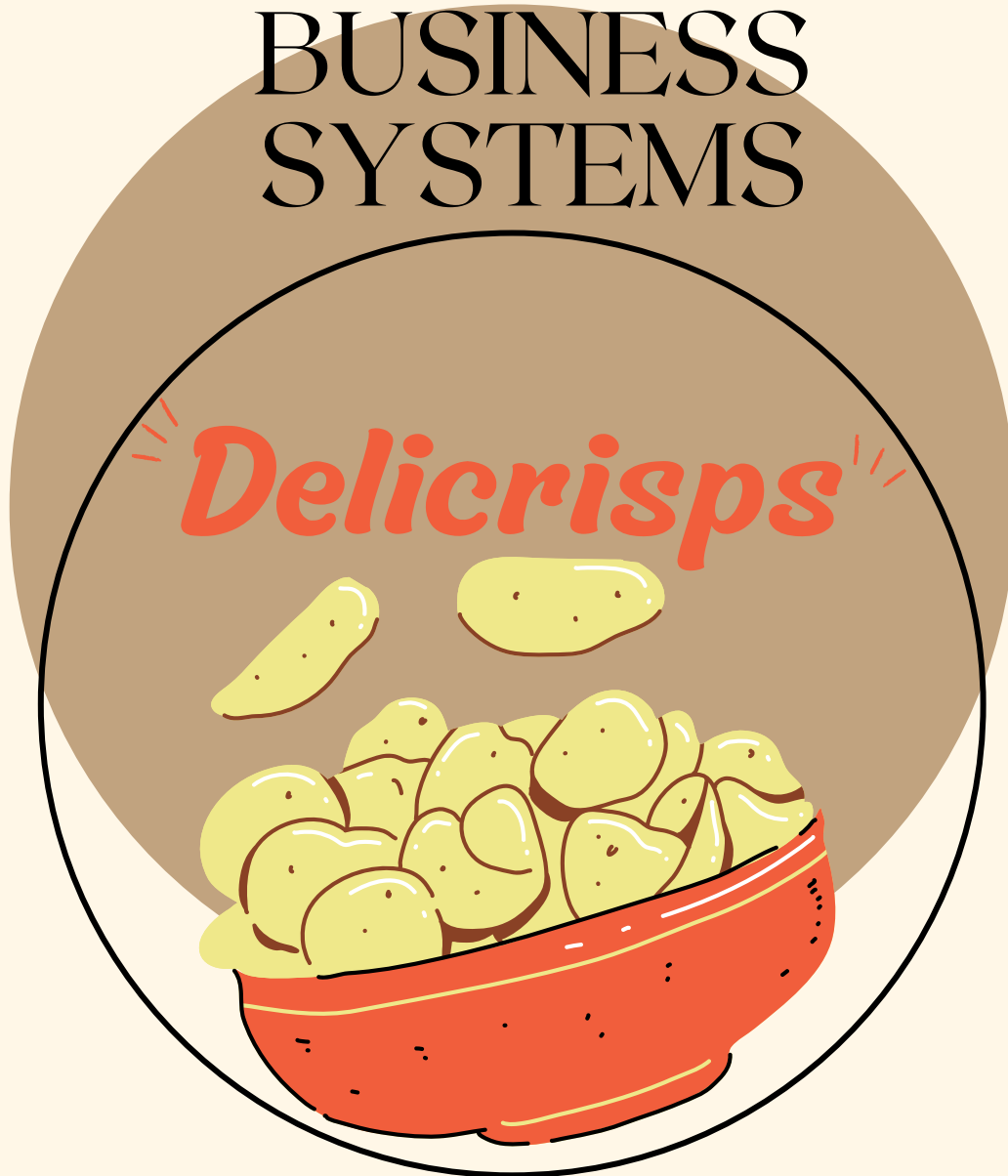


DIGITAL BUSINESS SYSTEMS



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Description of the company

We decided to work on a brand of crisps called '**Delicrisps**', which aims to be local and environmentally friendly. The delicious crisps are produced from locally grown potatoes, which reduces the carbon footprint. It is also important to the company that the crisps are packaged in recyclable packaging. The brand wants to be as transparent as possible with its consumers.

As for the different flavours on offer, they currently have a range of 3 flavours: salt, paprika and pickles. However, they hope to expand this product range in the future. The traditional way in which crisps are made gives them a savory and crispy taste that is unique. We are in a concept of Vegan chips, that is to say that all the ingredients used are of vegetable origin.

The company is currently targeting Belgian consumers of crisps. Their crisps are available in Belgian supermarkets. The company is based in Nivelles, in the agricultural region of Hainaut. They chose this location because potatoes are produced there in large quantities. The land is very fertile and ideal for growing potatoes.

Delicrisps collaborates with farmers who have an organic production method. In other words, they produce a commodity by means of natural substances and processes.¹

This small company currently employs around ten passionate people, all experts in their field. There's the CEO, a marketing manager, a human resources manager, a financial manager, the chef who comes up with the secret recipes, the sales and distribution team and, finally, the employees responsible for producing the crisps, who work directly in the production plant. Finally, there are the potato growers with whom they work closely.

Organization and planification of the team and the work

Organization of the team

Planning manager

We chose Clémentine for the position of planning manager in our group work because of her exceptional organizational and time management skills. Her attention to detail and ability to maintain a solid structure are crucial to the success of our project. In entrusting her with this role, we are confident that she will make a major contribution to the efficient coordination of our team and the timely achievement of our objectives.

Odoo application officers

Sara and Sophie have been designated as the individuals in charge of managing the ODOO platform. They were chosen for this role because of their proficiency in adapting to new software and their strong computer skills. They thoroughly enjoyed their initial solo tasks and are eager to explore more of the platform's capabilities.

¹ https://agriculture.ec.europa.eu/farming/organic-farming/organics-glance_fr#:~:text=L'agriculture%20biologique%20est%20une,substances%20et%20de%20proc%C3%A9d%C3%A9s%20naturels.

Report writers

Eugénie and Pauline have been designated as report writers for this task due to their strong writing skills, attention to detail, and commitment to delivering high-quality work, making them the ideal choice for this role. Their spelling and grammar proficiency will ensure the accuracy and professionalism of the reports they produce.

Layout manager

Victoria's decision to take on the role of layout manager was based on her skills and ability to organize the visual aspect of a project visually and efficiently. As layout manager, Victoria will be responsible for structuring and shaping the visual elements of the project, whether in graphic design, document layout, presentation creation, or similar aspects. She will ensure that the visual elements of the work are harmonious, coherent and attractive to the target audience.

Planification of the work

We have decided to utilize the time slots provided by the professor to work on our group project. Each week, we will divide the tasks into three parts to be completed in pairs, aiming to enhance our productivity while maintaining a collaborative approach. We have chosen not to limit ourselves to specific roles and will actively participate in each phase of the project.

During every meeting, we will share our progress and provide feedback on each other's contributions to ensure a high-quality final outcome. These meetings will be conducted face-to-face to improve team cohesion and productivity. Important communications will primarily take place through a Messenger group to facilitate coordination and the dissemination of crucial information.

Description of our envisioned Odoo implementation

The **sales** module gives us an overview of all the products we have sold. With this module, we can also create customized quotations. Thanks to the sales report, we can easily analyze our sales and see if we are following a positive curve or not.

The **accounting** module is an important one. The management of the company's accounting gives reliable elements to determine a decision-making strategy. With all the options available to us, we can manage the company's finances, by knowing its cash flow, the profit and loss.

The **invoicing** module allows us to manage our payment. You can find out the status of each invoice, whether the customer has paid us or not. This evidence serves as a justification for a commercial transaction.

The **inventory** module gives us an overview of the products we have received, the delivery orders and the products we have returned. Thanks to this module, we know if we need to place an order in order to fill our stocks.

The **purchase** module helps us manage suppliers and purchase orders. We will be able to better understand our supply chain and improve the performance of our inventory.

Our **website** will be our interface directly accessible to the consumer. As we have no point of sale, we will use our interface to present our products and make ourselves known. You will also find a list of our partners who are resellers of our products.

The aim of **social marketing** is to make yourself known to potential future customers via social networks such as Facebook and Instagram. It will also serve as a channel for informing our customers of our latest news, discounts and special offers.

Manufacturing will help us with our crisp production process. This will enable us to detail the stages from raw material to processing into crisps. This will enable us to detect any problems or delays in the production.