



Interim Report

SPORTSVILLE LOUVAIN

Digital Business Systems - Digital Transformation Management

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Business Description

SportsVille Louvain is a sporting goods store in Louvain-La-Neuve. This venture was conceived by students from the Louvain School of Management who identified a gap in the local market for sports equipment. In Louvain-La-Neuve, aside from a small store specialising in racket sports, there is a noticeable absence of diverse sporting goods shops. The nearest real multi-sport store is located in Wavre, making it less accessible for the student population.

Quantifying the Necessity

With Louvain-La-Neuve boasting a student population of over 22,000 ^[1], Sportsville Louvain has the advantage of being situated in a substantial market. Furthermore, insights from the Université Catholique de Louvain's Service des sports reveal that there are more than 17,000 Pass'port holders. These Pass'ports grant access to a wide array of sports activities in Louvain-La-Neuve, spanning over 100 different sports and 500 weekly hours of activities. ^[2]

Digital Marketing Tools

Thus, the target market is the student population. The management of the store should pay close attention to consumer trends and the sports that are most popular among young people. They intend to employ digital marketing, via multiple social networks, to connect with this target population. The team also believes that it is crucial for SportsVille to create partnerships with the nearest schools and to spread its name among Louvain-la-Neuve's sports coaches. Additionally, the student population is a potential workforce, and employing students will create a dynamic and innovative shopping environment and create a social impact.

In addition to that, Sportsville Louvain aims to differentiate itself through technology and a strong digital presence. Implementing a modern ERP system is a first step in their digital transformation. They also understand the importance of providing an online shopping experience that complements the physical store, making it convenient for the customers to browse through the shop website, purchase sporting goods, and then pick them up at the store.

Target Inventory

The SportsVille shop will have a range of different products to meet the demand for the sports mentioned above, such as jerseys, balls, protective equipment, among others. This company will have a considerable sales power, given that there is no other shop in Louvain-la-Neuve selling these products. Even so, it's important to ensure that the needs of the population are met so that confidence in the shop is created, and that the target does not travel to the nearest large sports shop in town when sports equipment is needed.

It should be noted that, since the target audience is students, much of the equipment sought is for beginner and intermediate levels, and at a competitive price. The stock in the shop is managed with this factor in mind, but a new ERP system will surely help managing it more efficiently.

Organisation and Planification of the Team and Work

Team members were divided into three groups, with the number of members allocated to each section being determined based on the anticipated workload for each group.

ODOO Platform

The ODOO platform handling will be overseen by António, Nuno, and Diego. They excel at swiftly adapting to new software and resolving intricate issues. Furthermore, they possess a keen understanding of the interconnection between the company's framework and the management system. We entrusted them with this responsibility due to their proficiency in learning new software and their computer skills.

Final Report Writing

Ana and Francisco have been assigned the responsibility of writing the report, delving into the ideas explored during the course and the utilisation of ODOO. This entails explaining the concepts covered in the course and

also applying the practical knowledge acquired. Thus, their contribution holds immense value in aiding the group's understanding and application of the concepts employed in the work.

Project Management

The responsibility of overseeing deadlines and objectives rests with Miguel. This role involves ensuring that every member actively contributes to the project and is fully aware of their responsibilities, closely monitoring the progress of the project and encouraging engagement within the group in order to manage workflow effectively. His monitoring will foster a collaborative and productive team environment, guaranteeing that the different components of the project are moving with a sense of cohesion.

Work Planification

For day-to-day communication, we will employ Microsoft Teams and WhatsApp tools. Collaborative platforms like Google Docs will be utilised for sharing work and ideas.

It is essential to note that team members' roles are not rigidly defined, existing the flexibility to switch roles as needed to ensure the smooth progress of the project. However, for the duration of the project, the team expects that the roles are consistent to avoid unnecessary delays.

Aligned with its suitability for our digital transformation context, we have opted for Agile methodology, thereby elevating the overall quality of our work.

To implement Agile, we will create a backlog of tasks covering the entire project duration. This backlog will serve as a repository of all the tasks, allowing us to prioritise and plan effectively. Time will be divided into three sprints, with each corresponding to the period between the submission of one deliverable and the next.

During these sprints, two meetings per week have been designated as checkpoints: one in-person on Tuesdays and another via video chat on Microsoft Teams on Saturdays. In these sessions, completed tasks will be reviewed, and new assignments are delegated. Each member will share their progress, discuss challenges faced, and collaboratively seek solutions. These interactions serve both to keep everyone on track and to provide a platform to promptly address any doubts or concerns.

Moreover, a meeting at the end of each sprint will be carried out with two primary objectives. Firstly, a sprint review will be conducted, during which the team will assess the quality of the work delivered and evaluate the overall organization of the team. Secondly, the planning for the next sprint will take place by reviewing the product backlog. Tasks will be assigned based on each person's project role.

Regarding the Project Timeline, to ensure punctual completion and improve collaboration, each of the project's three deliverables - draft, presentation slides, and final submission (which comprises the report and the video) - should be finished two days before the official deadline (Figure 1). This buffer provides room for unexpected challenges and enables group members to review and provide constructive feedback on each other's work.

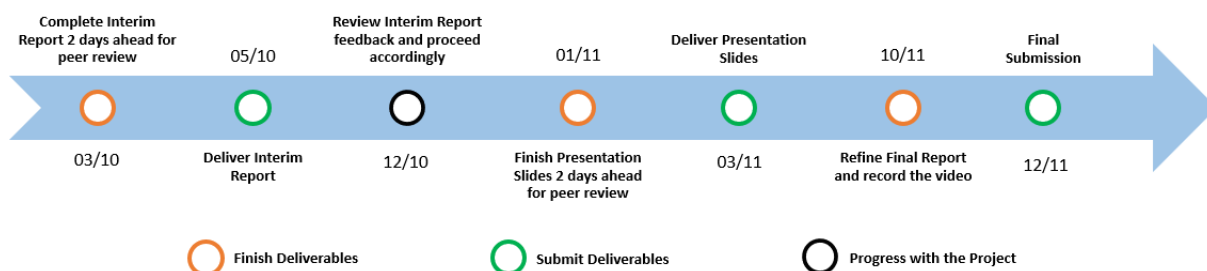


Figure 1: *Project Timeline*

Upon receiving feedback on the Interim Report, the project will progress in line with the provided suggestions. The regular meetings previously mentioned will be crucial to since the ODOO implementation and the writing of the final report must maintain constant communication - these components are interconnected and need to

progress together, requiring close coordination which will be ensured by the Project Manager.

ODOO Implementation

The implementation of an ERP solution, such as ODOO, can revolutionize the operations of SportsVille Louvain. This integrated software solution offers several advantages, such as streamlining inventory management, order processing optimization and enhancing customer experience.

Leveraging the following modules will provide SportsVille Louvain with a basic ERP system. In the current business landscape, an ERP system is no longer an innovative solution but an essential commodity for any company's long-term survival and success and thus a necessity for SportsVille Louvain ^[3]. Moreover, the implementation of these modules will address some key factors: ensuring sensitive data security, complying with legal requirements, and enhancing customer satisfaction. Striking a balance between customization and practicality is also essential, as excessive customization can lead to complications and increased costs.

Sales Category

The **sales module** is crucial since it will offer an organized order overview along with an efficient way of processing quotations. The **CRM module** is a great complement since it will enable tracking of customer data, providing marketing with tools for more tailored campaigns along with offering a platform for customer feedback. Additionally, the **POS module** can significantly improve in-store operations since it offers a smooth and efficient experience for both customer and staff while also providing the business with valuable insights.

Accounting Category

This category offers a comprehensive suite of financial management tools. Through the **accounting** and **invoicing modules**, SportsVille Louvain is able to precisely track revenue and expenses thus ensuring that financial data is consistently up-to-date and synchronized. Additionally, invoicing processes are automated, which translates into a reduction of manual errors, and highly customizable, enabling precise adjustments that align with the store's branding and include essential details.

Inventory Category

The **purchase module** facilitates the management of purchase agreements and orders, ensuring timely procurement and optimal quantity decisions. The **inventory module** streamlines inventory, logistics, and warehouse operations. It allows real-time monitoring of stock movement, including incoming and outgoing transactions, as well as quantities bought and sold.

Website Category

The **website module** serves to manage our online presence, enabling customers who prefer online shopping to do so instead of going through the full shopping experience physically - our catalog, along with special offers and discounts, will be accessible on the website. Additionally, we will integrate the **e-commerce module** so people are able to buy online after checking our catalog in the website and pick-up their product in the store, offering our client's greater flexibility throughout the product purchasing process. The introduction of the **live chat module** can also enhance the customer's experience.

Marketing Category

The marketing category holds immense potential for the store's success. Considering the target audience, the **social marketing module**, in particular, presents itself as the more pertinent marketing channel, and, consequently, one that the business should prioritize. ^[4] This module offers powerful tools such as targeted campaigns, content management and social media integration which, along with timely promotions and product updates, will increase engagement from Louvain's sports enthusiasts.

Human Resources Category

Lastly, the **employee contract module** will handle our workers' contracts, providing a convenient way for us to monitor these documents.

References

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