



LOUVAIN
School of Management

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

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Introduction

In the following report, we will present our digital transformation project for Crystal, implemented using Odoo. We will begin with a comprehensive overview of the fictive company, utilizing the business model canvas to provide a detailed description. Additionally, we elaborate our team's organization. Then, the Odoo implementation will be thoroughly examined, with step-by-step illustrations of each stage. Furthermore, we will explore the integration of Zapier with our Odoo modules. Lastly, we will position Crystal within the context of IT strategies covered during the course.

We have worked as digital transformation consultants for Crystal, a premium skincare brand that uses biodegradable packaging and is committed to ethical and ecological business methods. Their products are cruelty-free and organic. Crystal's goal is to empower women by using their safe, green, and high-end skincare products. Aiming to improve women's lives, our partnership highlights female empowerment and excellence in the beauty business.

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 a subcontractor.

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 & development department. The brand's main target comprises financially comfortable women aged between 30 and 50. Moreover, the company uses email marketing as its primary communication channel to entice new customers. Crystal maintains a close relationship with its customers through loyalty programs, by rewarding patrons with discounts based on their profile.

Business Model Canvas

The following figure covers the key terms for each of Crystal's Business Model Canvas component. However, it is essential to provide a more in-depth explanation of each segment.

Key partners: Crystal collaborates with a shipping company for secure deliveries, with diverse retail outlets for product distribution, and maintains a close relationship with its suppliers for a consistent supply of natural ingredients.

Key activities: Crystal excels in manufacturing high-quality natural beauty products, innovating with unique chemical formulations, and ensuring efficient product distribution to retail outlets and customers.

Key resources: Crystal's core assets include manufacturing facilities, in-house laboratories with skilled scientists, and a dedicated team of 25 professionals ensuring smooth operations.

Value proposition: Crystal's value lies in its exceptional eco-friendly products and packaging, but also in their seamless online shopping experience, enhancing customer satisfaction and loyalty.

Customer relationships: Crystal fosters enduring customer relationships through exclusive loyalty programs and responsive customer support, reinforcing brand trust and credibility.

Distribution channels: Crystal utilizes retail stores, online platforms, and strategic email marketing campaigns to engage customers, therefore enhancing brand awareness and driving sales.

Customer segments: Crystal targets financially comfortable women (30-50 years old) seeking premium natural beauty solutions, and businesses in the retail or beauty sectors relying on quality products for resale.

Cost structure: Crystal incurs costs in manufacturing, research and development, distribution logistics, marketing initiatives, and employee salaries to maintain operational excellence.

Sources of income: Crystal generates revenue through direct sales, premium loyalty memberships, online retail, shipping collaborations, strategic partnerships, and potential franchising opportunities.

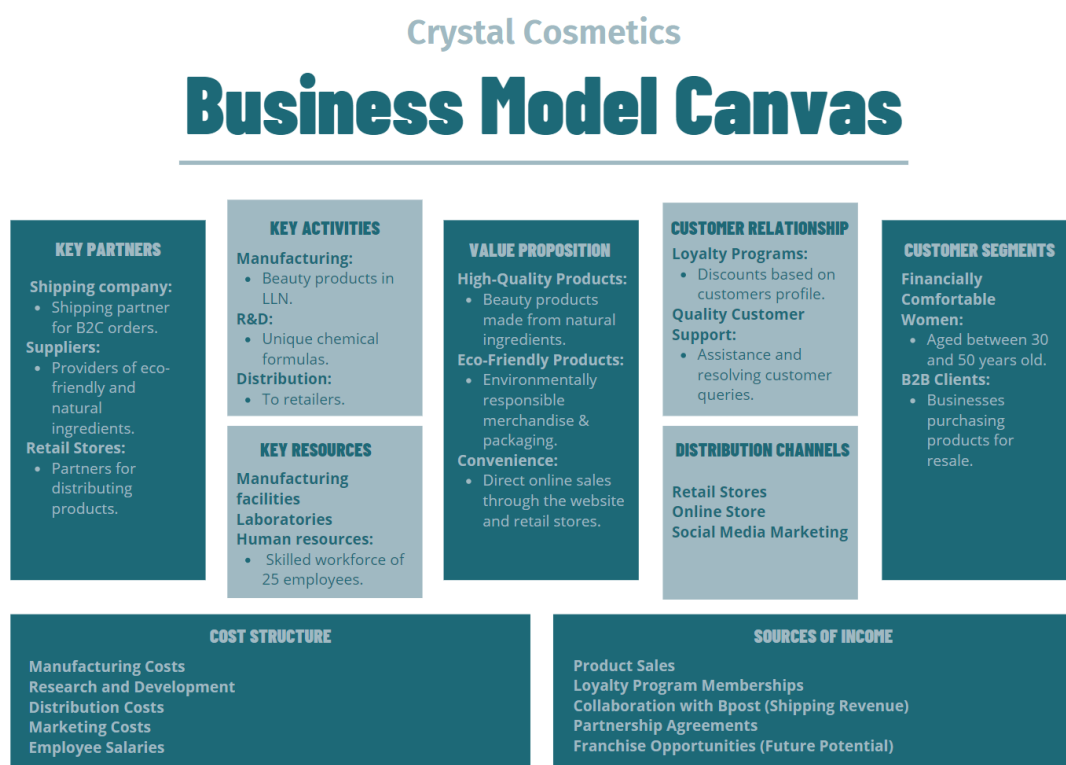


Figure 1: Business Model Canva

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 primarily responsible for overseeing our envisioned ODOO implementation, despite all team members' proactive contribution to it.

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 including the ODOO implementation and the writing of our report. This fosters a collaborative approach to our tasks, which we believe is best.

Internal communication

We believe that successful group projects require ongoing and clear communication, as well as proper file organization. To facilitate this, we've established a Microsoft OneDrive folder with open access for all team members. Here, everyone is required to upload every document they use for the project.

In terms of communication, we primarily used Messenger as our main channel. Additionally, we scheduled weekly in-person meetings to discuss the progress of our group

project, set internal deadlines as needed, and move forward in the makings of our work. When face-to-face meetings were not possible, we utilized Microsoft Teams to discuss about the project. Typically, these meetings take place every Tuesday afternoon, just before our Digital Transformation Management/Digital Business Systems class.

Regarding task division, we've employed a Microsoft Excel sheet in which tasks are assigned to specific team members. This document served as the basis for creating our Gantt Chart and helps keep all team members informed about their assigned tasks."

Gantt Chart

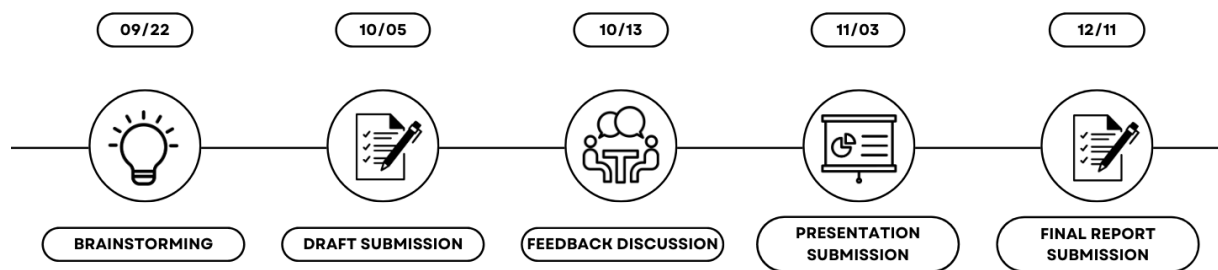


Figure 2: General Project Timeline Overview

Based on our initial timeline indicating the main deadlines for the project, we created a Gantt chart to distribute tasks and track our internal deadlines. The Gantt chart allowed us to anticipate our upcoming workload and better organize ourselves. Moreover, each task assigned to a team member was designed to leverage their strengths and maximize their contributions.

Furthermore, the Gantt chart not only gave us a comprehensive overview of the tasks that required completion and their associated deadlines but also fostered a sense of mutual support among teammates. This collaborative atmosphere allowed team members to assist each other once their individual tasks were accomplished, further enhancing our overall productivity and teamwork.

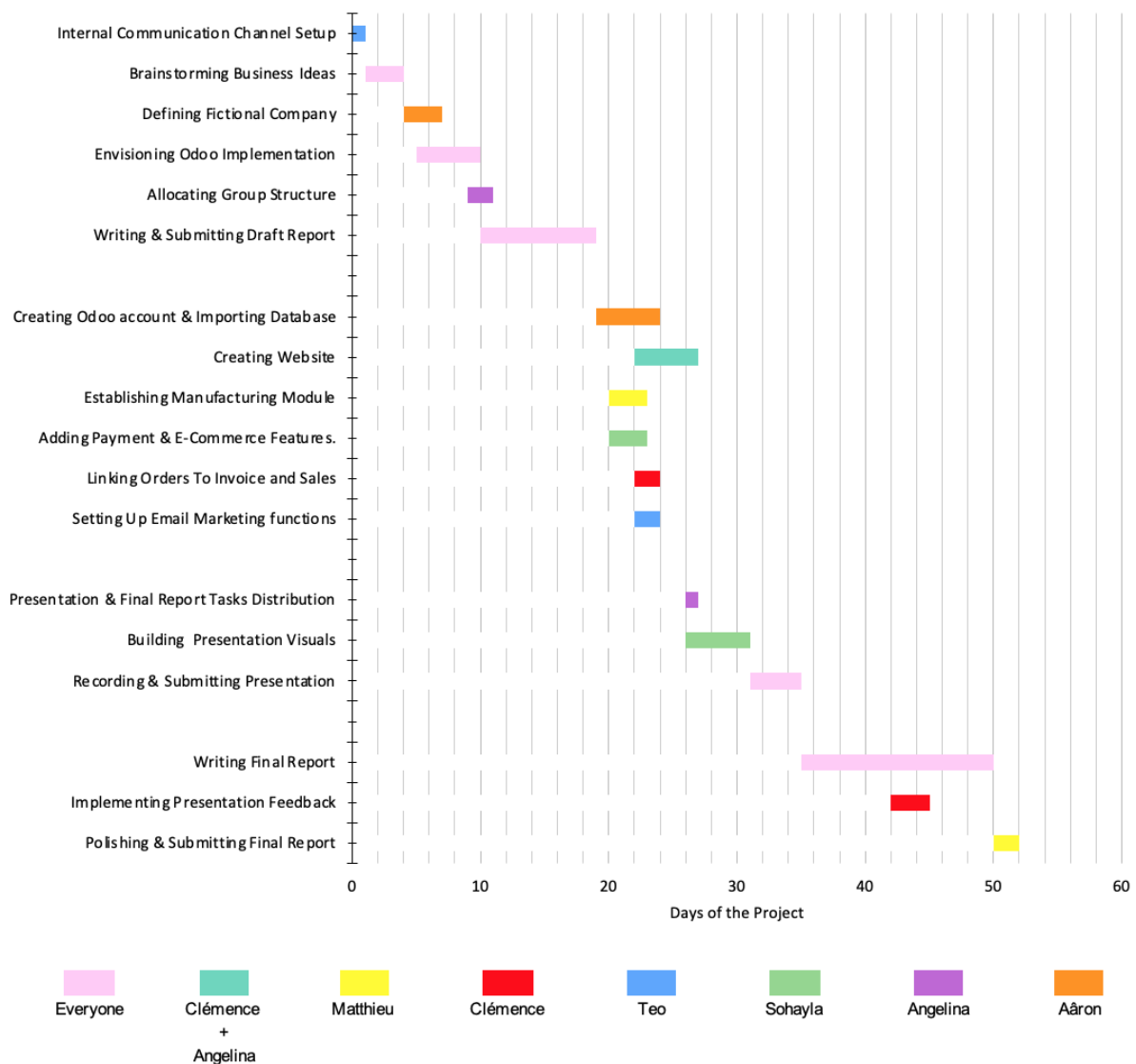


Figure 3: Gantt Chart

Gantt Chart Elaboration Table

Our work breakdown table provides a more descriptive overview of our Gantt Chart. Here, you can find not only our specific internal deadlines for each main task we have established (end date), but also the official deadlines for our deliverables (in the same column in red), along with the starting date for the realization of these tasks (start date), the total days spent on each task (days spent), and the corresponding project day indicating when the task was accomplished within our project timeline (day of the project).

Task	Start Date	End Date/Deadline	Day of the project	Days spent	Person in charge
Draft					
Internal Communication Channel Setup	22/09	22/09	0	1	Teo
Brainstorming Business Ideas	23/09	25/09	1	3	Everyone
Defining Fictional Company	26/09	28/09	4	3	Aâron
Envisioning Odoo Implementation	27/09	01/10	5	5	Everyone
Allocating Group Structure	01/10	02/10	9	2	Angelina
Writing & Submitting Draft Report	02/10	10/10	10	9	Everyone
Odoo Implementation					
Creating Odoo account & Importing Database	11/10	15/10	19	5	Aâron
Creating Website	14/10	18/10	22	5	Clémence & Angelina
Establishing Manufacturing Module	12/10	14/10	20	3	Matthieu
Adding Payment & E-Commerce Features	12/10	14/10	20	3	Sohayla
Linking Orders To Invoice and Sales			22	2	Clémence
Setting Up Email Marketing Functions	14/10	15/10	22	2	Teo
Presentation					
Presentation & Final Report Tasks Distribution	18/10	18/10	26	1	Angelina
Building Presentation Visuals	18/10	22/10	26	5	Sohayla
Preparing & Submitting Presentation	23/10	03/11	31	4	Everyone
Final Report					
Writing Final Report	27/10	10/11	35	15	Everyone
Implementing Presentation Feedback	03/11	05/11	42	3	Clémence
Polishing & Submitting Final Report	11/11	12/11	50	2	Matthieu

Figure 4: Gantt Chart Elaboration Table

Odoo Implementation

Information to connect to the Odoo website :

Crystal Odoo Website: <https://edu-cristal.odoo.com/web/login>

Email adress: clemence.peten@student.uclouvain.be

Password: dtm.58

For the Odoo implementation, we have decided to implement 11 applications to make our company's digital system as complete as possible. The 11 applications are separated into 4 main categories. The first one is Project management with 4 applications: CRM, Contact, Manufacturing and Employees. The second category is Marketing which includes the Email Marketing application. The third section is E-commerce, which comprises of the E-commerce and Website applications. The fourth and last part is the Finance/Accounting category consisted of the Sales, Inventory, Purchase, and Invoicing applications.

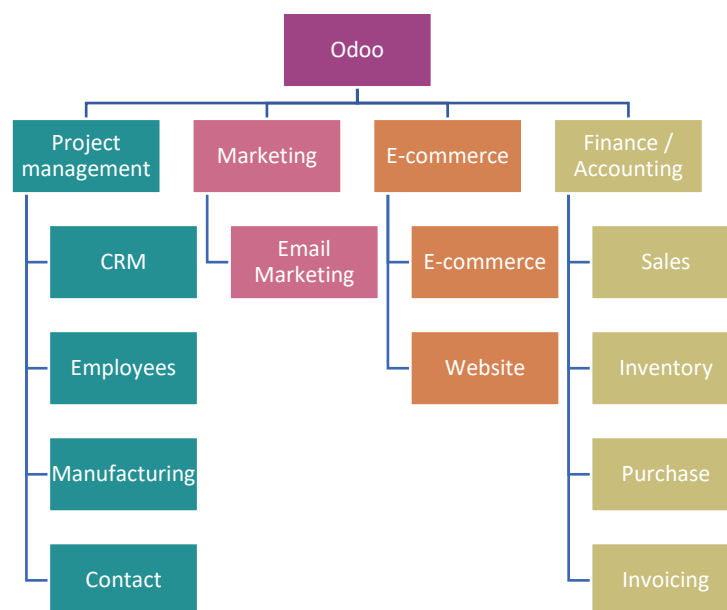


Figure 5: Odoo Applications

Finance

As Crystal is an e-commerce retailer, its finance and accounting departments must be as efficient as possible to ensure it does not run late on orders and manages its inventory properly.

Firstly, let's look at the Finance and Accounting department. This department includes the "Sales", "Inventory", "Purchase", and "Invoicing" applications. These apps will be used to control inventory when answering a new demand from a client, creating invoices related to that demand, and keeping track of the procurement process for Crystal's products.

This department will be useful for all stakeholders related to the e-commerce department as it gives an overview of which transactions are made and what products need to be shipped to the clients.

- Sales

The "Orders" segment in the Sales app will have all of Crystal's products, offered to the customers. Furthermore, when a client demands more products, the app regroups all the past orders done by the client as well as all the costs linked to the purchase.

The first step for a client's purchase, as shown in the figure below, is divided into 2 sections. The first section includes the client information inquiry including their address, and payment conditions such as the payment's due date.

The second section shows the specific products ordered by the client, with the product's description, the quantity ordered, the price per unit, and the amount corresponding to each product in the list. Finally, the bottom right side of the page shows the total amount to be paid. The order will then require an invoice to be created, which will be done in the "Invoice" app. It will also help to see what the inventory looks like, which in this case, is not sufficient for the products sold.

The figure below shows an example of what an order from one of Crystal's potential customers would look like. In this example, Unilever is buying 3 types of products for its retailers. We can see that the quantities asked are not sufficient, implying that Crystal will need to create a purchase order to create more of these products.

S00006

Customer

Unilever
100 Victoria Embankment
London
EC4Y 0DY
United Kingdom – DK30698894

Order Date

10/25/2023 13:10:30

Payment Terms

End of Following Month

Invoice Address

Unilever

Delivery Address

Unilever

Order Lines

Other Info

Product	Description	Quantity	Unit Price	Taxes	Subtotal
3 in 1 regenerating mask stick with white clay	3 in 1 regenerating mask stick with white clay	500.00	25.00	0% EX	12,500.00 €
Anti-fatigue eye contour with organic aloe vera	Anti-fatigue eye contour with organic aloe vera	500.00	25.00	0% EX	12,500.00 €
Cleansing shower oil with organic sunflower seed oil	Cleansing shower oil with organic sunflower seed oil	250.00	25.00	0% EX	6,250.00 €

Add a product

Add a section

Add a note

Terms & Conditions: <https://edu-cristal.odoo.com/terms>

ADD SHIPPING

Untaxed Amount:

31,250.00 €

TVA 0%:

0.00 €

Total:

31,250.00 €

Figure 6: Order Simulation on Odoo

It is also in the Sales module that one will be able to find all of Crystal's products that will be sold, with the price per unit and how much the company still has on hand as shown in the example. This, coupled with the CRM module may help employees know what products to sell to which client, and when it is time to introduce new products to older clients.

- Invoicing

The second app in this department is Invoicing. The application will be used to view all sales made. Each sale will be tracked, allowing you to see which customers are buying what. Knowing what customers are buying is essential for email marketing, as well as for the CRM module. This will help the sales and marketing employees to know which client to contact for which products.

We first have the quotations, in which one can find the company to which the quotation has been made as well as their information, the products they chose to buy, and the quantity, and finally, the invoicing conditions. The document will be similar to the order's segment, with the VAT added to the amount due.

Customer Invoice

INV/2023/00001

Customer

Unilever
100 Victoria Embankment
London
EC4Y 0DY
United Kingdom – DK30698894

Invoice Date

10/25/2023

Payment Reference ?

+++000/0000/00202+++

Payment terms

End of Following Month

Delivery Address ?

Unilever

Invoice Lines

Other Info

Product	Label	Quantity	Price	Taxes	Subtotal
3 in 1 regenerating mask stick with white clay	3 in 1 regenerating mask stick with white clay	500.00	25.00	(21%)	12,500.00 €
Anti-fatigue eye contour with organic aloe vera	Anti-fatigue eye contour with organic aloe vera	500.00	25.00	(21%)	12,500.00 €
Cleansing shower oil with organic sunflower seed oil	Cleansing shower oil with organic sunflower seed oil	250.00	25.00	(21%)	6,250.00 €

Terms & Conditions: <https://edu-cristal.odoo.com/terms>

Untaxed Amount:

31,250.00 €

TVA 21%:

6,562.50 €

Total:

37,812.50 €

Amount Due:

37,812.50 €

Figure 7: Invoice Simulation on Odoo

- Purchase

The Purchase app is crucial as a retailer, to ensure Crystal delivers all its products on time. Crystal manufactures its products themselves, meaning that the need for raw resources is crucial for production to continue. The purchase app embodies the procurement process of Crystal's resources management.

As a manufacturer, Crystal has a few suppliers to go to, with their information centralized in the Contact app. The purchase process takes the information gathered in the inventory app as well as in the sales app, to know what the demand is, and what raw materials are still required to fulfill the demand, and helps employees create the purchase invoices.

In the example below, we have raw materials to create some of Crystal's products. The employee that would like to go through with that purchase will see when the order will be confirmed, and when the products are to be delivered.

Purchase Order

☆ P00001

Vendor ?

Fournisseur

Confirmation Date

10/14/2023 20:24:14

Expected Arrival ?

10/14/2023 02:00:00

Vendor Reference ?

☐ Ask confirmation

Products

Other Information

Product	Description	Quantity	Received	Billed	Unit Price	Taxes	Subtotal
☞ Coco oil	Coco oil	1,000.00	0.00	0.00	1.00	(21% M)	1,000.00 €
☞ Citric Acid	Citric Acid	1,000.00	0.00	0.00	0.50	(21% M)	500.00 €
☞ Baking Soda	Baking Soda	500.00	0.00	0.00	1.00	(21% M)	500.00 €

Add a product

Add a section

Add a note

Define your terms and conditions ...

Untaxed Amount:

2,000.00 €

TVA 21%:

420.00 €

Total:

2,420.00 €

Figure 8: Purchase Simulation on Odoo

- Inventory

The inventory app will mainly be used to track the replenishment process of Crystal's products. The replenishment process in itself will be automated for the most popular products, which Crystal will continuously need, and the other products will be replenished after a certain threshold has been reached in the inventory.

You can also find the shipping cost in this module. The shipping cost are for the shipping of the product to the customers. The fixed price for a shipping is 7.50 euro and it's free when the order is less than 200 euro.

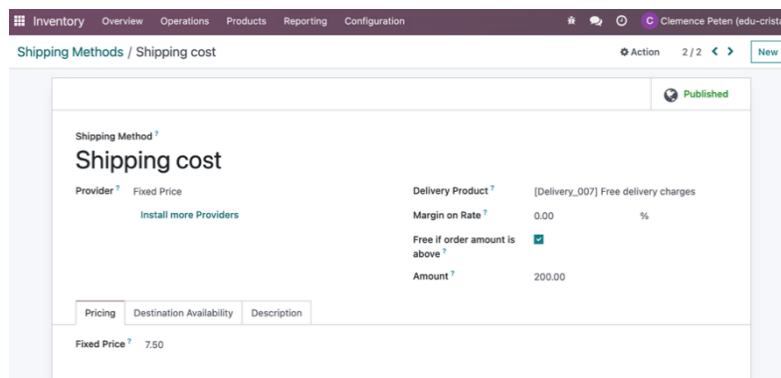


Figure 9: Shipping Cost Simulation on Odoo

Project Management

The Project Management category includes 3 applications: CRM, Employees and contact. As a retailer, these applications are essential for Crystal's sales managers and HR.

- CRM

The CRM app will mainly be used for business development, as employees will be able to view the advancement of the leads of Crystal are, and what remains to be done for it to be won. As shown in the figure below, Crystal is working on many new leads.

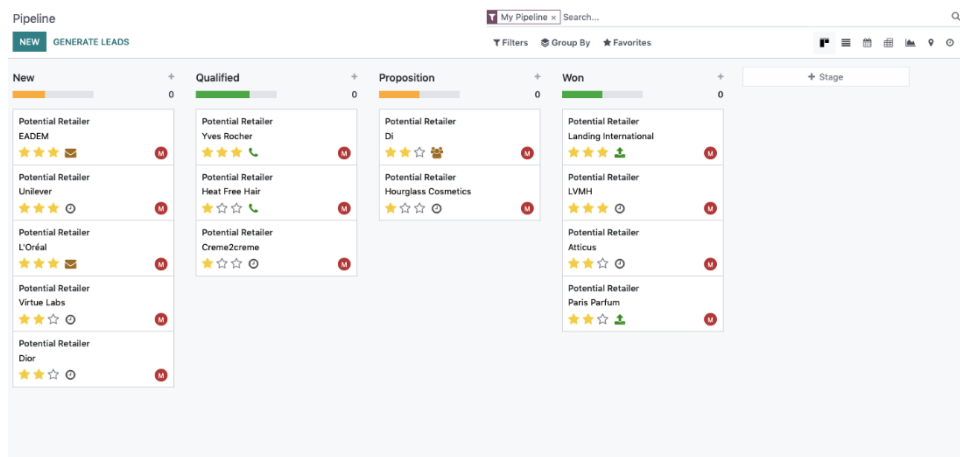


Figure 10: CRM App Simulation on Odoo

For example, Crystal hopes to work with Di as retailer, and has already done half of the prospection part, and has now planned a meeting with Di to maybe create a first proposition with them. One can also see that Di is of high importance, and the meeting planned can be found in the calendar of the employee that will work on it.

- Employees

For the employee's application, all of Crystal's workers are listed with their role in the company, their pictures, and their names.

The employees can be filtered through their departments to know who manages which activities. Crystal has 12 people responsible for producing its products as the production department requires more physical workload. Sales and Marketing both have 4 employees that manage all leads, sales, and promotion of Crystal's products. The research department is composed of 3 people, and HR is handled by one person. Finally, Crystal's executive board consists of 3 members who handle the decision-making and manage the company on a day-to-day basis.

- Contact

The Contact app is quite straightforward as Crystal is a manufacturer and has consequently mainly supplier contacts and the retailers it sells its products to.

- Manufacturing

This application is necessary to produce the cosmetic's products. Indeed, Crystal produce their own product. For this task they have hired 12 people for the production (the manufacture

of the products) and 3 employees for the research. In fact, to create the products, Crystals own laboratory to make the most qualitative product for their customers.

E-commerce

Crystal Cosmetics only sell products to the customers online, so a website was needed. In the E-commerce sector, 2 mains applications are used: e-commerce application and website.

- E-commerce

Thanks to this app, it's possible to create your online shop: the website of Crystal has been done thanks to that, the online website is automatically adapted to mobile devices but for more explications, there is the point about website application just after this one.

E-commerce has also many other advantages: sell product online, maximize Revenues (with email marketing) but also create shopping experience and payment and shipping.

- Website

This app is really the must to sell the products to the customers. The URL to have access to Crystal's website is: <https://edu-cristal.odoo.com/>.

Thanks to this tool, we've created a desktop and a mobile version of the site, where all elements are adapted to the respective needs of users.

The website is divided in 3 main pages:

1. The home page, where the company is described. We have put visuals of Crystal Cosmetics to attract the customers.



Figure 11: Home page of Crystal's website

2. The catalog page is where customers can shop Crystal's products. Through this page, the client can find the different products with their prices and specificities. Customers are able to order from this section by clicking on products and adding them to the cart.

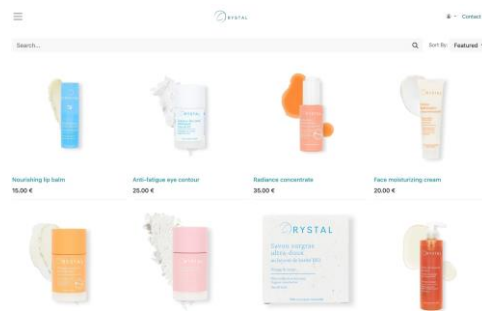


Figure 12: Shop page of Crystal's website

- The “Contact us” page is used for when customers have a problem, an inquiry, or when they wish to get in touch with Crystal’s team. Customers can contact the customer service team via this page and receive a follow-up in their e-mail inbox.

Figure 13: Contact page of Crystal's website

- The cart page enables customers to see their shopping cart. Here, customers can put a promo code if they have one, modify their order and proceed to checkout.

Figure 14: Order page of Crystal's website

As already mentioned, this app also offers a design for mobile devices. The customers can use the website and their phone, and they don’t need to be mandatory on a computer. Here's what the site looks like on a smartphone:

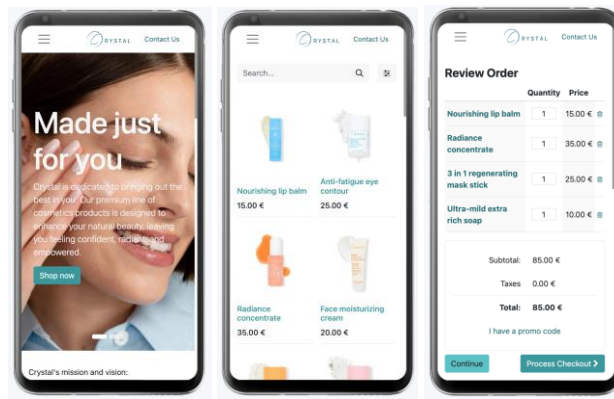


Figure 15: Mobile App of Crystal

Marketing

In this category, there is only 1 application: the **Email marketing**. The purpose of this application is the communication with the consumers and reach as much as possible. customers For the launch and the success of the company, the marketing need to be good. That's why the company employs 4 people for this department.

Here is an example of an Email marketing of a welcoming message. Every customer will receive this email when they create an account on the website.

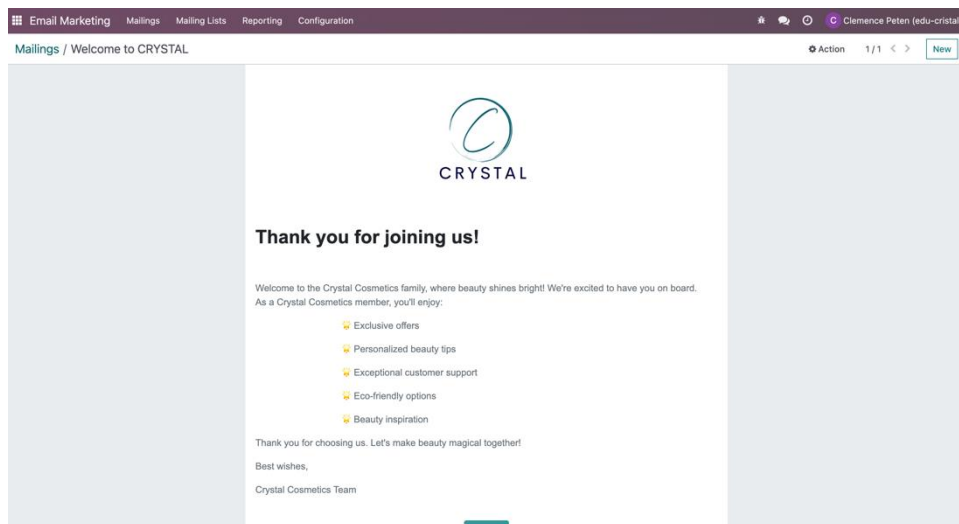
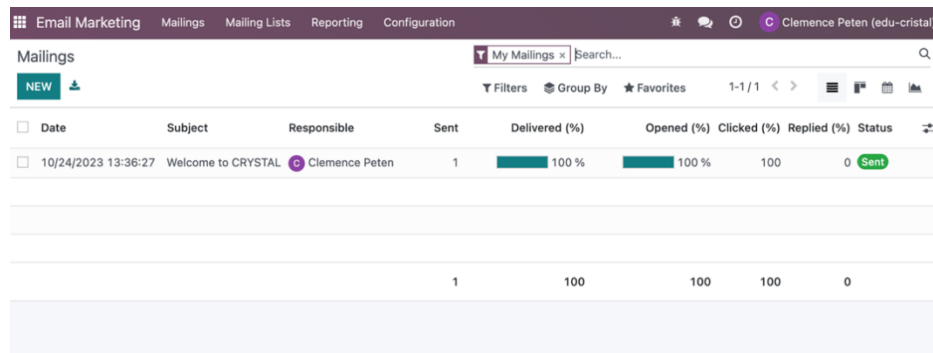


Figure 16: Example of an E-mail for the marketing of the company

When an email is created for the marketing, it's important to aware of some point. To have a good impact and point of view of the customers, the email needs to be with a good design (Odoo propose some design so it is easy to handle with, and the proposed designs can be

modified). It is also important to have a clear message for the customers, an audience segmentation (for example, promotions are not for every customer). To reach as best as possible the clients, the email needs to be personalized, so they have the feeling that the company knows them very well. In this application, Odoo propose feedback from an email sent to customers: there is the possibility to see the different feedback of an email sent (% of delivered, % of opened email, % of replies, ...).



The screenshot shows the Odoo Email Marketing interface. At the top, there are tabs for 'Email Marketing', 'Mailings', 'Mailing Lists', 'Reporting', and 'Configuration'. The 'Mailings' tab is active. Below the tabs, there is a search bar and a 'NEW' button. The main area displays a table of mailing campaigns. The table has columns for 'Date', 'Subject', 'Responsible', 'Sent', 'Delivered (%)', 'Opened (%)', 'Clicked (%)', 'Replied (%)', and 'Status'. A single campaign is listed with the subject 'Welcome to CRYSTAL' and a status of 'Sent'. The campaign shows 100% delivery, 100% opening, 100% clicking, and 0 replies.

Date	Subject	Responsible	Sent	Delivered (%)	Opened (%)	Clicked (%)	Replied (%)	Status
10/24/2023 13:36:27	Welcome to CRYSTAL	Clemence Peten	1	100 %	100 %	100	0	Sent

Figure 17: the different feedback of an email sent.

Zapier – Odoo connection

Zappier is an automated platform that enables the user to create connection between different web applications and to automate different tasks between them. In this project, we found Zappier useful to keep our customer information spreadsheet updated. To do so, we connected Odoo, through our CRM system, with Excel, the program we keep our spreadsheet information in. When a customer creates a new lead, the “Zap” is triggered and automatically adds a new row in the Excel spreadsheet with the information asked. Using an external tool integration such as Zappier enables us to gain time and avoid wasting energy.

Positioning of our proposal

In this section, we explain how Crystal is positioned concerning digital transformation and other factors. We are also analyzing how our work for Crystal is linked with the course, by using theoretical ideas studied in class. This would help to define how we characterize the company.

In our implementation plan, we have chosen the Vanilla approach, which means all the necessary applications are pre-developed. This eliminates the need for additional custom development. This choice aligns well with our use of Odoo, as it comes pre-configured.

Our Odoo implementation is based on a logical architecture using an integrated system with only one database composed of different modules. This strategic approach facilitates data sharing with stakeholders and enhances the company's operations management.

Competitive strategies

We analyze the competitive strategies of Crystal regarding the Porter's Generic Strategies Matrix. We position this company in the Differentiation focus quadrant. Our primary target comprises financially secure women between the ages of 30 to 50. These women reach a stage in life where they may feel some concern about their appearance, particularly when it comes to their body and face: "Today's luxury brand target audience is 25 to 44 years old. They comprise 64 percent of this overall audience" (Depino, 2023). Hence, we believe it is very important to offer them products that can help them regain self-confidence and feel fulfilled. Concerning the strategic strength, our products are totally sustainable and eco-friendly. This emphasis on sustainability sets us apart from our competitors in the market and is in line with our customers' values.

Considering the four strategic business focus points, Crystal opts for a customer focus. With this niche market, a strong customer service could be advantageous. We are committed to aligning our products and services with the specific needs and preferences of our customers. This strategic approach is designed to gain brand trust and enduring relationships with our clientele.

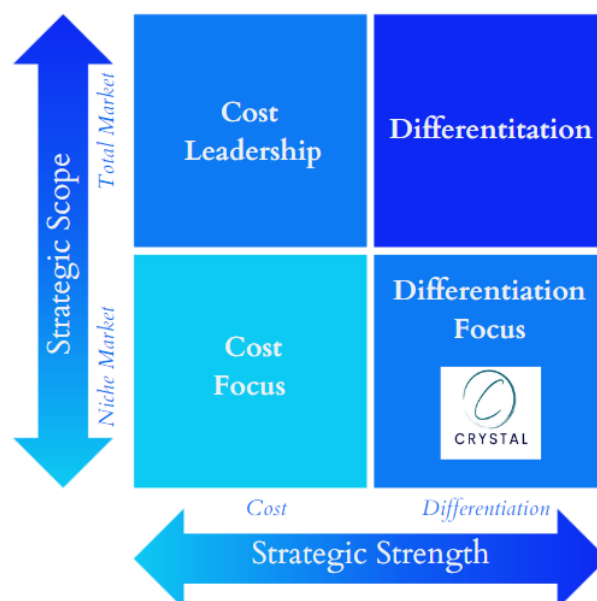


Figure 18: Porter's Generic Strategies

Customer Focus

The beauty product market is growing on an average of four to five percent a year. However, e-commerce is the fastest-growing channel for beauty products with a growth of 22% from 2019 to 2022, compared to 4% for the overall average of all channels. Therefore, focusing on the digital market like Crystal is doing will enable them to be part of the digital transformation of the beauty product market. Developing through e-commerce makes Crystal a good choice for current and future beauty product customers.

Strategic Alignment

The strategic alignment model aligns the business scope of the company with the IT competences and the specific information architecture and the operational processes in several ways. For the company Crystal we use functional integration starting from a business strategy and leading to an IT strategy followed by a strategic fit in IT infrastructure. In other terms, we follow a technological transformation alignment perspective. The utilization of specific IT skills, such as an e-commerce platform management, digital marketing, web development, automatization of production chain etc. are playing a crucial role in assisting the company in developing a competitive advantage and achieving a significant market share.

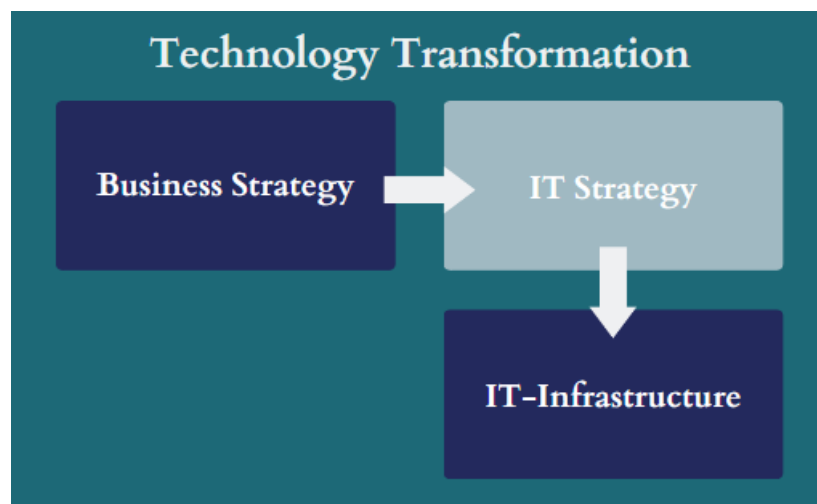


Figure 19: Strategic Alignment Model

Strategic Impact

The Strategic Impact Grid of Nolan and McFarlan analyzes the need for innovation against the need for reliability. This determines the organization's IT strategy. Crystal employs an aggressive IT strategy; this is also providing the company with a competitive advantage.

Moreover, since we operate exclusively online without physical stores, our customers save time and energy that would have been spent traveling to a retail location. This also contributes to our environmental commitment. Besides the fact that our products are eco-friendly, our customers won't need to use their car to reach a physical store, nor will they have to use and to pay for public transportation, which is reducing their carbon footprint. Crystal also tries to change its delivery activities by using more environmentally friendly alternatives such as bike delivery, electric vehicles, and lockers.

Furthermore, IT systems are important for the production chain of the company and bring high reliability to our distribution network. If our IT system goes down, we won't be able to sell any products or to provide them to our customers. Therefore, Crystal uses a strategic mode. IT is essential and brings value to our business.

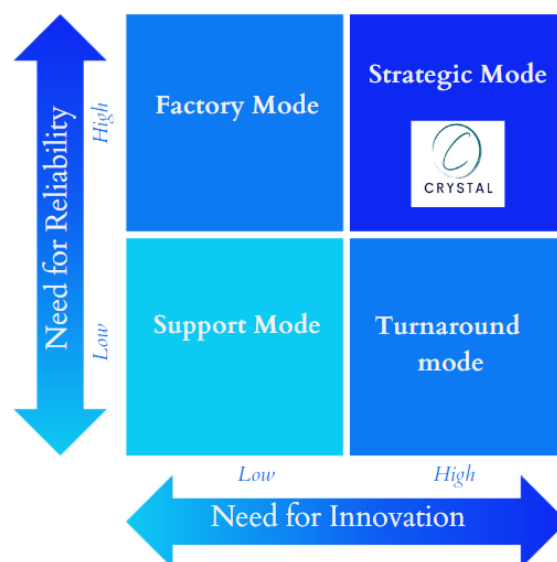


Figure 20: Strategic Impact Grid

Monetization model

The Odoo platform runs as a SaaS model (Software as a Service), which means it uses a software application hosted on the cloud and operated by a third party. SaaS models are accessible at any time through an internet connection. Platform using this solution will usually ask a monthly subscription fee.

Conclusion (Limitation and Future)

In conclusion, during this project we worked as a consultancy team and helped Crystal with its digital transformation. To achieve this goal, we implemented ten applications on the ERP system Odoo: CRM, employees, manufacturing, contact, email marketing, e-commerce, website, sales, inventory, purchase, and invoicing. Additionally, we used Zappier to integrate our Odoo CRM with an Excel spreadsheet, to optimize time and resources. The use of IT adds significant value to the business and is highly reliable. Ensuring the high reliability of our IT systems is crucial.

Throughout our project, we encountered several limitations. Firstly, the lack of time was a major obstacle for us in developing the project exactly how we envisioned it. This had an impact on the manufacturing process which was not fully developed. Secondly, the inventory module does not take into account the preservation duration of products or what to do with them afterward. Thirdly, sales and purchases do not have sufficient information to serve as reliable forecasts in the long term, which can be a potential problem. Moreover, we initially aimed to create social media accounts for Crystal to enhance social marketing through those apps. However, realizing that this could result in an excessive number of applications, we set a limit of ten to twelve. This led to the decision to remove the live chat and Bpost shipping modules and to add manufacturing, contacts, and invoicing instead. Nonetheless, despite these challenges, we believe that given the time and resources available, we were able to deliver a successful project.

In the future, we aim to advance our work through a more comprehensive implementation. With additional time, we will seek feedback from Crystal to update specific functionalities based on their preferences. Furthermore, we plan to provide training and support to empower the Crystal team in utilizing the Odoo system more effectively. We will also be aware of the future IT trends, we seek continuous innovation to keep the competitive advantage and differentiation.

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