

Course: COMP1647

Information Technology Planning

Due Date: 2nd November 2017

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Date of Submission: 2nd November 2017

Information Technology Planning

Table of Contents

Executive Summary:	4
Introduction:	5
Issue:.....	5
Focus Area:.....	6
Strategic Evaluation:.....	7
SWOT Analysis:.....	7
Internal Factors:	8
Strengths:	8
Weakness:	8
External Factors:.....	9
Opportunities:	9
Threats:	9
Impacts of IS:.....	10
Describe Major System: Enterprise Resource Planning System (ERP)	10
Supply Chain Management (SCM):.....	11
Human Resource Management (HRM):.....	11
Manufacturing Resource Planning (MRP):.....	12
Finance Resource Management (FRM):.....	12
Management Information System (MIS):	12
Customer Relationship Management (CRM):	13
Marketing Resource Management (MRM):	14
Major 15 Functional Requirements:.....	15
Reporting System:	16
IT Perspective Regional Office between Head Office:	17
Email:	17
IP Phone:	17
Online Chatting:.....	18
Google Translate:.....	18
Voice Mail:.....	18
Video Chat:.....	18

Information Technology Planning

VPN:	18
SMS:	18
VoIP:	19
Notification:	19
Skype:	20
Dedicated Server/ Email Server/Cloud Server /Backup Server:	20
Biggest Organizational Changes with New System:	21
Operational Change:	21
Structure Change:	22
Management Change:	22
Technology Change:	22
Overcome:	23
Use The Appropriate Financial Data From The Scenario:	24
Report Auto Generate:	24
IT Experts' Training:	24
Central Database:	24
Online System:	24
Global Purchasing:	24
IT Expert:	25
Skilled Purchasing:	25
Profits save System:	25
Conclusion:	27
References:	28

Executive Summary:

The continent **6 café is a coffee shop**, which the **head office purchases coffee from Brazil**. The **shop has 12,000 café** and **40 regional offices** and **one regional office** are **responsible** for **300 café**. Currently the café working with **limited IT facility**. The **CEO vision** is **number one café in the world**. The café wants develop their organization. In this **assignment have** task- **introduction, strategic evaluation and impact of IS**. The café entire flow all these tasks- Introduction: background and **issues that are hindering the organization**. And focus organization development. Strategic evaluation: The café analysis their **Current position with SWOT analysis**. Using the SOWT analysis the café founded strength, weakness, opportunities and threats of organization. Impact of IS: **proposed major system**, I have selected **ERP system with 15 major functional requirement** of organization. **IT perspective regional office between head office** which they are communicate easily. Biggest organization change for new IT system, this part is describing functional change and generates report. End of the part is **use appropriate financial data** from scenario.

Introduction:

Continent 6 café is a coffee shop which *situated in Recife, Brazil*. The *shop has 12,000 café and 40 regional offices*. *Each regional office has 300 cafés*. The *regional office allowed developing the IT systems*. They have great *ratings on websites*. The *CEO vision* the *number one café* in the world and *price and quality*. The regional offices are not *particularly skilled in purchasing*. The current situation is the café shop have *limited IT system*. So the café face many problems. Describe the issue that hindering are given below-

Issue:

- **No central IT system:** The café has *individual IT system*. It is not enough for shops. And the café *do not have any expert IT staff*. And the café need IT Experts for *quality controller report* .so the café needs IT experts for their new IT system.
- **Communication skill Lacking System:** The regional offices are not *particularly skilled in purchasing*. The senior management needs *universal language* for across the office.
- **Global Purchasing System Lacking:** The café does not have any *global purchasing* system for their product. The *product purchased by head office* for whole chain is coffee which is gets from *local producers in Brazil*.
- **No Central Database:** The regional office and head office *staff manages* their *data by own way*. It is so *difficult* to *create analysis report*. And the café *loss their data* for no central database.
- **Department interconnected:** thought a small number of café are *facilitated IT facility* but they are not *interconnected*. All department *like- manager, buyers, accounts clerks, administrative, managing director, commercial director and financial director*.
- **Poor Reporting System:** Regional office *provide limited report* to the head office and that is so poor and that is not enough for the management. The café have head office and regional office but they do not have any country office. So they need country office under each regional office.
- **Networking Lacking of Regional Office:** Regional offices are running throughout their own style. The *regional office and Head office are not networking connected* each other.

Information Technology Planning

- **Forecasting:** Forecasting is the *use of significant data* to *resolve* the way of future trends. This is usually based on the expected demand for the goods and services they offer.(Anon., 2017)
- **Addition Source of RM (Raw Materials):** The café *produce coffee from Brazil*. If they *cannot purchase coffee from Brazil for weather or other problem*. They do not have any alternate way purchasing for coffee. So they *need alternate way for purchasing coffee*.
- **Website and apps base application:** The café have *outstanding rating on website* for products visit. So they need website for better service and *online marketing* as well as *they need won apps for their product advertising*.

Focus Area:

The café *working some manual system*, where *lots of issues* start *that hinder the organization*. The café *focus on different area*, Such as- *central IT system, develop a central database, develop communication skill system, and develop their Global Purchasing System, Reporting System, Forecasting, networking lacking of Regional Office etc.*

Strategic Evaluation:

SWOT Analysis:

This is *techniques of business analysis*. Which **Strengths and weaknesses** is *internal part of the organization* and **Opportunities and threats** are *external part of the organization*.(Anon., 2017)



Figure 1- SOWT Analysis

Internal Factors:

Strengths:

- The regional offices are **situated in different area** of the country. Which the customers contacts easily with café for purchases coffee.
- The **cafe has 40 regional offices** and one regional office is responsible for **300 cafes. Total café 12,000.**
- The only product purchased by head office from local **producers in Brazil**. There is **no doubt their product is very good.**
- Brazil has produced the **largest tonnage of coffee for 40 years** and **significant increase** in the **demand for their coffee.**
- There is no doubt the café **manufacture Quality full coffee.**
- The café has **already good rating on website.**

Weakness:

- The café has **limited IT facility**. And **networking system is very poor.**
- The regional offices **are not particularly skilled in purchasing** because they are so **expensive.**
- The café **do not have** any **Global Purchasing System**. For the café **do not save** the company something in the order **of \$50 million annually.**
- The café have **Communication lacking** system staff between customers.
- **Reporting system is very poor.** They do not have current reporting system.
- They **do not have central database** for data keeping.
- The staff **does not use international Language** for customer. They need improved their language system.

External Factors:

Opportunities:

- **New IT system** will be process.
- Café reputation will be increase by their providing service and product as well as **price and quality**.
- The café develop **particularly their skill purchasing**. And develop their language for staff.
- **Global purchasing** will be increase and the head office grater purchasing power.
- Global purchasing could save the company something in the order of **\$50 million annually**.
- **Medical research** the **coffee is best** between coffee and tea.
- Currently coffee Marketing will be very good for **website rating** and manufacture from Brazil. Because **Brazil is the best place for purchasing coffee**.

Threats:

- For **Less coffee production** the staffs face many problems. For the less production the customer and market will be hampering.
- **Weather change** will be problem of coffee purchasing time.
- If the staff do not supply coffee on time. So they **break outside law**.
- Currently the café have **limited IT system** so the café will be develop their IT system. It is so expensive.
- The café need **IT experts** for manufacture product. If the quality check will be something wrong the café loss their customer and market.
- **No global purchasing system**. If the café started global purchasing system then they cannot maintain quality and price then they loss reputation and market demand.

Impacts of IS:

Describe Major System: Enterprise Resource Planning System (ERP)

The **café need ERP system**. ERP is a process by which a company **regularly a manufacturer** manages and integrates the **significant parts** of its business. An **ERP** information system integrates **areas like- planning, purchasing, inventory, sales, marketing, finance and human resources**. So the café need all areas. (Anon., 2017)



Figure 2-ERP System

A café will typically use a combination of different modules to **manage back-office activities**.
ERP Methodology are giving below-

Supply Chain Management (SCM):

SCM is the most **capable and effective**. Like -product development, production, sourcing and logistics, each of which assists in creating quality products and coordinating their flow to the customer. **SCM focus on different area**, such as-

- **Suppliers.**
- **Manufacturers.**
- **Distributors.**
- **Customers.**
- **Reporting system.**



Figure 3- Supply Chain Management System

(Anon., 2017)

Human Resource Management (HRM):

HRM is used to explain official systems devised for the management of people within an organization. **HRM have different areas**, like- **employee compensation, staffing and benefits, and significant or designing work** and **focus on different from**, like-

- **Online purchasing system.**
- **Online payment system.**
- **Online delivery system.**

(Anon., 2017)

Manufacturing Resource Planning (MRP):

MRP is method of **financial planning and operational for manufacturing company**. The MRP have **modular organizational structure**. Modules keep control, specific characteristics and functions of the whole organization. Following area, like-

- **Product specifications.**
- **Quality control.**
- **Order management.**
- **Purchasing.**
- **Inventory.**

(Anon., 2017)

Finance Resource Management (FRM):

FRM refers to the **capable and helpful** management of money in such a way as **to achieve the objectives of the organization**. It is the particular function directly connected with the top management. **FRM focus on different from**, like-

- **Cost calculation, like- tax, marketing and advertising.**
- **General accounting.**
- **Strategic planning and financial.**
- **Financial cost distribution.**

Management Information System (MIS):

MIS refer processing of **information through computers and other smart devices** to manage and **support managerial decisions** within an organization. Such as- **systems termed transaction processing system, expert system, decision support system**. The **MIS focus on different areas**. Like-

- **Good problem solvers.**
- **Can think strategically about technology.**
- **Responsibility for developing and then implementing their ideas.**
- **Can bridge both technology and business.**
- **Big picture.**
- **Are excellent communicators.**
- **Can manage time and resources well.** (Anon., 2017)

Customer Relationship Management (CRM):

CRM systems are ***planned to compile information on customers. Such as- the company's website, telephone, direct mail, live chat, marketing materials, social media***, customers' personal information, staff detailed information, purchase history, buying preferences and concerns and ***focusing area , like-***

- ***Faster deployment.***
- ***Ability to work from anywhere, on any device.***
- ***Automatic software updates.***
- ***Cost-effectiveness and scalability.***
- ***Increased collaboration.***

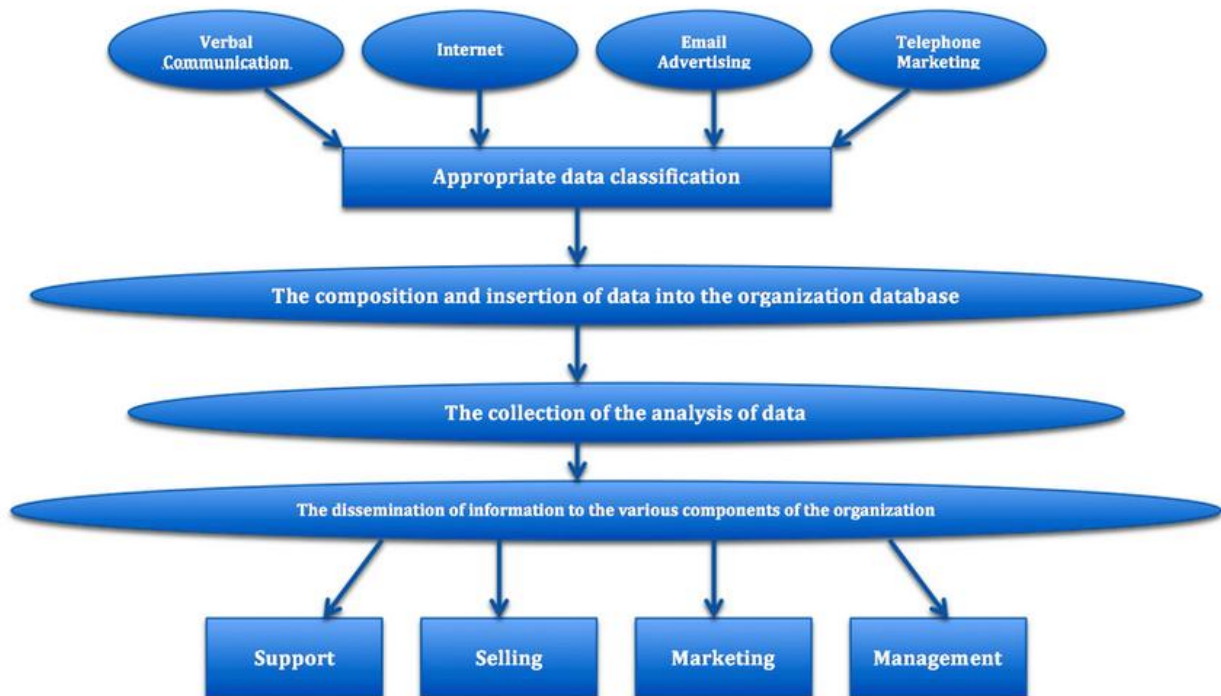


Figure 4-Components in the different types of CRM

Marketing Resource Management (MRM):

MRM is complex marketing *climate requires tough technologies*. For enterprise marketing managers who are *struggling to stability reporting, oversight and delivery*, MRM software can *meet their requirements in a centralized environment and focusing area, like*:

- **Creative production.**
- **Production quality.**
- **Marketing performance.**
- **Calculate Marketing fulfillment.**
- **Knowledge.**

(Anon., 2017)

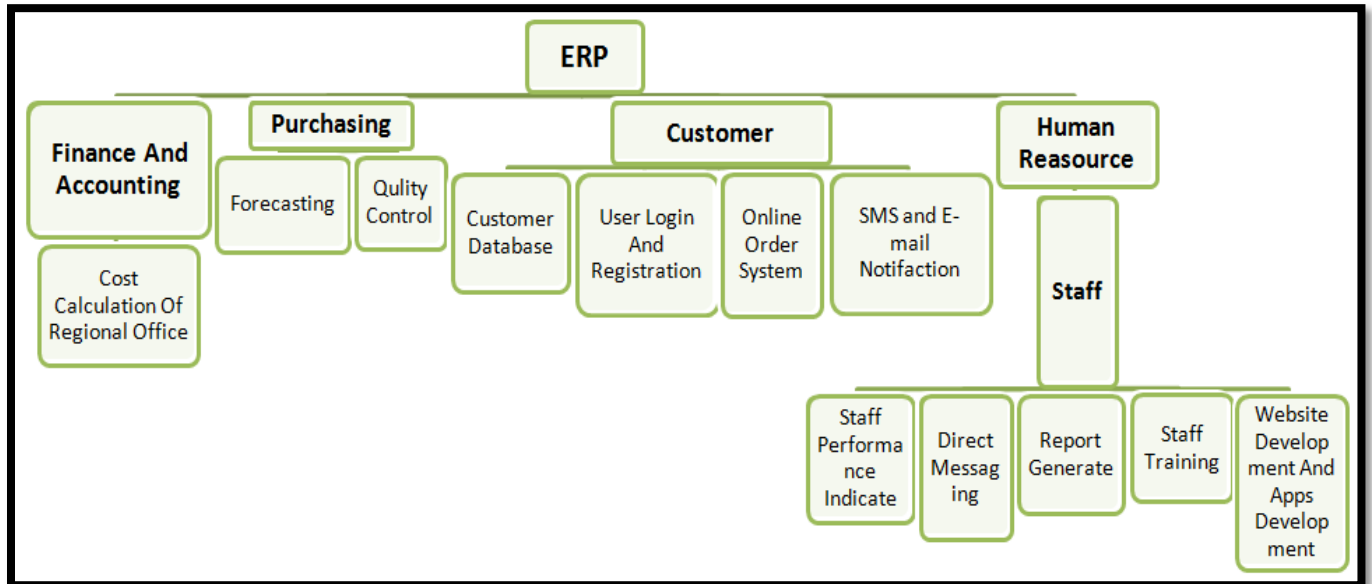


Figure 5- Functional Requirement System

Major 15 Functional Requirements:

1. **User Login and Registration:** Staff and customer can login and registration for purchasing products.
2. **Online Order System:** Customer can order coffee by online.
3. **Staff Training:** The café develop their staff skill by using staff training.
4. **Cost Calculation of Regional office:** The regional office can generated cost calculation report per weekly.
5. **Purchasing system:** The café will be purchasing coffee globally by online.
6. **Staff Performance Indicate:** KPI-key performance indicator.
7. **Direct Messaging:** Salesperson and customer can chat with staff for any query.
8. **SMS and E-mail Notification:** Communicate with customer by sending email to their mail address or sending messaging text to their mobile phone.
9. **Quality Control:** The café maintained coffee quality by using quality controller.
10. **Report Generate:** All type of report generate by the using IT system.
11. **Customer Database:** All customer information will be collected by one database.
12. **Human Resource:** Record all information of staff and create useful payroll and disappear.
13. **Forecasting:** Using Forecasting the significant data will be resolve.
14. **Website develops and apps development:** Staff and salesperson can advertisement of their product and customer can visit their gallery for buying product.
15. **Finance and Accounting:** All accounting report update automate system by selling product.

Reporting System:

Reporting system **generate**, including this:

Expected Report Generate	Recipient	Information interested
Sales report	Regional office (lower level)	Total daily sales
Customer report	Country office (tactical level)	Customer information for contact
Purchase report	Country office (tactical level)	Total weekly sales
Performance report of regional office	Head office (Strategic level)	Total monthly sales
Manufacture report	Head office (Strategic level)	Name of coffee and price and quality

Figure 6- Table for Reporting System

IT Perspective Regional Office between Head Office:

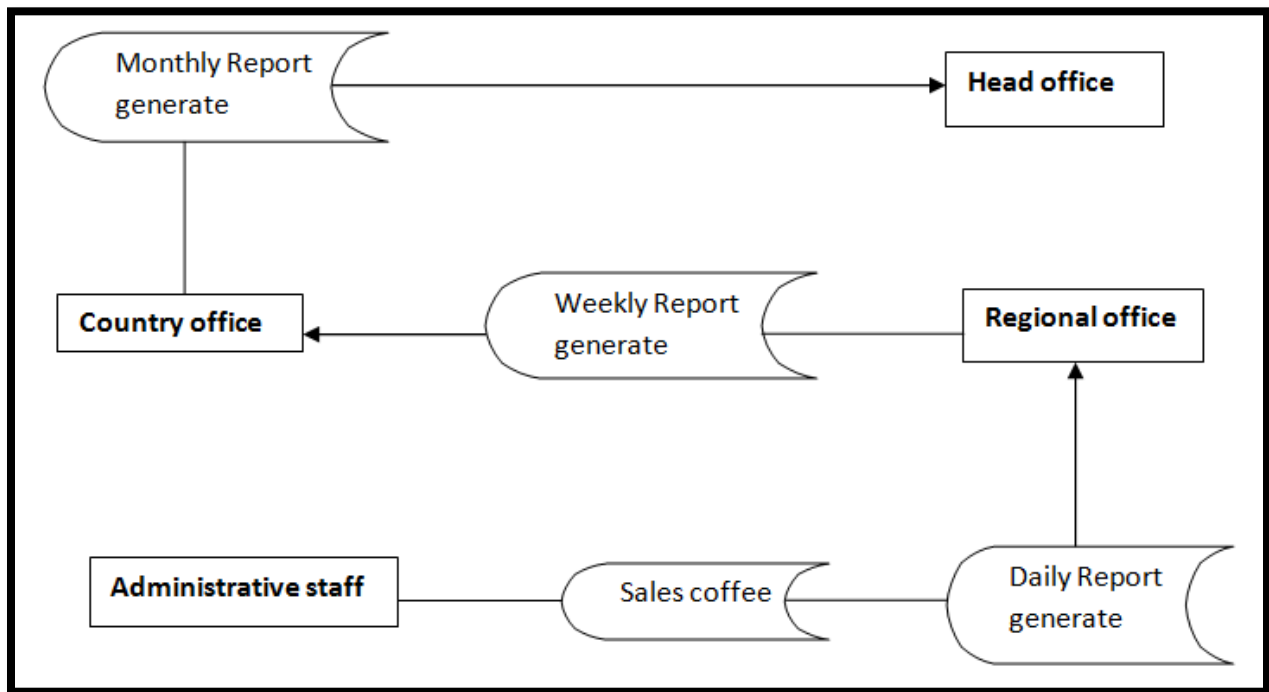


Figure 7- Diagram of IT Perspective

Email:

- They can contact by mail, **Email, short for "electronic mail"**, it allows to **send and receive messages** to anywhere in the world.
- Email evolved to **support rich text** with custom formatting. Email **supports HTML; include links, images and CSS layouts**. They can also **send files or "email attachments"**.

(Anon., 2017)

IP Phone:

- IP phone **call happens** over the **internet** and **costs** only their **broadband connection**.
- **International calls** are also **very cheap** compared to landline calls. The **internet connects one country to another**.

Online Chatting:

- They can ***share their thought*** by ***online chatting***. It is ***Increase sales and Improve customer service*** and faithfulness.
- They can ***share discover customer pain points*** and ***Faster problem resolution***. And ***analytics reports share*** by chatting.

Google Translate:

- ***Google Translate*** is very fast. In fact it is ***human translator***.
- They have ***language problem*** so they ***can convert language by use Google translator***.

Voice Mail:

- Voice mail provides ***twenty-four-hour-a-day answering capability***. It can ***improve the efficiency*** and ***increase the job productivity***.
- It can improve the ***truth of message content*** and it can allow one to ***send multiple messages*** to the people.

Video Chat:

- It allows for ***telecommuting for employees***. ***Scheduling and productivity*** can also be ***improved***, because ***meetings can happen*** at the ***click of a button***.
- Scheduling is ***frequently a problem when organizing big group meetings***, making this a ***distinct benefit***.
- It enables usual and ***clear communication between team members***.

VPN:

- ***“Virtual private network” (VPN)*** use for including: ***security, streaming TV, movies, and music, watching sports***, and much more.
- VPN services will be ***securing their devices***.

(Anon., 2017)

SMS:

- SMS full form ***“short message service”***. They can be ***send messages phone to phone or computer***.
- The ***ordinary customer uses*** their ***phone for email, text messages, bills*** and many other things. ***Messages*** are ***read within 4 minutes***.

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VoIP:

- Analog voice calls are **converted into packets of data**. Such as e-mail, over the public Internet and any private Internet Protocol (IP) network.
- They can **call landline or cell phones**. They can also **call computer-to-computer**.
- Ensure the **best voice quality and security**.

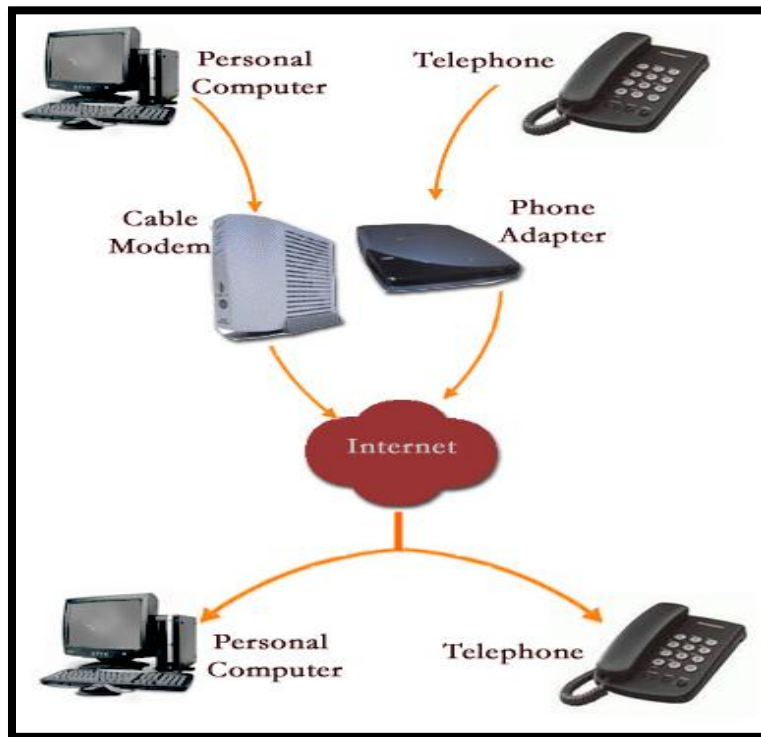


Figure 8- VoIP Network System

(Anon., 2017)

Notification:

- Customer order, **product delivery time will be soon** then they **known that time, due date and Product available or not** by notification.
- Something that **gives official information to someone** that is notifying someone.

Skype:

- Skype is an **IP telephony service** provider that offers **free calling between subscribers and low-cost calling**.
- Skype enables **file transfers, texting, video chat and videoconferencing**.

(Anon., 2017)

Dedicated Server/ Email Server/Cloud Server /Backup Server:

- They need dedicate server for **Data Control** .they can **keep their self through** different methods of **encryption**.
- Email server to **handle all company email**. **Backup server keep** data **more secure**.

(Anon., 2017)

Biggest Organizational Changes with New System:

Operational Change:

Operational change typically refers to more **common changes in positive work processes, reporting structure or job roles**. Including this:

Reporting System:

- It may be **biggest change of organization**. Their report system will be daily, weekly and monthly and report generating **administrative staff to regional office, Regional office to country office, and country office to head office**.
- And final reports are **gathered annually**.

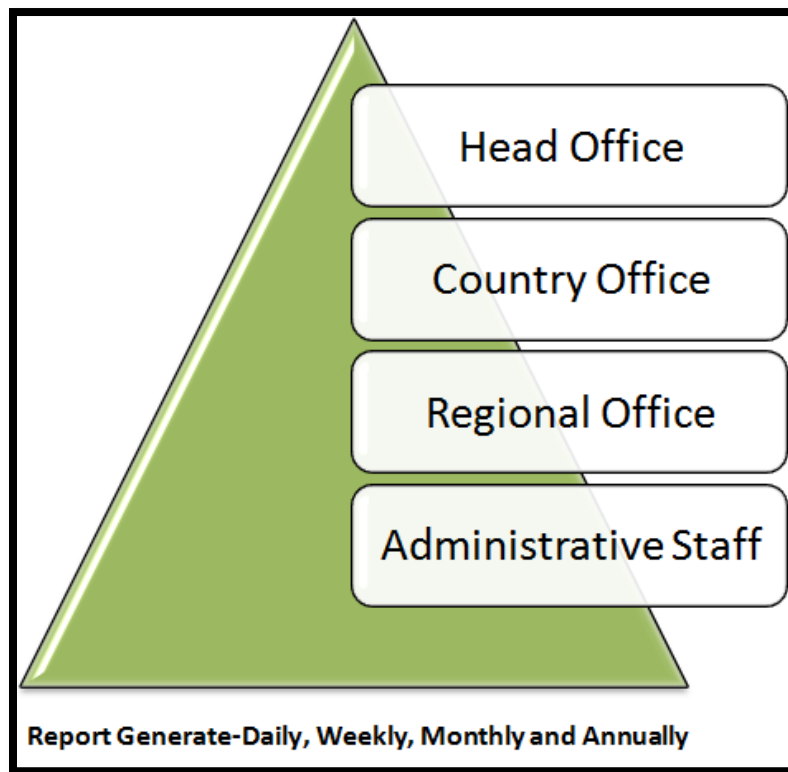


Figure 9-Report Generate System

Work Process:

- The working process is **analogue system**. They **use only spreadsheet** for their **work place**.
- So they **need online system**. It may be biggest change of organization.

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Structure Change:

ERP:

- The café **need ERP system** for their organization. So it may be biggest change of organization.
- ERP have different function. Like-**Manufacturing resource planning, Marketing Resource, Finance resource, Customer relationship, Information System, Human resource** and **Supply chain** etc.

Management Change:

Address Central IT System:

- **Address central IT system**, it may be biggest change of organization. The café **do not have** any **central IT system**.
- Current situation is regional office and head offices **manage data won style**.

Purchasing System:

- The café do not have any **global parching system**. It may be another changed.
- Global purchasing **could save** the company something in the order of **\$50 million annually**.

Technology Change:

IT Experts:

- Another change, the café **needs IT expert**.
- If any **general staff** face IT related **problem** then they **cannot understand** that, **expats** face problem they can **understand easily**.

Online System:

- The company **selling system is analogue**. **Online system** may be another change.
- If, **order and payment** system will be online, they are benefited.

SMS Marketing:

- Another change will be **SMS Marketing**. They can **achieve different customers by advertising**.
- Advertising may be **newspapers, televisions and radio**, are **competing with effective competition**. Ordinary customer **uses** their **phone** for **email, text messages** and many other things.

Overcome:

Staff Training:

- The café **need knowledgeable staff** for **internal and external** system. Staff training may be first change of the café.

Staff Skilled Development System:

- The staff **needs developing skilled**. It is **expensive** so, the café do **not particularly skilled purchasing** and follow **international language**.
- If, they **develop purchasing system**, the head office **grater purchasing power**.

Including changing site, such as-

- **Address central IT system,**
- **Purchasing system,**
- **Staff skilled development system Staff reporting,**
- **IT Experts**
- **Online and SMS Marketing system**

By using changing function, the café **maintain their quality and time**. If any change will be something wrong, they **loss their reputation** and their **market position**.

Use The Appropriate Financial Data From The Scenario:

Report Auto Generate:

- The café does **not have followed** any **reporting system**. The reporting system will be **weekly, monthly and annually**. So the café can **solve their problem** within this time.
- First the administrative **staff keeping data daily** and give data regional office. The regional office **weekly** transfer report to country office. And the country office **monthly** transfer report to head office.
- And they are all time **connected by auto generate system**.

IT Experts' Training:

- The café **need IT expert** for their café.
- They do not have any IT expert's if any staff face problem then they **connect immediately IT expert for salutation**.

Central Database:

- The café **need central database** for **keeping information**. They do not have any central database.
- If they will be use central database for **data collection**, they collected data easy by database. And they **can share their data**, when the staff loss their data or missing data.

Online System:

- The café provide service **using SCM** their **order system**. Any customer can order coffee anywhere.
- The café do not have any **online payment system**. The café will be run payment system for purchase coffee.
- Then Customer and employee both are benefited. It will be save time and cost. The cafe **delivery system will be online**. It is easy to marketing and advertising their product.

Global Purchasing:

- The café do not have **global purchasing system**.
- If the café will be run global purchasing system then they are save money. And their product know world widely.

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IT Expert:

- The café **do not have** any **IT expert**. If they will be apply new IT expert they are benefited. And the café require new IT system.
- IT expert will be managing their IT site easily. If **non IT person** will be **manage** their **IT site** then they **face many problem**.
- Non IT expert do not have any ideas of IT. So IT expert will be helped their organization. It is save time and cost. Non IT expert loss many times for understanding and **IT expert save time for understanding**.

Skilled Purchasing:

- The café **need develop skilled purchase**. If they develop their origination staff skilled, they **communicate easily the entire customer**.
- **Different area**, the café **provide service** in the county. Each country has own language so the café need flow that site. So the café **need purchasing skilled and international language** skilled for the worldwide.

Profits save System:

The café **need save profit**. They need flow their benefited function. **The** café will be save profit including this-

- **Staff training.**
- **Global Purchasing.**
- **Online system.**
- **IT Expert and skilled purchasing.**
- **Own server.**
- **Own website and apps etc.**

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Global purchasing system could save the company something in the order of **\$50 million annually**. Including profit table are given below-

Subject	Cost	Efficient	Benefit
Staff training	\$36000000	29%	\$10440000
Purchasing	\$46000000	33%	\$15180000
Central data base	\$36850000	20%	\$7370000
IT expert	\$29,000000	26%	\$7540000
Own server	\$9000000	26%	\$2340000
Won website and apps	\$23000000	31%	\$7130000
Total=			\$50000000

Figure 10- Profit Table

Conclusion:

At the end of this assignment ***I had a best working experience.*** In this assignment ***I have gained*** different ***development knowledge.*** Like-***skilled development, IT development, software development,*** etc. including ***gain purchasing system, reporting system, delivery system*** etc. Confidently my experience will help me full better achievement in the near future where development problems will come out.

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