Assignment 3-2 Evaluate a Process Model

CS-255

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As a Systems Analyst, one of the best methods to increase revenue for the business owner would be to create an online website that can greatly increase sales. By having a retail website, Hamp Crafts can reach a wider audience, both locally and globally, and offer customers the convenience of shopping from the comfort of their home. In addition, having a well-designed website and effective online marketing strategies can help Hamp Craft’s owner to increase visibility and drive more traffic to their online store, which would increase revenue.

From the information contained in the DFD (Data Flow Diagram), the physical location workflow is as follows:

* Customer: Customers will enter the brick-and-mortar store and start browsing products or phone-in an order from a brochure or order catalog.
* Receive Customer Order: The next step is to receive the customer order by relating it to a salesperson or at the customer order desk by phone or in person.
* Check Out: After the customer has added items to their order and provided their shipping information, they will proceed to the next step of the transaction and will be asked to review their order and pay for the order or enter payment information.
* Fulfill Customer Order: Once the customer has completed the checkout process, the order will be processed, and staff will update the inventory system accordingly. The team will also check for inventory availability and notify the customer of any potential shortfalls or other order delays.
* Choose a Supplier: If there are any inventory shortages, the order team will choose a supplier to ensure timely delivery of the products.
* Shipping Order: The order staff will create a shipping plan for the customer's order, considering the products, quantity, and shipping destination.
* Retain Carrier: Once the shipping order has been created, the shipping team will retain a shipping carrier to manage the delivery of the customer's order. The carrier will be responsible for picking up the products from the supplier and delivering them to the customer.

The data sources that are utilized in the data flow diagram are customer orders, the inventory systems, the local database of customer information, order information and shipment information. Finally, there is the data source for encrypted customer transaction information and payment information.

For an integrated physical and online business, I would implement the following changes in the way that Hamp Crafts accommodate the change from the brick and mortar business to an online business / physical location.

Establish an online transaction and payment system. This will allow customers to make online purchases and have the funds transferred to the Hamp Craft’s primary business account within two business days.

Automate inventory system. This automation will help ensure inventory accuracy and eliminate manual checks by employees.

Another important use of technology for the online order system would be an automated notification of inventory shortages. This will allow the order fulfillment team to receive instant notifications and respond promptly to customer inquiries.

Streamline tracking of orders and automatic updates of deliveries. This will eliminate the need for manual input by the order fulfillment team and provide customers with up-to-date information regarding their order status.

Integrate shipping and carrier management for delivery of orders. This will simplify the shipping process and reduce the workload of the order fulfillment team.

Chart

Description automatically generated

Data Flow Diagram for Hamp Craft Store.

The additional processes necessary for the online store would be a complex, well designed website with the necessary storage space of the server to incorporate the visual catalog of products along with the ordering cart, communication implementation for the orders that are placed, in transit, or need some adjustment because of product supply or change in shipping time.

To create an efficient and successful online store for Hamp Crafts, I would suggest the following database additions:

* Customer database (to record customer information billing and shipping addresses).
* Order management database (to store information about orders and order status).
* Payment database (for storage of payment information).
* Marketing and analytics database. This would be an extremely important implementation to include so that the business owner can follow the important metrics for marketing and to modify the advertising campaign.

From my experience, I think that the addition of an online retail division which would increase the visibility and if done correctly, the annual revenue of Hamp Crafts will increase since more potential customers will find the business and overall workload (due to automation) would diminish overall for the business.