

Computer Shop Management System

Target-Organization Assessment

Date	Version	Description	Author
5/1/2018	1.0	<details>	Luong Thai Duong

Table of Contents

1. Introduction
 - 1.1. Purpose
 - 1.2. Scope
 - 1.3. Definitions, Arconyms, and Abbreviations
 - 1.4. References
 - 1.5. Overview
2. Business Context
3. Business Ideas and Strategies in the Project Context
4. External Factors
 - 4.1. Customers
 - 4.2. Competitors
 - 4.3. Other Stakeholders
5. Internal Factors
 - 5.1. Business Processes
 - 5.2. Supporting Tools
 - 5.3. Internal Organization
 - 5.4. Competencies, Skills, and Attitudes
 - 5.5. Capacity for Change
6. Benchmarking Results
7. Performance of Target Organization
8. Assessment Conclusion
 - 8.1. Problems Areas
 - 8.2. Applicable New Technologies

Target-Organization Assessment

1. Introduction

1.1 Purpose

The purpose of this Target-Organization Assessment is used by the Business-Process Analyst as a basis for configuring the business modeling discipline for the Computer Shop Management System of Computer Shop. The Target-Organization Assessment is also used to explain to the stakeholders why there is a need to change the business process, to create motivation and a common understanding among the people in shop that are directly or indirectly affected.

1.2 Scope

The scope of this Target-Organization Assessment is associated with the Computer Shop Management System to be deployed. The Target-Organization Assessment describes the current status of the shop. The description is in terms of current processes, tools, peoples' competencies, peoples' attitudes, customers, competitors, technical trends, problems, and improvement areas. The Development Case and Iteration Plans are directly influenced by this document.

1.3 Definitions, Acronyms, and Abbreviations

CSMS – Computer Shop Management System.

1.4 References

TBD.

1.5 Overview

The rest of the Target-Organization Assessment including business context, business ideas and strategies in the given context, internal, external factors of Starbucks organization, benchmarking, performance classifying and assessment conclusion. Business context is a brief description of the business domain in which the Computer Shop operated. The external factors and internal factors of the shop are also inspected and evaluated. The business process of the organization is then benchmarked precisely base on the analyzed factors, which lead to conclusion for various criteria of computer shop current business model.

2. Business Context

TBD.

3. Business Ideas and Strategies in the Project Context

The computer shop is growing in business needs more developments keep track with the customers

Base on the discussed above, it can be seen that the main object of the computer shop business strategies is to have a computer shop management system. The specified strategies rely mostly on creating a convenient computer shop management system.

4. External Factors

4.1 Customers

- Adults
- Students

4.2 Competitors

Recently many computer shops has been opened all around the capital such as: Hanoi computer, AnPhatPC, PhucAnh, Mai Hoang... which have the same purposes and business model : selling books for customers. Those computer shop are the real competitors of our computer shop in the computer market nowsaday.

4.3 Other Stakeholders

- Suppliers
- Investors

5. Internal Factors

5.1 Business Processes

There are 3 business processes:

- Request when computer is not existed
- Buy book when computer is existed
- Import computers

5.2 Supporting Tools

TBD.

5.3 Internal Organization

At the shop, owner is responsible to invest, manage computer as well as a staff who sale book daily. The book shop open from 7: 30 am to 8: 00 pm, and close in special days, sometimes in the weekends.

There are many kinds of computer for sell in the computer shop. Each brand has many computers that is marked with unique code. Each kind of computer will be put in distinct position in stored. The information about of computer includes: type, name of computer,

colour, and the year of production.... For customers who buy computers, customers will choose the computers in the computer-stand and send request to owner of the shop. Then customers will pay money for owner. Sometimes, customer cannot find a computer they want, customer can order to owner. Next owner can ask supplier to import computer that is not existed in shop. All information related to transaction is written in paper by owner, daily. Owner reports and statistic the number of computers that was sole and makes decision how many computers he should import. The import thing is that this shop do not has invoice to give customers. All information only saved in paper or notebook of owner.

5.4 Competencies, Skills, and Attitudes

TBD.

5.5 Capacity for Change

TBD.

6. Benchmarking Results

- Impacts of Political Factors on computer shop
- Impacts of Economic Factors on computer shop
- Impacts of Technological Factors on computer shop
- Impacts of Legal Factors on computer shop

7. Performance of Target Organization

TBD.

8. Assessment Conclusion

8.1 Problems Areas

- Expensive Computer products
- Increased Competition
- Changing consumer lifestyle choices

8.2 Applicable New Technologies

With the ever-growing of Computer Shop customer base, it is necessary to develop a CSMS that is capable of enhancing customer's satisfaction for the firm. The primary goal of CSMS is to integrate and automate sales, marketing, and customer support; thus, nullify the mentioned obstacles. Building a hi-tech CSMS help to improve business relationships with customers, specifically focusing on customer retention, and ultimately to drive sales growth.