# Castélle description

Castélle is an e-commerce organisation specialising Asian beauty and fashion. It is an online retailer in UK to distribute a wide range of lifestyle products from the region, that includes clothing, perfumes, face care and make up products. As an online retail business, Castélle uses a range of IS to conduct its day-to-day operation. Most importantly, it uses an online retail management system to track the progress of each individual order, until it is delivered to the customer. The system uses an Inventory Management system to manage the stock for the products, and supports tracking of every order until completion. In addition, Castélle uses a Knowledge Management System, which serves as central repository for all the guidelines, rules and FAQ relating to the business. The repository is updated with information to store any new guidelines that are produced to help staff and customers deal with sales. The business also uses a merchant system to process all its payment transaction. The service enables merchant to accept credit and debit card for payment. Finally, Castélle is using a Customer Relationship Management System, which stores customer information and supports phone operators when dealing with a client, helping them to track progress of logged issues, generate a refund request etc.

Inventory Management system (IMS)

The IMS is designed for tracking inventory, orders, sales and deliveries. It is used to avoid product overstock and outages. It has a fully automated demand forecasting and inventory optimization system to attain key inventory optimization metrics such as reorder stock, order quantity, lead demand, stock cover and accuracy. The IMS is also used to track products when they are deliver to a customer and transported from a vendor to warehouse.

Knowledge Management System (KMS)

Knowledge management encourages the reuse of creative resources, improves decision-making, and facilitates creativity. The KMS is exist to help businesses create and share information. The KMS allow others to learn from the organization's knowledge and reuse what has already been achieved and share what has been experienced, developed, and proven. KMS is also used to Collaborate with others to achieve improved outcomes, gain insight from a variety of backgrounds and access the knowledge other individuals.

Customer Relationship Management Systems (CRM)

CRM allows a company to build stronger bonds with its clients, service providers, colleagues, associates, and suppliers. Customer acquisition and retention, which is at the core of a CRM's work, involve strong partnerships and maintaining track of opportunities and clients. With CRM, business owner can see everything in one place — a simple, customizable dashboard that can tell you a customer’s previous history with the company, the status of their orders, any outstanding customer service issues and more. Besides that, Follow-up emails can be auto-generated and checked for efficacy with a CRM system, and management can quickly view the most up-to-date content of a customer meeting.

Zachman Framework

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| --- | --- | --- | --- | --- | --- | --- |
|  | **What** (Data) | **How** (Function) | **Where** (Location) | **Who**  (Person) | **When**  (Time) | **Why**  (Motivation) |
| **Scope** (Contextual) *Planner* (Executive Management) | Description and inventory of data.  Eg.  Beauty and fashion products,  Customer data,  Employee data. | Description of strategic processes and services.  Eg.  -Process of placing order for new stocks.  -Customer Relationship Management process. | Bristol business park. | Shareholders, CEO, Marketing and sales team,  Suppliers,  Customer Service team and Clients.  Look into organisation chart, define by roles | Major sales event such as Black Friday, Christmas, Boxing day, Cyber Monday etc. | Increase number of sales made with new products.  Offering the best customer service  To enhance profit of company  Enhance day to day communication between department |
| **Enterprise Model** (Conceptual) *Owner* (Operations Management) | ER Diagram, relational database | Description of operational processes  Eg. BPMN Importing of products. | Online payment system, | Management Agents, Customer services. | Monthly sales report,  Monthly performance report,  weekly stock update process. | Generate profit,  Integrity of supply chain view. |
| **System Model** (Logical)  *Designer* (Business System Architect) | Diagrams of products, customer and employee  Specify what data | UML activity diagrams, data flow of placing an order and logistic operation and customer service. | BlueHost dedicated web server hosting, Firebase hosting service | UML Use Case diagrams. | Sales reporting process, order purchase process | Business rules and policies, cost-effectiveness plan. |
| **Technology Model** (Physical) *Builder* (Information Systems Architect) | Database schemas, XML schemas and actual data attributes. | UML Class diagrams.  Application design | IT department | System administrator  Sequence diagram of interaction between Customer and Customer service team.  Sequence diagram of interaction between Suppliers and Marketing and sales team.  Back end – sequence of interaction /  Work out security profile | Determined by the system availability, operating rules, user instructions. | Ethics and Conduct of work, a holistic view of the supply chain with modelling of material and cash flows. |
| **Detailed Representation** (Out of Context) Subcontractor (Systems Developer) | MySQL Database and SQL. | Detailed System program  (Pseudocode),  Application design, UML Sequence diagrams.  Coding and integration | LAN connection, internet protocol. | Administration and moderator roles | Expected completion of process and defined timescales. | Conformance with expected procedures. |
| **Actual Functioning System** (Users, Support and service providers) |  | Code  Application and facilities offer to users. | E-commerce website | Users,  Customer service representative. | Real time events, communication flow, emails and phone calls. | Delivery of best online shopping experience. |