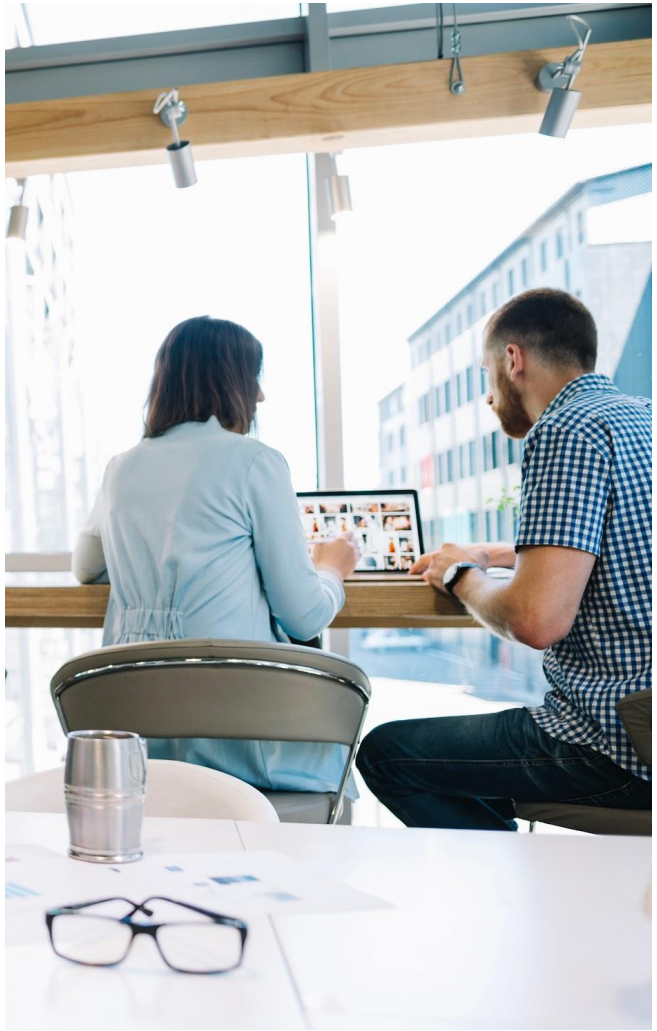


MIS Recommendation for **Geeland International Grocery**

Agenda

01 Organization

02 Operations

03 Database Design

04 MIS Recommendation

01 Organization

Introduction

Geeland International Grocery is a family-owned specialty grocery store situated at 1620 Walkley Road in Ottawa, Ontario, offering a diverse array of international food products. It caters to Ottawa's multicultural community, providing a unique shopping experience focused on authentic global flavors

Industry : Retail

Economic Group : Small to Medium-sized Enterprises(SMEs)

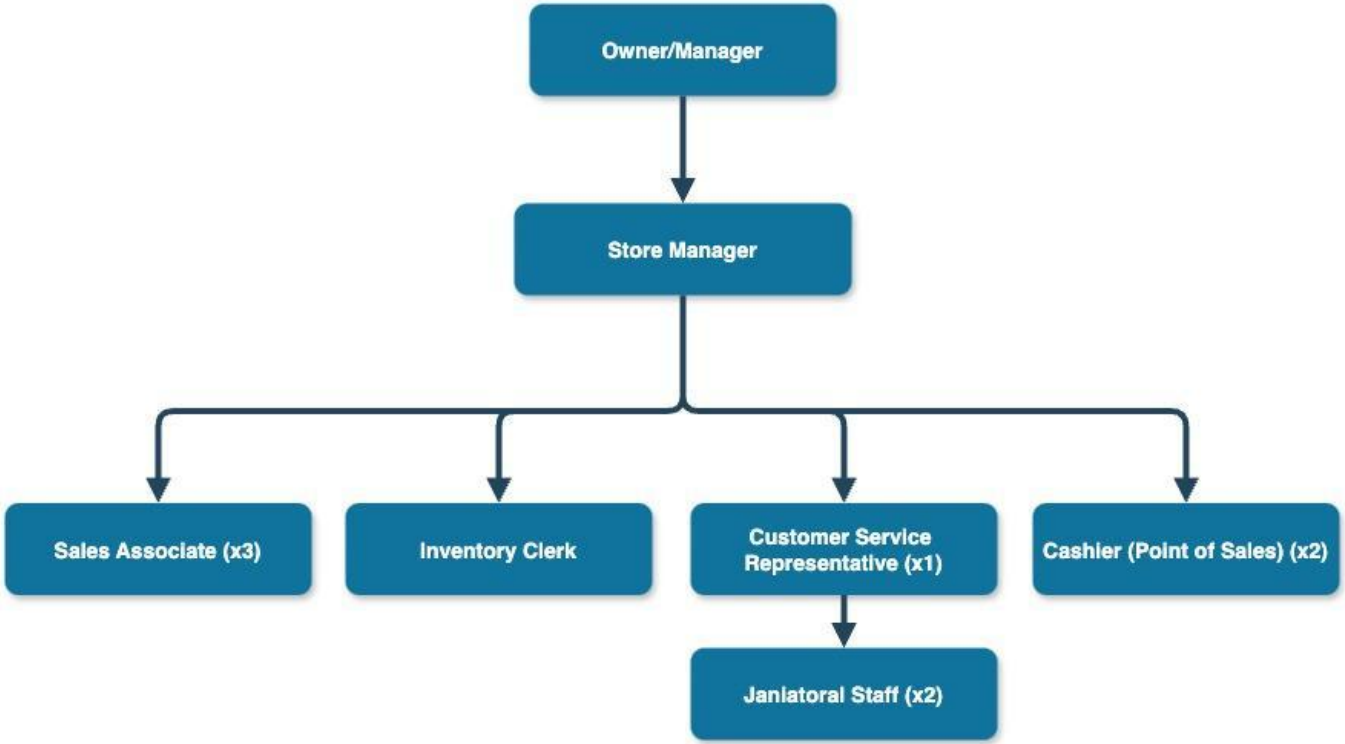
Competitors : Local retail chains, online retailers

Incumbents : Walmart, Costco

Geeland

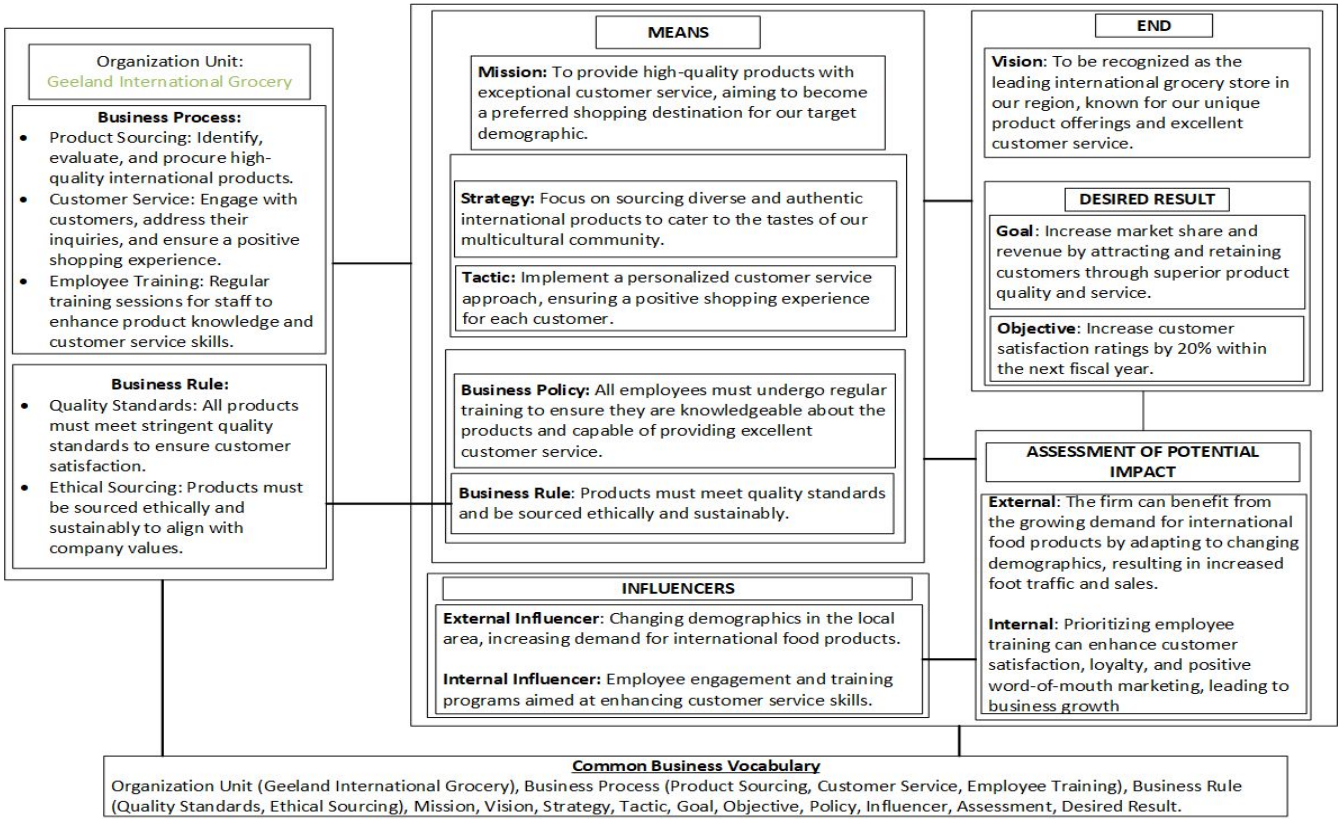
Organizational Chart

Geeland



Business Strategy

1. Business Motivation Model (BMM)



Business Strategy

2. Canvas Model

Key Partnerships:

i. Suppliers for competitive pricing.

ii. Marketing agencies for strategic campaigns.

Key Activities:

i. Pricing analysis
ii. Customer data analysis
iii. Marketing campaign execution.

Key Resources:

i. Skilled staff for customer service
ii. Marketing team for strategic planning.

Value Proposition:

i. Offer competitive pricing: Ensure prices are attractive compared to competitors.

ii. Provide personalized customer experiences: Tailor services and interactions to meet individual customer needs.

iii. Strategic marketing efforts: Develop targeted campaigns to communicate value and engage customers.

Customer Relationships
Build strong relationships through the following:

i. Personalized interactions
ii. Excellent service
iii. Responsiveness to feedback.

Channels:
Utilize multiple channels to reach customers effectively.

i. Online platforms
ii. Social media
iii. Physical stores

Customer Segments:
Differentiate and identify target customers into segments

i. Those who value personalized experiences

ii. Those who value competitive pricing.

Cost Structure:

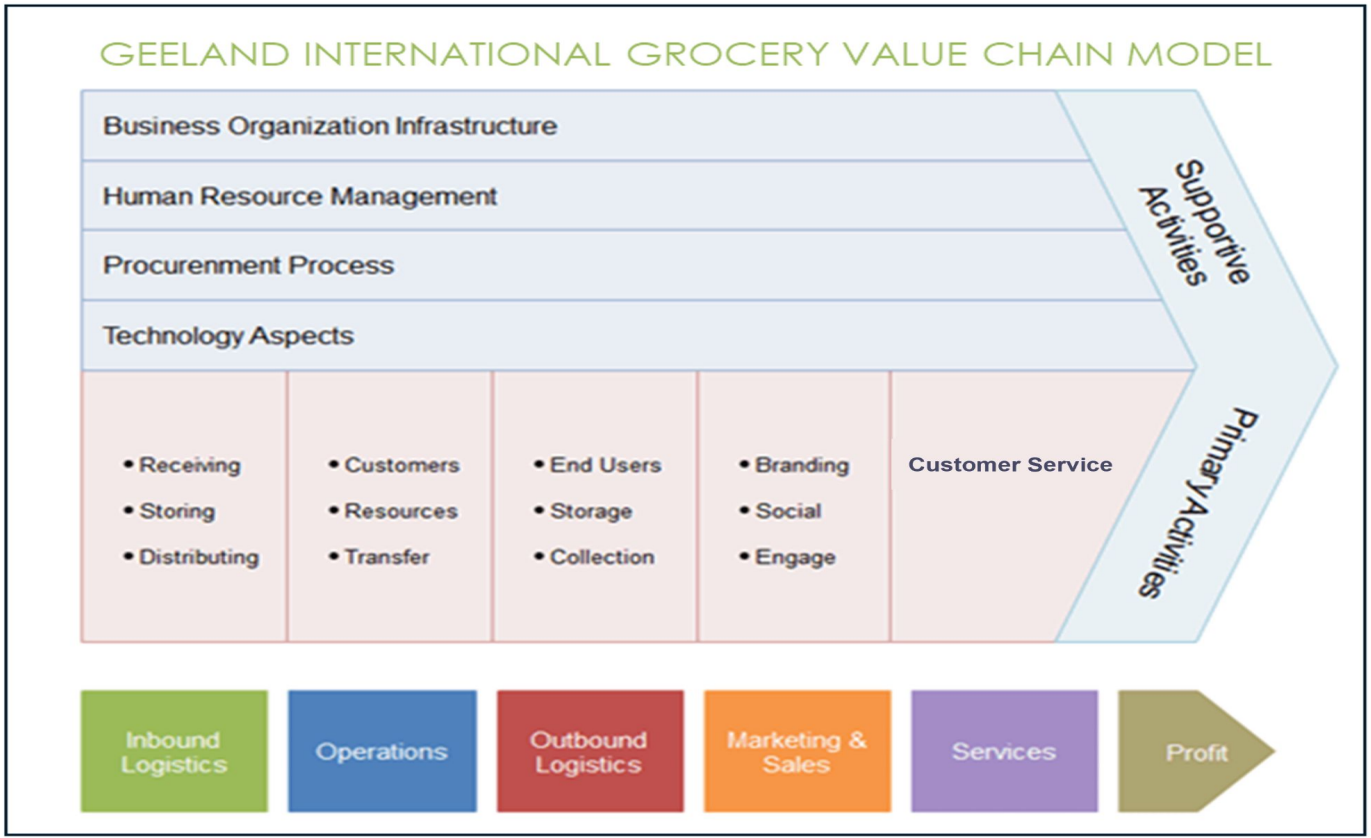
i. Product sourcing costs
ii. Marketing expenses
iii. Staff training

Revenue Streams
Generate revenue through:

i. Product sales
ii. Upselling, and
iii. Cross-selling

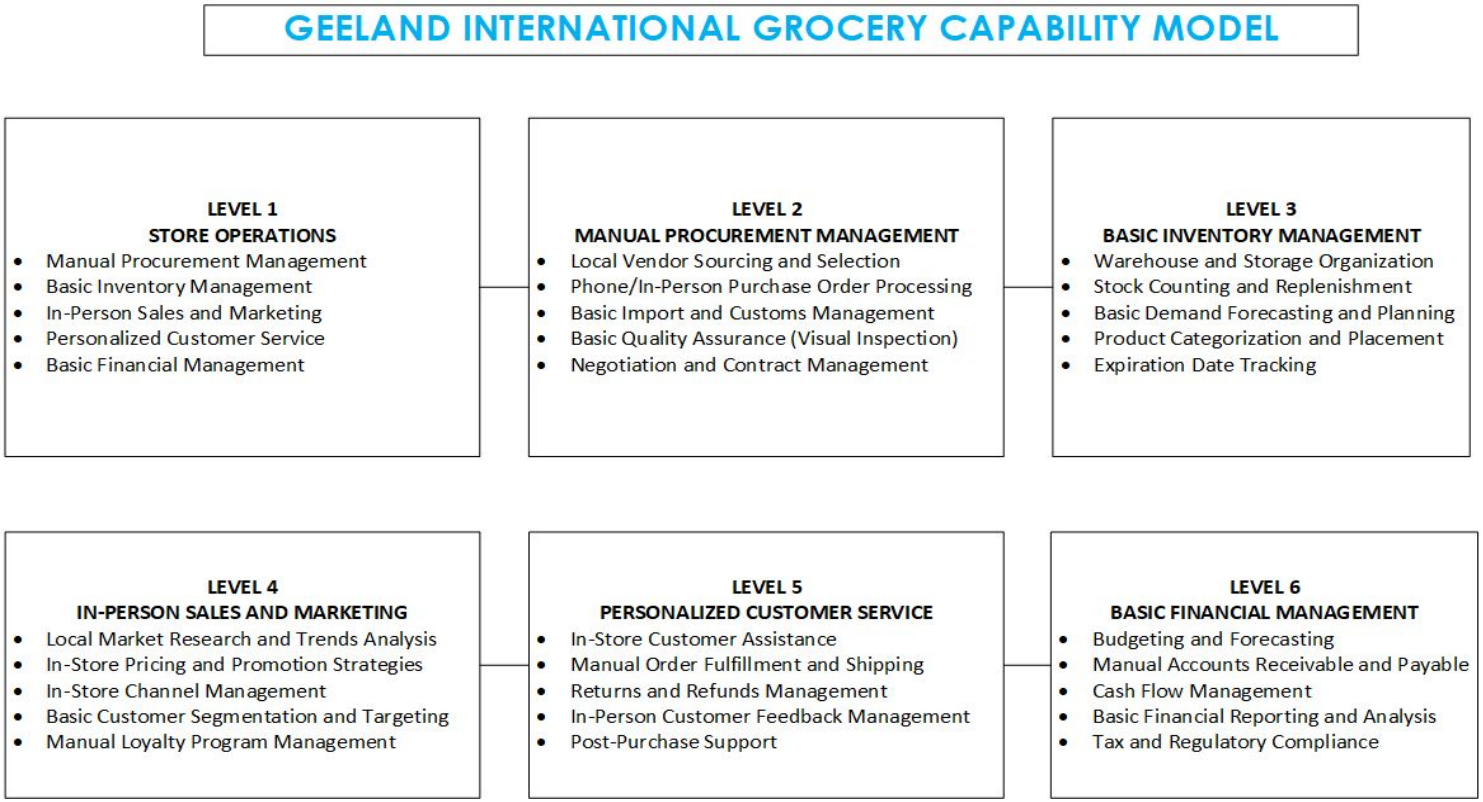
Business Strategy

3. **Value System Model**



Business Strategy

4. Capability Analysis



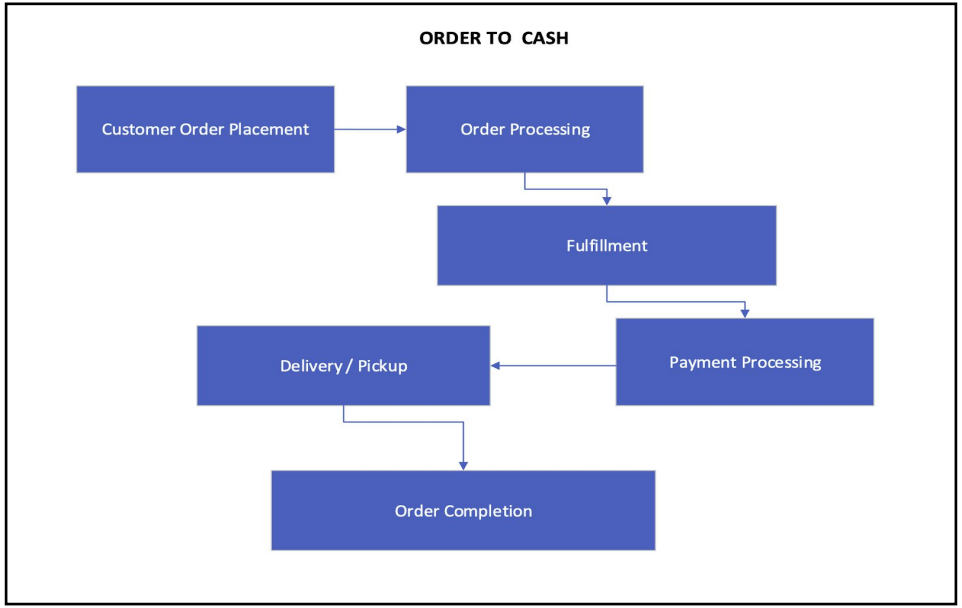
02

Operations

Process Identification

A. Order to Cash

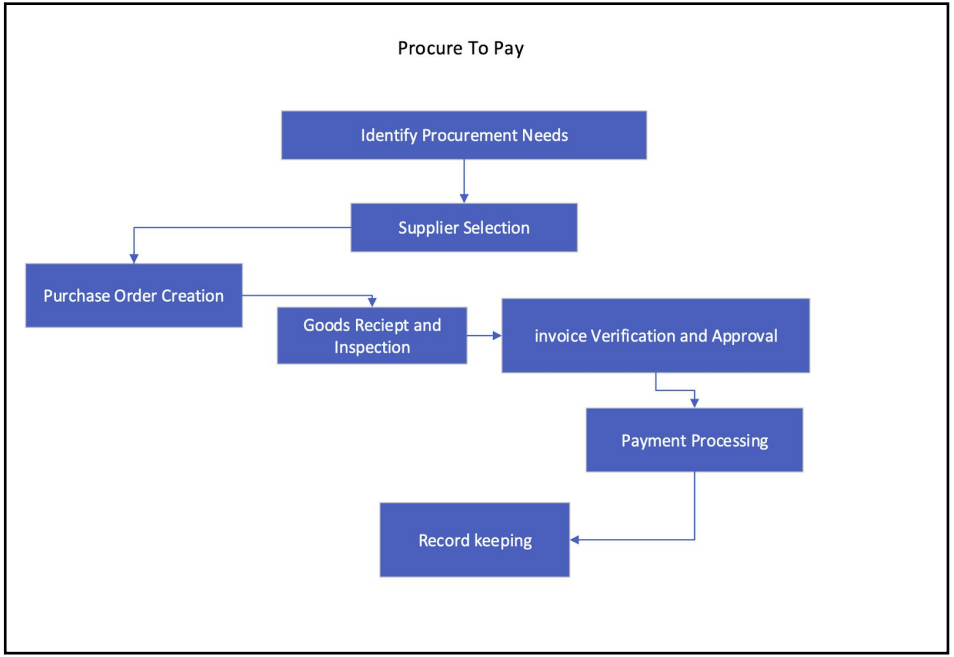
- Customer Order Placement
- Order Processing
- Fulfilling orders by selecting items from inventory
- Payment Processing
- Delivery/Pickup
- Order Completion



Process Identification

B. Procure to Pay

- Identify Procurement Needs
- Supplier Selection
- Initiating purchase orders
- Receiving deliveries from suppliers
- Verifying received goods
- Invoice Verification & Approval
- Processing payments
- Record Keeping



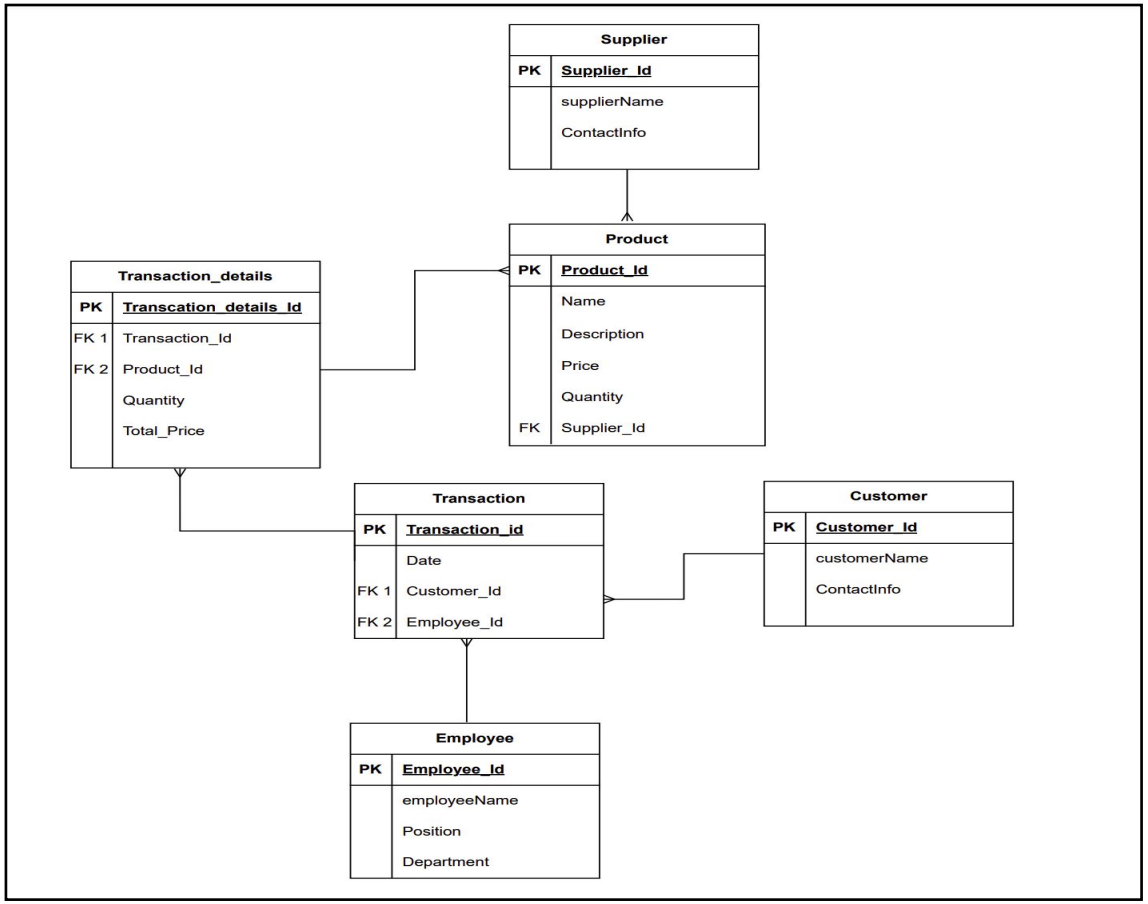
Process Mapping

Geeland

Strategy Process	Core Process	Support Process
• Analyzing market trends • Customer preferences • Competitor strategies	• Order fulfillment • Procurement • Sales and Marketing	• Human Resources • Financial Management • IT Support

03 Database Design

Entity Relationship Diagram



Geeland

04 MIS Recommendation

Problem Areas

- Lacks an efficient point-of-sale (POS) system
- Lacks a structured approach to managing customer relationships
- Lacks comprehensive insights into its sales performance
- Inefficient invoicing and payment processes

Image Source: Getty Image

Proposed Solution

Platform

Odoo: Odoo is an open-source enterprise resource planning (ERP) software that offers centralized data management, automated reporting, advanced analytics, forecasting capabilities, and seamless integration, all of which streamline operations and enhance efficiency.

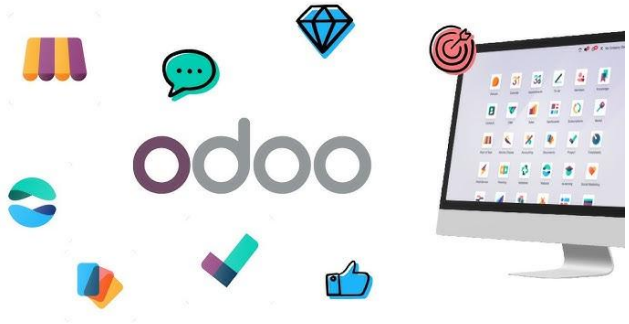


Image Source: odoo.com

Why Odoo for Geeland International Grocery

- Odoo centralizes sales, inventory, and customer data for streamlined management
- Automated reporting in Odoo ensures accurate sales reports with time-saving efficiency
- Odoo's analytics tools offer deep insights into sales, customer behavior, and market trends
- Automated reporting in Odoo ensures accurate sales reports with time-saving efficiency.

Top-level Process

Geeland

Order to Cash :

- Set up Point of Sale
- Add Products
- Configure Payment Methods
- Payment Methods
- Customize Receipts
- Manage Cash Controls
- Set up User Accounts
- Start Selling
- Monitor Reports

Image Source:descartes.com

Top-level Process

Geeland

Procure to Pay :

- Identify Needs
- Create Purchase Requisition
- Generate a Request for Quotation (RFQ)
- Create a Purchase Order
- Issue Goods Receipt
- Invoice Matching & Approval
- Vendor Payment
- Track Vendor Performance

Image Source:gep.com

Thank You!