Eyeconic – Glasses Shop Management System

Target-Organization Assessment

Version 1.0

Revision History

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Target-Organization Assessment

# Introduction

## Purpose

The purpose of this Target-Organization Assessment is used by the Business-Process Analyst as a basis for configuring the business modeling discipline for the Glasses Management System of Eyeconic. The Target-Organization Assessment is also used to explain to the stakeholders why there is a need to change the business process, to create motivation and a common understanding among the people in shop that are directly or indirectly affected.

## Scope

The scope of this Target-Organization Assessment is associated with the Glasses Management System to be deployed. The Target-Organization Assessment describes the current status of the shop. The description is in terms of current processes, tools, peoples' competencies, peoples' attitudes, customers, competitors, technical trends, problems, and improvement areas. The Development Case and Iteration Plans are directly influenced by this document.

## Definitions, Acronyms, and Abbreviations

Eyeconic (GMS – glasses management system)

## References

TBD.

## Overview

The rest of the Target-Organization Assessment including business context, business ideas and strategies in the given context, internal, external factors of Starbucks organization, benchmarking, performance classifying and assessment conclusion. Business context is a brief description of the business domain in which the Glasses Shop operated. The external factors and internal factors of the shop are also inspected and evaluated. The business process of the organization is then benchmarked precisely base on the analyzed factors, which lead to conclusion for various criteria of computer shop current business model*.*

# Business Context

TBD.

# Business Ideas and Strategies in the Project Context

The glasses trading is growing in business needs more developments keep track with the customers.

Base on the discussed above, it can be seen that the main object of the glasses shop business strategies is to have a glasses shop management system. The specified strategies rely mostly on creating a convenient glasses shop management system*.*

# External Factors

## Customers

- Students

- Adults

## Competitors

Recently many computer shops has been opened all around the capital such as: Dang Quang Glasses, Eye Plus, Quang Nhan Glasses, …which have the same purposes and business model: selling glasses for customers. Those glasses shop are the real competitors of our shop in the computer market nowsaday.

## Other Stakeholders

- Suppliers

- Investors

# Internal Factors

## Business Processes

There are 3 business processes:

- Request when glasses are not existed

- Buy glass when glasses are existed

- Import glasses

## Supporting Tools

TBD.

## Internal Organization

At the shop, owner is responsible to invest, manage glass as well as a staff who sale glass daily. The glasses shop open from 7: 30 am to 8: 00 pm, and close in special days, sometimes in the weekends.

There are many kinds of glasses for sale. Each brand has many glasses that is marked with unique code. Each kind of glass will be put in distinct position in shopd. The information about of glass includes: type, name, colour, width…. For customers who buy, customers will choose the glass in the glasses-stand and send request to owner of the shop. Then customers will pay money for owner. Sometimes, customer cannot find a glass they want, customer can order to owner what in glasses-catalogue. Next owner can ask supplier to import glass that is not existed in shop. All information related to transaction is written in paper by owner, daily. Owner reports and statistic the number of glasses that was sole and makes decision how many glasses he/she should import.

## Competencies, Skills, and Attitudes

TBD.

## Capacity for Change

TBD.

# Benchmarking Results

- Impacts of Political Factors on glass shop

- Impacts of Economic Factors on glass shop

- Impacts of Technological Factors on glass shop

- Impacts of Legal Factors on glass shop

# Performance of Target Organization

TBD.

# Assessment Conclusion

## Problems Areas

- Expensive Glass products

- Increased Competition

- Changing consumer lifestyle choices

## Applicable New Technologies

With the ever-growing of Glasses Shop customer base, it is necessary to develop a GSMS that is capable of enhancing customer’s satisfaction for the firm. The primary goal of GSMS is to integrate and automate sales, marketing, and customer support; thus, nullify the mentioned obstacles. Building a hi-tech GSMS help to improve business relationships with customers, specifically focusing on customer retention, and ultimately to drive sales growth.