**III. Current IT Situation**

SAI Toys – SWOT Analysis

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| Strengths | * Leading manufacturer of products for Gifted Electrical Engineering Kids (GEEKs). * Products are manufactured in-house. * Supplier of major retail stores and e-commerce-only sites with toys. * Public website provides a substantial amount information:   + Products   + Locations   + Warranty information * Manufacturing Support System (MSS) maintains the supply chain information to manufacture products:   + Raw materials   + Vendors   + Prices * Human Resources System (HRS) maintains and tracks personnel and benefits information. * Sales and Marketing System (SMS) tracks sales and marketing efforts of company’s entire sales force. |
| Weaknesses | * Company has multiple buildings on different sides of city which may cause unnecessary delays. * No direct interaction with consumers. * Anecdotal warranty information and stories from staff members; no proper system in place. * SMS manually prints and send orders daily to the MSS to be filled. |
| Opportunities | * Direct interaction with consumers through warranty service. This is an opportunity because the company could establish and provide a higher level of customer service. * Tracking warranty service details and defect rates is an opportunity for the company to highlight a quality product or focus on improving quality. * Automate SMS order information so there is less labor/time involved in fulfilling orders. * MSS maintains the supply chain information. This is an opportunity because the data can be used to justify how a “direct to consumers” service can maximize profits by cutting out the “middle man.” |
| Threats | * Not selling directly to consumers may allow competitors to establish secure/loyal customer base. * Website does not track warranty support details or defect rates. This is a threat because people want to know if the product is reliable. |

SAI Toys – AS-IS Process



SAI Toys – Competitive Strategy

