

IT STRATEGIC PLANNING FOR ASHA-MIC GLOBAL NIGERIAN LTD

Reference

- Website - <https://b2bhint.com/en/company/ng/asha-mic-global-nigerian-ltd--RC-1845071>
- Instagram - @asha.miclogistics

Business Overview for Cargo Shipping Company (Lagos, Nigeria to Maryland, USA)

Vision: To be the leading global cargo shipping company, connecting people and businesses seamlessly.

Mission: Our mission is to 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.

Strategy:

- **Digitization of Operations:** Transition from a manual system to a streamlined, digital platform for better tracking, communication, and transparency.
- **Customer-Centric Solutions:** Implement technologies that provide real-time shipment tracking and updates for both senders and receivers.
- **Efficiency & Automation:** Introduce automated processes to optimize shipping operations, reduce human error, and ensure timely deliveries.
- **Global Expansion:** Expand our network beyond the current Lagos-Maryland route, offering similar services to other regions, ensuring reliability and consistency across all markets.
- **Sustainability and Security:** Focus on environmentally responsible practices and enhanced security protocols to safeguard packages and personal information.

Current Operations

1. Sender Delivers Consignment to Asha-Mic at the International Airport

- The sender brings their consignment (package/goods) to Asha-Mic's shipping facility at the International Airport in Lagos.

2. Consignment Sorting and Verification

- The consignment is received and sorted by the Asha-Mic team for verification.
- Each item is inspected to confirm its contents.
- The consignment is tagged with the receiver's details, including:
 - Full Name
 - Phone Number
 - Destination (address in the United States)

3. Weighing of the Consignment

- The consignment is weighed using a certified scale to determine its weight in pounds or kilograms.

4. Billing Based on Weight

- The shipping cost is calculated based on the weight of the consignment. The logistics company uses this weight to determine the shipping fees.

5. Payment for Shipping

- The sender makes the necessary payment for the shipping service based on the calculated cost. This payment must be made before the consignment is shipped.

6. Shipping the Consignment to the United States

- The consignment is carefully packed and prepared for international transit.
- The consignment is then shipped to the designated international airport in the United States.

7. Arrival at the Destination Airport

- Once the consignment reaches the international airport in the United States, it undergoes necessary clearance processes.

8. Customs Clearance

- The consignment is passed through U.S. Customs for clearance, where it is examined to ensure compliance with U.S. import regulations.
- Customs may request additional documentation or information as part of the clearance process.

9. Post-Clearance Handling

- After customs clearance, the consignment is transferred to a designated warehouse for storage.

10. Sorting at Warehouse

- Upon arrival at the warehouse, consignments are sorted based on the receiver's details (name, phone number, and destination address).
- This ensures that each consignment is organized and easy to locate when it is time for pickup.

11. Notifying the Receiver

- The receiver is contacted via WhatsApp to notify them of the arrival of their consignment and provide details on how to collect the shipment.
- Sample WhatsApp Message to the Receiver:
Good day our dear customer.
We want to notify you of the arrival of your consignment and, as usual, the process of collecting your valued shipment.

Kindly zelle your clearing fees to our agent, APPLE VTF LLC the +14435368014. Your clearing fees are as follows :

If your shipment is less than 15kg, you pay \$30 flat rate.

If your shipment is more than 15kg, you pay \$2 per kg.

As you zelle the clearing fees, kindly send evidence of payment to Apple VTF and your agent in Nigeria.

For any info, contact your agent in Nigeria and call the customer service unit on this number +16673247788 (WHATSAPP ONLY)

Note: The maximum duration your item can stay in our storage is 1 week, after this, there Will be demurrage fee of \$10 per week.

Thank you for trusting your shipment with us.

12. Receiver Pays the Clearing Fee

- The receiver makes the required payment for the clearance fee based on the weight of the consignment.

13. Consignment Pickup

- Once payment has been confirmed, the receiver is authorized to pick up their consignment from the warehouse or designated pickup point.

14. Final Confirmation

- The logistics company ensures that all payments are completed, and receipts are issued. The consignment is handed over to the receiver upon successful payment.

Key Operational Notes:

- **Storage Duration and Fees:** The consignment can be stored in the warehouse for up to one week free of charge. Any consignment left beyond one week will incur a \$10 per week storage fee.
- **Communication and Customer Support:** All communication with the receiver is handled through WhatsApp to ensure quick and convenient messaging. Additionally, the logistics company provides customer support through WhatsApp for any inquiries related to shipments.
- **Security and Documentation:** All necessary documentation (shipping forms, payment receipts, customs clearance, etc.) is securely maintained by Asha-Mic and can be provided upon request by either the sender or the receiver.

Top 5 Business ‘Pain Points’

1. Manual Data Entry & Tracking

The current manual process for inputting sender and receiver details, as well as item weight, leads to potential data entry errors and delays. The lack of automated tracking results in inefficiencies, poor visibility, and loss of customer trust.

2. Inefficient Communication Channels

Communication with customers (senders and receivers) is predominantly done through phone calls and SMS. This traditional approach lacks the ability to offer real-time updates, which can lead to customer frustration, miscommunication, and delays.

3. Inventory & Warehouse Management

Manual processes for offloading, resorting, and managing items in the warehouse create potential for human error, misplacement of goods, and lack of real-time visibility of cargo status. This reduces the ability to track inventory efficiently and causes delays in delivery times.

4. Limited Payment Integration & Security

The current payment system for shipping charges and clearance fees may be prone to errors or delays and lacks an integrated platform for secure payments. Payment processing could be enhanced with automation and secure online gateways to provide better customer experience.

5. Inability to Scale & Expand Operations

The existing manual infrastructure cannot efficiently handle growth, especially in scaling the business to other regions or increasing the volume of shipments. The lack of a scalable IT system hinders growth and competitiveness in a rapidly evolving logistics market.

Who is the Customer?

The customers of the company can be divided into two main categories:

1. Senders (Individuals and Businesses in Lagos)

- a. Individuals: Nigerians who need to send personal items (e.g., gifts, clothing, electronics) to their families or friends in Maryland.
- b. Businesses: Local businesses that need to ship goods (e.g., merchandise, machinery, raw materials) to other businesses or clients in Maryland.

2. Receivers (Individuals and Businesses in Maryland)

- a. Individuals: People receiving personal items from family members, friends, or associates in Lagos.
- b. Businesses: Maryland-based businesses receiving shipments from suppliers or clients in Lagos.

2. Define the top 5 business objectives and strategic themes, remember these objectives can be long term or short term. The business objectives and strategic themes should reflect growth potential, efficiency, resilience, and customer satisfaction — all while staying lean and adaptive.

Business objectives – forward action: Things you must do to succeed

- Build a Reliable and Scalable Delivery Network; Strategic Theme: Operational Efficiency & Growth Details:
 - o Establish strong, repeatable routes for key locations.
 - o Partner with local riders, dispatchers, or transport businesses for peak demand.
- Maintain High Customer Satisfaction and Trust Customer-Centric Services
 - o Ensure on-time delivery and safe handling of packages.
 - o Provide real-time updates or basic tracking via WhatsApp/SMS.
 - o Offer flexible payment and pickup options.
- Minimize Operational Risks and Losses
 - o Use verified addresses and delivery confirmation (signatures, photos).
 - o Avoid high-risk delivery areas or times unless secure arrangements are in place.
 - o Get basic insurance coverage (goods-in-transit or third-party).
- Embrace Simple Digital Tools to Improve Workflow, overcoming roadblocks
 - o Use free or low-cost tools (e.g., Google Sheets, WhatsApp, Trello) to manage orders and routes.
 - o Gradually build an online presence (Instagram, Google Business, WhatsApp Business).
 - o Explore logistics apps or marketplaces where you can register as a delivery partner.
- Differentiate Through Niche Services or Specialized Logistics
 - o Focus on a niche market like food delivery, medical items, or document delivery.
 - o Offer value-added services like cash-on-delivery (COD), early morning or same-day delivery.
 - o Build relationships with SMEs, online vendors, and local markets.

- Establish a Strong Brand Identity and Local Presence, Brand Building & Market Positioning
 - o Create a simple but memorable brand name, logo, and slogan.
 - o Print branded delivery bags, shirts, or stickers to increase visibility.
 - o Be active in local business communities or online platforms like Jiji, Facebook Marketplace, or WhatsApp groups.

Business Positioning

3. Perform a SWOT analysis

Strengths

What is the organization good at – in the eyes of the customer and relative to the competition

- Flexibility-Able to accommodate special requests, personalized service and culturally aware communication (No Language or Cultural Barrier).
- Direct Communication with customers making it possible for customers to get personalized support.
- Cost-effective operations – No tech overhead; lean and simple setup
- Strong personal relationships – Built on trust and word-of-mouth, which drives repeat business.
- Proven ability to deliver internationally – Despite lack of modern tools, the business consistently ships to the USA and other Western countries.
- Niche experience – Understanding of customs, packaging, and documentation requirements for Nigerian-to-Western shipping.

Weaknesses

What needs to be improved – in the eyes of the customer and relative to the best competition.

- No website or online presence – Makes it harder for new clients to find or verify the business. Customers can't trust a business without a website.
- Limited tracking and updates – Customers may feel uncertain without digital tracking or automated notifications.
- Manual processes – Time-consuming and error-prone record-keeping, which limits scalability.
- Harder to build global trust – Western clients often expect professionalism through digital platforms and payment security.
- Inconsistent branding – Without a digital identity, it's harder to stand out in a crowded logistics market.
- Data Inconsistency, data leakage, Data Compromise.
- Lack of expertise; local way of handling issues.

- Inability to cover a vast network region.
- Complex paperwork and documentation such as customs clearance.
- Lack of access to blockchain technologies that allow shared access through the Ethereum network to securely verify document transactions and send cargo to a company's logistics system.

Opportunities

What could improve business performance, looking at new markets, technology, social, and political and economic trends

- Create a basic online presence – Even a free Google Business Profile, Facebook Page, or WhatsApp Business could build trust and attract new clients.
- Tap into diaspora needs – Nigerians abroad need trusted handlers for family packages, cultural goods, or procurement services.
- Use low-cost shipping platforms or aggregators – Tools like Sendbox, Shippo, or Easyship can help with documentation and price comparisons.
- Accept digital payments – Using platforms like PayPal, Wise, Flutterwave, or Paystack expands customer base and trust.
- Offer additional services – e.g., procurement support, package consolidation, or pickup from small vendors in Nigeria.
- Local Business Focus-Establish strong relationships with local businesses; leverage on supporting their needs and get it tailored to their logistics solutions.

Threats

What could damage sales in the future – looking at new competitors, substitutes, and existing competitors as well as other influences

- Competition from established logistics companies like DHL, FedEx– With full tracking, insurance, and online portals.
- Changes in international shipping laws – E.g., customs enforcement, restrictions on certain items.
- Foreign exchange instability – FX fluctuations could impact pricing and profit margins.
- Customer trust issues – In the absence of a digital footprint, some clients may be hesitant to engage.
- Package loss or delay risk – Without tracking or insurance, problems can damage reputation quickly.
- Compliance and Regulatory Constraints.
- Natural Disasters, severe weather conditions (Snow), plane crashes can disrupt logistics Operations.
- Pricing surge-Inability to introduce discounts and perks to customer due to minimal gain unlike standard logistics companies.

4.Business Trends

1. Define the top 5 business trends, which of these will affect the business? How?

Positive-Rise of Cross-Border E-commerce-More Nigerian vendors and global buyers equates higher demand for international shipping services. Great opportunity to partner with small sellers.

Negative-Customer Expectations for Real-Time updates-Without tracking or tech tools, it's hard to meet customer expectations for live updates or delivery timelines.

Positive-Demand for Personalized, Small-Scale Logistic- Individuals and small sellers prefer informal, flexible logistics. This suits a one-man operation well.

Negative Global Supply Chain Disruptions. -Shipping delays, customs issues, or international route problems can create unpredictability.

Mixed-Shift Toward Sustainable Logistics- Eco-conscious customers (especially abroad) prefer green shipping. May need to consider packaging and consolidation practices to align with this.

1. Define the top 5 technological trends, which of these will affect the business? How?

Positive: Mobile-Based Business Management Tools- WhatsApp Business, Google Forms, and mobile-friendly payment gateways can help manage operations without needing a full website.

Negative: Logistics & Delivery Tracking Systems- Not using basic tracking tools can lead to customer dissatisfaction and lost credibility. Competitors with GPS and live updates may look more trustworthy.

Cloud Technologies: Providing high-speed network access, expanding physical resources, infrastructure scale and efficient supply chain management.

Positive: Digital Payment Integration-Accepting payments through Pay stack, Wise, or PayPal can help with trust and make it easier for diaspora clients to pay.

Low Direct Impact: AI & Automation in Logistics-Not necessary yet for a one-man business but will matter more if scaling up later.

Risk: Cybersecurity & Data Protection-Without secure digital channels, even basic customer data could be at risk (e.g., address, phone number). Also, fraud risks increase without formal systems.

Artificial Intelligence-Optimization of internal processes, eliminates the human factor and errors, speeds up work with a partner, helps to quickly get a comprehensive analysis and recommendations for improving the company's logistics processes

AS-IS Technology Environment

	Core	Enable
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Mechanical	<p>Physical tools and machines are directly involved in core service delivery.</p> <ol style="list-style-type: none"> 1. Weighing Scale - used for measuring the weight of consignments, which is core to pricing. 2. Packaging Materials & Equipment – used to secure consignments for international transit. 3. Transportation vehicles – for transporting goods from airport to warehouse. 	<p>Physical tools that support the core business but are not directly involved in delivering the main service.</p> <ol style="list-style-type: none"> 1. Storage Racks & Warehouse Equipment – to enable easy sorting and temporary storage at the warehouse.
Human	<p>Human roles, skills, and practices that are central to the business service.</p> <ol style="list-style-type: none"> 1. Staffing agents – Trained personnel inspect and verify shipments before dispatch. 2. Customs Liaison Personnel –interfaces with customs to ensure consignment clearance. 	<p>Human involvement that supports the service but is not directly delivering the logistics solution.</p> <ol style="list-style-type: none"> 1. Admin/Finance Team – handles invoice processing, payment tracking, and confirmation of Zelle transactions. 2. Marketing & Communication Support – sends WhatsApp notifications and maintains customer relationships.
Knowledge	<p>Information systems, procedures, or know-how essential to delivering the core service.</p> <ol style="list-style-type: none"> 1. Consignment Tracking Process – spreadsheet to track where each consignment is and its status. 2. Pricing Rules for Shipping & Clearing – Predefined calculations based on weight 3. Customs Clearance Procedures – knowledge of import/export regulations, documentation, and requirements. 	<p>Information assets or practices that support or enhance the core business but are not essential in every transaction.</p> <ol style="list-style-type: none"> 1. Internal Storage Policies – Demurrage policies, collection polices 2. Customer Support Scripts - WhatsApp message templates and response guides for customer communication. 3. Documentation Management – Storage (likely physical or shared folders) of receipts, forms, and clearance records.

Business Initiative to Support Corporate Strategy

Strategy Name	Business Initiative	IT Involvement
Improve Operational Efficiency	Automate Consignment Tracking System	<p>Yes</p> <p>IT will design and deploy a web-based or mobile tracking system that lets senders and receivers track consignment status in real-time (e.g., "Received," "In Transit," "Arrived," "Cleared"). This requires:</p> <ul style="list-style-type: none"> • Backend database integration

		<ul style="list-style-type: none"> • A user-facing dashboard or SMS/WhatsApp alert system • API integration with shipping/logistics updates
	Implement Digital Weighing and Billing Integration	<p>Yes</p> <p>IT will help integrate digital weighing scales with billing software, so weight readings are auto fed into the pricing system. This eliminates manual entry and reduces billing errors. It will likely require:</p> <ul style="list-style-type: none"> • Hardware-software interfacing (IoT or serial port programming) • Custom billing software or ERP modules
Enhance Customer Experience	Introduce Real-Time Shipment Status Updates via WhatsApp	<p>Yes</p> <p>IT will set up automated WhatsApp Business APIs or bots to send customers updates at each stage of delivery. This involves:</p> <ul style="list-style-type: none"> • Linking operational databases to messaging triggers • Using platforms like Twilio, 360dialog, or WhatsApp Cloud API • Managing customer data privacy and message logs
	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 New States	No
Increase Revenue per Customer	Offer Premium Packaging or Insurance Options	No
Strengthen Financial Oversight	Introduce a Centralized Payment Verification Dashboard	<p>Yes</p> <p>IT will develop or customize a central dashboard that allows staff to view payment status, Zelle confirmations, and link them to specific consignments. This would include:</p> <ul style="list-style-type: none"> • Database integration for sender/receiver records • Upload/payment receipt storage features • User access controls and roles for finance/ops teams
Improve Compliance & Documentation	Digitize Customs Documentation and Storage	Yes

		<p>IT will help digitize and organize all customs paperwork using document management systems or cloud storage tools. This includes:</p> <ul style="list-style-type: none"> • Scanning/uploading interface • Metadata tagging (e.g., customer name, date, tracking ID) • Secure access control for both sender and internal staff
Reduce Storage Overhead Costs	Implement Auto-Notification & Demurrage Billing Alerts	<p>Yes</p> <p>IT will build a notification system that automatically alerts customers when:</p> <ul style="list-style-type: none"> • Their item has arrived • The free 1-week storage window is closing • Demurrage is being applied. This requires: <ul style="list-style-type: none"> ○ Scheduling logic (counting days in warehouse) ○ Billing logic tied to timelines ○ SMS/WhatsApp or email alert automation
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.

IT Objectives

What can be gained by leveraging IT capabilities across the business?

By leveraging IT across its operations, Asha-Mic can gain several key advantages:

- **Improved Operational Efficiency:** Automating repetitive tasks (e.g., consignment sorting, billing, customer notifications) will reduce human error and speed up workflows.
- **Enhanced Customer Experience:** IT systems can provide real-time shipment tracking, automated alerts, and responsive support channels to increase customer satisfaction.
- **Better Data-Driven Decisions:** A centralized database of shipments, customer information, payments, and logistics can provide insights for strategic planning and forecasting.

- **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).

Recommended IT Activities to Improve Business Position

Based on the business situation, the following IT initiatives are recommended:

1. **Implement a Consignment Management System (CMS):**
 - Digitize the consignment intake, tagging, tracking, and status updates.
 - **Benefit:** Improved tracking and reduced manual errors.
2. **Customer Self-Service Portal (Web/Mobile):**
 - Allow senders and receivers to check status, download receipts, and communicate with support.
 - **Benefit:** Reduces dependency on WhatsApp-only communication, enhances professional image.
3. **Automated Billing and Payment Integration:**
 - Integrate a secure system for calculating shipping/clearing fees and collecting payments online (e.g., via card, Zelle, or mobile money).
 - **Benefit:** Speeds up collections and simplifies accounting.
4. **Integrated CRM System:**
 - Use a CRM to manage customer interactions, inquiries, and feedback more effectively.
 - **Benefit:** Improves customer service and retention.
5. **Data Analytics and Reporting Tools:**
 - Track key metrics like volume trends, revenue per shipment, clearance delays, etc.
 - **Benefit:** Better forecasting and strategic decision-making.
6. **Cloud-Based Storage for Records and Documentation:**
 - Secure storage of shipment records, customs documentation, and customer data.
 - **Benefit:** Enhanced data security and accessibility.
7. **Automated Notification System (SMS/Email/Push Notifications):**
 - Supplement WhatsApp with automated alerts for delivery status, reminders, or payment confirmations.
 - **Benefit:** Increases reliability and professionalism.

CHIMWEMWE NJIKHO CONTRIBUTION

Competitive Overview

The international cargo logistics industry along the Nigeria and United States corridor is a highly competitive and growing sector. This growth is driven by factors such as increased demand for cross-border shipping, the desire among immigrants to maintain strong connections with home, and the rise of digitally enhanced logistics providers offering faster, more transparent, and more reliable services.

The market features a mix of global logistics giants, regional networks, and local informal agents. While many competitors offer scale or affordability, few have successfully combined operational efficiency with personalized service and digital innovation. This gap presents a unique opportunity for Asha-Mic Global Nigerian Ltd to grow and differentiate itself.

Key Competitors and Market Positioning:

Below is a ranked overview of Asha-Mic's competitors:

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

Asha-Mic's Strategic Advantage:

Asha-Mic occupies a unique position in a mid-tier market space offering a personal, affordable service like local niche providers - but with the ambition to scale and digitize like global players. Asha-Mic's customer base, primarily made up of the Nigerian diaspora and local business owners, is an asset. Many of these relationships are built on trust and community connections that can be amplified through strategic use of technology to create a referral-based, community-centered, and loyalty-driven ecosystem. Currently, referrals at Asha-Mic are informal and untracked (e.g., "I heard about them from my cousin"). With the right technologies, these relationships can be formalized into repeatable, scalable systems that drive growth, trust, and engagement.

With strategic investment in user-focused technologies, Asha-Mic can position itself as a digitally enabled, customer-first logistics partner. Some of the key innovations include: **A web-based platform** and **mobile application**. Below is a detailed overview:

- A community-driven Referral & Belonging Strategy (Technology-Enabled) – CRM and referral management platforms can track customer referrals, reward top ambassadors, and run targeted community campaigns. Referral codes and automated messages (e.g., SMS, email, WhatsApp bots) can personalize experiences and promote repeat usage. This approach builds a sense of ownership and belonging within diaspora communities.
- Real-Time Tracking via Web & Mobile Apps – Empowering customers with parcel visibility fosters transparency and satisfaction. A user-friendly portal can allow self-service tasks such as document uploads, status tracking, and consignment verification.
- Digitized customs and billing systems – Providing shipment quotes, customs rules, and billing transparency online allows customers to plan better. Integrated payment systems with automated digital receipts will improve professionalism and security.
- AI-Powered Logistics Forecasting - Predictive analytics can improve warehouse management, delivery timelines, and identify potential delays, optimizing overall operations
- Enhanced WhatsApp Support with AI Chatbots - Leveraging WhatsApp (a channel familiar to most customers) but enhancing it with AI-driven chatbots and structured FAQs ensures 24/7 support and timely updates.

- Shipment Security and Trust Mechanisms – QR code-enabled tags linked to tracking systems can offer customers peace of mind and proof of delivery. In logistics, transparency often builds as much trust as speed.

Business Overview

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.

Current IT Usage and Capabilities:

IT Area	Current Practice
Consignment Tracking	Manual spreadsheets and WhatsApp messages
Customer Communication	WhatsApp and direct phone calls; no automated status updates
Payment Verification	Manual confirmation of Zelle transfers; no integrated payment dashboard and no automated receipt delivery
Warehouse Inventory	Physical sorting and labeling; no digital inventory system
Documentation Storage	Scattered or physical copies; no centralized, searchable database

While these practices are functional, they hinder the company's ability to achieve broader business goals such as:

- Increasing operational efficiency
- Enhancing customer satisfaction and retention
- Driving revenue growth
- Geographical expansion
- Enabling data-driven decision-making

By strategically investing in scalable, secure, and customer-friendly technologies, Asha-Mic can:

- Automate critical processes (tracking, billing, communication)
- Build a professional digital brand
- Reduce manual errors and labor dependency
- Scale easily across regions
- Reinforce customer trust and satisfaction through transparency and accountability
- Unlock new market opportunities

In essence, IT is no longer optional. Asha-Mic can position itself as a tech-savvy, customer-first logistics provider.

CHINONSO MADUABUCHI

IT & Business Risks/Gaps in Implementing a Tech-Driven Cargo Shipping System

1. IT Risks & Gaps

a. Data Security & Cyber Threats

- **Risk:** Online payment processing and customer data (names, addresses, and tracking info) make the system a target for cyberattacks (hacking, data breaches, fraud).
- **Mitigation:** Implement strong **encryption (SSL/TLS)**, **multi-factor authentication (MFA)**, and **PCI-DSS compliance** for online payments.

b. System Downtime & Reliability Issues

- **Risk:** Website crashes or slow performance can disrupt package tracking, payments, and notifications.
- **Mitigation:** Use **cloud hosting (AWS, Azure, Google Cloud)** with **automatic scaling** and backup systems.

c. Inaccurate Package Tracking

- **Risk:** If package tracking isn't updated in real time, customers may receive incorrect information about their shipments.
- **Mitigation:** Integrate **IoT-enabled tracking devices** or **scanning systems** (QR codes, RFID) for real-time updates.

d. Compliance with International Shipping Laws

- **Risk:** If the system doesn't properly track customs clearance or regulatory requirements, shipments may be delayed.
- **Mitigation:** Ensure the system **flags customs documentation** and integrates with U.S. Customs and Border Protection (CBP) systems.

e. Integration Challenges

- **Risk:** The website must work seamlessly with **existing warehouse, inventory, and logistics systems** to ensure smooth operations.
- **Mitigation:** Use **APIs to connect the website with third-party logistics providers** and payment gateways.

2. Business Risks & Gaps

a. Customer Trust & Adoption Issues

- **Risk:** Customers may be hesitant to switch to online tracking and payments, preferring manual or cash-based methods.
- **Mitigation:** Offer **customer education, incentives (discounts for online payments), and a helpdesk for tech support.**

b. Payment Processing & Chargebacks

- **Risk:** Fraudulent transactions or customer disputes may lead to **chargebacks** and financial losses.
- **Mitigation:** Implement **fraud detection tools**, use trusted payment processors (Stripe, Paystack, Flutterwave), and enforce a **clear refund policy.**

c. Logistics & Last-Mile Delivery Risks

- **Risk:** If deliveries are delayed or misplaced, customer complaints will increase, damaging brand reputation.
- **Mitigation:** **Partner with reliable last-mile delivery services** in the U.S. and implement **automated dispatching** for efficiency.

d. Scalability & Growth Limitations

- **Risk:** As more customers use the system, it may become **overloaded** if not designed to scale.
- **Mitigation:** Build the website using **scalable cloud architecture** and adopt a **modular development approach.**

IT MEASURES

<p>1. Digitization of Operations</p> <p>KPIs:</p> <ul style="list-style-type: none"> • % of processes digitized (vs manual) • Number of platform users (staff & customers). • Form submission success rates (orders, complaints, feedback) <p>Website Implementation:</p> <ul style="list-style-type: none"> • 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. 	<p>2. Customer-Centric Solutions</p> <p>KPIs:</p> <ul style="list-style-type: none"> • % of shipments tracked by customers • Average customer satisfaction score (via post-delivery surveys) • Number of customer support requests <p>Website Implementation:</p> <ul style="list-style-type: none"> • 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.
<p>3. Efficiency & Automation</p> <p>KPIs:</p> <ul style="list-style-type: none"> • Average order processing time • Number of errors or failed deliveries • % of processes automated <p>Website Implementation:</p> <ul style="list-style-type: none"> • 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). 	<p>4. Global Expansion</p> <p>KPIs:</p> <ul style="list-style-type: none"> • Number of regions/countries served • Growth rate in new region users • Delivery success rate in new regions <p>Website Implementation:</p> <ul style="list-style-type: none"> • 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.

TO-BE Technology Environment

1. Human

• Digital Literacy & Staff Training

Train staff on digital tools like Google Sheets, logistics apps, inventory management systems, and secure payment gateways.

• Customer Relationship Management (CRM)

Assign dedicated customer service agents for handling queries via WhatsApp Business or CRM tools.

• Agent Accountability

Use mobile check-ins or app-based time/location logging to increase responsibility and transparency among field agents or pickup/delivery personnel.

- **Change Management for Digital Adoption**
Educate both employees and customers on the new digital processes (tracking, payments, pickups) to reduce friction and ensure smoother transitions.
- **Customer Engagement & Feedback Loops**
Implement feedback collection via WhatsApp, SMS, or Google Forms to understand customer pain points and improve services.

2. Mechanical

These are physical or digital system improvements (infrastructure, automation, devices, tools).

- **Digitized Inventory & Warehouse System**
Implement barcoding or QR codes for consignments to speed up sorting, tracking, and retrieval at the warehouse.
- **Automated Weight Scales with Digital Integration**
Use electronic scales that connect directly to your system and automatically log consignment weight to minimize errors.
- **Mobile POS or Online Payment Gateways**
Enable secure digital payments (Zelle, Paystack, Stripe, etc.) via integrated platforms—reducing reliance on manual confirmations.
- **Fleet Management Tools or GPS Tracking**
Equip vehicles and riders with GPS or tracking apps for real-time location updates and optimized route planning.
- **WhatsApp Business API Integration**
Automate shipping updates, confirmations, and customer communications using WhatsApp Business API and chatbots.

3. Knowledge

This covers data, analytics, standard procedures, and insights that enhance decision-making and strategy.

- **Standard Operating Procedures (SOPs)**
Develop SOPs for shipping, payment handling, communication, and warehouse management to ensure consistency.
- **Data-Driven Decision Making**
Use analytics from shipment logs, customer feedback, and delivery times to improve performance and anticipate demand.
- **Knowledge Base for Internal Use**
Build a searchable digital library (using Google Docs or Notion) of training material, process documentation, and FAQs for staff onboarding and reference.
- **Digital Audit Trail & Record Keeping**
Ensure all consignments have a documented digital trail from drop-off to pickup, useful for dispute resolution and compliance.
- **Market Intelligence for Expansion**
Gather data on potential regions for expansion (e.g., Nigerian cities or US states), their shipping needs, regulations, and customer behavior.

	Core	Enable
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Mechanical	<ul style="list-style-type: none"> • Implement QR-code-based consignment tracking. • Integrate digital weighing scales with automated billing systems. • Deploy GPS trackers on transportation vehicles for real-time monitoring. 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Train logistics and customs agents on real-time digital systems (CRM, tracking dashboards). • Introduce customer service training for digital-first support (WhatsApp API/chatbots). 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Establish a centralized digital repository for customs documents, shipping receipts, and client records. • Standardize shipping and clearance SOPs with real-time updates. 	<ul style="list-style-type: none"> • 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).