Initial Investigation

Student’s Name

Institution

Course Code

Date

Table of Contents

[1.0. Summary 3](#_Toc6702034)

[2.0. Background 4](#_Toc6702035)

[3.0. Organization Structure 5](#_Toc6702036)

[4.0. Business Function 6](#_Toc6702037)

[5.0. Project Management 7](#_Toc6702038)

[6.0. Project Schedule 7](#_Toc6702039)

[7.0. Total Duration 8](#_Toc6702040)

[**Problem Description** 8](#_Toc6702041)

[8.0. System Capabilities 9](#_Toc6702042)

[9.0. Business Benefits 10](#_Toc6702043)

[10.0. Policies 10](#_Toc6702044)

[10.1.0. Customers 10](#_Toc6702045)

[10.2.0Staff 10](#_Toc6702046)

[11.0. Risk Analysis 11](#_Toc6702047)

[12.0. Cost benefit Analysis 11](#_Toc6702048)

[13.0. Budget 12](#_Toc6702049)

# Summary

The purpose of the project is to design and develop a system will could help Eat Organic Food to address some of the challenges the company is facing in the market. It involve analysis the company challenges and deriving the solution. Eat organic Food main problem is lacking of information system which can help the company to deliver service to customers. In this project., Eat Organic Food is analyzed and solution to the problem is provided. The problem can be addressed through the implementation of integrated website.

# Background

Eat Organic Food is a medium sized company, which produce organically certified food for its customers. It was started by Ian Jones who believed that he was born to be a farmer. Ian Jones retired from mechanic job to pursue a career in farming because he believed he could do a good farming. Eat Organic Food has expanded in the last few years to become one of the largest companies producing organic food for domestic use. Ian started the company in its backyard and utilized neighbors’ unutilized land to increase its produces before expanding to a larger farm. Eat Organic Food is a partnership company owned by Ian and Ruth being managed as a family business. It has over six employees Ian, Ruth, Chris, Christina, Cathy, Charlie and Marsh who are providing assistance in the farm in terms of repair and other essential deliveries. It is important to point that Eat Organic Food was started to produce food for house use but within few months the aspect of business change due to increase interest from neighbors and other people interested in organic food. Eat Organic Food is a proud company for only producing organic food for customers and this is what has given it an advantage in the market.

The assessment established that Eat Organic Food has expanded its customer based over the last years. It delivers fresh food to customers and therefore, it faces challenges related to delivery of products to customers. However, the business focus of East Organic Food I fresh vegetable produced without using any kind of pesticides. The company simply does not use any kind of artificial fertilizer in the production of food. This has helped the company to increase its market share faster creating a big challenge to the management on the efficient service delivery of orders made by customers.

Eat Organic Food sells fresh and organic food to customers from various locations in the country. This requires efficient processing or order and delivery of the products to customers and since, the company is a middle sized company, it lacks the system, which can provide help in efficient service delivery to customers. It is established that the customers only make calls and then order are processed, which has proved to very difficult of to follow. It is therefore, important for the company to have an ICT system which can provide help in service delivery. The information system would be able help the company mitigate some of the complex problems being faced by the company. The implementation of the information technology will help the company to mitigate the problems related to issuing and delivery of orders, which have been identified as a major problem.

# Organization Structure

Eat Organic Food has over six employees working in various departments or area to ensure the company delivers efficient services to customers. Eat Organic Food was founded by Ian Jones who is the Chief Executive Officer of the company. Ruth is also one of the employees of the company. Ruth is married to Ian and she is in charge of customer relationship management. Other employees are Chris, Christina, Cathy, Charlie and Marsh. Each of these employees has responsibilities to deliver. In position and rank Ian Jones is the CEO, Ruth Jones is the Customer relationship Manager and the rest of employees are in charge of delivery and farm technical support.

**Figure 1: Eat Organic Food’s Organizational Chart**

# Business Function

Eat Organic Food provide fresh and organic food to customers. The company’s customer based has increased in the last few years and this demand efficient service delivery to customer. Eat Organic Food is regarded highly in the market because of the fresh food it produce and the use of organic manure has also made the company to increase its market share faster. It is therefore, important to point that Eat organic Food sells fresh vegetable, milks, chicken and other food products. All the food the company sells it produces locally using organic manure. In order to accomplish this Eat Organic it requires efficient and effective information system to help in service delivery to customers.

# Project Management

The intended project is the system design for the company. Eat Organic Food intend to design website and other system, which can help the company in improving its service delivery. The system design project will be done by a team of experts in ICT and project management. The team intends to work on the project based on the assesssment conducted by the company. In order to efficeienlt implement the projecrt, it will be important to implement the project in phases. The first step would be the assessment of the company to understand its operations. This will take at least 1 month. After that the ICT expert will start designing and developing the system required to solve the problem faced by the company. The designing and development of the system will take approximately three months. And the implementation of the projecet is expected to take a maximum of 6 months.

**System Vision development**

Eat Organic Food faces challenges related to inefficient service delivery. The company does not have platform, which customers can use to make orders and track delivery of services as well. This has made customers to raise a lot of questions and complaints due to inefficient service delivery. It takes several hours for the company to process and delivers products to customers. The problem makes it difficult for the company to engage customers and this can affect its service delivery. The entire problem arises because it does not have system, which can help the company track the orders, process and deliver food. It is therefore, proposed that Eat Organic Food should implement an ICT system to help in addressing the bottleneck. The system would be an integrated website with CRM. This system will provide a platform, which clients can use to order for products and monitor or track the product when being delivered. It intends to reduce the time speed processing and delivery of orders.

# Project Schedule

**Project Schedule and Time**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Project Schedule**  |  |  |  |  |  |  |  |  |
| **No/S** | **Description** |  |  | **Duration of the Project** |  |  |  |
| 1 | Assessment and signing agreement | 2 months |  |  |  |  |  |  |  |
| 2 | Designing and development of system |  | 3 months  |  |  |  |  |  |
| 3 | Installation of the system |  |  | 2 weeks |  |  |  |  |  |
| 4 | Trial of the system  |  |  |  | 1 weeks |  |  |  |  |
| 5 | Transfer of data to a new system |  |  |  |  | 1 month |  |  |  |
| 6 | Training of staffs  |  |  |  |  |  | 1 month |  |  |
| 7 | Handing over the system  |  |  |  |  |  |  | 1 week |  |
| 8 | Launching of the system  |  |  |  |  |  |  |  | 1 week |

# Total Duration

Theentire roject will take a maximum of 6 months to complete. The first one month will be for asssement, and assignment agreement. This will make the beginning of the project.

## **Problem Description**

Eat Organic Food experience problem related to inefficient service delivery. Interview with Ruth revealed that Eat Organic Food has experienced increase in market share and therefore, it receives several orders, which it can process efficiently. This is likely to affect the performance of the company negative in the market if it is not resolved immediately. Several customers are making orders and it takes the company hours before each order is processed and delivered. This is because the company is using manual system to receive and deliver orders. It is also noted that some of the orders are not being processed due to lack of system to track all the orders and process them for deliver. Therefore, lack proper mechanism to process and deliver orders for clients is a major problem, which Eat Organic Food faces.

It is therefore, important for the company to find a permanent solution to the problem. The best solution is the implementation of Information System, which can help the company to address its deficit in service delivery. Integrated Website would be the best recommended solution to the problem being faced by Eat Organic Food Company. The integrated website will include customer relationship management CRM or enterprise management system ERS application. The system would give the clients a platform to make orders and monitor delivery. It is likely to increase and improve delivery of orders to customers. The website shall be user’s friendly and contain all the list of products being offered by company. Clients will not be required to make calls after making an order (Roth & Wixom, 2014). The system automatically alert the company that a customer has made an order and immediately it is being processed and delivered to customers.

The integrate website with CRM platform, will improve Eat Organic Food service delivery and ensure that all orders are processed and delivered immediately to customers. This will help the company to increase its market share hence increased profitability as well.

# System Capabilities

The system is an elaborate system which provides a detailed functionality. Customers will able to place orders, monitor the order and delivery process using the system generated code. It shall gives customers an opportunity to create an account, view products being sold and chart with the company regarding the products, which are being sold. Through the system the company would be able to track all the deliveries to customers. The CRM offers a platform to keep track and good relationship with customers. Therefore, the system would also give the company a platform to receive feedback from customers. According to Wasson (2015, p. 18), feedback from customers are essential can be used customer management. The information are used analyze customers perceptive and use the information to provide services to customers.

# Business Benefits

Eat Organic Food is likely to improve its market share because of the integrated website. It is because customers will be satisfied with the service delivery and therefore, many people would demand the service from the company. It is also likely to increase its profits due to increased market share (Blanchard & Fabrycky, 2010, p. 12). Eat Organic Food will therefore, increase its efficient in service delivery to customers. As a result it attracts both local and international investors, which is important for any start-up company with a vision to grow. Therefore, the system will give the company a larger market and attract investors, and therefore, the system will be a key ingredient for the future growth of the company.

# Policies

For efficient operations of the system, an effective policies and will be required to maintain the privacy of the system. The company will have policies related to login and out to ensure that authorized person do not get accessed to the system (Konjaang, Tankia, & Laar, 2012, p. 28). The policies will cover staffs and customers as well. The system will have automatic logout for customers and staffs. The accounts of staffs and customers which are inactive for more than 30mins will automatically be signed out.

10.1.0. Customers:

* The policy regarding the Automatic logout for inactive account for 30mins.
* Customers will be required to create account using personal information, which is very unique. Customers will be required to key in First name and last time, personal identification number, email and telephone number.

## 10.2.0Staff

* Automatic logout for inactive account
* Unique identification for all the staffs, which will be used identify every entry to the system.
* The level of access and security will also be given to staffs to avoid violation of data privacy.

# Risk Analysis

There are several risk involved with the system which the company will have to addressed. One major risk is system vulnerability which should be addressed as a matter of urgent to avoid violation of data (Tan, 2014, p. 21). The data would be exposed to both internal and external attack, which should be addressed before it is launched for use. The internal attacks could be from virus and human attack and especially from employees. The attack from employees include carrying authorize flash disk, or information, which can compromised the system. In order to avoid any attack based on the vulnerabilities the company will be required to implement strict ICT policies.

# Cost benefit Analysis

The implementation of the system will benefit the company directly and indirectly. The tangible benefits will be based on increased profit as a result of increased market share. It is expected to increase its profit by at least 135% within the first six months after the completion of the project. The project is expected to be funded with approximately $50,000. This amount will go into system design and integration and development of website. However, Eat organic Food is expected to increase its market share based on the service delivery. The return of investment is expected to be high due to increase service delivery and market share. Therefore, the company expect to increase its profitable by at least 135% within 6 months. The cost benefit of the project is therefore, positive since it is also expected to help the company to attract investors which is a key strategy for the company to achieve its market growth.

However, the intangible benefits would be related to make share growth, which is a key benefit of the project. The increase market share is likely to change the market setting and this is one ways which the company would help the company to get potential investors. The tangible benefits include increased profit. Eat Organic Food is likely to receive positive feedback from clients and other competitors and this will allow the company to competitors effective with its market competitors.

# Budget

It is expected that the project will take $55,000, which will be used for assessment, development, the implementation and training of employees. It is also pointed that almost 45% of the budget for the project will be spend to design and development of the system required by the company.

# Bibliography

Blanchard, B. S., & Fabrycky, W. J. 2010. *System Design and Development.* New Jersey: Prentice Hall.

Konjaang, J. K., Tankia, B. A., & Laar, D. 2012. Design and Development of a Sales Management System for SMEs in Northern Ghana. *International Journal of Innovative Research in Advanced Engineering (IJIRAE* , 2-35.

Roth, D. W., & WIXOM, B. H. 2014. *System Analysis and Design.* Washington: RR Donnelley.

Tan, Y. 2014. INFORMATION SYSTEMS : System analysis. *Journal of Information system* , 2-34.

Wasson, C. S. 2015. *System Analysis, Design, and Development: Concepts, Principles, and Practices.* New York: John Wiley & Sons, Inc.