

# Umuc business process strategy case study sample

[Business](#), [Marketing](#)



## **Introduction**

The technology solution is intended to improve efficiency in both supplier activities and customers' activities to better standards unmatched by rival businesses with similar services. To maximize long-term sales, profits and retain customers, Myra needs to incorporate latest technology solutions that will uniquely define and differentiate her services from the rest of hairdressers. A team with strategic plan is most essential before initiating a business process to ensure effective and smooth transition from the traditional sales-related activities to the high-technology system.

## **Business process explanation**

This study aims to provide solutions to Myra's UMUC Haircuts business which seeks to stay competitive in the market in which more business are emerging. Some of Myra's interests are to communicate better to her customers as a way of marketing and accurate monitor the prices on goods of her suppliers. The existing system which has existed since 1995 and cannot address the current needs of the business desperately requires amendments and updates to cope with not only the trends and needs of customers but also to help the business to be competitive in the market.

## **The UMUC current process**

Currently, the existing system involves non-technology techniques that are engaging and tiring as there is consumption of much effort and time unnecessarily with the presence of many workers. Myra has no way to keep track of her suppliers' products, their substitutes and rapid changes in prices.

She cannot achieve her intention of communicating to her customers to acquire information about her quality of services and also the dream of sending birthday texts. Once the clients leave, she can only hope they will be back and will have influenced some other people with the news of her quality services. This unreliable method of marketing makes it difficult to study the trends or measure the results thus; no longer useful in the wake of stiff competition emerging.

Keeping track of prices on goods offered by her suppliers is a nightmare. Myra finds changes and shifts in prices that she was not aware. She feels she is missing on something. She therefore, needs a tracking and monitoring system that will enable her get the best prices available.

### **The to-be process:**

The successful installation of the UMUC technology solution depends on a team of experienced personnel will lead the business through the transition and changes necessary for the effective adaptation and usage of the new computerized system.

Normally, when a customer needs to check for availability of services according to their schedule, they go the business premises and inquire from the attendant who is also the customer care agent. It is then that they can get the information of an appropriate time available, the cost and the approximate duration of the service they intend to get. There's no way of keeping customer records apart from the receipts and word of mouth hence poor marketing ideas. Whenever UMUC serves a customer, and completes the transaction, there is no means of contacting the clients to inquire their

views of the quality of the services. The receipt provided the business call-line number. Unfortunately, most customers seem not to worry about the receipt. They drop it in the nearest trash can and is therefore, not an effective method to give the business contact to customers.

The new technology proposed will firstly; minimize the inconveniences and challenges prospective customers meet when they have to come all the way to the business premises to learn about the services offered, the cost and the duration of the service.

Secondly, payment will be easier as customers can book places on-line and pay for the services in advance. The suppliers too can receive their payments on-line once they deliver their products. Most importantly, new customers will learn more about UMUC before they even get to see the place and without being told by friends who were previously served at UMUC.

The transition progress will be engineered and monitored by a team of IT experts and marketers to ensure safe, smooth and positive progress.

With the introduction of 24hour services, more clients with complex schedules or those that need complex hair-styles that need extra-long periods to complete will be accommodated. Other clients, for instance, those who work and study, are mostly busy all day and can only afford the time in the night. They can be served late in the night. More employees should be employed to work in shifts so that the customers available during late night hours can enjoy the services. This cost will be a necessary expense for UMUC. An analysis on the effectiveness of this new system in regard to maintaining competitiveness in the market indicate dire need for change.

## **Proposed Technology Solution**

A business web-site will not only market the business but also enhance communication with customers and suppliers will address the issues Myra, the UMUC manager intends to solve.

A new electronic pay system which will reduce the exchange of cash is vital in reducing the risks associated with handling cash such as robbery. The installing of a safer and more reliable system will enable the management to win the confidence and trust of their customers consequently retaining them and hence increasing profits.

Most businesses have their products available for purchase directly on the Internet. Purchasing items directly from the Internet will consequently reduce the cost of traditional purchasing that usually has lots of inconveniences involved such as traveling and carrying delicate goods.

## **Solution components**

The hardware components include; 3 computers (2 desktops and 1 laptop), printer and an automated card reader.

The required platform for a new system is a simple and stable Operating system. Microsoft Windows is the vital platform and a Point of Sales system application.

Employee training will be needless since the hiring of staff concerned with installation and management of the new system who be independent in their duties to the business, will replace them. However, the team entrusted with the task to oversee the transition requires a reliable and experienced team

leader to ensure the resources available will be enough to complete the project.

### **Impact of the solution**

The new technology will help to contact more people than face-to-face interaction can deal with by great extents. Since the websites can be accessed simultaneously by several users at the same time, more customers can be handled and be communicated to at any single time. The website can also reach people further than the environs of its location making the business better known.

The use of electronic payment system will quicken and ease transactions as there will be barely any need to queue to pay cash. Discounts can also be granted to the customers paying on-line to encourage them to use safe and more reliable payment methods.

After a study of the rival businesses techniques, results indicated that none had employed technology measures to facilitate their services, therefore, creating an opportunity for UMUC to be the only business in the market to introduce unique high technology services. This technology will definitely improve the performance of the business (Jones 13).

The new technology services are likely to attract more young people who fancy technology and are the people who explore the Internet most. Since the location of the original business is near a college campus, the target group is young people, and their interests are predictable. By offering services that are appreciated by young students, UMUC stands a chance of retaining these customers.

It is much easier to keep track of products and their prices on the Internet than to shop in the malls and supermarkets. Browsing the web saves energy, time and cost. Myra will save a fortune from preferring web-shopping than traditional physical shopping.

Offers such as discounts and alert messages can be communicated to customers effectively since their details can be tracked and more frequent visitors easily identified. Moreover, with the details of customers, Myra can achieve her dream of sending surprise birthday wishes to her customers.

### **Support for strategy for competitive advantage:**

Jones in his book Strategic management states that adopting the latest trends keep a business relevant and increase customers' curiosity. This curiosity and interest lead to attraction of more people preferring to shop at the business rather than the rest. The business will hence have achieved their desire to beat their competitor. The exploitation of latest technological developments eases the workload on human staff hence reducing the expense and funds directed towards paying manual workers. Though it replaces workers, it cheaper, effortless and most importantly; accurate. The achievement of Myra's intention to send her customer's text message and e-mails will be quick since their details will be available. By retaining these customers, this interaction will consequently lead to UMUC becoming more competitive in the market. With the attraction of new customers, the old customers are retained by gifts, offers and discounts which are all passed to them electronically.

## **Model the processing**

Current (as-is) process