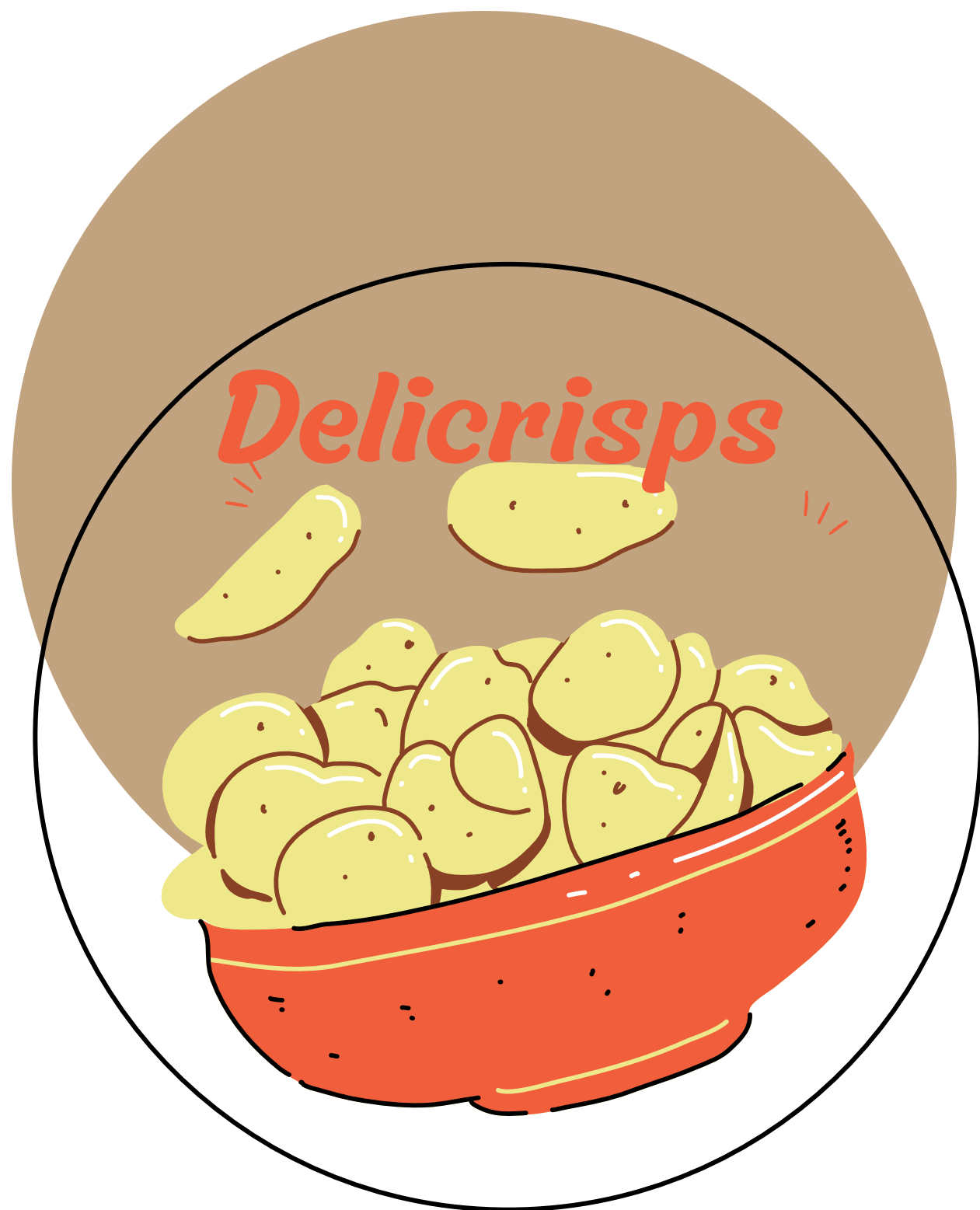




Presentation of Delicrisps

LLSMF2903

Group 29

Briolo Sophie	40392300
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LOUVAIN
School of Management

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Description of Delicrisps



■ Organic, planet-friendly crisps



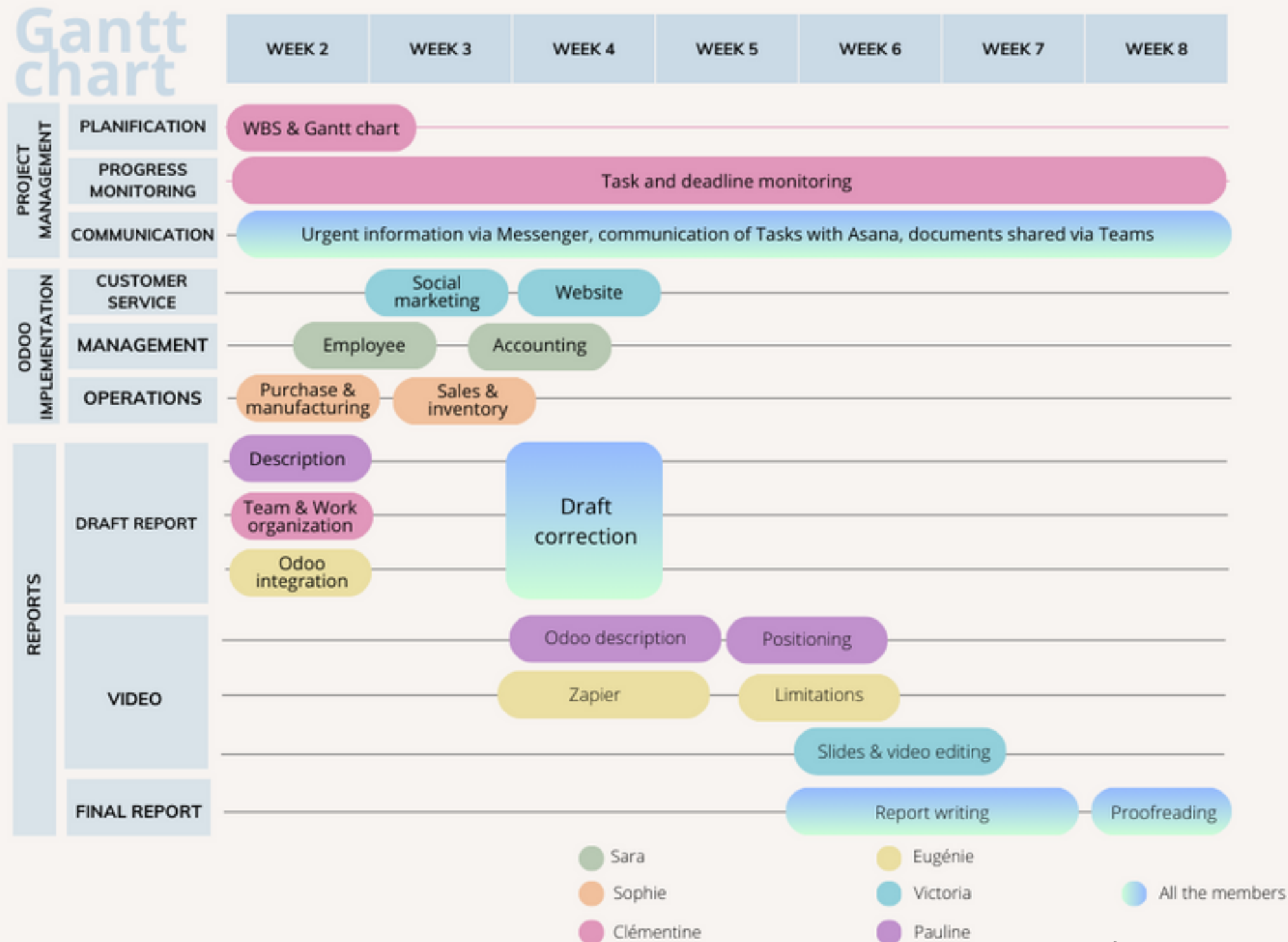
■ 3 flavour options; salt, pepper or pickles

■ Company with 10 employees



■ A well-defined vision, mission and strategy

■ Our goal: to carry out a digital transformation



Organization and planification of our team and work

Deadlines:

- 28/09: Submission of the draft report
- 13/10: Odoo implementation
- 27/10: Creation and presentation of the video
- 05/11: Submission of the final report

Project into three main entities:

- Project Management
- Odoo Implementation
- Report Writing

Gantt chart

➤ Global positioning

Competitive

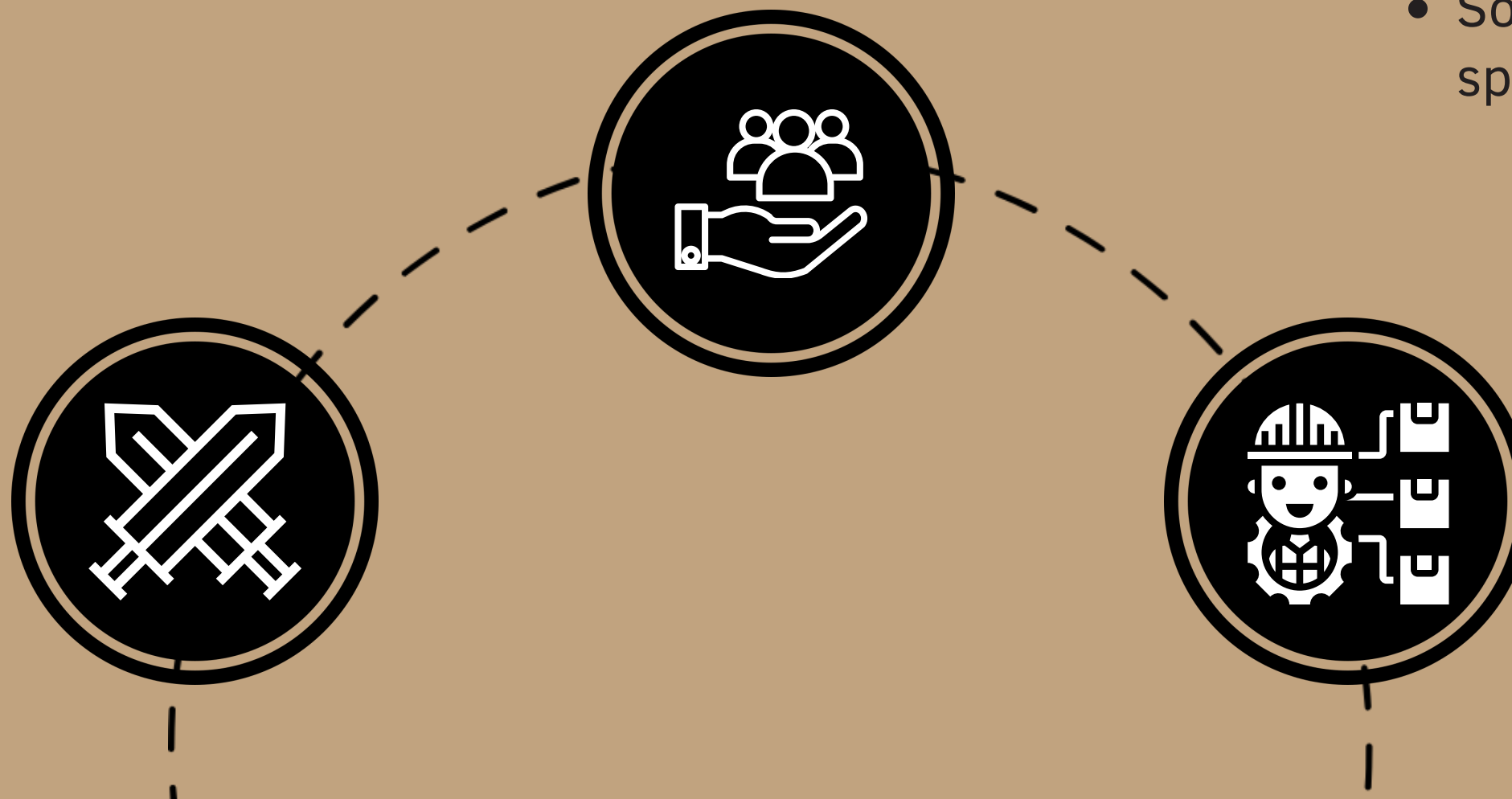
- Distinction through sustainability, quality, transparency
- Local production, eco-friendly packaging

Customers

- Appeal to diverse customer segments
- Tailored offerings to specific needs

Suppliers

- Collaboration with local farmers
- Use of low-saturated fat oil
- Eco-friendly packaging
- Sourcing of organic spices



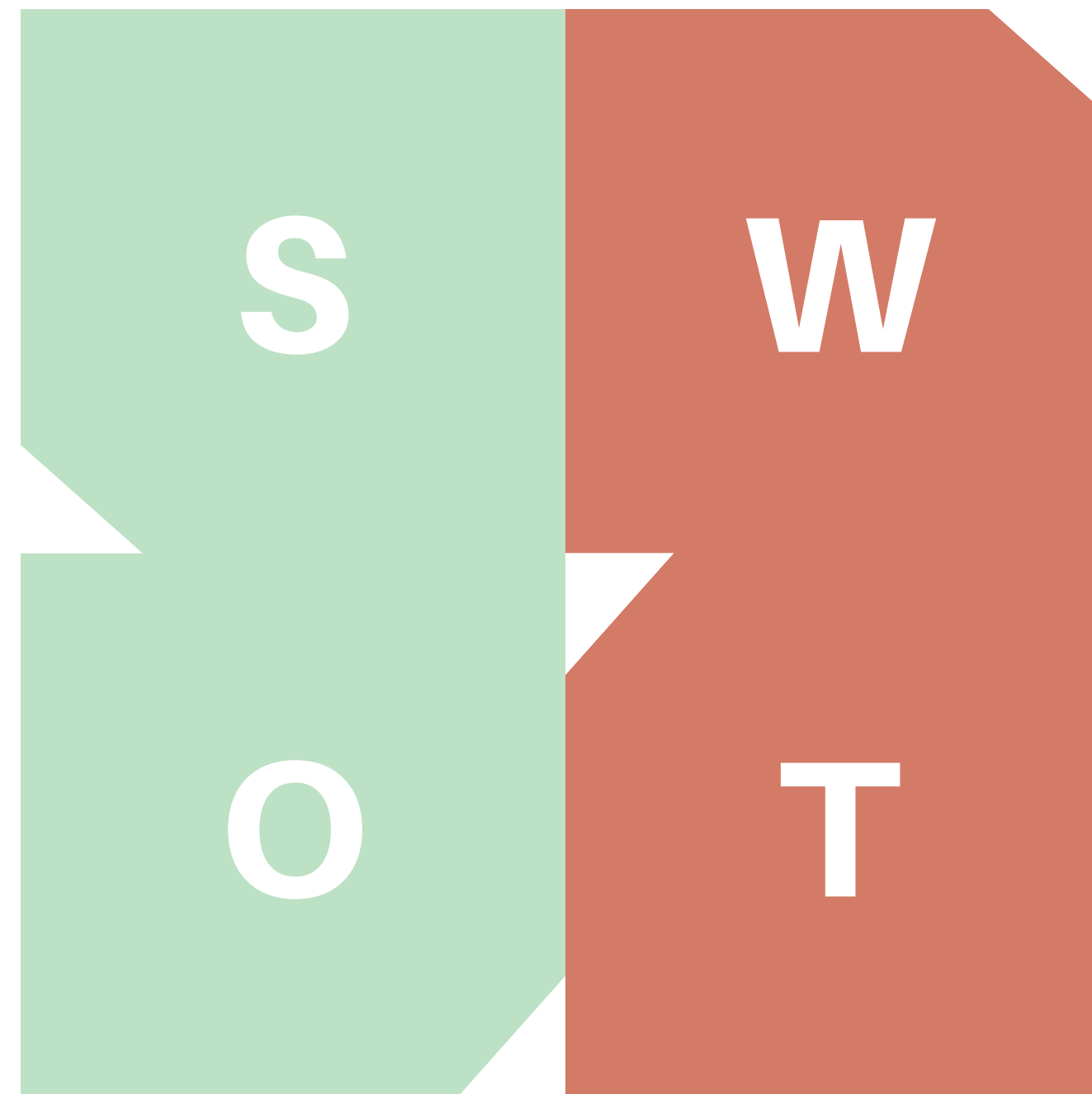
➤ IT Strategic Positioning

STRENGTHS

- Integrated ERP system
- Process automatisation
- Real-time information

OPPORTUNITIES

- Supply chain optimisation
- Product range expansion
- Improved customer relations



WEAKNESSES

- Technical skills required
- Implementation costs
- Time needed

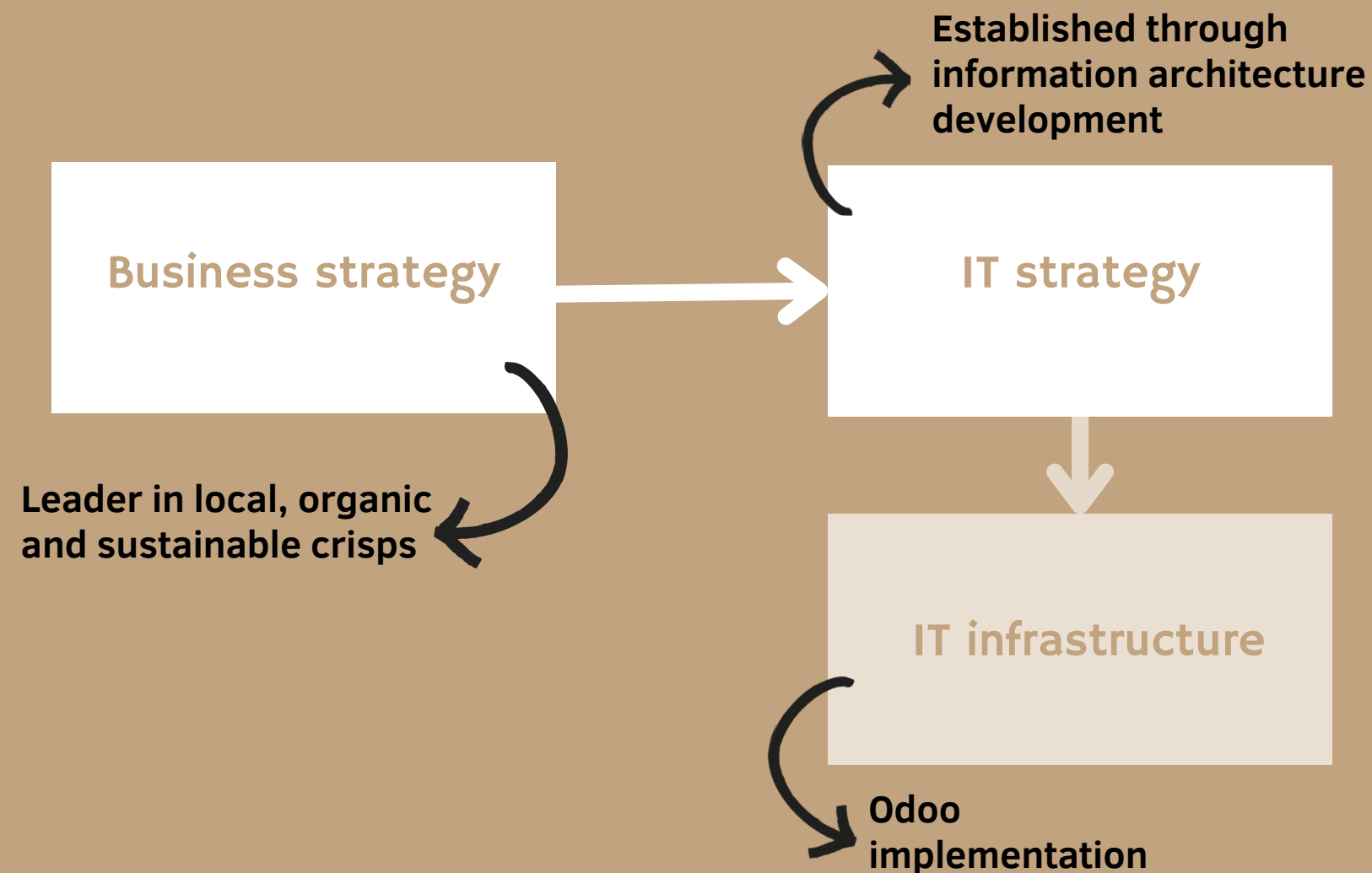
THREATS

- Dependence on odoo
- Technical complexity
- Increased competition on the it market

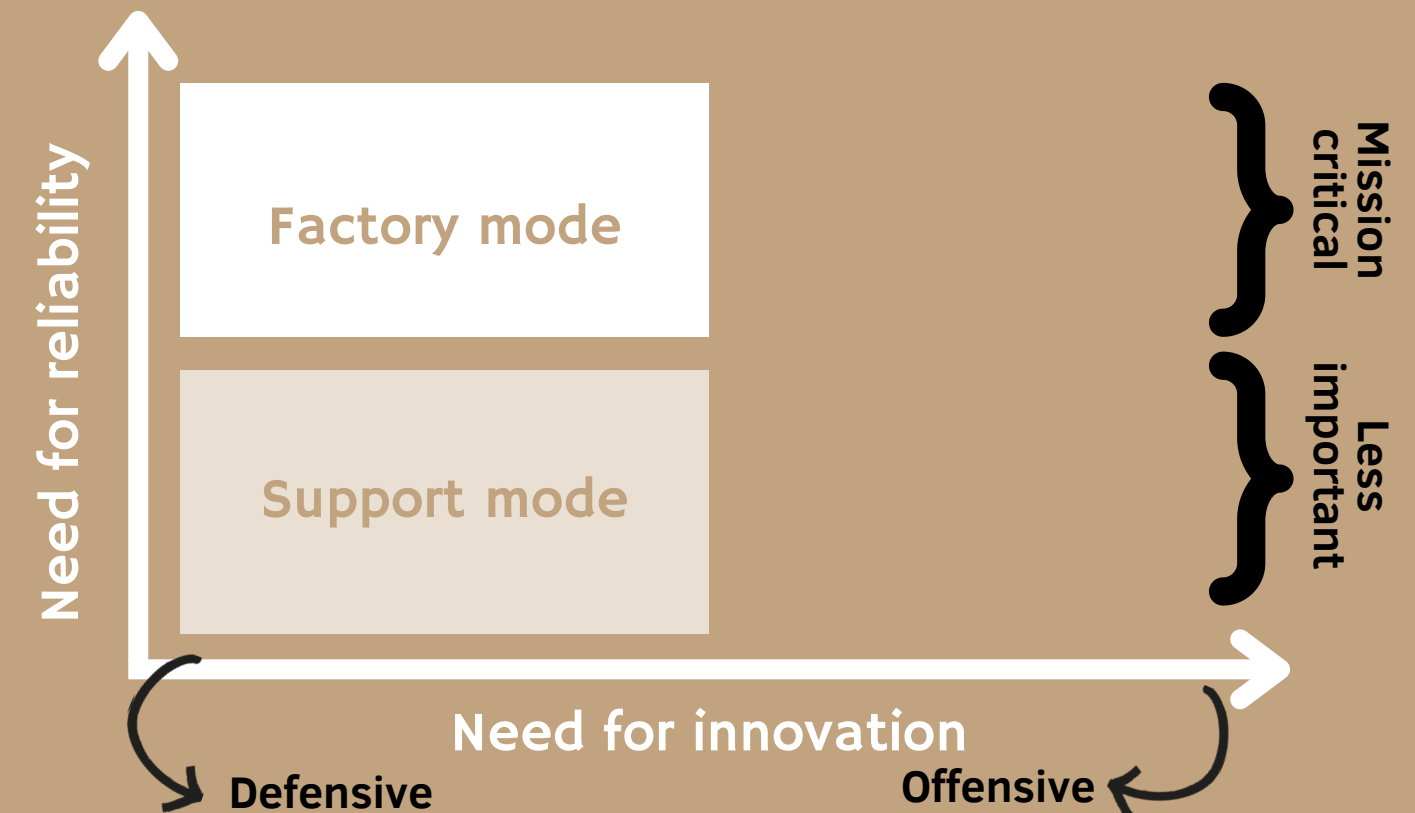
IT Strategic Positioning

Strategic Alignment Model

Technology transformation

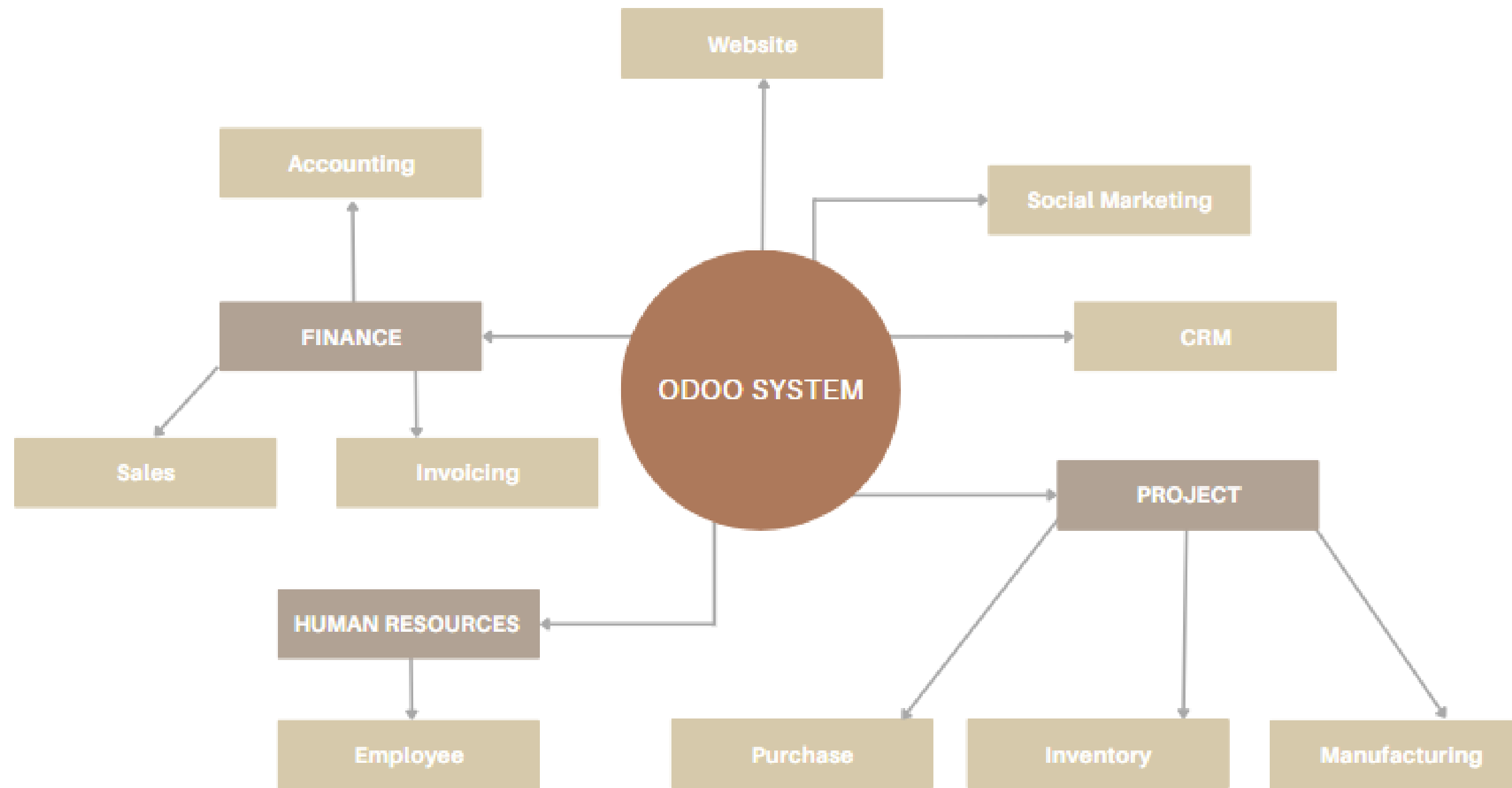


Strategic impact grid



- Strong "**Factory**" orientation with "Support" elements
- Focus on IT **reliability and operational stability**
- IT focused on **optimising** existing operations
- IT **support** role

Odoo implementation



1. Figure: Delicrips' Odoo system



Description of Zapier - Odoo connexion

- Zapier = Software solution
 - Integration of data from one application to another one
 - Advantage = saving time
-
- Creation of a connexion between CRM module and Excel keeping an eye on customers



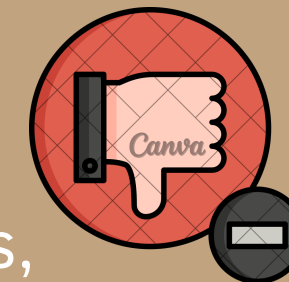


Advantages/Limitations of our work



ADVANTAGES

- Simplify and improve sales, purchasing and inventory management
- Better online visibility
- Improve operational efficiency



LIMITATIONS

- Complexity of training
- Difficult to customise software: ex carbon footprint

Thank you for
your attention!

