



LLSMF/S2903

DIGITAL BUSINESS SYSTEMS - DIGITAL TRANSFORMATION MANAGEMENT

GROUP60

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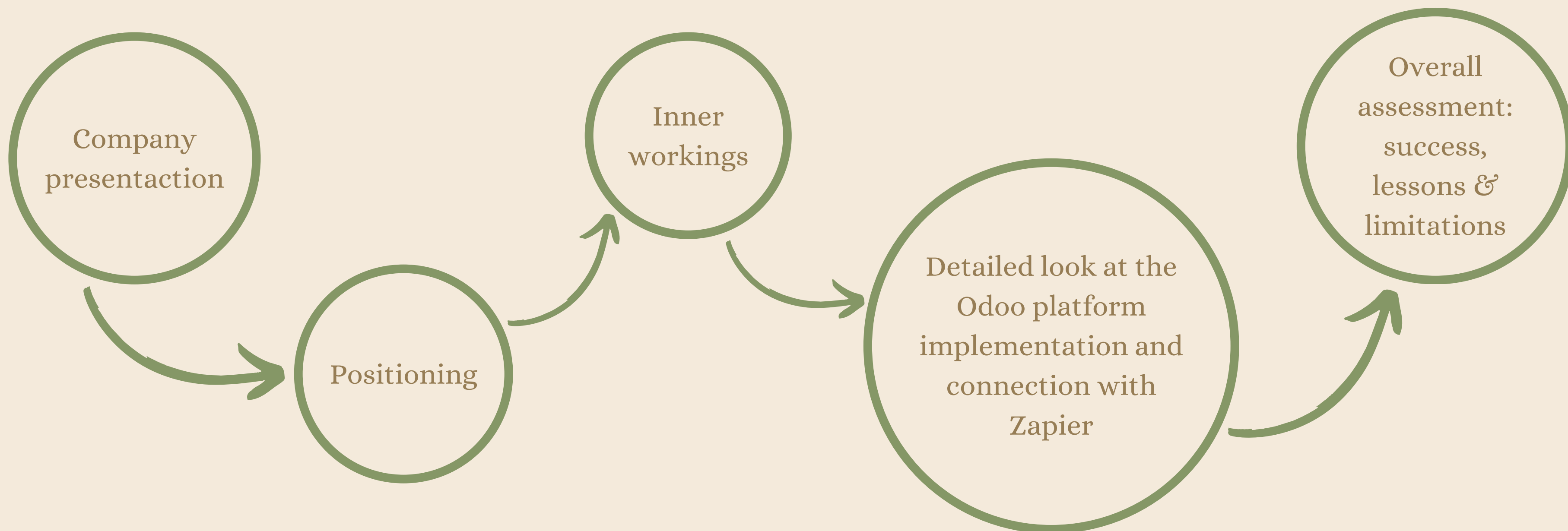
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INTRODUCTION



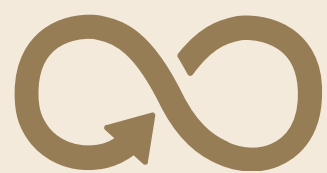
COMPANY DESCRIPTION



Founded in 2018 by students of UCLouvain



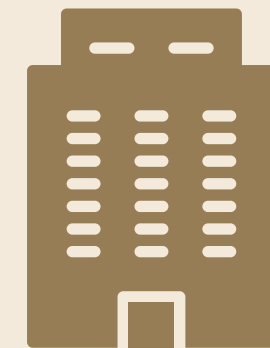
Quality products, affordable price, ecological products



The entire process controlled, Warehouses in Brussels



Minimization of the impact on the environment



4 sales outlet and a pleasant, healthy working environment for its staff



Organic certification & quality certification



OUR TEAM



Loïc Guillaume

Bachelor's and Master's in management, specializes in company auditing, excels in group projects.



Mahaut Debroux

A recent economics graduate accepted into the INEO master's program, showcases strong entrepreneurial and adaptive qualities.



Noémie Debroux

A first-year Master's student at LSM, specializes in sustainable business management, excelling in adaptability and organization.



Satine Van beirs

First-year Masters in Management Engineering student specializing in Energy Management, is a dynamic and motivated project enthusiast.



Marine Delvaux

Graduated in economics, currently pursuing a master's in management at LSM showcasing excellent project management skills.



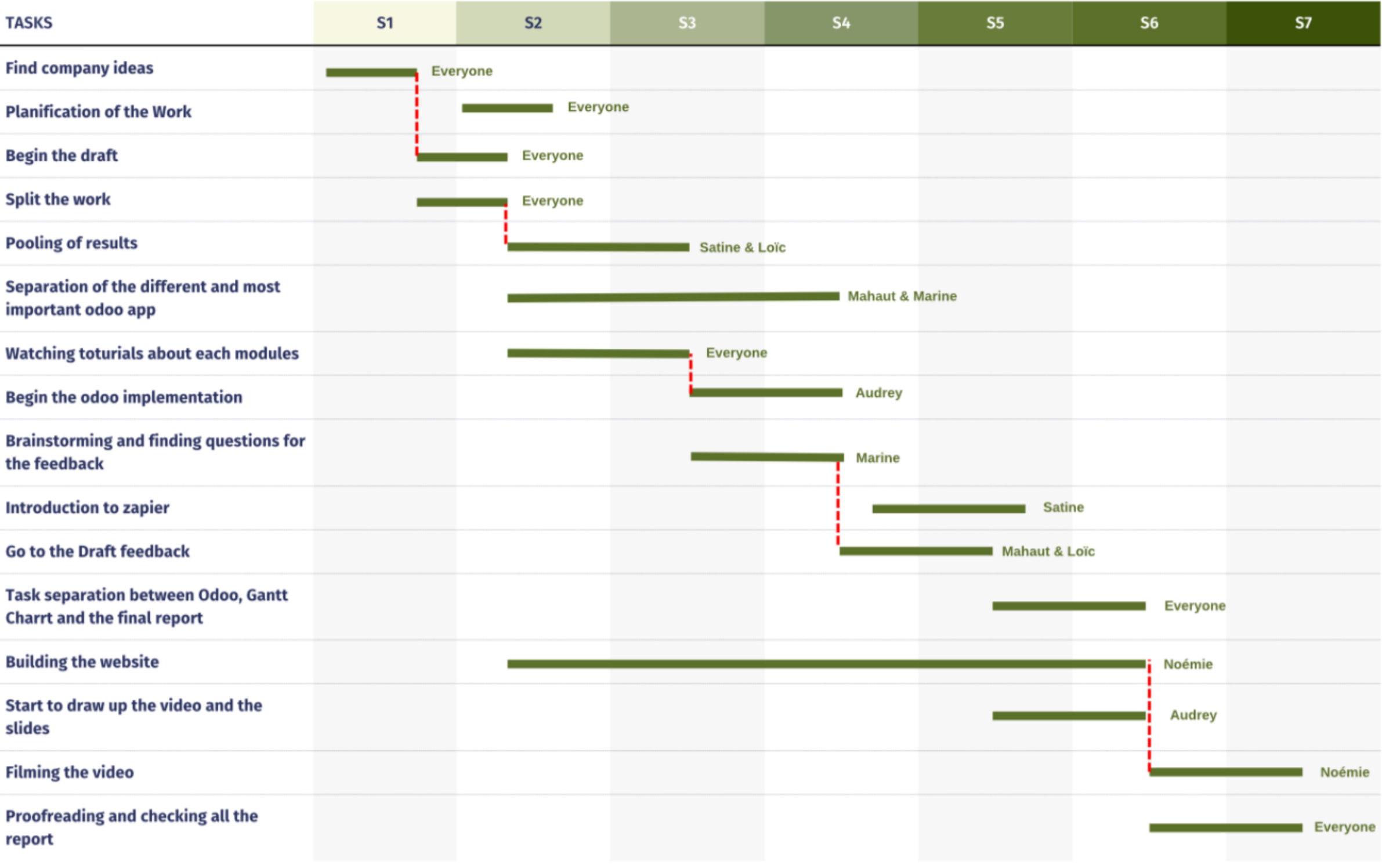
Audrey Palante

An entrepreneurial program student at Louvain School of Management, offers a fresh perspective for business improvement.

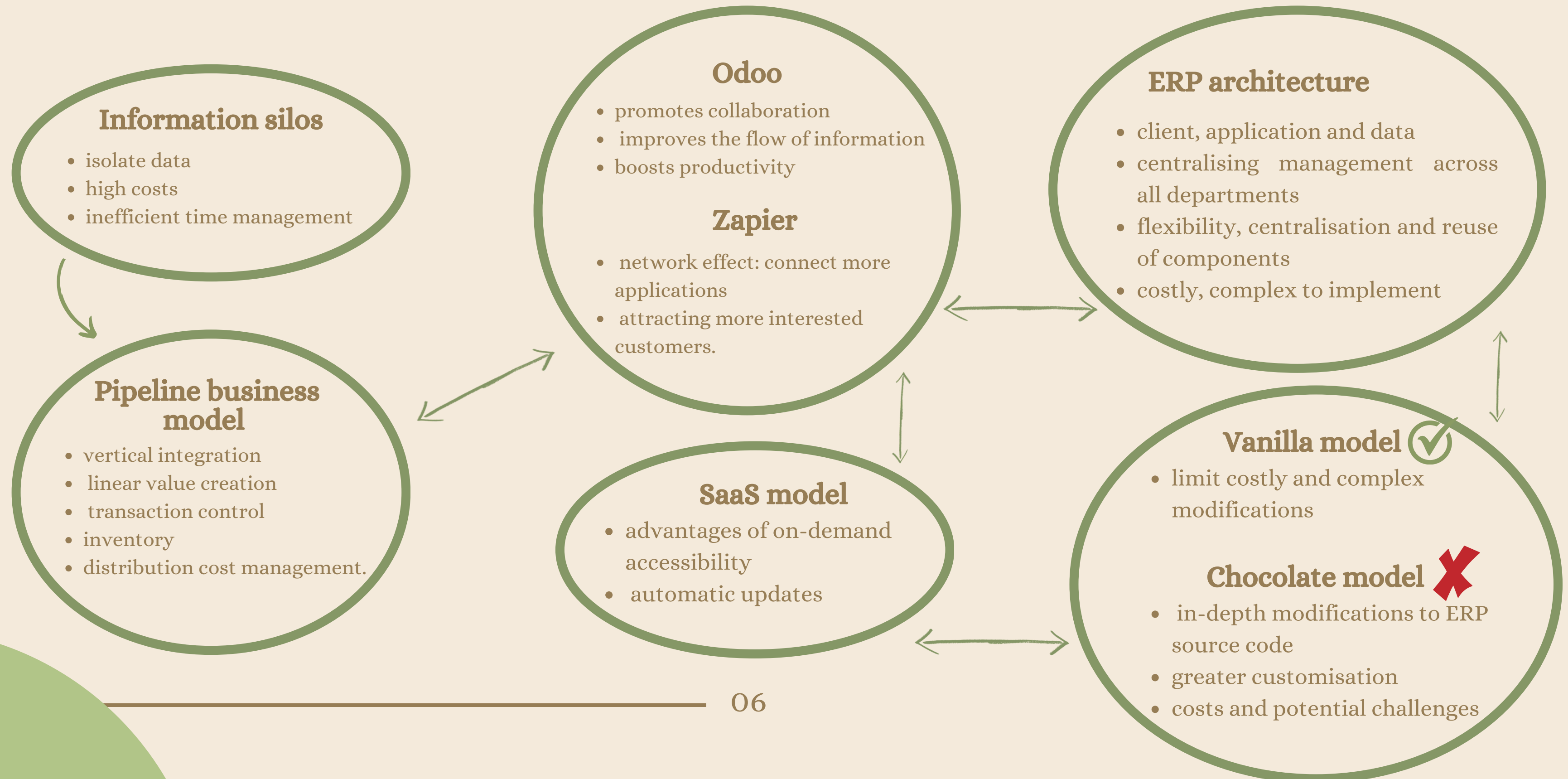


PLANIFICATION

Bio'R Snack Gantt Chart



POSITIONNING - LINK COURSE



POSITIONNING - IT STRATEGY



WHAT WE OFFER

- Temporary focus on IT: innovate and stay competitive
- Adapting business strategy to opportunities offered by IT
- Innovation in IT sets us apart from the competition.

Role of the IT Manager = catalyst role

- identify and evaluate new trends
- help senior management develop the company's vision

✓ develop a promising technology in a small company with no immediate income

✗ risk losing money by missing out on the next innovation

-> Missing an innovation = loss of market share to new competitors

PREPARING FOR THE DIGITAL TRANSITION

Benefits of Digitalisation

- Odoo offers advantages in efficiency, data management and process improvement

Potential Risks

- cybersecurity
- resistance to change

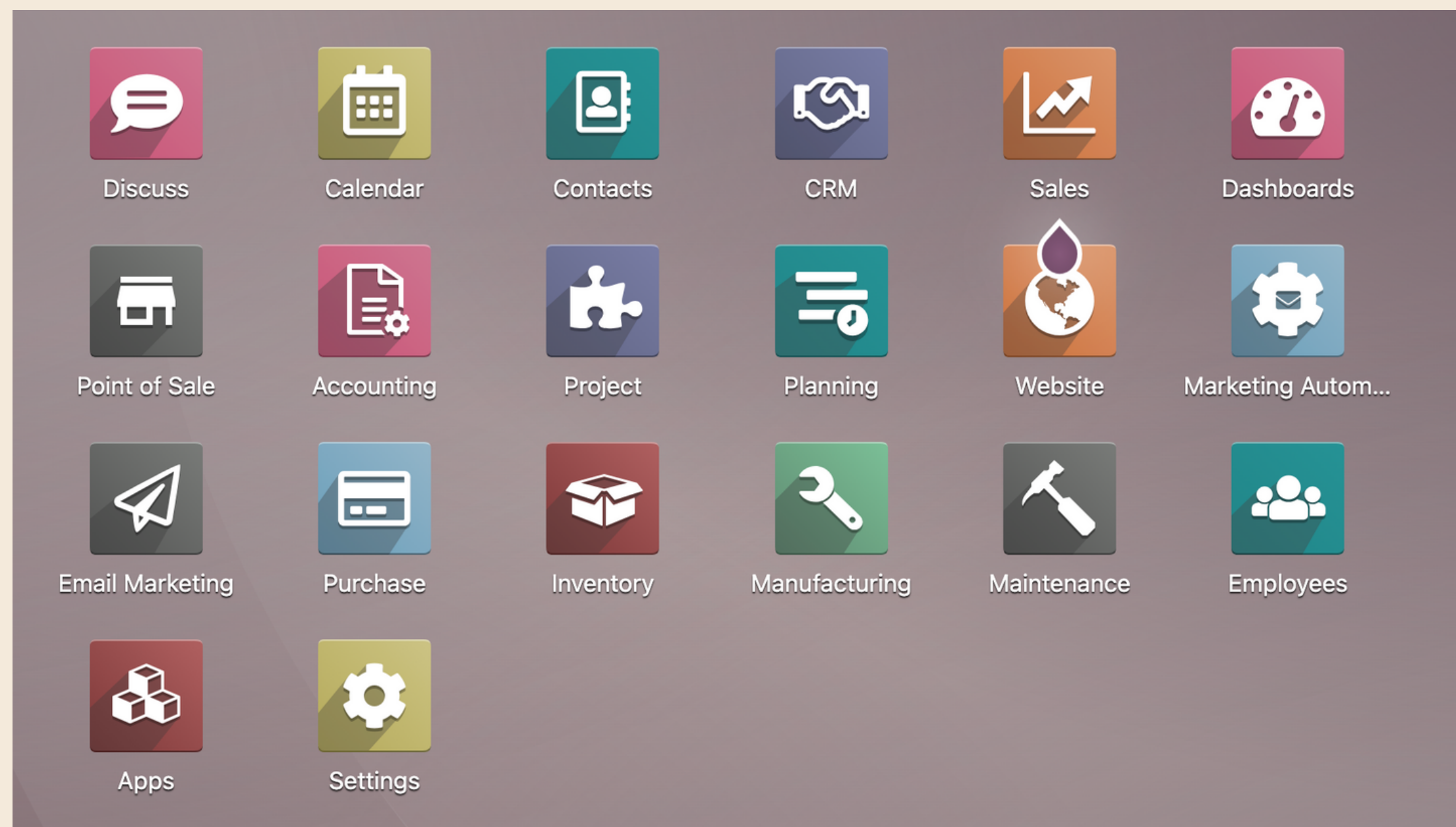
Transition Challenges

= young consultants understand the challenges

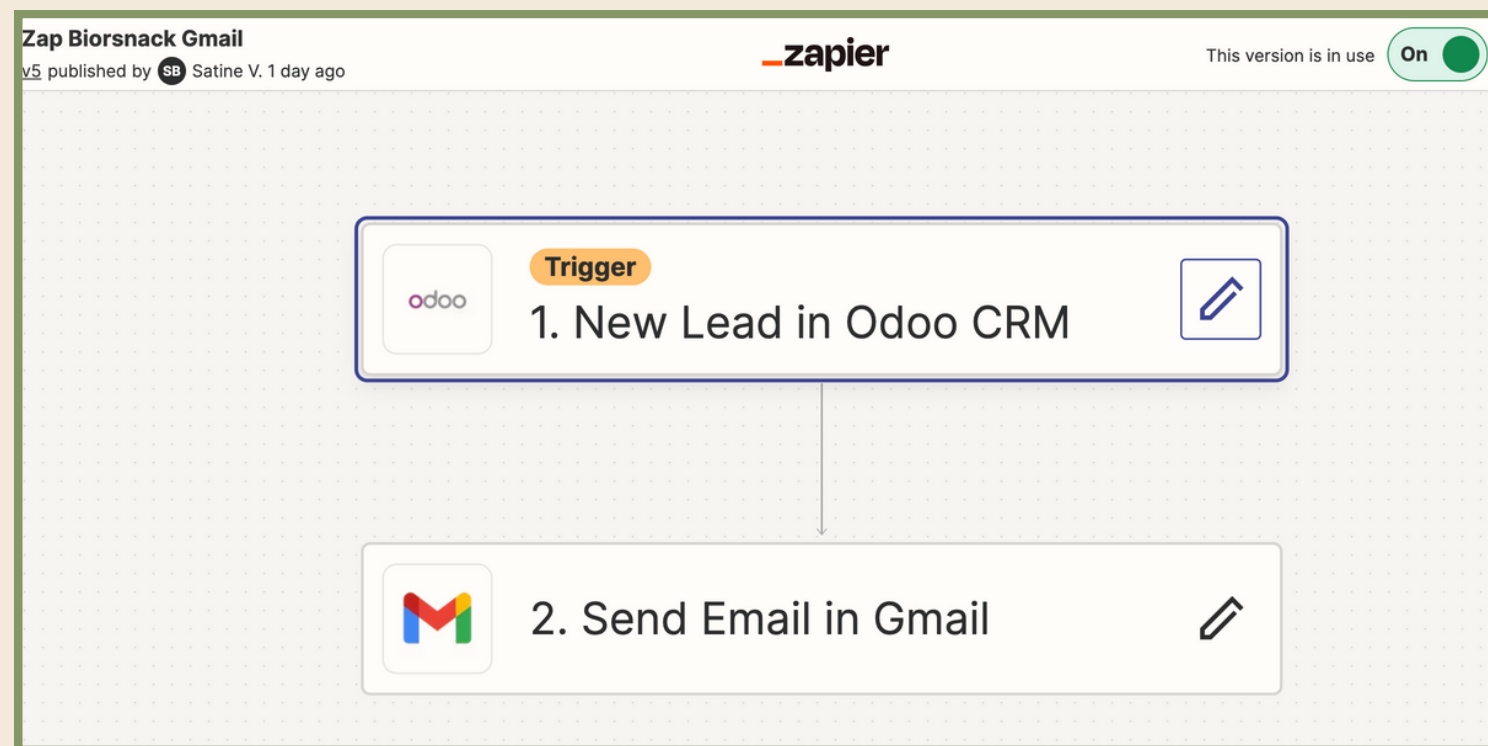
Risk Management

- developing measures to mitigate these risks.
- monitoring the latest innovations to anticipate challenges.
- commitment to staying at the forefront of technological advances

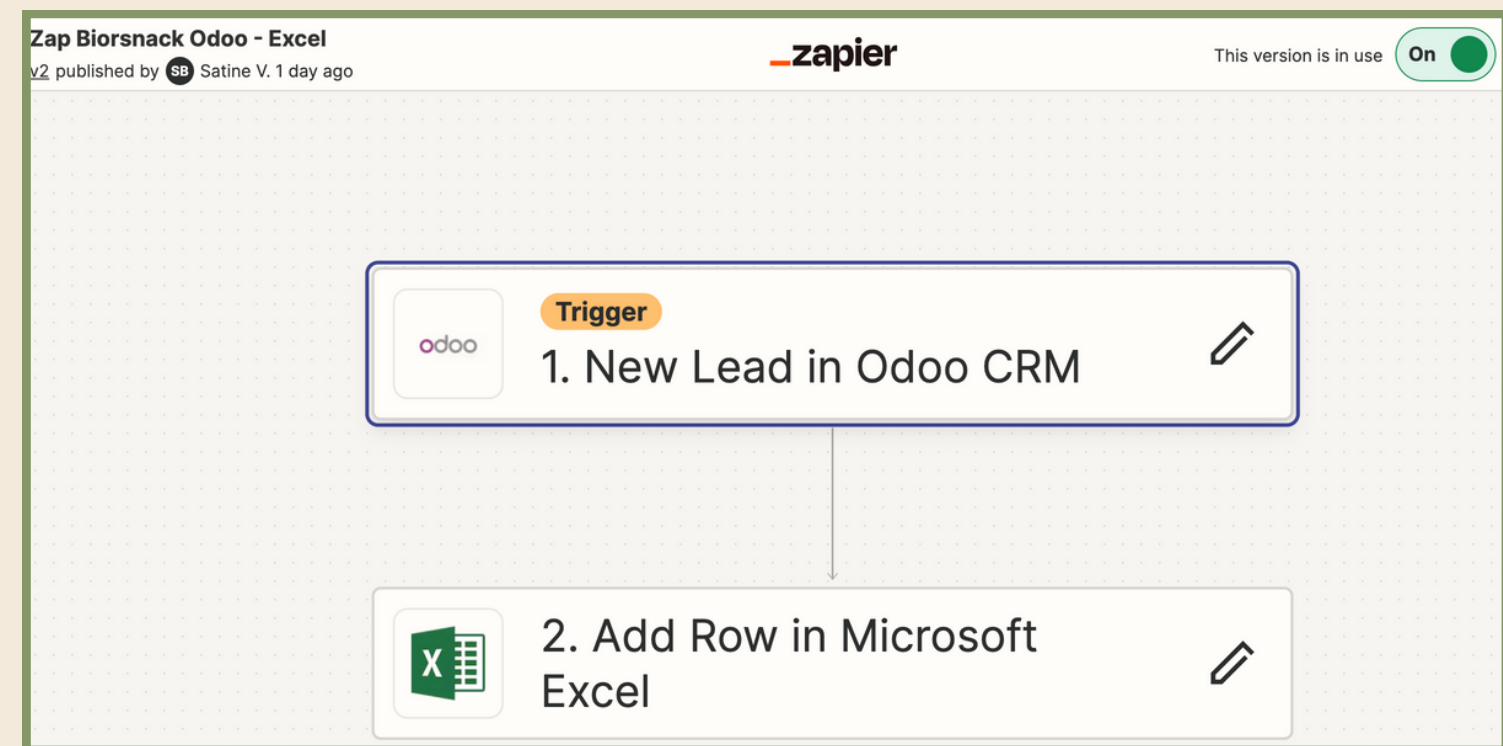
ODOO IMPLEMENTATION



ZAPIER DESCRIPTION

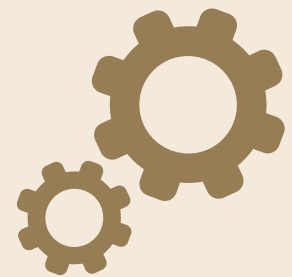


Zapier connection between CRM Odoo and Google Gmail



Zapier connection between CRM Odoo and Microsoft Excel

CONCLUSION



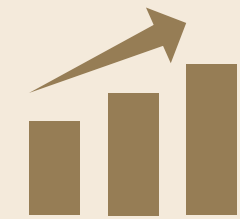
Digital Information System



Legal aspects



**Productivity and
standardisation**



**Improvements for our future
projects**



Problems encountered



Thank you for listening

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