**ENTERPRISE INFORMATION SYSTEMS  
PROCESS DESCRIPTION**

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**Question:** This is an exercise that requires that you think and write concisely. You will need to research this assignment on the internet, your research will be required for multiple assignments.   
  
Assume your uncle runs a small family business, with between 20  to 30 employees. You help him package the products, and sell them on the internet.

You need to document the core processes of your business, Marketing, Selling, Producing, and Supply Chain. You will do this at a high level for the whole business, and then at a more detailed level for just the parts of the business that you are in charge of, Internet marketing, selling, packaging and shipping specifically for just the internet side of the business.

Remember that a process description should be one sentence, and it must include the subject, the verb (in the present tense), and the object. An example might be, The shipping analyst identifies the lowest cost approach to ship products to the customer. Use a similar format to fig 1-1 from Monk and Wagner as a table in your Word document, but be careful of the way the book words business processes, it is very sloppy! For example, Transportation and Logistics is two nouns, so we know the area responsible, but we don't know what they do, and we don't know what they do it to, or for whom they do it.  Planning and Budgeting are in fact two gerunds, which are verbs that are acting as nouns, so again we are clueless in just the same way as the first example.

You should have two tables, one for the high level business processes (similar to what is shown in the example), and a second similar table for the lower level business processes for your own area of control.

In the example in the book, there are Four Functional Areas of Operation. You should choose four or five that make sense for how your business is structured, but they should **NOT** include Finance or HR as you are only documenting core processes. You should plan on having  5 our 6 rows in the first table, and probably about 10 - 12 in the second table; not all columns will have every row filled out, but across both tables I would expect to see you document 50 processes. The columns may be different in the second table, you may not be responsible for anything in one of the columns in the first table, lets say it is manufacturing, but in the second table you may choose to break Supply Chain Management  into Material Management and Transportation Management.

A few words about verbs, avoid weak verbs like manage, analyze, review etc.. If you say The shipping analyst manages transportation, you really don't know what they do, so try to find more expressive words that convey the business sense of what is being done.

And finally for the fun part, what is your uncle's business that you are going to research. You can choose from a Furniture Manufacturer or a Packaged Foods business, there is plenty of material available on the internet to explain how these businesses function. Take a look at your table before you hand it in, do the processes sound generic, and could they apply to any business , or are they specific and really tell you how a furniture or packaged foods company works? I would expect to see references to; machining and assembly, painting/staining, upholstering, inventory etc.: similarly with packaged foods; canning, freezing, sanitation, recipe management, etc.. And remember, you are not covering Finance or HR processes.

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| **Functional area of operation** | **Marketing** | **Selling** | **Supply Chain Management** | **Production** | **Shipping** |
| **Business functions** | The marketing team advertises cakes through media, flyers and posters at prime spots. | The sales team records and tracks customer orders in the system. | The supply team gets the required equipment  and fall back equipment and ingredients from local vendors. | The baking chefs prepares and bakes cakes as per the order. | The packaging team takes care of packing the cakes  for shipment and generates shipping labels for delivery. |
| They create promotions and seasonal bundle offers and discounts. | The sales team takes the orders and processes customer orders. | The inventory team manages stock and reorders ingredients whenever it becomes low in stock and necessary. | The team ensures each cake meets quality standards before packaging and has an expiration date sticker on each item. | The shipping teams coordinate to prepare cakes for shipment and ensure timely deliveries. |

**Business:** My uncle operates a small **family-owned baking business,** where a team of 30 employees come together to manage and grow the business. Everyone, plays an active role in daily operations, contributing to various aspects like baking, customer service, marketing, and administration, ensuring the business runs smoothly and successfully.

HIGH LEVEL BUSINESS PROCESS:

The High Level business processes would include core processes like Marketing, Selling, Supply Chain Management, Production, Shipping

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|  | The outreach team organizes cake tastings and local events to engage with potential customers. | The sales team analyzes customer buying patterns to optimize the product offering. | The logistics team manages the delivery of raw materials to the bakery. | The bakery team adjusts production schedules based on order volumes. | The team monitors the status of deliveries and provides updates to customers. |
| The marketing team researches competitors and adjusts strategies based on trends. | The sales team conducts inperson product demonstrations to showcase cake varieties and engage customers in discussions about their preferences. | The team forecasts ingredient needs based on sales trends and orders. | The team tests new cake recipes and refines processes based on customer feedback. | The Reach team resolves delivery delays and makes sure that the pastries reach on time. |
|  | The marketing team collaborates with production to establish competitive pricing. | The system sends automated confirmations and freebies for every order placed. | The procurement team talks to suppliers to keep costs low. | The production team optimizes baking techniques to reduce costs without compromising quality. | The team coordinates international and regional shipments based on customer location. |
| The marketing team  participates  in local fairs and markets to showcase products. | The sales team follows up with customers for feedback and potential reorders. | The team manages  relationships with suppliers to ensure timely ingredient delivery. | The production team weekly checking to check the quality to ensure cakes are consistently produced at high quality | The team prepares large orders and ensures they are packed securely for delivery. |

LOW-LEVEL BUSINESS PROCESS: The low-level processes that I am in charge of include, Internet marketing, Customer Engagement, Selling, Packaging, Shipping.

Low-Level Business Processes (for Internet Marketing)

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| **Functiona l area of operation** | **Online**  **Promotion** | **Customer Engagement** | **Retail**  **Management** | **Packaging** | **Delivery**  **Coordination** |
| **Business functions** | The  Marketing Manager creates engaging content to showcase cakes. | The Customer  Service Representativ e responds to inquiries about orders. | The Sales Analyst processes customer orders through the website. | The  Packaging Specialist prepares the cake's design that can withstand the delivery and by using branded packaging. | The Shipping Coordinator organizes deliveries to ensure timely arrival. |
| The  Marketing Manager  runs online promotions and seasonal discounts. | The Customer  Experience Specialist collects feedback through surveys. | The Sales Head sends order confirmation s and updates to customers. | The  Packaging Specialist ensures each cake is packed securely for transport. | The Shipping Manager schedules pickups with delivery services |
| The Social  Media  Specialist interacts with followers on social media. | The Customer  Engagement Associate engages with customers on social media. | The Sales Executive provides  recommenda  tions based on customer preferences. | The  Packaging Designer includes thank-you notes in packages for a personal touch. | The Shipping Analyst tracks shipment progress and updates customers. |
| The  Marketing Analyst collects feedback | The Customer  Service  Representative follows up for | The Sales Associate follows up with customers | The Quality  Assurance Specialist checks that packaging | The Shipping Coordinator resolves any delivery issues promptly. |

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|  | on promotions from customers. | feedback after purchase. | after delivery for feedback. | meets quality standards. |  |
|  | The SEO Specialist optimizes website content for search engines. | The Customer  Support Specialist helps improve website usability based on customer suggestions. | The Sales  Data Analyst analyzes popular products to highlight on the site. | The  Packaging Specialist designs packaging that reflects the brand image. | The Shipping Manager monitors delivery times and customer satisfaction. |
| The Digital  Marketing  Specialist creates and manages online advertisem ents | The Customer  Support Associate responds to queries related to ads. | The Sales Head analyzes sales data to optimize product offerings. | The  Packaging Specialist ensures packaging materials are costeffective. | The Logistics Coordinator partners with local couriers for efficient shipping. |
| The  Content Manager updates the website with new cake listings and promotions  . | The Customer  Service  Representative manages queries on the website for better engagement. | The  Inventory Analyst tracks  inventory levels for cakes available online. | The  Packaging Specialist customizes packaging for special occasions. | The Shipping  Analyst manages shipping logistics and costs effectively. |
| The  Influencer  Marketing  Specialist collaborate s with influencers for product promotion. | The Customer  Engagement  Specialist engages influencer audiences through live sessions. | The Sales Manager  tracks sales generated from influencer campaigns. | The  Packaging Designer collects feedback on packaging design from customers. | The Shipping Coordinator uses shipping software to manage orders and logistics. |

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|  | The  Marketing Analyst reviews analytics to improve online marketing strategies. | The Customer  Insights Analyst analyzes interaction data to enhance customer experience. | The Sales Analyst assesses conversion rates from online traffic. | The  Packaging Specialist analyzes packaging performance based on customer feedback. | The Logistics Analyst reviews shipping data to identify areas for improvement. |
| The  Product Manager updates product information based on seasonal trends. | The Customer  Experience Manager implements changes based on feedback. | The Sales Executive adjusts sales tactics based on inventory updates. | The  Packaging Specialist evaluates packaging based on seasonal promotions. | The Shipping Coordinator reviews shipping methods to optimize delivery efficiency |