

Digital Transformation Proposal

Group 43



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ABOUT SPORTSVILLE LOUVAIN

- > Located in Louvain-la-Neuve, next to the Blocry
- > Founded by students from LSM
- > Addresses lack of sporting goods shops in the area
- > Offers products for beginner and intermediate level
- > Offers competitive prices
- > Physical and online shopping experience



MISSION

Meet sporting equipment needs of Louvain's student population by offering a diverse range of quality products at affordable prices.

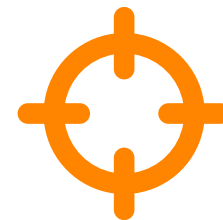


VISION

Be the go-to destination for sports enthusiasts, offering a personalized shopping experience for beginners and intermediate-level athletes. Our prime location and youthful team will make SportsVille Louvain a key community sports hub.



BUSINESS PLAN



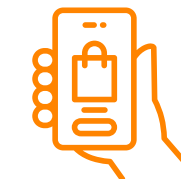
Focus on student population



Employ students to foster a dynamic shopping environment



Utilize digital marketing through social networks



Offer a convenient online shopping experience



Establish partnerships with relevant entities



1 general manager, 2 store employees and 1 assistant

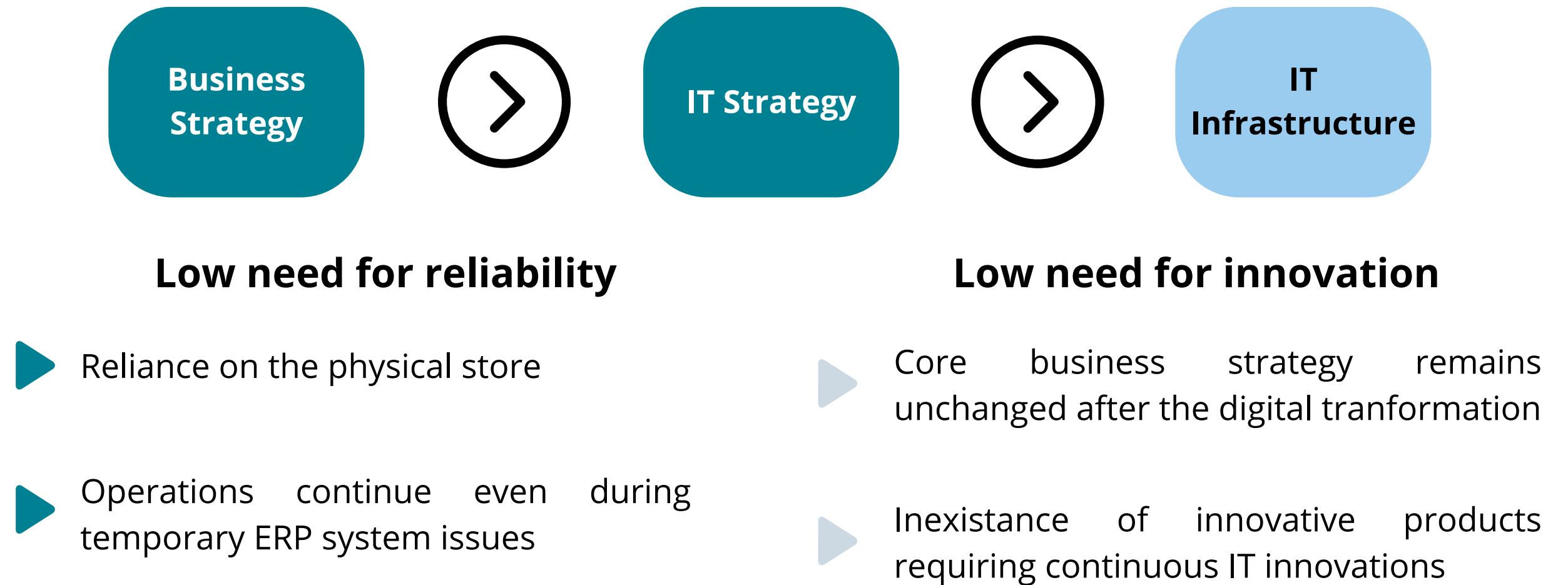
DIGITAL TRANSFORMATION OVERVIEW

- ✓ Serve as complement to achieve operational efficiency
- ✓ Improve internal processes and customer experience
- ✓ Aim at routine operations
- ✗ Shift core business activities
- ✗ Yield competitive advantage
- ✗ Reflect on products



IT strategy focused on simplicity, cost-effectiveness, and savings in terms of time & resources

BUSINESS-IT ALIGNMENT



Support Mode → Follower Strategy

Vanilla Approach



- ① Eliminates the need for lengthy and costly custom application development
- ① Perfectly aligns with the key focus points of IT Strategy
- ① Facilitates a smooth transition to digital operations
- ① Focus is kept on delivering quality sports products

ORGANIZATION AND PLANIFICATION OF TEAM AND WORK

Teams Allocation



Odoo Platform

António, Diego, Nuno



Final Report

Ana, Francisco

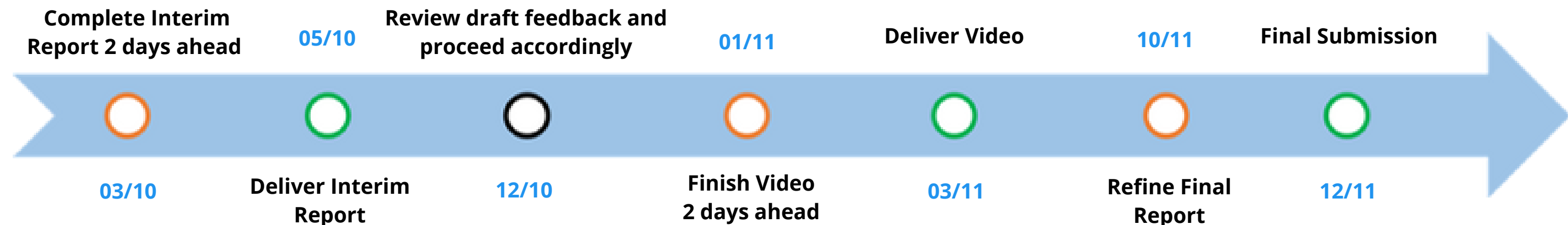


Project Management

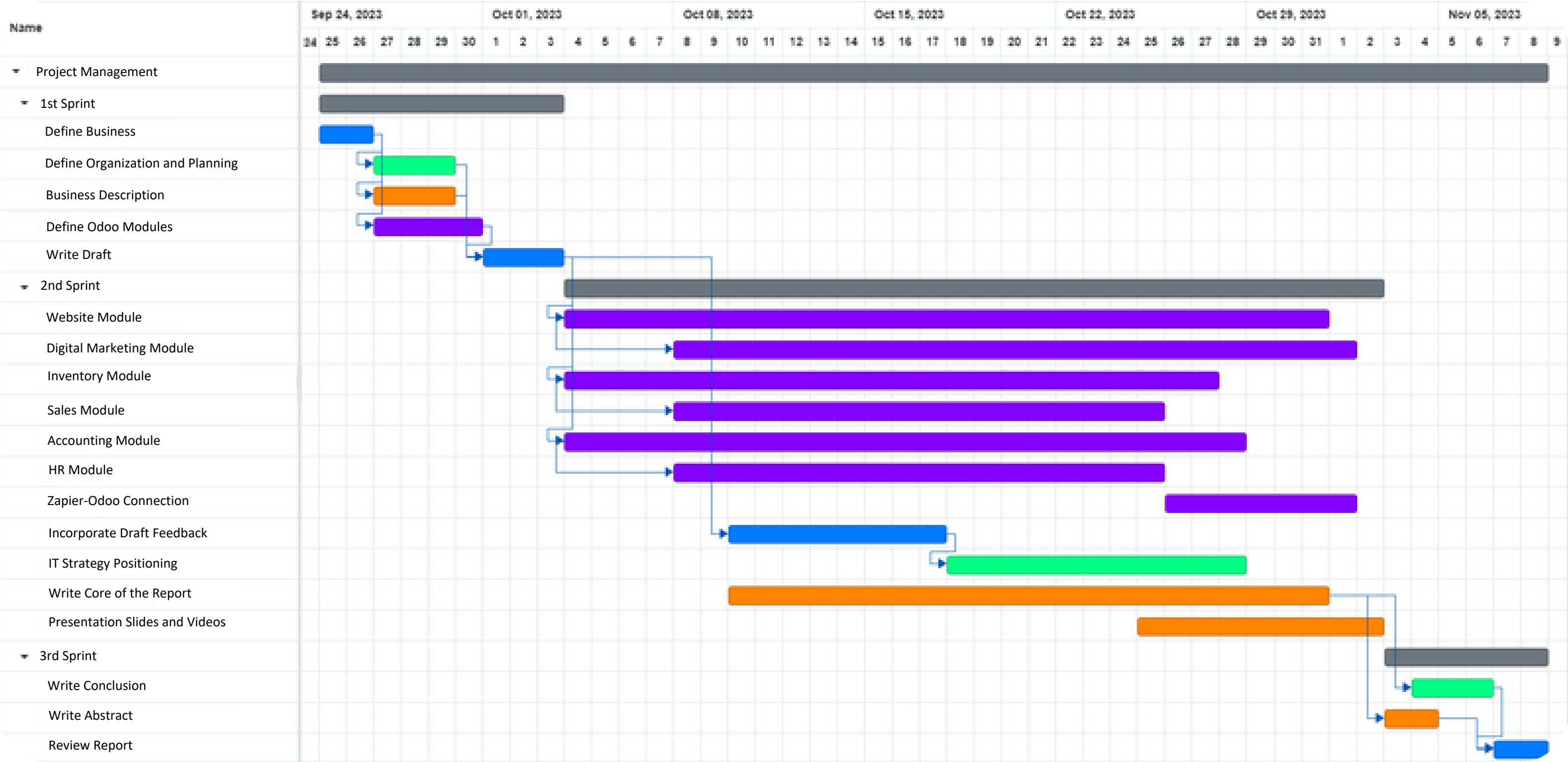
Miguel

Agile Approach - SCRUM

- » Initial Draft Backlog
- » 3 sprints preceded by a Sprint Planning Meeting
- » Regular Meetings to monitor progress and identify challenges blocking progress
- » Sprint Retrospective Meeting after each sprint



GANTT CHART



ODOO IMPLEMENTATION

BENEFITS

- Streamlined Operations
- Inventory Control
- Multi-Channel Sales
- Improved Marketing
- Cost Reduction
- Financial Management

ODOO MODULES' CONNECTION

CUSTOMER FOCUS



Marketing



Website



POS



Sales



BUSINESS FOCUS



Human Resources



Accounting



Inventory



Purchase

ZAPIER AUTOMATION

BUSINESS PROCESS

When an order is placed, it needs to be logged in a Google spreadsheet, providing employees with the info they need for easy tracking and quick processing when the customer arrives for pickup.



Website
Sale



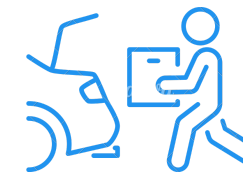
Odoo
Processing



Add Details
to Sheets



Information
Available



Customer
Pickup

ZAPIER AUTOMATION

Zapier streamlines the data exchange between Odoo and Google Sheets, eliminating the need for employees to manually transfer data or search for specific order details. This automation allows them to prepare and deal with pickup orders more effectively.



Sale
Trigger



Retrive
Data



Data
Formating



Insert
Data

Work Limitations



Complex for a small store



Limited E-commerce Features



Data integration challenges



Data security and privacy



Third-party dependence



Resistance to change

Future Work



Customer Enagagement



Enhance e-commerce features



Cybersecurity Measures



Staff Training

CONCLUSION

