General Problems with Manual System

Slow Retrieval of Data - The information customers are stored in different parts of the site and take a long time to retrieve the data. In all it can take up to 30 minutes finding the relevant information on the person. The Delivery goes out the next day. Deliveries are sometimes held up due to the amount of time taken to get the relevant information. This leads to unhappy customers

Paper Wastage – Much paper is waste due to the number of customers in the company. Information on each of the orders is stored in the customer's file on another page.

Unproductive use of storage space - Paper takes up a massive amount of room in the site. If a computer system were bought the paper could all go and there would lots more free space which could be used for other purposes.

Poor Data Storage - All the data is stored in filing cabinets. Data could be misplaced due to human error or in the event of a break in data could on the customer could be stolen very easily.

Poor Customer/Client Service –

Unavailability of Information – A customer rings up looking to close there membership. The file is stores in they filing cabinet. This could take a long time to get and there is a chance that the data may not be retrieved.

Is the Business Making A Profit – Yes. Since the expansion in 1995 the company has recorded record profits. Although they want to streamline the trading process to keep the customer happy and this they hope will in turn boast profits.