

THE COURT TENNIS CLUB

A digital transformation with Odoo

LLSMF/S2903 – Digital Business/Transformation Systems

Group 80

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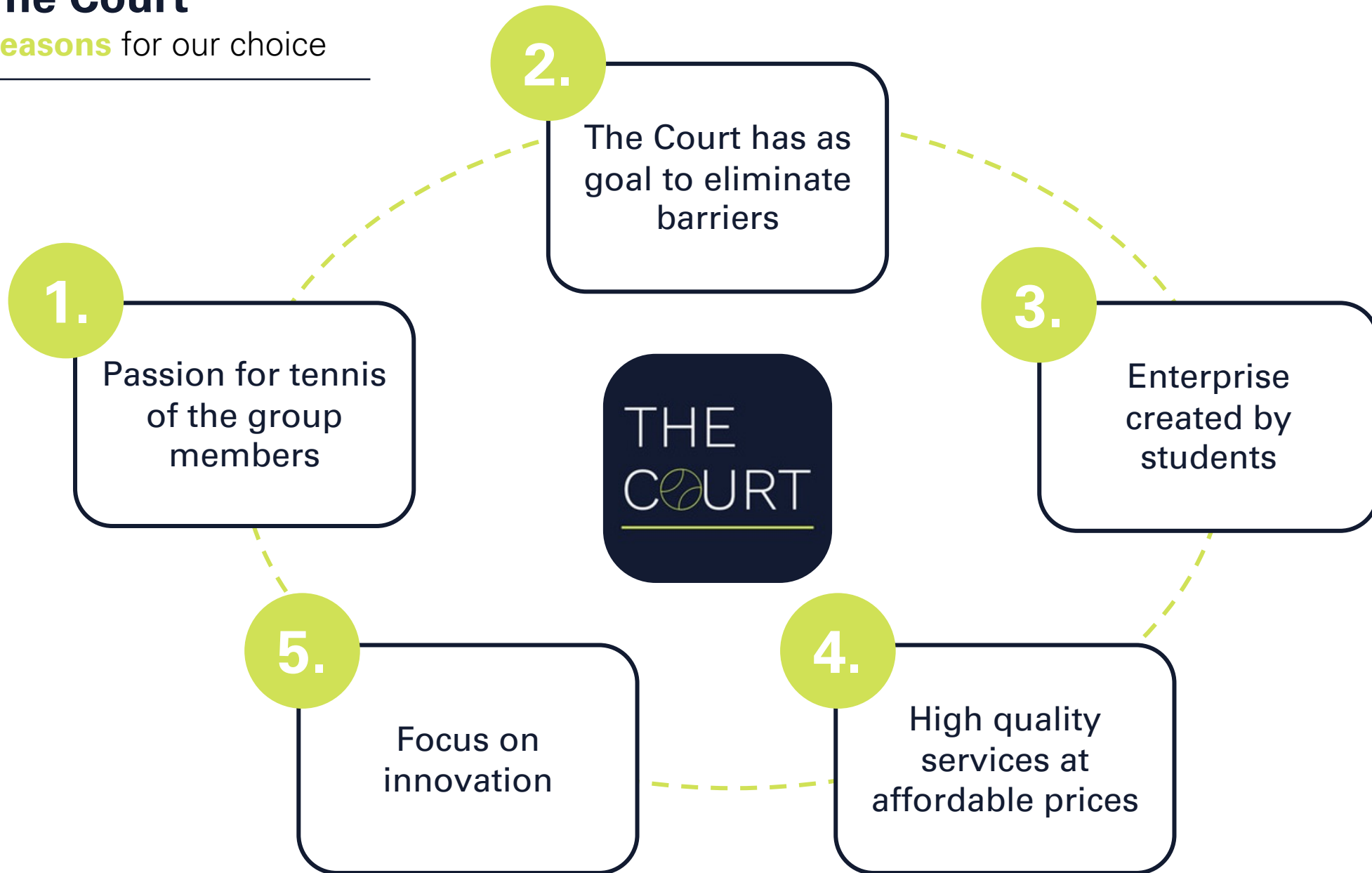
Professors

Mr Coenrats Jerome, Mr Kolp Manuel, Mr Wautelet Yves

THE
COURT

The Court

Reasons for our choice





Target = Students



2 competitive advantages compared to our competitors



Ethical sports club (eco-responsible)



Strong relationships with our members

SWOT ANALYSIS

STRENGTHS

Flexible opening hours
Low prices
Organized **events**

WEAKNESSES

Difficulty to make **profits**

OPPORTUNITIES



THREATS

Growth
in the number of
padel players

Team and work organization

How we work **together**



Team organization

- Natural leaders
- Influence of the MBTI profiles



Independent weekly work

- Following the task repartition
- On Odoo implementation and writing of the report



Weekly meetings

- Constructive feedbacks and improvements about individual work
- Sharing ideas
- Fixing deadlines and objectives



Task repartition

- Well-defined task distribution
- Individual work or per two
- Odoo implementation

THE AGILE SCRUM METHOD

Flexible and collaborative
project management aspect

Adaptability and efficiency

Sprint-based schedule

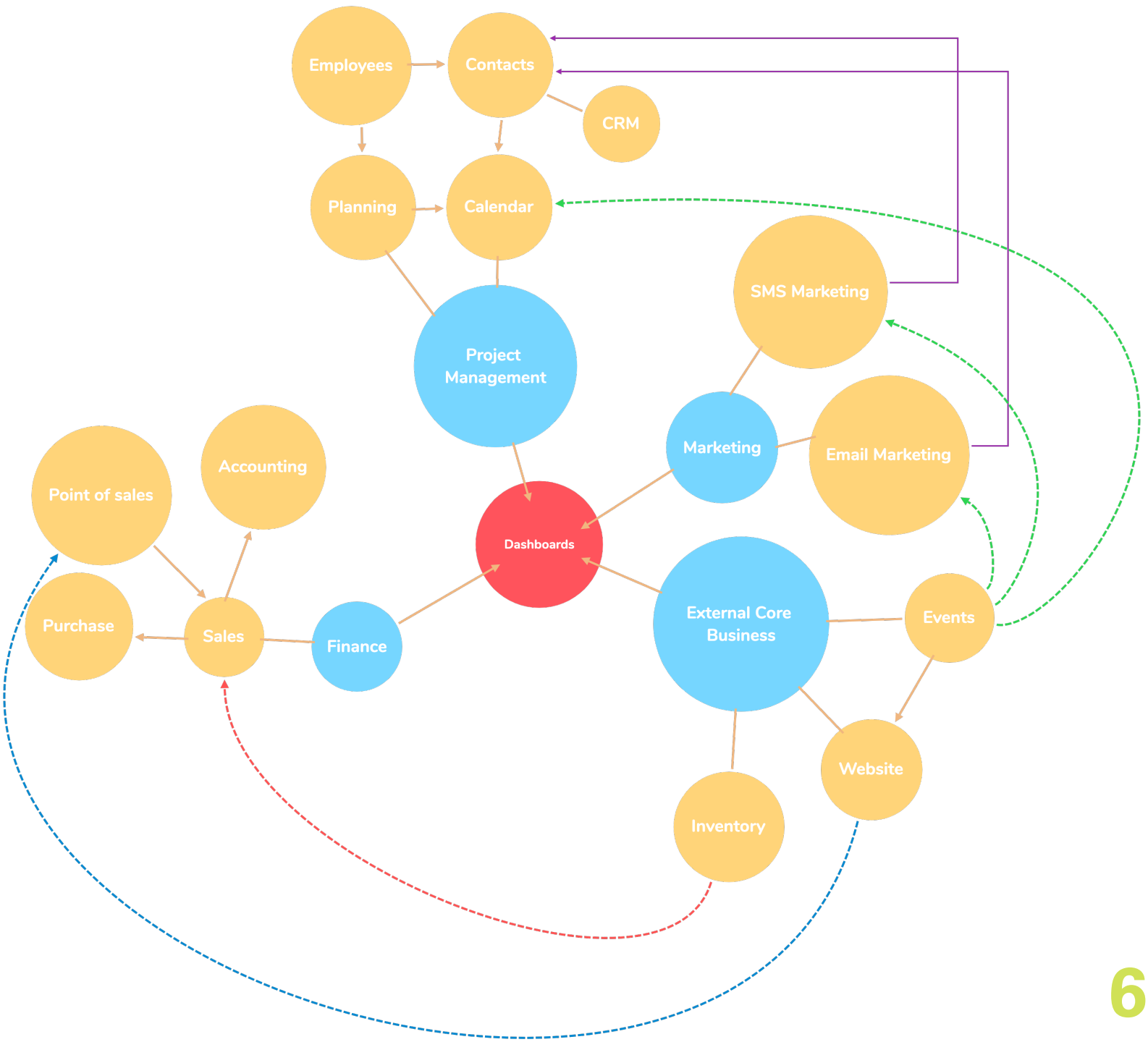
Complementary skills among
team members

Deadlines fixed during weekly
meetings

1. Odoo Implementation

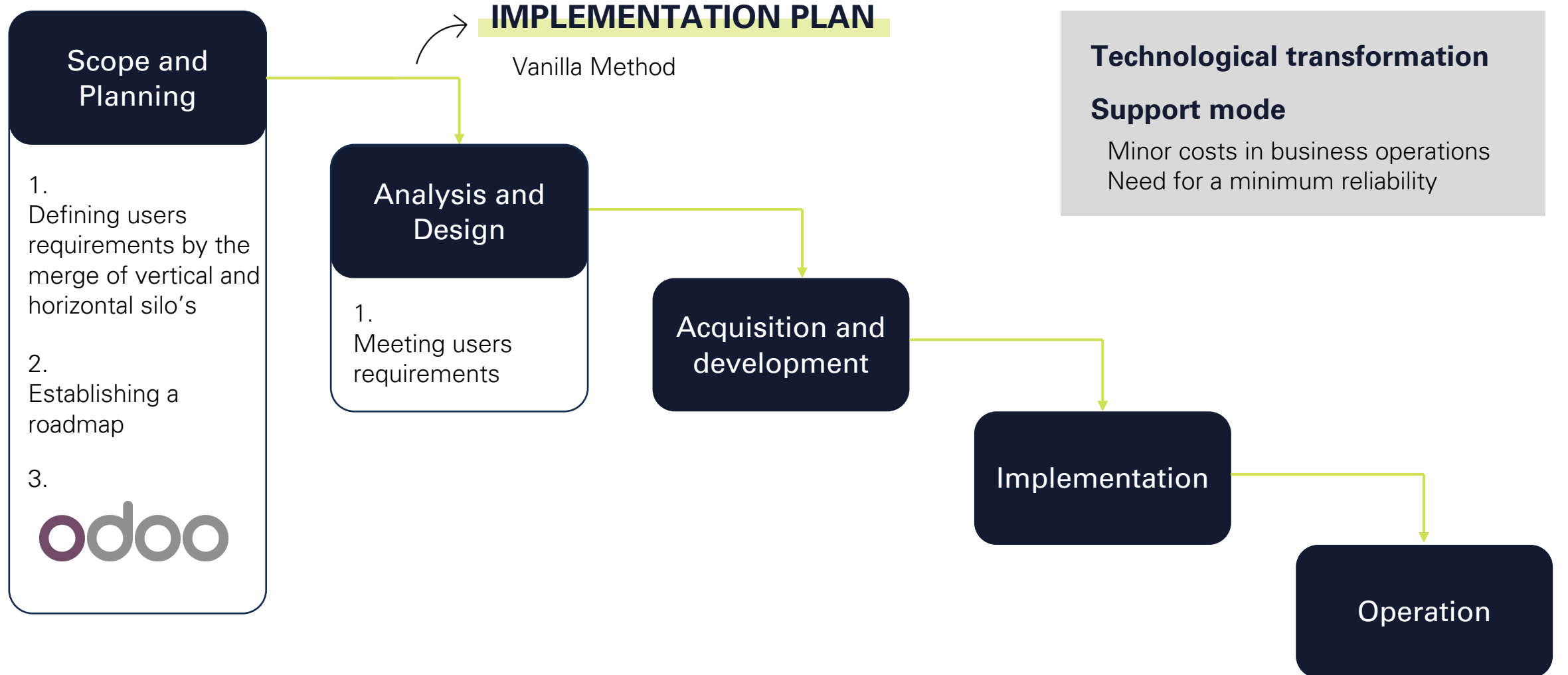
4 SEGMENTS

1. Project Management
2. External Core Business
3. Marketing
4. Finance



Link with the course

Waterfall and SAM



Advantages and Limitations of Using Odoo

Tools and **brakes**

ADVANTAGES

1. Cost-Effective
2. Modular and Scalable
3. Customization
4. Reporting and Analytics

LIMITATIONS

1. Performance issues
2. Upgrades and Maintenance
3. Vendor lock-in

Simplicity/complexity

1. 12 Odoo applications used
2. 4 business processes segments targeted
3. Use SCRUM and waterfall methods to be effective
4. Concretize digital transformation of The Court

Questions ?

Do not hesitate to contact group 80 by mail or Teams for any questions !

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