

System Proposal (1)

This proposal outlines the new system recommended to address your business challenges. Working with DesignIT, we guarantee a solution that will streamline your custom cake ordering process, improve customer retention, and reduce your operational inefficiencies. Our team will collaborate closely with Emily Bakes Cakes to ensure that the system is tailored to meet your unique needs and integrates with workflows seamlessly.

The proposed solution is created to:

- Simplify the order creation process/tracking
- Eliminate lost and duplicate orders
- Increase customer satisfaction/retention
- Improve customer data management

The current paper-based ordering and tracking system at Emily Bakes Cakes creates major inefficiencies and operational burden on the business. By utilizing a digital order management system, we aim to streamline the entire process from new customer sign-ups to final order fulfillment. The proposed digitized system allows employees to input custom cake orders directly into a centralized backed up database, eliminating the paper-based system adding to costs.

One of the most significant factors in the current system that has been resulting in added costs to your business is the loss or misplacement of orders. Having lost an estimated 3 to 5 orders each month is largely affecting customer satisfaction and retention rates. The proposed solution will eliminate this issue by storing all customer data in a secure database accessible to employees. With a system like this the risk of lost and duplicate orders decreases significantly leading to a direct result in increased revenue.

Below you will find several key recommendations we plan to implement to improve customer satisfaction. Once our custom cake ordering & customer management system is in place we also recommend a few other components to enhance the current system. We recommend Square POS system because it offers a range of features that will benefit your business. Square offers flexibility in payments, security, and affordable pricing. This will allow for quick processing times with customers leaving them more satisfied. We also recommend using Backblaze, a cloud-based service that allows for unlimited space to back up critical information, such as customer data and custom cake orders. Preventing loss of orders will ensure higher customer retention.

A key challenge for Emily Bakes Cakes has been handling customer data and storing it in an efficient manner. Our solution provides the business to store all relevant information of customers, making it easy to handle future orders and contact them when needed. One of the reasons we recommend using Shopventory is that it allows you to analyze trends in what customers are purchasing. Shopventory also provides staff with critical information about inventory, reducing the chance of stockouts, and providing customers with the products they would like.

The new system will provide significant improvements in operational efficiency and customer experience. This solution offers valuable insights into your customers needs and trends. The result will be a bakery that doesn't just meet customer expectations but exceeds it. Together with DesignIT's expertise, we are confident that this solution will enhance your business and provide success in a competitive market.

–Economic feasibility–

–Technical feasibility–

–Operational feasibility–