger as an order communication to the customer and doesn’t have a back-up of orders in managing the orders.
6. In managing the items, it adds workload to the staff and there would be double entry or duplication of the item. Incorrect or outdated information can mislead the customer.
7. In their billing process, it leads to mistakes in the computation of bills if there are last minute additional changes in the ordering information.