

**SAIGAN Pvt. Ltd.**  
**(PVC PIPES SUPPLIER)**

Proposed by

Ganesh Kumar Chimakurthi

M.Sc. Data Analytics (First Semester)

Student Id – 16130961

**Business Background:**

Increase in population nowadays lead to increase in construction of houses for shelter. PVC pipes is one of the most important parts in construction. So Saigan is an organization which is established two years ago to provide PVC pipes for customers at affordable prices.

**Structure of Company:**

Saigan Pvt. Ltd. is an organization situated at Nellore which has motto of producing quality PVC pipes to customers and making profits. It has good number of customers where nearly 50-60 people will come for purchasing. Company runs throughout the week for 10 hours from 10am to 8pm with eight servants by receiving the customers. Once customer enters, he will check for the availability of product and orders the amount he requires and then he will carry those things by his own transportation.

**Scope and Objectives:**

Since the main objective of organization is to make profits and satisfying customers, we cannot predict that every customer will purchase. sometimes overlapping of customers takes place due to multiple entrants of customers in organization. So, customers have to wait for some time until one of our servants gets free. In Recent times, our company is facing gradual fall in customers due to increase in number of firms and firm competition. These are two main phases where some reforms can be done.

**Scope for Reforms:**

I am implementing a scheme where customer can order online or call directly to customer service agent of Saigan Pvt. Ltd. for tracking the availability of products and also for ordering the product. Our customer service agent will store the details of the customer by asking his name, gender, address and other necessary details and stores in database or customer can register with company website. Once the order was done, customer service agent tells the servant to deliver those products to the address of customer and takes the customers feedback. So, customer need not to waste time in waiting and the products are straightly delivered to home without any surcharges.

**Infrastructure:**

Salesforce is a cloud which is used to implement the above process because of its scalability and availability of tools. By using Salesforce, we can create fields which is related to customer and products of organization which is useful in creating and analyzing the reports. It is simple and helpful in maintaining time management.

**Key steps in process:**

- If a customer opts for a service, he either registers himself in company's website or calls to the customer service agent and gives his complete details such as name, age, gender, address for the first time. Later he can order straightly for the quantity and type of product.
- Customer service agent will store the details of customers in database for future purpose.
- Customer service agent will make the servant to deliver the products to customer after getting the order from customer.

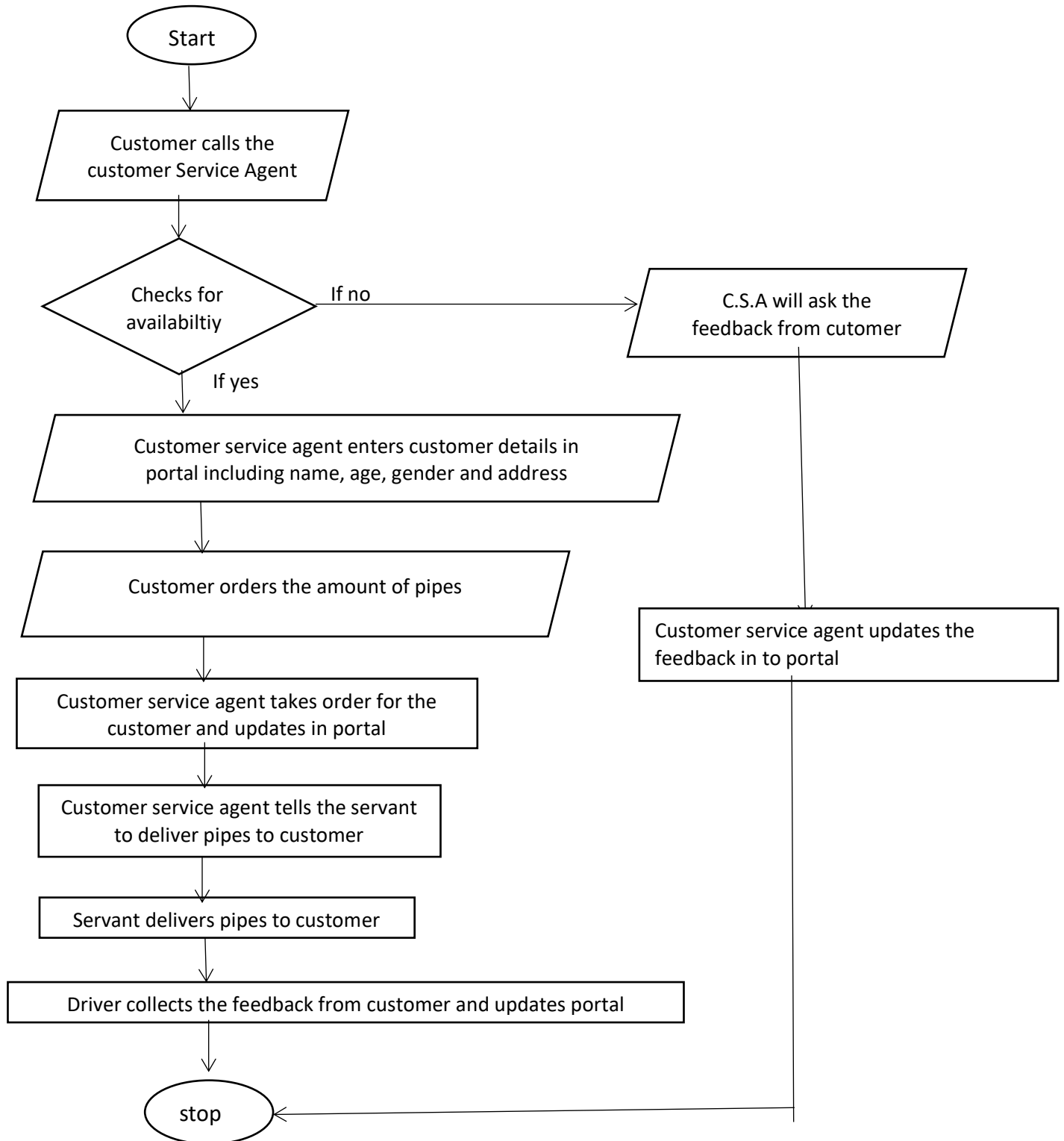
**Benefits:**

- Attracts new customers
- Waiting of customers can be avoided and customer satisfaction can be brought
- Expansion of business
- Storage of customer's details for future purpose
- Ease of use and Excellent functionality by using salesforce
- Internet availability to most of customers
- Easy update of new data
- Feedback from customers

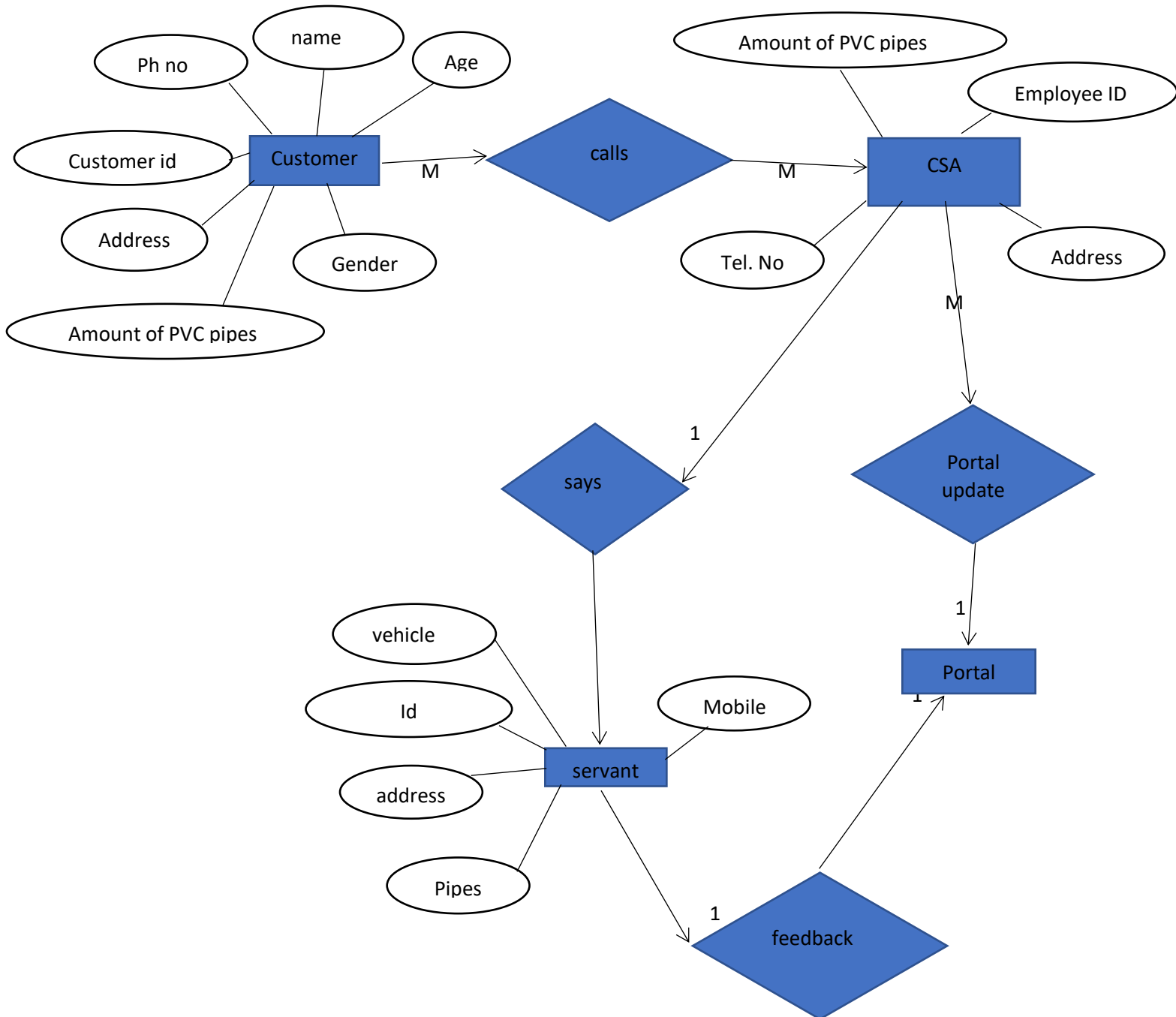
**Risks:**

- There might be a chance of delay while delivering products due to traffic or some other circumstances.
- Safety of pipes should be taken care while delivering.

## Process Flow Diagram:



## Entity relationship diagram:



**Business decision:**

- Customer should order in huge amount in avail of free shipping and shipping address must be inside the city.
- No return of products once delivered.
- Discounts of 20% will be given on large orders.