IT Strategy & Business Overview for Asha-Mic Global Nigerian Ltd

AIT 628 Business Plan + IT Recommendations by

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Business Overview - Mission and Vision

ASHA-MIC GLOBAL is a logistics and cargo company that seeks to freight goods and services between the United States of America and Nigeria.

VISION: To be a leading global cargo shipping company, connecting people and businesses seamlessly.

MISSION: Provide exceptional and dependable cargo transportation services that prioritize the safety of goods, timely deliveries, and seamless communication, with an unwavering commitment to customer satisfaction.

Medium/Long term Strategy: Transition of operations to complete digitalization and automation and providing customer centric solutions that would enhance efficiency and sustainability and thereby enabling a sturdy expansion of the business to other countries.

Business Overview – Business Pain Points

Manual Business Process: Currently, 90% of the business operations is done manually (data entry, freight package tracking, payments, reconciliation) creating ineffectiveness.

Inefficient Communication: The use of traditional telephone calls and SMS is not sufficient to provide real-time updates to clients, as is the norm with cargo and courier services.

Outdated Inventory & Warehouse Management: Sorting of packages and management of items in the warehouse are currently being done manually and this allows for errors and packages being misplaced or not found

Absence of an Integrated and Secured Payment System: The business currently receives payments directly from clients. Payment reconciliation is sometimes excessively tedious.

❑**Lack of Scalability Opportunities**: Due to the current stress on operations and processes, the business is unable to attempt to expand its operations to other regions and areas.

Business Overview - Customers

Senders: Individuals and Businesses in Lagos (Nigeria) that have the need to send consignments to Maryland (USA).

Receivers: Individual and Businesses that are in Maryland (USA) and are expected to receive the items that have been sent from Nigeria.

Top 5 Business Objectives & Strategic Themes

Building a Reliable and Scalable Delivery Network

Improving Customer service by adopting a modern Supply Chain Management System provide great Customer Experience to all clients.

Minimizing Operational Risks and Losses

Adopting Modern Tools for Marketing and Improve Workflow.

Branding and Visibility

Business Positioning – SWOT Analysis

Strengths

- Operational Flexibility
- Direct Contact with Customers
- Low-cost Operations
- Recurring clients allows to build personal relationship

Weaknesses

- Lack of Website and Online Presence
- Limited Tracking and Updates
- Manual processing of packages
- Lack of adequate man-power

Opportunities

- Provide the growing shipment needs of Nigerians overseas (from Maryland to Nigeria)
- Access to modern technology and systems to provide seamless courier service to clients
- Create of an online presence

Threats

- Competition from established logistics giants like DHL and FedEx
- Constantly evolving international shipping regulation can impact operational efficiency and overall cost.
- Foreign exchange instability/fluctuations
- Local Compliance and Regulatory Constraints

Top 5 Business Trends

Positive Trends

- Rise of Cross-Border E-commerce

- Demand for Personalized, Small-Scale Logistic

Negative Trends

- Customer Expectations for Real-Time updates

- Global Supply Chain Disruptions

- Shift Toward Sustainable Logistics

Top 5 Technological Trends

Positive Trends

- Mobile Friendly Apps

- Cloud Technologies

- Digital Payment Platforms

- AI & Automation in Logistics

Negative Trends

- Increase in Fraud

Competitive Overview

Rank	Competitor	Strengths	Weaknesses
1	DHL	Global infrastructure, reliable tracking, customs expertise, door-to-door delivery, brand trust.	High pricing, less personalized service
2	UPS International	Advanced logistics systems, delivery speed, extensive U.S. network, door-to-door delivery	Primarily focused on commercial accounts, limited cultural and local engagement
3	FWFreight	Operates on Lagos–USA routes, customer-centric, Global Infrastructure, door-to-door delivery	Less focus on individual and small businesses
4	Topship	Affordable pricing, operates on Lagos–USA routes, local presence, scaling globally, door-to-door delivery, frozen food shipping	Lacks shipment tracking capabilities.
5	Icontainers	Affordable pricing, door-to-door delivery, trusted within communities	No operational presence in Nigeria

Current IT Situation

While Asha-Mic has a clearly defined corporate vision and operational workflow, its use of Information Technology (IT) remains largely informal and underutilized.

Currently, the company relies on manual processes and ad hoc communication tools to manage its operations, which limits scalability, increases risk of error, and affects customer experience.

Overview of Current Technology Environment

	Core	Enable
Mechanical	• Weight Scale: for measuring the weight of consignments, which is core to pricing. • Packaging Materials and Equipment • Transportation Vehicles	• Storage Racks & Warehouse Equipment
Human	• Staffing agents • Customs Liaison Personnel	• Admin/Finance Team • Marketing & Communication Support
Knowledge	• Consignment Tracking Process • Pricing Rules for Shipping & Clearing • Customs Clearance Procedures	• Internal Storage Policies • Customer Support Scripts • Documentation Management

Business Initiative to Support Corporate Strategy

Strategy Name	Business Initiative	IT Involvement
Improve Operational Efficiency	Automate Consignment Tracking System	Yes
	Implement Digital Weighing and Billing Integration	Yes
Enhance Customer Experience	Introduce Real-Time Shipment Status Updates via WhatsApp	Yes
	Launch a Customer Feedback Program via Post-Pickup Survey	No
Expand Customer Base in the U.S.	Partner with More U.S.-Based Pickup Agents in other States	No
Increase Revenue per Customer	Offer Premium Packaging or Insurance Options	No
Strengthen Financial Oversight	Introduce a Centralized Payment Verification Dashboard	Yes
Improve Compliance & Documentation	Digitize Customs Documentation and Storage	Yes
Reduce Storage Overhead Costs	Implement Auto-Notification & Demurrage Billing Alerts	Yes
Expand into New Markets	Launch Marketing Campaign for Nigerian Students in U.S.	No

IT Strategy

To support Asha-Mic's logistics and customer service-driven business strategy, our IT strategy is to automate and integrate key operational processes—such as consignment tracking, billing, customer communication, and documentation—through scalable digital solutions.

This approach aims to reduce manual errors, improve delivery transparency, and enhance customer satisfaction while remaining cost-conscious. Given the organization's moderate risk profile and focus on operational efficiency, we will prioritize internally managed IT development and select fit-for-purpose external tools where necessary to accelerate deployment and reduce overhead.

Leveraging IT Capabilities

Improved Operational Efficiency: Automating repetitive tasks which will reduce human errors and speed up operational workflows

Enhanced Customer Experience: Providing real-time shipment tracking, automated alerts, and responsive support channels

Informed Data-Driven Decisions: Ability to provide insights for strategic planning and forecasting using data

Increased Transparency and Trust: Digital records for payments, receipts, and consignment tracking foster greater trust and accountability with customers.

Scalability and Expansion: Robust IT infrastructure makes it easier to replicate operations in other locations or expand services (e.g., adding mobile apps or web portals).

IT Objectives – Improving Business Position

Implement a Consignment Management System (CMS)

Acquire a Customer Self-Service Portal (Web/Mobile)

Integration of an Automated Billing and Payment System

Installment of an Integrated CRM System

Data Analytics and Reporting Tools

Cloud-Based Storage for Records and Documentation

Automated Notification System (SMS/Email/Push Notifications)

To-be Technology Environment

	Core	Enable
Mechanical	• Implement QR-code-based consignment tracking. • Integrate digital weighing scales with automated billing systems. • Deploy GPS trackers on transportation vehicles for real-time monitoring.	• Upgrade warehouse storage with barcode scanners for sorting. • Implement mobile POS systems for secure payment collections. • Install CCTV surveillance in storage facilities for security.
Human	• Train logistics and customs agents on real-time digital systems (CRM, tracking dashboards). • Introduce customer service training for digital-first support (WhatsApp API/chatbots).	• Provide digital literacy training for admin and finance teams (CRM, payment gateways, ERP systems). • Implement reward systems to incentivize staff adoption of digital tools.
Knowledge	• Establish a centralized digital repository for customs documents, shipping receipts, and client records. • Standardize shipping and clearance SOPs with real-time updates.	• Create a knowledge base (online library) for customer FAQs, training manuals, and warehouse policies. • Use analytics dashboards to track operational metrics (delivery times, clearance success rates).

IT Measures

Digitization of Operations:
- % of processes digitized (vs manual)
- Number of platform users (staff & customers.
- Form submission success rates (orders, complaints, feedback)

Website Implementation:
- Use online forms, dashboards, and databases to record transactions.
- Backend logging (timestamps, status updates) to track system usage.
- Connect with tools like Google Analytics or Hotjar to see interaction trends.

Customer-Centric Solutions:
- % of shipments tracked by customers
- Average customer satisfaction score (via post-delivery surveys)
- Number of customer support requests

Website Implementation:
- Add real-time shipment tracking modules (e.g., GPS or tracking code search).
- Collect customer feedback using embedded surveys or pop-ups.
- Implement live chat or help ticket system and track response times.

Efficiency & Automation:
- Average order processing time
- Number of errors or failed deliveries
- % of processes automated

Website Implementation:
- Use workflow automation tools (e.g., Zapier, Integromat, or custom backend code).
- Monitor error logs from order submissions, processing, or label generation.
- Display metrics on an admin dashboard (for internal tracking).

Global Expansion:
- Number of regions/countries served
- Growth rate in new region users
- Delivery success rate in new regions

Website Implementation:
- Track user registrations and shipment destinations by region.
- Use a heatmap or map visualization to display service reach.
- Integrate a country/region selector for dynamic service availability.

IT & Business Risks and Gaps

System Downtime and Reliability Issues due to power instability and challenged technological infrastructure in Nigeria

Compliance with International Shipping Laws and Standards

Information Security and Cyber Threat due to online presence

Initial Customer hesitation and trust issues in providing financial and other importation information

Possibility of additional banking and fees processing charges to Customers may cause low patronage

Scalability and Growth limitations as the business expands

Technology could be expensive for a small business

Innovation

Problem: The current manual tracking and communication system causes delays, miscommunication, billing errors, and limits customer trust and scalability.

Ideas:

Automated Web Portal: Allow senders and receivers to check consignment status and billing info.

Mobile App: Lightweight app with tracking, notifications, payment options.

Smart WhatsApp Bot: Automated updates, FAQs, payment confirmations via WhatsApp Business API.

Blockchain for Documentation: Use blockchain to securely manage customs clearance documents.

IoT-Enabled Tracking Devices: Attach IoT devices on packages for real-time tracking.

AI-Powered Demand Prediction: Predict busy periods and plan staff/logistics ahead.

Innovation

Choice: Smart WhatsApp BoT

Why?

Customers are already comfortable using WhatsApp.

Quick to implement using APIs like Twilio or 360Dialog.

Low cost compared to building a full app or blockchain system.

Provides real-time updates (tracking, clearing fees, pickup instructions).

Enhances customer experience immediately while scaling globally.

Communications

Communication Plan and the most appropriate medium to use:	**Email** – This would help formalize the process and ensure accurate documentation.
	Text messages – for urgent updates, delivery confirmations, and quick issue resolution.
Objectives and Targets:	To build trust with old and new clients.
	Reduce inquires and confusion
	Keeps customers informed of their shipment status
	Improves client retention
Sequence of communiques:	Initial Contact-Creates first impression and establish a proper bargain.
	Booking Confirmation-helps with delivery agreement.
	In Transit-Shipment Updates.
	Delivery Confirmation-Delivered notification via email or message.
	Post Delivery-Feed back request and thank you note
	Monthly follow up-Follow up with customers by offering promos or deals.

Summary

Challenges - Overcoming resistance to digital change (staff and customers), Ensuring data security with digital systems, Managing the cost and timeline of new IT deployments, Navigating international shipping compliance and regulations.

Next Steps - Finalize selection of digital tools (tracking, payments, communications), Start with implementing WhatsApp Business API for customer updates, Digitize internal processes like consignment management and inventory, Train employees and engage customers with digital education.

Timeline - WhatsApp Business Automation: 1-2 months, Consignment Tracking System: 3-4 months, Digital Payments Integration: 2-3 months, Complete Platform Go-Live: 6 months.

Stakeholders - IT Managers and Developers, Warehouse & Operations Staff, Finance & Admin Teams, Customers (Senders and Receivers), Business Sponsors (Executive Team).

Success Factors - Smooth staff onboarding and adoption of new systems, High customer satisfaction scores post-implementation, Achieving operational KPIs (reduced errors, faster deliveries), Financial sustainability (cost-effective technology rollout).

THANK YOU!