-| ISYS3001 | A- 2 | MANAGING SOFTWARE DEVELOPMENT | PRACTICAL SKILLS

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# Introduction

In this case scenario there will be a discussion about a proposal which is being made for a business named Aussie Business Buzz (ABB) which sells different types of products like laptops, routers and phones and various other different things as well most of the products are electronic products only. This business want an integrated system for their 4 branches which can manage their customer databases, marketing system for their stores, their stock management and at last the reports for the management system for all the branches which they have and this business also want to expand their business by opening many other different branches of their store at different locations and these systems the database management, marketing system, stock management and report generation will also be helpful in these stores which they want to expand on.

# Customer Relation Database

Customer relation database is nothing but a system which manages all the databases of the customers activity of buying products to give products for repairing as well.

1. This database will be very much helpful for management of customers data in a very much efficient and better way.
2. There are various different SaaS applications which are already their in the market.
3. This database includes various details of customers like customer details like name of the customer.
4. Product which they have purchased, customer purchase history like what products the customers have purchased from the store in a specific period of time.
5. Problem report is something which is important for the store to manage to get a good feedback from the customer.
6. Basically includes what are the problems which they are facing with the product which they have purchased from the store.
7. Work details of the customer as well and there are many more things which are included in the customer relation database (Rini et al., 2018).

# Marketing System

Marketing system is nothing but a system which is used to do marketing of any type for store or any type of online business.

1. In this type of system there are several types of marketing included like social media marketing, email marketing and various other different types of marketing are also their to do these types of marketing customer relation databases are very much important for doing this marketing.
2. Various marketing management systems are already their in the market. This marketing system is basically helps to advertise the business online and offline as well.
3. This marketing system is very much important for increasing the sales of the business and giving profits to the store.
4. Customer database is very much helpful in generating leads for the store or the business in this case there is a business named Aussie Business Buzz (ABB) which sells different types of electronic items and repairs them as well (Chandru et al., 2019).
5. An efficient marketing system can be very much helpful for the business.

# Stock Management

Stock management is basically used for managing items which are available for sell and to get the information that what items are not available to order them to sell.

1. In this case scenario this system can be used for knowing that how many products are available for sell, parts which are used in repairing items and automatic ordering the items which are not available in store for selling from the wholesalers which provide items for selling in bulk.
2. This system is very much helpful in managing the store items in a very much efficient manner it can automatically manages all the items and can also manage the ordering part from the wholesalers automatically and it will be hassle free for the store owner.
3. In this case scenario this business is selling electronic items like laptops, phones, etc. This system can manage the items in the store very much efficiently. It is a very much better and efficient way of managing the stock of any store (Kurniawan et al., 2022).

# Reports for Management

In this case scenario there will be a discussion about making a proposal for a business for managing in a efficient manner and in this management process they are mainly focusing on 4 things first one is the customer relation database which is a very important thing to manage in any business, second one is basically a marketing system for doing proper marketing of that business, third one is basically nothing but a stock management system which will manage all the items in the store and manage them properly and the last one is report management of the stores. In this section there will be a discussion about the report management system for all the stores of this business which is being discussed in this case scenario. Report management is nothing but a system which includes all the systems report and manage them in an efficient manner it also includes several other things like recruiting staff for the business or the store, ordering stock for that specific location store and many more things which are also their in this case scenario. Basically it helps to manage all the things in one place (Shargu, 2021).

# Conclusion

In this case scenario there will be a discussion about a business named Aussie Business Buzz (ABB). This business basically sells different types of electronic items like laptops, phones and various other different devices and repair them as well. In this case scenario there will be a preparation of proposal on 4 main aspects first one includes customer relation database which basically manages all the data related to the customer, second one is marketing system which do marketing on various different platforms like social media and email various other platforms are also their to do marketing, third one is stock management which basically manages all the stock in the store and orders the items which are not their in the store to sell and the last one is report management its basically like the management part of the store which covers all three aspects in this and also includes the management part of the store like recruiting staff and various other things.

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