Data flow diagram process explained:

1. Receive the customers’ order at the local store.
2. Customer proceeds to checkout to complete their purchase.
3. Once the order is placed it is then moved to the fulfillment stage.
   * Option One:
     + Item is in stock and handed to cashier. (Carrier)
     + The cashier then processes the payment.
   * Option Two:
     + Delivery plan and supplier choice.
     + Negotiate with the suppliers.
     + Supplier ships to the local store.
   * Option Three:
     + Schedule shipment with supplier.
     + Supplier ships to the local store.
4. Hamp Crafts then creates a shipping plan for the order.
5. Carrier receives package and follows Hamp Crafts shipping plan.
6. Carrier delivers the order to the customer.

Current purchase and supply process for physical brick-and-mortar storefront Summary:

* Customers come into the store and make purchases.
* Payments are the processes through a secure local merchant account.
* Funds are transferred to Hamp Craft’s primary business account within two days.
* Employees check the inventory system, ensuring orders are processed promptly.
* The inventory specialist and order fulfillment team manually enter order statuses, as well as shipment tracking by entering it into the local database.
* Communication regarding inventory shortages or delays is done manually .

Main data-sources include:

* Point of sale system at the local storefront.
* A secure local merchant account for payment processing.
* The business’s primary business account.
* Internal inventory system database.
* Shipment database for delivery planning and tracking.

Creating an Online Storefront Additional Processing Required:

* Customer facing website with browsable products, storage cart, and order submission capabilities.
* Integration with an online payment gateway that is capable of securely processing payments.
* Back-end administrative tools that will allow the business to manage the website, products, inventory, and their customers data.
* Integration between the site and the new inventory system that will have real-time stock tracking functionality.
* Automated communication to customers that will send status updates, shipping information, and other relevant order information.

Needed Additional Databases and Data Sources for an Online Storefront:

* An e-commerce platform database, for storing website content, customer accounts, and order history.
* Integration with the existing local inventory system database, with access to product data and inventory levels in real-time.
* Online payment processor to handle credit/debit card transactions.

Recommendations for Integrating Online and Offline Processes:

* My recommendation to integrate the current offline processes with online ones would be to incorporate elements of the online storefront into Hamp Crafts’ current process model, versus creating an entirely new and separate system.
  + Why?
    - Will avoid duplication of data and effort across both systems.
    - Enables a more unified view of ALL sales and inventory for both online and offline channels.
    - Allows flexibility to fulfill online orders from store inventory if needed.
    - Consolidates financial reporting and accounting making business finances easier to track and manage.
    - Provides a more seamless experience for customers to shop across multiple channels.
* Ways to Implement the Online Storefront Integration:
  + Modify the current inventory database to allow it to sync with the e-commerce platform in real-time.
  + Route online payments through the existing merchant account and business account.
  + Make sure all staff are cross trained to handle both online and offline order fulfillment processes.
  + Restructure current inventory replenishment processes to consolidate the processes of both online and offline sales.

By implementing these integrations and new processes, Hamp Crafts could gain the benefits of an online sales channel, while also leveraging much of their existing purchase and supply infrastructure. The key is strategically incorporating the e-commerce components with the current model.