



LOUVAIN
School of Management

Interim Project Report
Group 58 - “Crystal Cosmetics”
Digital Transformation Management
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CRYSTAL

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1. Company description

Crystal is a beauty product company that manufactures its products in Louvain-La-Neuve and creates its unique chemical formulas in their own laboratories. After the manufacturing process, products are distributed to retail stores across Belgium with plans for future expansion into the EU market. Additionally, Crystal's products are sold directly through their website to individual customers.

Crystal is known for offering high-quality products which are crafted using natural ingredients in the company's factory before being dispatched to its warehouse for distribution. The company possesses its own trucks used to deliver products to B2B clients, while B2C orders are shipped through Crystal's collaboration with Bpost.

Regarding Crystal's product selection, the brand offers a variety of merchandise including body care, facial care, lip care and sun protection. This includes facial creams, lotions, lip balms, sunscreen, etc. These products are made of eco-friendly ingredients, reflecting the company's dedication to environmental responsibility.

The Crystal team consists of 25 employees including the ones in the manufacturing and research and development department. The brand's main target comprises financially comfortable women aged between 30 and 50 years old. The company uses email marketing as its primary communication channel and to entice new customers. The company maintains a close relationship with its customers through loyalty programs, by rewarding patrons with discounts based on their profile.

2. Team organization

Each member in our group plays a distinct role:

Sohayla is the Layout Manager meaning that she is responsible for final adjustments in our work. She oversees adherence to the APA norm and bibliography guidelines. She is also responsible for delivering our project on Moodle in a timely matter.

Aâron is our group's supervisor and ensures effective and efficient teamwork by helping fellow team members when needed.

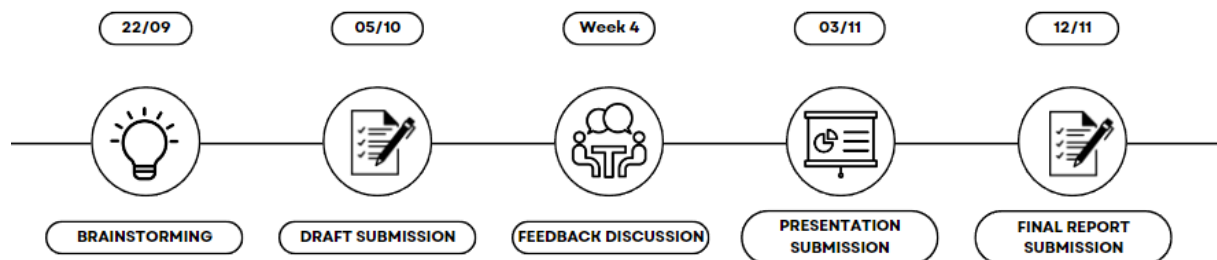
Teo serves as the Planner and keeps an eye on the project's timeline. He keeps track of the tasks that have been completed and the ones that need to be tackled or improved. He also handles the bookings of our weekly meetings venue.

Angelina takes on the role of the proofreader. She meticulously reviews each of our documents when completed for spelling, grammatical and syntax errors.

Finally, Matthieu and Clémence are the two ODOO managers of our team. They are in charge of our envisioned ODOO implementation.

It is important to note that while each team member is assigned specific responsibilities, they all actively contribute to every aspect of our work's creation. This fosters a collaborative approach to our tasks, which we believe is best. Thus, everyone is included in the work's writing.

We plan to meet every week to discuss the progress of our group project and to set internal deadlines when necessary. Typically, we meet every Tuesday afternoon, right before our Digital Transformation Management/Digital Business Systems class.



3. Envisioned Odoo implementation



Our Odoo implementation is based on a logical architecture using an integrated system composed of different modules. This strategic approach facilitates data sharing with stakeholders and enhances the company's operations management. In the table below, you will find the applications Crystal uses and how they are implemented.

Apps	Usage
Inventory	This application will help inventory management as the company manages its product stocks within its own warehouse.
E-Commerce	Crystal's E-commerce platform will be used to offer and sell the products on the internet.
Bpost shipping	Orders will be dispatched by truck through Bpost's delivery network.
Sales	All sales transactions are going to be recorded and tracked with this application, providing valuable insights through data visualizations such as graphs and charts.
Accounting	The accounting module will enhance customer portal management and ensure financial fluidity by enabling quick payments.
Employees	This application simplifies employee management, addressing issues, and fostering team cohesion through organized team-building events. It also centralizes employee information and serves as a salary administration tool.
Purchase	Sourcing raw materials, packaging, machinery, and other essential production components is done through this application.
Live chat	Live Chat will ensure swift and responsive communication with clients. This feature will elevate the quality of the company's services.
Website	The website functions as an engaging platform, showing Crystal's different ranges of products, its brand history, and the company's contact details. This module simplifies content management, making it easy to update the website.
Email Marketing	The company's email marketing strategy targets engaged customers who receive occasional newsletters.
CRM	The CRM application aids in discovering potential suppliers for the purpose of improving product quality and cost-efficiency. It may also be helpful for identifying new retail partners.