**Feasibility Report: Hayat Yogurt Company's Modernization of Information Systems**

**Executive Summary**

We have an important company called Hayat yogurt, which produces yogurt-related products. However, recently, product sales have started to decrease due to our inability to use information systems effectively in our company. This report aims to find a solution to this problem and to better manage the project process.

**Introduction**

As a Hayat Yoghurt company, we have not been able to use information systems efficiently, so we have not been able to achieve the profit rate we would like in recent months. In this direction, our goal for the company is to achieve operational excellence. In addition, we aim to develop new business models, strengthen customer relations, and gain a competitive advantage against competitors. The works that we will do in line with these goals will be aimed at increasing the number of sales of the company.

**Background and Context**

Our Hayat Yogurt Company has a deep-rooted history in the market. It has had a strong market presence over the years. Since our company has used a traditional business model from past to present, it has remained away from information technologies. We determined that the problem we were experiencing was due to deficiencies in some of our departments. In this context, we discussed our main 4 departments for the solution. These departments are Manufacturing and production, Sales and marketing, Finance and accounting, Human resources.

**Evaluation Criteria**

* **Technical Feasibility:** There may be a lack of automation in the Manufacturing and Production Department.
* **Operational Feasibility:** It may be due to lack of customer relationship management (CRM) in the Sales and Marketing Department. Also, the problem may be due to customer information not being tracked effectively. As a result, customer relations and sales performance may be negatively affected.
* **Economic Feasibility:** There may be a lack of financial reporting and analysis in the Finance and Accounting Department. This problem arises from the lack of a financial information system.
* **Organizational Feasibility:** There may be a lack of personnel management in the Human Resources Department.

**Evaluation of Solutions**

* Various management methods need to be applied to eliminate the deficiency in the manufacturing and production department.
* A production plan should be prepared according to demands by improving Stock and Demand Management.
* Key performance indicators (KPIs) need to be determined through Performance Analysis Evaluations and then monitored.
* Marketing strategies should be developed to eliminate the deficiency in the sales and marketing department.
* Customer information can be organized and analyzed using CRM systems. In this way, one-on-one communication can be established with customers.
* Customer interest should be increased by announcing campaigns and discounts to wider audiences.
* Financial information systems should be used to solve the problem experienced in the Finance and Accounting Department.
* Accounting software such as QuickBooks and Xero can be used.
* Financial management software such as SAP and Oracle Financial Services can be used.
* In order to solve this deficiency, the Human Resources Department must identify the performance deficiencies of the personnel.
* In line with these deficiencies, the improvement of the personnel should be ensured by providing various training and seminars.
* In addition, when assigning tasks to personnel, the distribution of tasks should be made by paying attention to their personality characteristics.

**Conclusion**

We anticipate that implementing automation systems and improving data management for Manufacturing and Production will increase operational efficiency. We thought that the establishment of a CRM system for the Sales and Marketing Department is another important issue in terms of strengthening customer relations and increasing sales performance. Financial analysis and use of financial information systems by the Finance and Accounting Department will increase efficiency. We believe that improving personnel management in the Human Resources Department and positioning people correctly by conducting personality analysis will positively affect the performance of the personnel.

**Final Recommendation**

We predict that the company's declining sales will increase thanks to the integration of information systems in the company's four basic departments. As a result, improvements will be made within the company and market superiority will be regained over rival companies in the market.