



LLSMF/S2903 DIGITAL BUSINESS SYSTEMS - DIGITAL
TRANSFORMATION MANAGEMENT

BIO'R SNACK

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YOUR FAVOURITE PLACE FOR HEALTHY, ORGANIC
SNACKS



Description of the business/company/organization

BIO'R SNACK " - Your favourite place for healthy, organic snacks.

At BIO'R Snack, we are convinced that treating yourself to delicious snacks should not mean compromising your health. We have our own production workshop in Brussels accompanied by a few offices but also 4 stores located in Lasne, Tervuren, Edegem and Wetteren. Our storage warehouses in Belgium are located in the Brussels suburbs. In front of these warehouses, there are 3 unloading bays for semi-trailers. The warehouses have been designed to minimise their impact on the environment, with green roofs and energy recovery systems.

Our offices are mainly open-plan. The atmosphere is relaxed, with hierarchy and control giving way to collaboration and sharing. Our offices feature virtual meeting rooms with touch screens. In addition to all these rooms, there are also relaxation areas with games rooms, a place to meditate and even a garden. Everything has been designed to encourage personal development and a culture of performance.

Our customers, mainly young workers and families, can find on our store shelves various organic insect-based snacks, different kinds of exotic coffee, certain fermented foods such as kombucha or kefir, artisanal chocolate as well as a range of tea flavors and finally several exotic dried fruits.

What sets us apart from our competitors is our commitment to quality and the environment. All our products are carefully selected from local producers and planet-friendly suppliers. We guarantee snacks without pesticides, without GMOs, and without artificial additives. Our organic certification labels include Demeter, BE-BIO-01 (CERTISYS), AB and Fairtrade Belgium. We strive to collaborate closely with these labels to demonstrate the excellence of our organic products. We have also obtained the BCorp certificate, which proves the quality of our social, responsible and environmentally friendly products. Finally, we have the ISO 9001 label, which certifies the internal and professional quality of the company.

BIO'R Snack offers a website available in multiple languages, enabling you to order all the products of the catalog. The company also provides an after-sales service, permitting product returns within 30 days of purchase for a full refund in cases of non-conformity.

BIO'R snack's accounting is managed internally and is of crucial importance to ensure its viability and monitor its costs. Indeed, it is a process that encompasses all financial transactions and commercial operations such as purchases of raw materials, rental costs for kitchens, warehouses and stores as well as salaries. We also consider all costs regarding staff training, website, advertising and any type of deliveries.

Our staff is spread across various departments such as human resources with 6 people, around ten IT specialists managing the online platform and store logistics but also 5 delivery men who connect the products from our production center to the different stores. Within each of our stores there are 5 salespeople available for customer service and support, however if orders are online, they will be delivered by an external delivery company consistent with our values. In addition, our marketing team responsible for our company's communication and sponsorship is

made up of 4 people. Our CEO and COO are present to guarantee the good management of the company in a healthy and caring atmosphere. Finally, the CFO is in charge of our financial department and manages a team of 3 people who ensure the viability of BIO'R Snack.

Draft organization and planification of your team and work

Firstly, we had our first meeting on 25 September to discuss and choose our business idea. We worked together on the draft to ensure that every detail of our fictitious company was consistent. We also divided up the various tasks for the rest of the work and set the schedules for our meetings.

Our group is made up of 6 people who we decided to divide into small teams of 2 because this seems important to us in order to ensure the coherence of our work, but also to allow the pooling of different ideas. Collaboration between 2 people allows for constructive criticism of each other's work.

We decided to divide the work into 2 tasks, firstly the technical implementation of our company on the odoo CRM and then the writing part of the job. We thought it would be interesting to divide the work like this to ensure that we didn't neglect the writing part, which is essential for a good understanding of our work.

We are all planning to get together on Thursday 5 October to start implementing Odoo together. Then, we decided to divide the work to be done on Odoo into 2 parts. The management of applications: employees, employee contracts and accounting will be handled by 2 people. We feel it makes sense to group these 3 applications together as they mainly represent the administrative and HR part of our company. Next, the Sales, Purchasing, Points of Sale and Inventory applications will be managed by another team of 2 people. The other 2 people will be in charge of making the video and providing more superficial help to the other 2 groups by checking the coordination of all the work.

Finally, we have jointly decided to meet twice a week to ensure that our work is progressing. At these meetings we discuss the progress of the project. The meetings take place on Mondays and Thursdays, which allows us to make good progress between each meeting and avoid being overwhelmed by deadlines.

Draft description of your envisioned odoo implementation

To help us set up our business, we've decided to use Odoo software, which is an open source ERP where you can choose the applications you want to integrate from a large list of possibilities. We're going to present the different modules we've chosen and briefly explain how they help us to set up our company.

The purchasing and sales modules are essential to the successful management of our company. Several other modules, such as the inventory module, are based on them. They will enable us to keep precise track of our sales and purchases of materials.

The inventory module enables us to monitor our stock levels and know when we need to restock in real time. Thanks to this module, logistics between the storage warehouse and the various shops will be much smoother.

The employee and employee contract modules allow us to list all our employees and to link their employment contracts directly to the platform. This module will give us an overview of our staff.

The point of sale module alone enables us to manage the logistics between our different shops. It also allows us to monitor the status of our orders, our stocks in real time and our reporting.

The e-commerce module allows us to create our own website from scratch so that we can sell online. Thanks to odoo, the site combines several modules in the background and allows us to create a completely personalised space dedicated to sales.

Thanks to the B-post shipping module, people who have placed orders in our webshop will be able to have our products delivered directly to their home.

The planning module will enable us to have a place where all the important events and deadlines for our company will be recorded. It will also be possible to create a timetable for each week and note down the various meetings scheduled.

The email marketing module will be the centrepiece of our customer communications. It will enable us to send emails or targeted advertising to our customer database. It will also be possible via this channel to send codes or promotional offers to our most loyal customers.

Finally the accounting module is where we record invoices and monitor our payroll. Thanks to this module, we can easily automate our accounting processes and account management. This module can also generate various financial reports such as balance sheets and profit and loss account.