



Project Report

SPORTSVILLE LOUVAIN

Digital Business Systems - Digital Transformation Management

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Abstract

This report, developed as part of a group project for a Digital Business Systems / Digital Transformation Management course, aims to present the collective effort of a team of six consultants in formulating a digital transformation proposal for a fictitious business.

The chosen enterprise was SportsVille Louvain, a sports items retail store situated in Louvain-la-Neuve. In order to address the specific challenges faced by the store, it was determined that, at the moment of the digital transformation request, the store exclusively operated physically, catering predominantly to the student demographic prevalent in Louvain-la-Neuve.

Recognizing the high number of manual processes in the store, implementing an Enterprise Resource Planning (ERP) system was strongly recommended to optimize resources, automate operations, and enhance overall business management and decision-making. Specific anticipated benefits of integrating various business activities into a unified database through the Odoo ERP system encompass enhanced inventory control, initiation of online sales, improved marketing strategy, cost reductions, and superior financial management.

The work division involved three members for the Odoo Platform, two members focused on writing the final report, and one managing the project to ensure smooth workflow and cohesive collaboration. Furthermore, an Agile philosophy of work with a SCRUM approach was employed, aiming at elevating the quality of work and team organisation. However, adaptations to the methodology were made to better align with the project context, including shorter and more varied sprint durations, and the absence of daily meetings on days when the workload did not justify them.

In terms of the proposed IT strategy, a follower strategy centred on simplicity, cost-effectiveness, and resource savings was chosen. The intention was to enhance operational efficiency and internal processes without looking for a revolutionary change in the store's core business activities. Indeed, the reliance on the physical store and the unchanged core business strategy influenced the decision to replicate other companies' practises, focusing on simplicity without significant innovation.

Moreover, the introduction of the Zapier tool showcased an automation process connecting Odoo and Google Sheets. This eliminated manual order data entry into Google Sheets, streamlining data exchange, and enhancing efficiency in tracking and processing orders for pickup.

Nevertheless, limitations were acknowledged, including potential complexity for a small store like SportsVille Louvain, which may encounter resistance to adapting to more technologically advanced methods. Also, the proposal's necessary in-store pickup and payment may be unattractive for customers desiring home delivery. Lastly, digitalizing customer data introduces security vulnerabilities.

For future work, a staff training program is recommended to familiarize employees with the new system's advantages and effective usage. Emphasis on cybersecurity measures and audits is vital to ensure the security of customer data. Establishing home delivery options and online payment integration are also suggested to attract more customers.

In summary, this proposal envisions a more interconnected SportsVille Louvain, fostering improved productivity, efficient business processes, quick information flow across departments, cohesive decision-making, and agility in responding to changes. It aligns perfectly with the expectations of a digital transformation, promising increased revenue and, ultimately, long-term success.

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Introduction

SportsVille Louvain, situated in Louvain-la-Neuve, caters to the dynamic sports needs of the youthful demographic, primarily consisting of students from UCL - Université Catholique de Louvain. Operating in the sports equipment industry, the store prioritizes serving active young customers engaged in various sports activities.

The sports equipment market has witnessed substantial growth, experiencing a notable 9.5% increase in revenue from US\$137.20 billion to US\$149.50 billion between 2021 and 2022. In this rapidly evolving landscape, staying in tune with market trends and differentiating from competitors is pivotal for sustained relevance and operational optimization.

Examining SportsVille Louvain's as-is state reveals a reliance on manual processes, lacking an online presence and exhibiting a sense of silos within the company. The absence of technological tools for operations management and decision-making highlights the need for urgent intervention. The implementation of an Enterprise Resource Planning Systems (ERP) system emerges as a strategic imperative. ERP systems integrate data, streamline major organizational functions, and enhance the dynamism and immediacy of information flow, thus increasing overall operations efficiency.

In this transformative journey, the ERP system which will be used is Odoo, a platform well-suited for small businesses with a strong focus on Customer Relationship Management (CRM). Given SportsVille Louvain's emphasis on proximity to customers and community engagement, Odoo aligns seamlessly with the store's objectives. Notably, Odoo's strength lies in its adaptability to small businesses rather than complex supply chains, making it an ideal fit for SportsVille Louvain's needs.

The digital transformation facilitated by Odoo promises numerous benefits for both customers and staff. The envisioned changes aim not only to keep pace with market dimensions but also to elevate SportsVille Louvain's operational efficiency, customer engagement, and overall success in the sports equipment industry.

This report will demonstrate the concrete viability and strategic positioning of the proposal, starting with a business description elucidating its mission, vision, and business model to provide insight into its operational approach and primary concerns.

The report then explores the IT strategy of the proposal, clarifying how the digital transformation aligns with the business goals of SportsVille Louvain. It is crucial for the company to understand these aspects to realize the full potential of digital transformation.

The organizational structure and team planning are also addressed, highlighting the roles of each team member in project execution, the approach to collaboration and how challenges were overcome.

Furthermore, the use of each Odoo module is illustrated, showcasing their functionality, utility, and integration with various business areas to enhance store operations. Additionally, a practical example of automation between Odoo and Google Sheets using the Zapier tool is presented. This demonstration underscores the potential for process automation, improving efficiency, saving time, and reducing the probability of errors through the integration of this external tool.

The conclusion section outlines the specific advantages of the digital transformation for SportsVille Louvain, delineating the limitations of the proposal implementation. It also provides insights into future work, highlighting areas with room for improvement.

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. With Louvain-La-Neuve boasting a student population of over 22,000, 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 various sports activities in Louvain-La-Neuve, spanning over 100 different sports and 500 weekly hours of activities.

As a result, their target market is the student population. The store management pays close attention to consumer trends and sports that are most popular among young people. They also intend to employ digital marketing, via multiple social networks, to connect with this target population, but they currently do not have the capacity to manage it. They also try 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 workforce pool, and employing students creates a dynamic and innovative shopping environment and creates a social impact.

Moreover, being located at Route de Blocry 5 in Louvain-la-Neuve is a strategic choice because it makes it closer to the sporting heart of the city. The downside of this location is that a concurrent shop, that sells only racket sport material, is located nearby.

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 products sold range from jerseys to protective equipment for almost all sports offered in Louvain-la-Neuve. The stock in the shop is manually managed with this factor in mind, but a new ERP system will surely help manage it more efficiently.

In addition to that, Sportsville Louvain aims to differentiate itself through technology and a strong digital presence. 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.

This company has 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.

SportsVille Louvain's mission is to meet the sporting equipment needs of Louvain-La-Neuve's student population by offering a diverse range of quality products at affordable prices.

They envision becoming the local sports equipment hub, catering to beginners and intermediate-level athletes, while leveraging their passion for a personalised shopping experience. Their strategic location and youthful team will drive their success, making SportsVille Louvain a central pillar of the community's sporting needs.

Business Model Canvas

The heart of the business is the employees. To ensure that the daily operations run as smoothly as possible, an experienced general manager is leading a team composed of a purchasing manager, one full-time store assistant and 2 part-time employees. The part-time employees are UCL students, and thus managing their schedule is more difficult during evaluation periods. However, having young and motivated people in the shop brings a renewed view of the business. In the same spirit, Sportsville Louvain also wanted to recruit a student in digital marketing to help them develop their strategy and reach more customers.

The actual business processes are quite basic and rely mainly on the general manager's experience. This system is enough to survive, but can sometimes result in problems such as too high or too low stock levels, not enough cash levels or pricing errors. An efficient ERP system will help the general manager with those tasks and give him more time to find new ways of improving the business.

The key points of the business model can be synthesised as it can be seen in Figure 19 of the Appendix.

Proposal Positioning with respect to IT Strategy

An effective IT strategy is indispensable for enterprises. More than a necessity, it serves as the guiding framework that aligns technology initiatives with business objectives and allows reaching the full potential of technological advancements.

Business-IT Alignment

SportsVille Louvain's digitalization effort primarily revolves around adopting an ERP system to enhance operational efficiency, and not at revolutionising its core business activities. This digital transformation will actually remain invisible in the products offered, with low need for innovation given the unchanged sales process. Thus, the company's dependency on technology is limited, with the physical store remaining central to its operations and the digitalization initiative focusing on improving internal processes and customer experience.

Considering these factors, SportsVille Louvain's IT strategy is best described as a support mode within the strategic impact grid. The company's reliance on its physical store allows operations to continue even during temporary ERP system issues, reducing the need for high reliability in IT services. Moreover, SportsVille Louvain's core business model, selling sports items to customers, remains unchanged with the digitalization effort, as the company does not introduce innovative products or services that require cutting-edge technologies or continuous IT innovations, resulting in a low demand for IT-driven innovation.

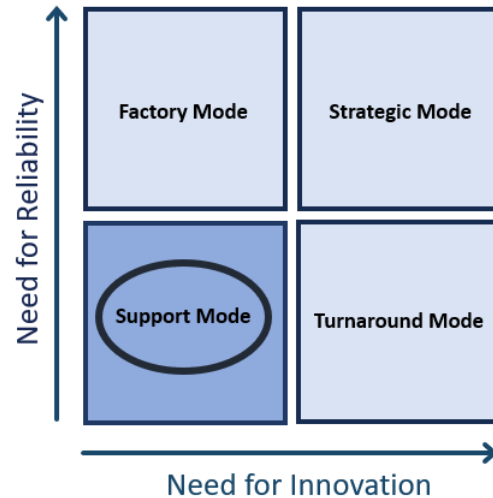


Figure 1: *SportsVille Louvain Strategic Impact Grid Classification*

Hence, given IT's relatively minor cost in business operations, SportsVille Louvain will adopt a technological “follower” strategy, concentrating its IT efforts towards routine operations.

Overall, this leads to an IT strategy focused on simplicity, cost-effectiveness, and saving time and resources. This approach is justified by the simplicity of the business processes, which does not justify major emphasis on innovation. High costs associated with innovation would not contribute to a competitive advantage or significantly increase sales. Therefore, maintaining a cost-effective IT strategy aligned with standardised business processes and replicating proven practices from other small businesses that integrate functions for more cohesive management is sufficient to achieve the desired operational efficiency.

Furthermore, within the Strategic Alignment Model (SAM) by Henderson & Venkatraman, SportsVille Louvain aligns with technology transformation. In this context, the IT strategy comes from a well-defined business strategy, previously outlined in the addressed business model, which serves as the foundation that guided the IT strategy which, in turn, shapes the IT infrastructure.

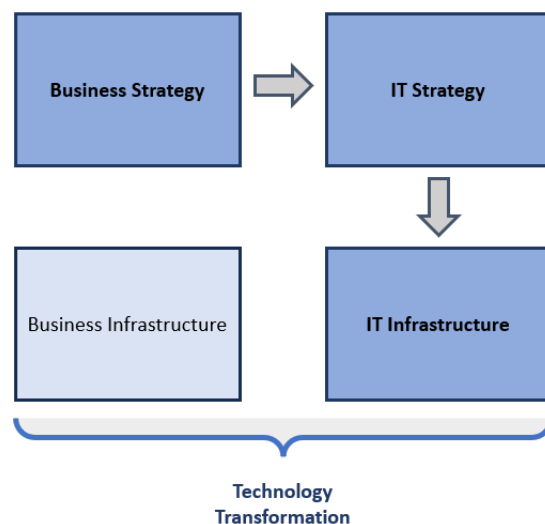


Figure 2: *SportsVille Louvain Strategic Alignment Model*

This means that the simple and cost-effective IT strategy of the proposal is justified by the consistent business strategy revolving around the sale of sports items primarily to students in Louvain-la-Neuve, as elucidated in the strategic impact grid. Consequently, the IT infrastructure, aiming to leverage data analytics, automate to enhance efficiency, improve day-to-day processes, and refine existing business processes, will also adopt a simple approach as a reflection of the IT strategy. This results in a straightforward system focused on replicating already established practices.

In light of this alignment, top management will conceptualise the role of technology, while an IT manager will develop the information architecture to translate this vision into tangible, strategic IT initiatives. Through this approach, SportsVille Louvain ensures a seamless alignment of its technological endeavours with its business goals. By bridging the conceptualization at the leadership level with the practical implementation by IT managers, the organisation creates a cohesive and integrated approach to leveraging technology for strategic objectives.

Strategic Business Focus

Given SportsVille Louvain's status as a small business situated in a university city, the strategic business focus must be centred on catering to its primary customer base: students. This entails tailoring products and marketing strategies specifically for this demographic. Consequently, the business perspective should prioritize exceptional customer service, characterized by a personalized touch owing to close relationships with customers. This approach needs a deep understanding of customer needs and a high degree of flexibility to meet those needs effectively. Key departments such as sales and customer service are built with customer-centric philosophies, emphasizing agile sales and after-sales processes. Moreover, the staff should be empowered to proactively serve customers, ensuring a seamless and satisfying shopping experience and fostering customer loyalty.

On the other hand, from an IT perspective, the primary focus lies in Customer Relationship Management (CRM), with emphasis on the customer-facing aspects of the supply chain, such as responsive after-sales service. One notable advantage of utilizing Odoo is its well-suited functionality for CRM applications in small businesses. Additionally, another significant effort is directed towards enhancing customer purchasing experiences, which involves optimising the functionality and user experience of the website. This dual focus on effective CRM and an improved online purchasing journey aligns with the broader strategy, underlining the commitment to delivering exceptional customer service and cultivating positive interactions throughout the customer lifecycle.

Implementation Plan

The chosen implementation plan for SportsVille Louvain's digitalization process was a Vanilla approach. Through this approach, Odoo's existing capabilities will be used avoiding the lengthy and costly process of requesting developers to create more applications.

Additionally, the Vanilla approach allows the team to put to use the core ERP functionality of Odoo and tap into the best practice business processes integrated into the software.

In essence, the Vanilla approach aligns perfectly with the goals of efficiency, simplicity, and cost-effectiveness. By utilizing the features within Odoo without unnecessary customisations, a stable and fully functional digital solution that seamlessly integrates into SportsVille Louvain's operations will be implemented. This approach saves time and resources and also guarantees a simple transition to digital operations, allowing the company to focus on what it does best - delivering exceptional sports products to its customers.

Organization and Planification of 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 was overseen by António, Diego and Nuno. They excel at adapting to new software and their computer skills. Furthermore, they possess a keen understanding of the interconnection between the company's framework and the management system.

Final Report Writing

Ana and Francisco have been assigned the responsibility of writing the report, delving into the ideas explored during the course and utilisation of Odoo. This entailed 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 rested with Miguel. This role involved ensuring that every member actively contributed to the project and was aware of their responsibilities, closely monitoring the project's progress and encouraging engagement within the group to manage workflow effectively. His work fostered a collaborative and productive team environment, guaranteeing that the different components of the project moved with a sense of cohesion.

Work Planification

For day-to-day communication, Microsoft Teams and WhatsApp tools were employed and collaborative platforms like Google Docs were utilised for sharing work and ideas.

Aligned with its suitability to the digital transformation context, an Agile philosophy was employed to elevate the overall quality of the work and improve team organization. Derived from a SCRUM approach known for its lightweight process of managing and controlling software development, some adaptations were introduced to adjust to the specific project context and team member qualifications.

Some of these changes involved choosing a project manager over a SCRUM Master, which was more indicated to achieve efficient work organization and task division, and also having a set of sprints with more diverse and shorter durations to align with the project timeline. Additionally, the decision was made to conduct regular meetings instead of daily ones. This adjustment is more suitable, allowing more work to be accomplished before each meeting, especially considering that this project is not the exclusive and full-time focus of the team.

Accordingly, to implement the Agile methodology, the project timeline was divided into three sprints, with each corresponding to the period between the submission of one deliverable and the next. These sprints are shorter than the typical 2-4 weeks-long iterations due to the limited time available for project development and the need to meet deadlines.

Initially, a draft backlog of items covering the entire project duration was created. This backlog served as a repository of all the activities to be done, making it possible to prioritise and plan effectively. Then, various meetings were scheduled.

Before each sprint, a Sprint Planning Meeting was conducted. During this meeting, the product backlog items were broken down into specific work tasks, and estimates were provided in terms of hours required to complete each task.

Regular SCRUM Meetings were conducted to monitor daily project progress, with each team member reporting individual progress, discussing challenges, and collaboratively finding solutions. These interactions kept everyone on track and offered a platform to promptly address doubts or concerns.

At the end of each sprint, a Sprint Retrospective Meeting was held with two primary objectives. Firstly, a sprint review was conducted, during which the team assessed the quality of the work delivered and evaluated the overall organization of the team. This review aimed to identify areas for improvement. Secondly, planning for the next sprint took place by reviewing the product backlog. Tasks were assigned based on each person's project role, ensuring a clear distribution of responsibilities for the upcoming sprint. The ultimate version of the product backlog, established after the final Sprint Retrospective Meeting, is outlined in Figure 20 of the Appendix.

Furthermore, 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) - were finished two days before the official deadline (Figure 3). This buffer provided room for unexpected challenges and enabled group members to review and provide constructive feedback on each other's work.

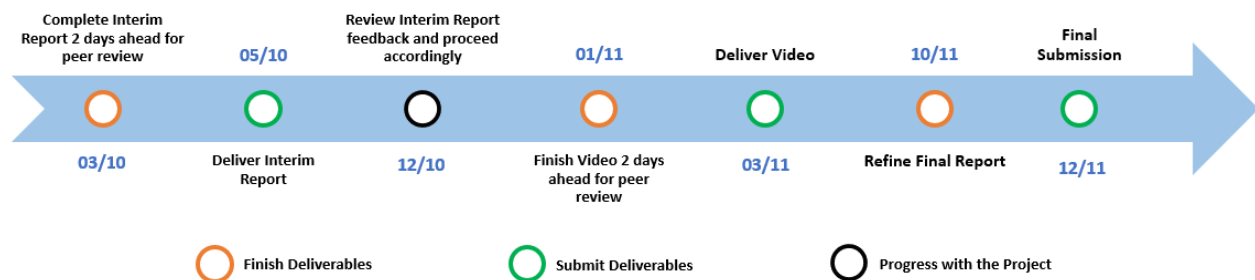


Figure 3: *Project Timeline*

Finally, a more detailed Gantt Chart, outlining the specific tasks within the final product backlog and assigning responsibilities to team members, is illustrated in Figure 21 of the Appendix.

Odoo Implementation

The Odoo implementation holds a central role in the proposed digital transformation journey. Considering the chosen approach, the implementation process was straightforward, focusing on aligning most business processes with the Odoo system.

Taking into account the store's current state and the developed strategy, the team conducted a thorough examination of available modules, selecting those that would most benefit SportsVille Louvain. Following the identification of core modules, the focus shifted to understanding their interconnections, and assessing how similar they were to the store's current business operations.

With the modules in place and a shared vision of their connectivity, the team established a structured system. This framework not only streamlines business processes but also enhances activities such as marketing and reporting. The system's structure is displayed in Figure 4.



Figure 4: *Odoo Structure*

The modules serve distinct purposes, each tailored to its specific function and varying in focus based on their degree of interaction with the customer. The social marketing, website and POS modules prioritize speed and user-friendliness, improving the customer experience through faster processes online and in-store. The other modules emphasize reliability and efficiency, contributing to operational excellence.

Sales Category

SportsVille Louvain lacks a systematic approach to sales tracking and is currently relying on manual payment registration for order processing. This manual system poses challenges in terms of efficiency, data accuracy, and overall management of the sales process.

Implementing the sales module will provide the store with solutions to these big challenges. The entire sales cycle will be streamlined from the creation of quotes to the conversion of these quotes into sales orders, providing a more efficient and error-free method of order processing. Additionally, this module connects seamlessly with the online store, enabling the tracking of orders from both in-store transactions (managed through the POS module) and online purchases. This integration enhances visibility, centralizes sales data, and significantly contributes to the efficiency of the inventory module.

The reporting tool present in the sales module poses as a powerful analytical resource. It tracks sales data and allows for filtering according to specific criteria, such as products or periods. It also provides the Store Manager with valuable insights into customer preferences and market trends, ultimately aiding decision-making such as product selection or placement. This is a significant improvement to the store and is a step towards ensuring long-term success through data-driven decision-making. This tool can be seen in Figure 5.

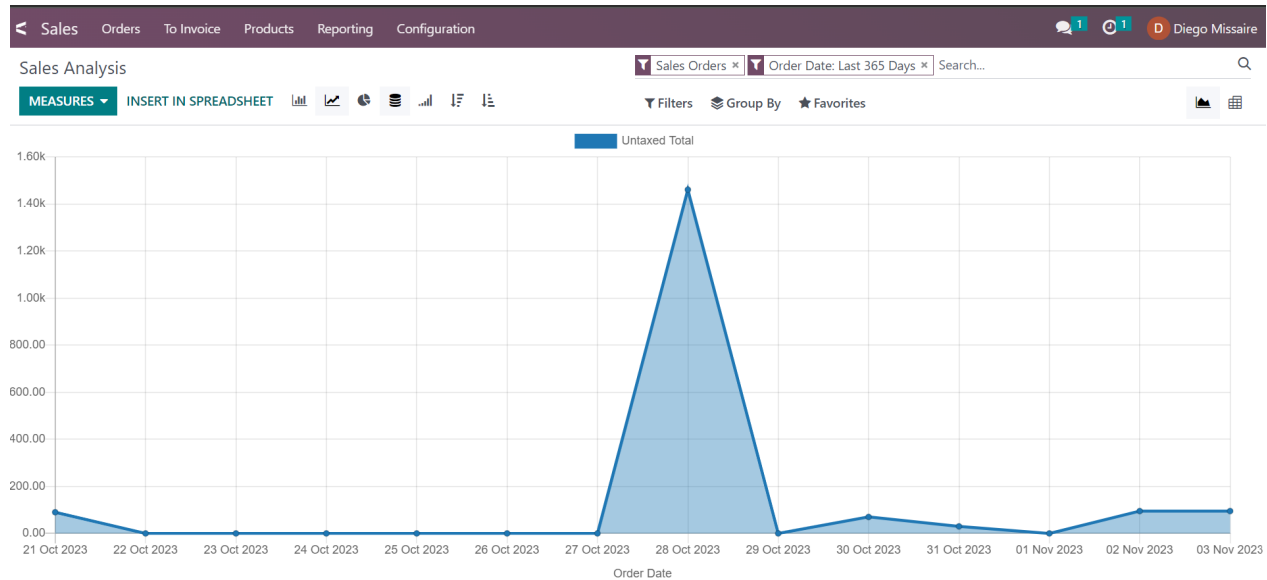


Figure 5: *Sales Reporting Tool*

Accounting Category

The implementation of the Odoo accounting module involved a systematic approach to financial management.

The usage of the module allows the group to handle the most relevant financial operations for the store, such as invoicing and billing customers and suppliers. This enables the Store Manager to promptly verify which transactions have already been completed and if they were integrated into the accounting of the store.

It was also crucial to have within the same system, alongside the previously mentioned operations, means to easily monitor the cash and bank balance. This aids in assessing the financial stability of the store, gaining insights into consumer purchasing trends and staying informed about the products ordered from suppliers. This can be a strong competitive advantage to better target the consumer's interests in a small city like Louvain-la-Neuve.

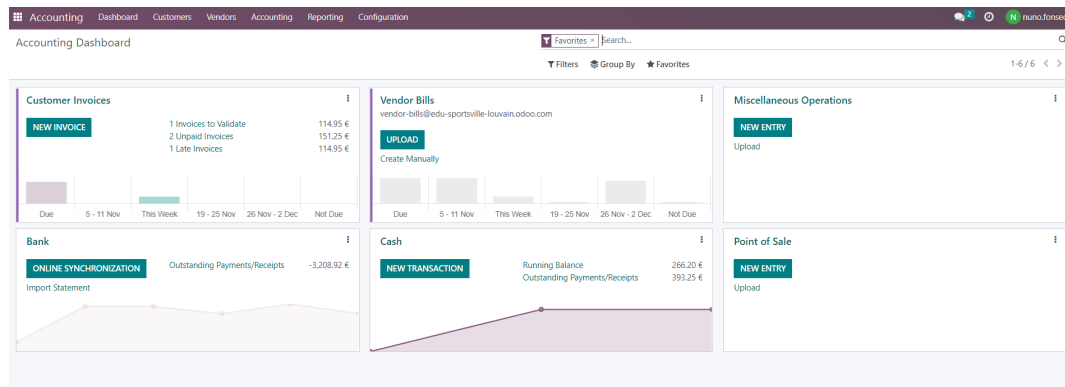


Figure 6: Accounting Dashboard for Visualisation of Financial Key Metrics

Given the store's limited workforce and the absence of a dedicated accounting specialist, it falls upon the Store Manager to handle the store's finances and generate necessary reports. Therefore, the module needed to streamline this process, making it as efficient and time-saving as possible.

The module facilitates the seamless compilation, display, and export of pertinent reports, including the Balance Sheet, Profit and Loss Statement, Cash Flow Statement, and Invoice Analysis, with just a few interactions on the dashboard. Figure 7 illustrates one of the reports extractable through Odoo. As a short note, the negative values signify, as anticipated, that the expenditure on building inventory during the shop's opening period exceeded the sales, given that not all items were sold.

In summary, the implementation of the Odoo accounting module significantly improves the efficiency of financial processes. It provides a clear and organized platform where the Manager, or any authorized personnel, can manage transactions and gain valuable insights into SportsVille Louvain's financial performance.

	As of 10/31/2023
	Balance
ASSETS	-1,636.68 €
Current Assets	-1,636.68 €
▶ Bank and Cash Accounts	266.20 €
▶ Receivables	
▶ Current Assets	-1,902.88 €
Prepayments	
Plus Fixed Assets	
Plus Non-current Assets	
LIABILITIES	565.32 €
Current Liabilities	565.32 €
▶ Current Liabilities	565.32 €
▶ Payables	
Plus Non-current Liabilities	
EQUITY	-2,202.00 €
Unallocated Earnings	-2,202.00 €
Current Year Unallocated Earnings	-2,202.00 €
Current Year Earnings	-2,202.00 €
Current Year Allocated Earnings	
Previous Years Unallocated Earnings	
Retained Earnings	
LIABILITIES + EQUITY	-1,636.68 €

Figure 7: Balance Sheet readily structured by Odoo

Inventory Category

The absence of a centralized system makes it difficult for SportsVille to track product quantities accurately. The current inventory management does not offer real-time insights into on-hand quantities and forecasted demands, complicating inventory optimization and, more importantly, timely order fulfilment.

The implementation of the inventory module addresses these challenges. To proceed with this implementation, an inventory, reflective of the current product offering of the store, was developed in Odoo. The creation of this inventory was straightforward, due to the intuitiveness of Odoo. This module offers a comprehensive overview of all products and facilitates the addition of essential details, including variants and e-commerce-specific information. A small overview of can be seen in Figure 8.

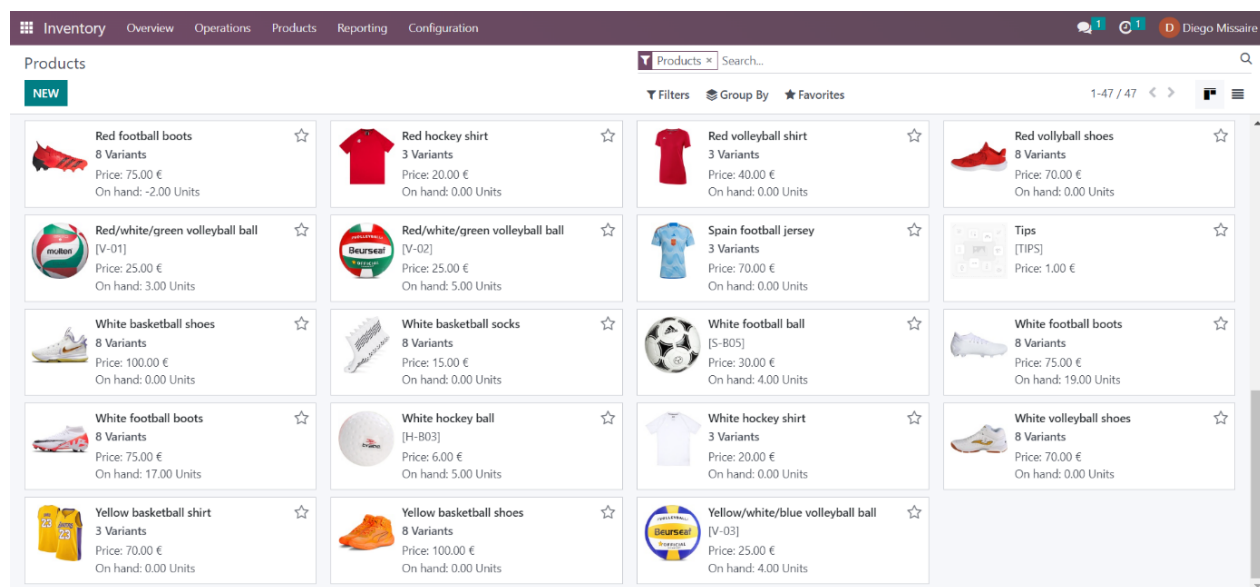


Figure 8: Inventory Overview

One of the key functionalities of this module is the tracking of quantity on hand along with future quantities based on quotations and ordered sales. For instance, if a product has an on-hand quantity of 4 and there is a pending order of 2, the forecasted quantity is automatically updated to reflect this information. Additionally, the concept of variants allows SportsVille Louvain to efficiently manage similar products with distinct characteristics, such as size or colour. These different functionalities are visible in Figure 9.

Products / White football boots / Product Variants

Product Template White football boots Search...

Filters Group By Favorites 1-8 / 8

Internal Reference	Name	Variant Values	Sales Price	Cost	Quantity On Hand	Forecasted Quantity	Unit of Measure
☐ ☆	White football boots	(Size: 38)	75.00	0.00	1.00	1.00	Units
☐ ☆	White football boots	(Size: 39)	75.00	0.00	0.00	0.00	Units
☐ ☆	White football boots	(Size: 40)	75.00	0.00	0.00	0.00	Units
☐ ☆	White football boots	(Size: 41)	75.00	0.00	3.00	3.00	Units
☐ ☆	White football boots	(Size: 42)	75.00	0.00	1.00	0.00	Units
☐ ☆	White football boots	(Size: 43)	75.00	0.00	5.00	4.00	Units
☐ ☆	White football boots	(Size: 44)	75.00	0.00	6.00	6.00	Units
☐ ☆	White football boots	(Size: 45)	75.00	0.00	1.00	1.00	Units

Figure 9: Inventory Module Functionalities

The seamless integration between the inventory module and the E-commerce platform improves the online shopping experience. Specific product characteristics, like variants and categorizations, are effortlessly reflected on the website. For instance, if products are sorted by categories in the inventory module, the same categorization is displayed on the website module. This synchronization ensures consistency in product presentation and improves the overall user experience.

To enhance and streamline the current purchasing process, the Purchasing Module was also implemented. This module facilitates the seamless creation of requests for quotations to suppliers, providing a structured approach to managing vendor interactions. Four fictitious suppliers for each sport were created (Football, Basketball, Hockey, and Volleyball) to simulate the purchasing process.

The Purchasing Module's interface enables the management of requests for quotations. The system supports the creation of bills, allows for efficient delivery management, and provides a validation mechanism for products upon their arrival at the warehouse. This end-to-end functionality ensures a cohesive and traceable process from the initiation of a quotation request to the final validation of received products. In Figure 10 the quotation for the request section is displayed.

< Purchase Orders Products Reporting Configuration

Requests for Quotation / New

SEND BY EMAIL PRINT RFQ CONFIRM ORDER CANCEL RFQ RFQ SENT PURCHASE ORDER

Request for Quotation

☆ New

Vendor?

Vendor Reference?

Order Deadline? 11/12/2023 22:21:01

Expected Arrival? ☐ Ask confirmation

Products Other Information

Product	Description	Quantity	UoM	Unit Price	Taxes	Subtotal
Add a product Add a section Add a note						

Define your terms and conditions ...

Total: 0.00 €

Figure 10: Quotation Request

The connection between the inventory and purchase modules is another benefit of Odoo. Ensuring a streamlined connection between procurement and inventory management enables real-time updates on stock levels, enhancing the precision of purchasing decisions and contributing to an optimized supply chain for SportsVille Louvain.

Website Category

The introduction of a website emerged as a vital requirement of the store's digital transformation. This addition aligns with the identified target customer base and the established IT strategy. The website will play a pivotal role in disseminating information about the store, increasing its visibility within Louvain's student community.

The website development tool in Odoo was very user-friendly and allowed the development of a website with the essential features envisioned for the store. The website provides key information about the store throughout the 5 main pages (Home, Shop, Collections, About Us and Contact Us) such as location, social and contact details, while also showcasing the product offerings, such as brands and sports collections. Navigating the site is straightforward, thanks to buttons in each section that guide customers through the content, as seen in Figure 11.

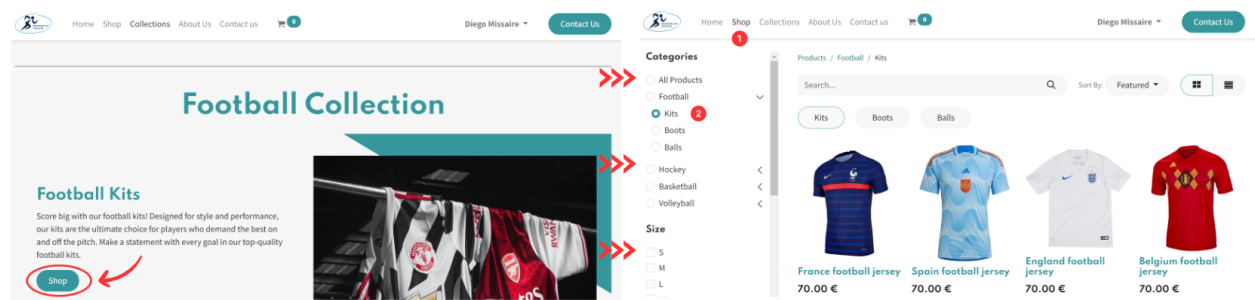


Figure 11: Website Navigation

The website allows customers to place orders, however online payment methods and door-to-door delivery are not available. Instead, the online retail system will exclusively offer a pick-up in-store option. Introducing multiple changes simultaneously might be overwhelming for a business with a limited budget and workforce. Thus, starting with the pick-up option and gradually adding small improvements to online retail is the ideal method to avoid a sudden and radical change.

A live chat could have been implemented however, considering the limited workforce, maintaining a high-quality service would have been challenging. As an alternative, customers are encouraged to raise any questions in the "Contact Us" section on the website.

Marketing Category

Marketing is a crucial aspect of the Odoo implementation. Currently, the store lacks a social media presence, since it is time-consuming and requires careful planning. The introduction of the social media marketing module stands out as a pivotal step in the proposed digital transformation. This module holds the potential to bring significant returns since it can attract a considerable number of new customers who are currently unaware of the store's offerings.

Considering the described potential of social media, along with its alignment with our target customer base, the team created social media accounts for the store on Instagram and Facebook. Integrating the developed social media pages with the Odoo platform was intuitive and provided SportsVille Louvain with several benefits.

The social media module solves the current marketing difficulties, enabling employees to post on multiple social media platforms simultaneously, eliminating the need to create separate posts for each one. Additionally, it provides the convenience of scheduling posts and orchestrating marketing campaigns, as illustrated in Figure 12, significantly improving and facilitating planning.

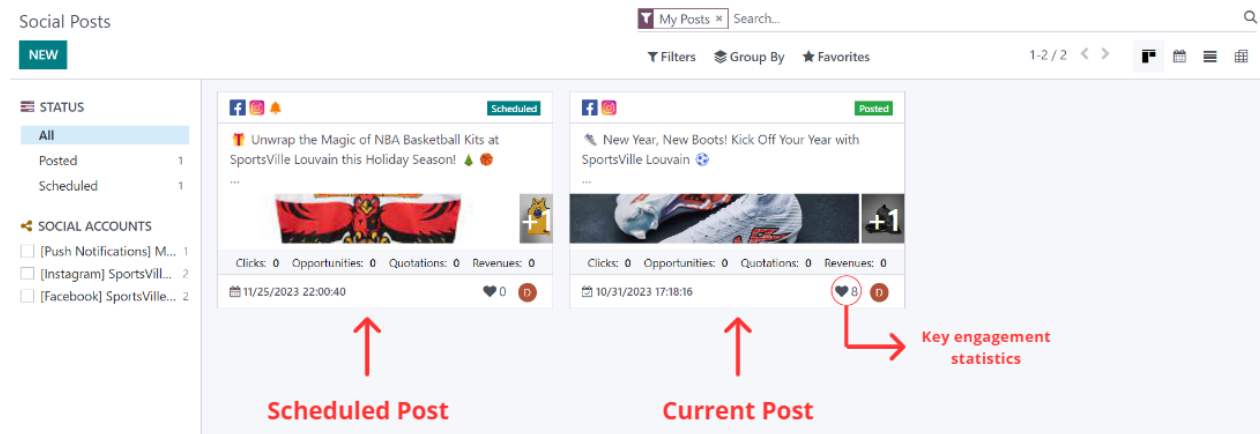


Figure 12: *Social Media Posts Overview*

Tracking the success of marketing efforts can be challenging. To address this difficulty, the module offers a user-friendly interface that provides a comprehensive overview of each post's performance, as depicted in Figure 13.

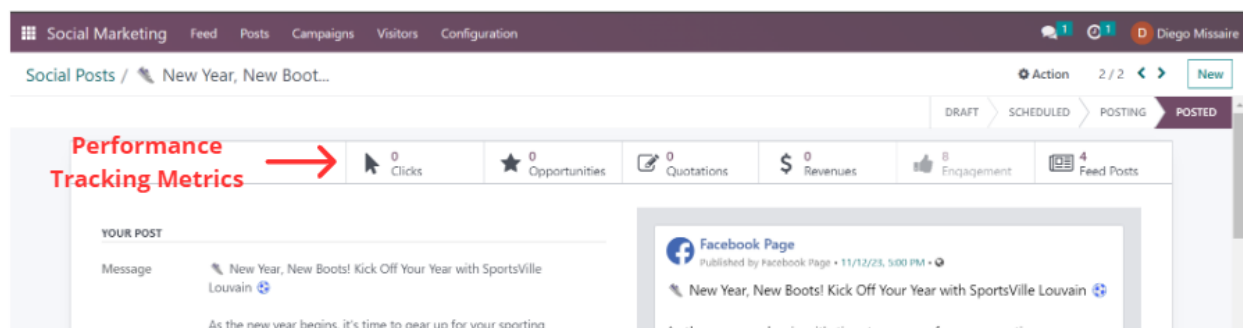


Figure 13: *Social Marketing Performance*

Human Resources Category

The group also integrated the Odoo Employees module to provide comprehensive workforce management at SportsVille Louvain. The Store Manager must have immediate access to an organized record containing essential employee information, encompassing roles, work hours, and detailed personal data, all of which is facilitated by this module. With this tool, the Store Manager is able to visualise within minutes each employee's contract details and the hours worked daily through the timesheets.

	Sun, Sep 24	Mon, Sep 25	Tue, Sep 26	Wed, Sep 27	Thu, Sep 28	Fri, Sep 29	Sat, Sep 30	Hours
Internal / Cashier	0:00	4:00	4:00	4:00	4:00	4:00	0:00	20:00
Add a line								
		4:00	4:00	4:00	4:00	4:00		20:00

Figure 14: *Employee's Timesheet Description*

By leveraging the Employees module, SportsVille Louvain not only can streamline its human resources processes but also ensure accurate and centralized data management for the entire staff.

Employee Name
Diego Missaire

Cashier

Work Mobile: +32 10 47 21 14 SMS
Work Phone: +32 10 47 21 14 SMS
Work Email: diego.missaire@student.uclouvain.be

Department: Sales
Job Position: Cashier
Manager: Nuno Miguel Fonseca Marques
Coach: Nuno Miguel Fonseca Marques

Work Information Received Badges

GRANT A BADGE

Good Job
In a very heavy week with several clients present in the store at every hour of the day due to the start of a new academic year, Diego efficiently managed every sale.
Granted by nuno.fonseca

Figure 15: *Employee's Specific Information and Awards Given*

Access Information to the Odoo System

Email address: diego.missaire@student.uclouvain.be

Password: Uclouvainmdp

Zapier-Odoo Connection

Task automation is a crucial element in any digital transformation, offering businesses the opportunity to enhance operational efficiency, cut costs, and elevate customer service by automating repetitive daily tasks. SportsVille Louvain can also take advantage of this commodity so, accordingly, the team proceeded to automate a business process.

The process of picking up orders in-store required tailoring to boost efficiency and prevent employees from spending too much time sorting orders, thus becoming less efficient in their core functions. To tackle this problem the team designed a user-friendly Google sheet accessible in-store. This sheet contains key information about orders for pick-up, allowing employees to identify and hand over orders to customers promptly based on their personal identification. The described business process is shown in Figure 16 and an example of a google sheet, with fictitious orders' details, in Figure 17

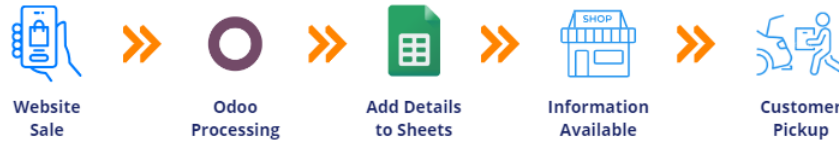


Figure 16: *Business Process Sequence*

Order Reference	Order Date	Pick-Up Deadline	Client	Price	State
S00027	01/11/2023	09/11/2023	João Pereira	36,30 €	To Be Picked Up
S00028	01/11/2023	09/11/2023	João Pereira	36,30 €	To Be Picked Up
S00040	01/11/2023	09/11/2023	Miguel Cabral	30,25 €	To Be Picked Up
S00042	02/11/2023	10/11/2023	John Doe	114,95 €	To Be Picked Up

Figure 17: *Developed Google Sheet*

To further streamline the pick-up delivery option on the website, Zapier was employed to automate the data transfer between the Google Sheet and Odoo. This eliminates the need for an employee to manually check online orders and transfer the data. The developed automation logic path is displayed in the process flow presented in Figure 18.

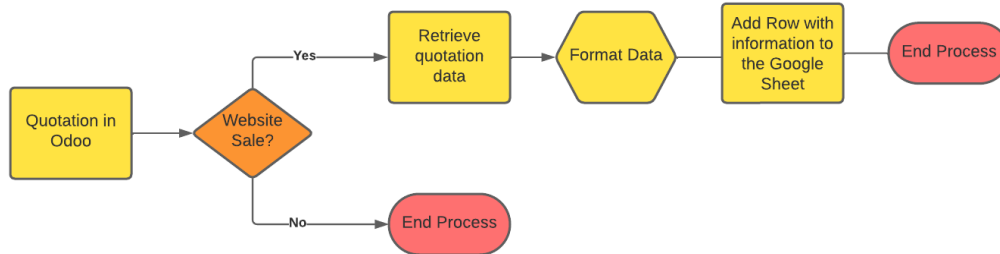


Figure 18: *Automation Process Flow*

The implementation of this process, along with connecting Odoo and Zapier to ensure a swift transfer of data between Odoo and Google Sheets, will have positive impacts on the store:

- **Time Saving:** employees will spend less time preparing and allocating orders and are not required to manually transfer data;
- **Enhance Productivity:** employees can focus on in-store customer service;
- **Consistency and Accuracy:** the transferred data will always have the same format and there is no room for human mistake;
- **Employee satisfaction:** employees will appreciate not engaging on boring tasks and focus on customers;

Conclusion

To conclude, a comprehensive overview of how this digital transformation can impact SportsVille Louvain by centralising various management aspects into a single, unified platform will be provided.

The as-is state consists of a physical store managing the majority of processes manually, which is not the most effective way to deliver optimal customer service. In the dynamic landscape of today's business environment, staying current and embracing digital trends is crucial. For SportsVille Louvain, this means aiming for simple automation processes and improved operational efficiency by integrating and managing all information in a solo database. This proposal promises diverse improvements in various business areas.

Real-time visibility facilitates efficient inventory management, preventing overstock and understock issues, enhancing efficiency, and reducing costs.

Odoo's digitalization allows for a multichannel approach, reaching customers both physically and online, along with improved social marketing management for an enhanced customer experience. Additionally, accounting is interconnection with sales and purchases streamlines financial transactions. This systematic, real-time approach provides SportsVille Louvain with an updated financial overview, contributing to informed financial decision-making.

In terms of Human Resources, Odoo streamlines employee management, simplifies performance evaluations, and aids in organising schedules, ultimately improving workforce management.

However, it is worth noting certain limitations in the current proposal. Implementing this new model might be complex for a small store like SportsVille Louvain, accustomed to less technological procedures. Data conversion from the old system may lead to errors, and staff resistance could impact productivity during the initial stages of role and department boundary changes.

Another significant limitation is the proposal's restriction to in-store pickup and payment, overlooking customers interested in home delivery. This limitation is a noteworthy weakness in Odoo's capabilities.

Digitalizing customer data also introduces security vulnerabilities, and depending on a third party for a substantial part of business operations poses risks, even though continuity is ensured during minor ERP system failures by relying on the physical store and old methods.

To address these concerns, for future work, a comprehensive staff training program is recommended to familiarise employees with the new system's advantages and effective usage, ensuring a smooth transition and cultivating a mindset conscious of the overall improvements. This approach promotes comfort with digital tools and adaptability to future changes.

Emphasising cybersecurity measures, including investments in measures and audits, is vital to ensure the security of customer data. Additionally, exploring options for home delivery and online payment is essential to attract more customers and enhance their overall experience.

To enhance the future home delivery suggestion, SportsVille Louvain could transition from a multi-channel to an omni-channel strategy, ensuring a seamless experience for customers, whether in-store or online. If a desired item is unavailable in-store, it can be conveniently shipped to the customer's home. By leveraging Odoo's capabilities, an omni-channel approach can be viable and operationally efficient, aligning with the evolving retail landscape for a substantial improvement in service quality.

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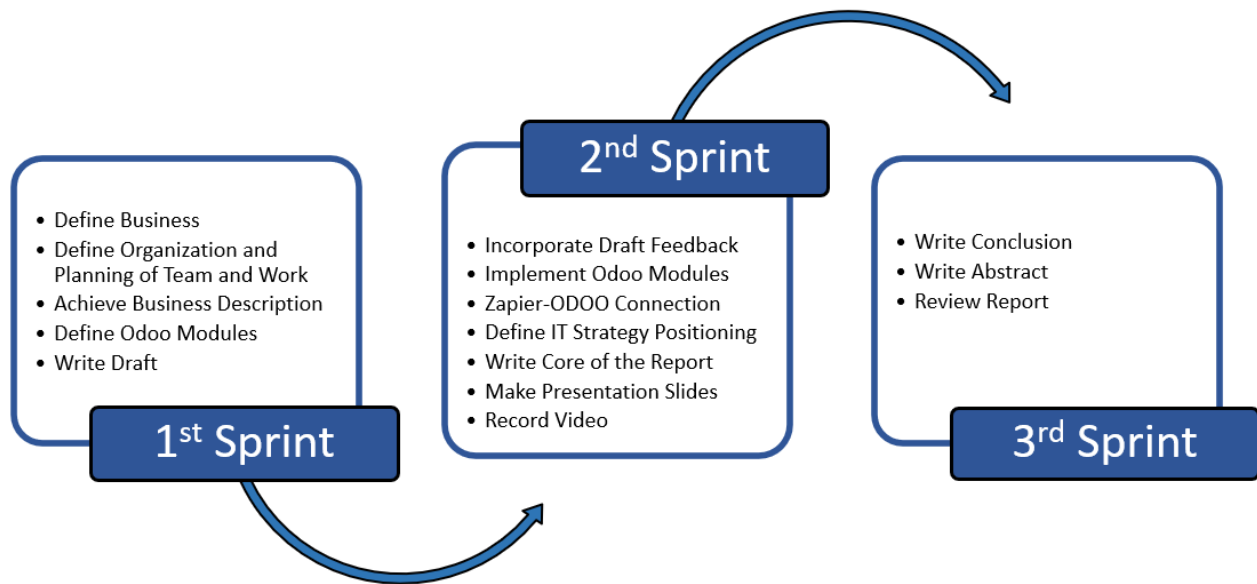
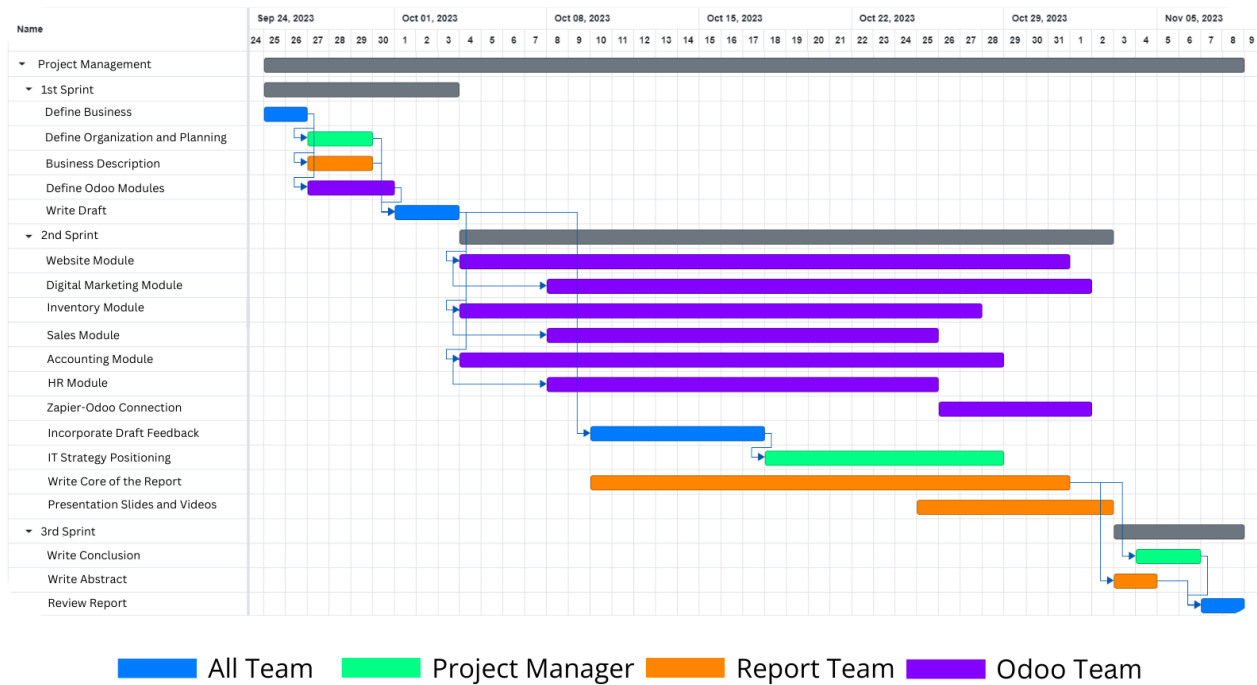
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A Appendix



Figure 19: *SportsVille Louvain Business Model*

Figure 20: *Final Product Backlog*Figure 21: *Gantt Chart*