Initial Investigation

Student’s Name

Institution

Course Code

Date

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# Summary

The core aim of the project is to design and develop a system to help Eat Organic Food to solve some of the challenges it is facing in the market. It is 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. This paper analyses the case of Eat Organic Food and provide detailed recommendation on system design and implementation.

# Background

Eat Organic Food was founded by Ion Jones as a family business for production of food for domestic use. It is a partnership business owned by Ruth Jones ad Ian Jones. Ian believed he could do farming better and this made him to retire from his work as a mechanic to start farming. It is noted that Ian started farming using his back yard and expanded to neighbors’ backyard before expanding to a larger portions of land. Eat Organic Food has experienced growth since it was started and employees other employees to provide assistance. It has over six employees working for the company. Eat Organic Food is owned by Ian Jones and Ruth Jones and therefore, it is a family business. I am and Ruth is both married and Eat Organic Food was started by Ian to offer sustainable income for his family. Eat organic Food is well known as the provider of fresh and organic food and therefore, this has been used a critical business tool to create customer loyalty in the market. The business focus of East Organic Food is fresh vegetable produced without using any kind of pesticides. The company 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 has expanded over the last years. An assessment done established that it has increased its market share and this has increased demand of products from the company. As a result of increased demand, the company has employed some employees to help in sorting out customers’ orders and process for delivery. The number of customers with interest in Organic Food continues to increase daily. It has customers from various localities from across the country and this also act as a big challenge to the company and therefore, it requires a system which can help it address the problems of inefficiency in delivery services to customers. The information system will help the company to address the problems related to service delivery and become efficient in receiving, process and delivery of orders. The company receives hundreds of orders daily and without the system it is difficult to track and process all the orders for delivery.

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.

**Organizational Structure**

The organizational structure of Eat Organic Food is very simple and it is headed by a manager, Ian and Assisted by his Wife Ruth who is in charge of customer management. The company also has other employees, which helps it provide services to customers. In total, Eat Organic Food has a total of six employees.

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

Ian Jones

General Manager

Ruth Ian – Manager Customer

Marsha Staff

Christina Staff

Chris Staff

Cathy Staff

# 

# Project Management

The project is an ICT system design and development. Eat Organic Food intend to implement an ICT system which can help the company improve its service delivery. The project includes designing and development of website and CRM system which can be used to track products and also help clients in delivery products efficiently to customers. The project will be handled by a team of experts in ICT and project management to ensure that all the objectives of the project is meant. The project objective is to deploy an information system for the company to provide help in the efficient management of information. The project will be managed by Ruth Jones because of her knowledge in the customer management department. However, the implementation of the project to be done in phases, the first phase will be the assessment of the viability and the needs of the company. After the assessment is completed, the designing and development of the information system will start and completed with three months. However, each project team will be specific responsibility and the team expected to meet daily for brief on the status on each section of the project until the project is completed. It is important to have regular meeting to ensure that the project team are working together coherently, in meeting the objective of the project (Konjaang, Tankia, & Laar, 2012). The project will be completed within six months from the time the agreement to design and developing the ICT system is signed.

**System Vision development**

***Eat Organic Food Problem***

Eat Organic Food has experience high growth hence increasing demand from the market. Customers have complaint of slow delivery of products. Orders take hours before they are received process and delivery to customers. The company is also not in constant contact with its customers and this make the company worried of losing customers if the situation remains the same for a longer time. It is therefore, evident that there is inefficient in service delivery because of the manual system being used by the company. Tracking payment is also a challenge to the company and the cost of delivery is also high because clients must call mutual to placed orders.

**Solution**

The best solution to the problem faced by Eat Organic Food is the implementation of ICT system. Eat organic Food receives order manually and this make it difficult for it to process all the orders. The designing, development and implementation of website with enterprise system is likely to help the company improves its service delivery. Through the information system, customers would be able to order products online, track the delivery of product and have constant interaction with customers. The system will allow clients to place orders using mobile phone or on their computers and track the products using the generated code. This is likely to improve the company market share and profitability. It will also help the company to build trust with customers and it might result into high level of customer loyalty, which can help improving the company market share in the food store industry.

# Project Schedule

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Description** | **Duration of each activity** | | | | | |
| 1 | Assessment | 1 month |  |  |  |  |  |
| 2 | Designing and development of the software |  | 3 months |  |  |  |  |
| 3 | Installation |  |  | 1 months |  |  |  |
| 4 | Transfer of data |  |  |  | 1 moth |  |  |
| 5 | Testing of the system |  |  |  |  | 1 month |  |
| 6 | Training |  |  |  |  |  | 1 month |
| 7 | Handing over |  |  |  |  |  |  |
| 8 | Launching |  |  |  |  |  |  |

# Total Duration

The implementation of the entire project to take 6 months, and it will be done in phases.

# System Capabilities

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. The system has detailed functionality. Eat Organic Food’s client would 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

. The company will have to implement policies to protect the system. The policies will be related to login and out to ensure that authorized person do not get accessed to the system (Konjaang, Tankia, & Laar, 2012, p. 28).

**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

Information System improves service delivery and it is expected to benefit Eat Organic Food directly and indirectly. . 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.

**Tangible benefits**

* Increase profit.
* Improved service delivery to customers
* Increased market share in the industry.

**Intangible benefits**

* Increased market value.
* It is likely to attract investors.
* Positive feedback from clients.

# Budget

The project o cost $65,000. This budget to fund designing and other logistics required for the project to be delivered.

**Conclusion**

It is recommended for the company to implement an effective ICT system to improve its customer service delivery. Based on the analysis of the company challenges, Eat Organic Food, require an elaborate integrated website, which can allow clients to purchase products online and receive them without much problems. The website should be integrated with CRM system to improve the relationship between the company and customers.

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