## Premise:

We as a team have been hired by a mid-sized electronic retail chain known as “TechMart.” This company has multiple stores across the country and an online presence. However, we have been hired to update their information systems (IS), inventory management, customer relationship management (CRM), and integration between their online and physical store. We as a team are to create and implement a new update for their business to help become more sustainable.

## Identify the Business Needs:

* Outdated Information Systems: Legacy systems (old systems) lack the ability to adapt to modern retail needs, leading to processes and data silos.
* Inefficient Inventory Management: Inventory inaccuracies result in overstocking, understocking, and delays in fulfilling customer orders.
* Poor Customer Relationship Management: The current system does not support personalized marketing or effective tracking of customer feedback and preferences.
* Lack of Integration: Because of the aforementioned, this leads to disconnections in the online and physical store operation systems. Inconsistencies in pricings, inventory abilities, and customer experience are in needing of upgrading to help the business succeed.
* UPGRADING IS ESSENTIAL!
* Competitiveness: Without modern systems, TechMart risks losing market share to competitions who use cutting-edge technology
* Customer Retention: An updated CRM will assist in maintaining and growing the customer base
* Efficient Gains: An integrated system will help with reducing redundancies and streamline operations

## Project Scope

### In Scope:

* **System Upgrades:**
* Implementation of a cloud-based inventory management system for tracking and stock optimization
* Deploying a modern CRM system with customer segmentation, loyalty program tracking (track patterns within a customer’s purchases to encourage them to purchase more products), and marketing automation features
* **Integration:**
* Synchronizing data between online and physical stores to ensure consistency
* **Limited Employee Training:**
* Training key staff on the new systems to ensure smooth adaptation to the new systems implemented
* **Testing and Deployment:**
* Conducting pilot testing in select stores before fully changing and adjusting to the changes

### Out of Scope:

* **Expanding Physical Store Locations:**
* The project will focus solely on operation improvements, not geographical expansion
* **Long-Term System Maintenance:**
* Ongoing support and upgrades will be looked into and considered in the later phases
* **Advanced Analytics and AI Features:**
* As useful they can be, they are to be excluded to focus more on the upgrades we want for TechMart’s systems

## Objectives:

1. **Integration of Physical and Online Store Operations**

* Develop a unified platform where inventory, sales, and customer data shared across both online and physical stores.

1. **Efficient Inventory and Supply Chain Management**

* Implement a powerful and sturdy inventory system that tracks stock levels and optimize supply chain processes to minimize delays and reduce costs.

1. **Enhanced Customer Experience**

* Upgrade the CRM system to enable personalized interactions, loyalty programs, and faster resolution of customer issues.

1. **Business Intelligence for Strategic Decision-Making**

* Utilizes data analytics tools to provide insights into sales trends, customer behaviour, and operational performance.

1. **Improved Security and Data Management**

* Implement advanced security protocols to protect customer data and secure compliance with data protection regulations.

1. **Leverage Cloud, Mobile Computing, and Social Media**

* Utilize cloud-based systems for scalability, mobile access for operational flexibility, and social media integration for enhanced customer engagement and marketing.

## Deliverables:

1. **Integrated Information System**

* A centralized platform connecting all stores and online operations, ensuring consistent pricing inventory levels, and customer data

1. **Inventory and Supply Chain Management Solution**

* A system for real-time tracking, automated restocking alerts, and supply chain optimization

1. **CRM Platform**

* Features including customer segmentation, loyalty program management, and automated marketing campaigns

1. **Business Intelligence Tools**

* Dashboards and reporting systems to assist in making informed decisions

1. **Security and Data Management Solutions**

* Implementation of encryption, multi-factor authentication, and regular data backups

1. **Cloud-Based and Mobile-Accessible Systems**

* Scalable cloud architecture for reliability and mobile applications for on-the-go access to critical systems

1. **Social Media Integration**

* Tools to analyze social media trends, interact with customers, and manage marketing campaigns from a single platform