



*Bringing Kalboard
online*

Presented by:

Maxime Chambreuil

Sang Chuang

Nidal Khalifeh

Yvonne Yuen Chee Ko

Company History

Background



Presented by Sang Ju

Background

- **B2B**
- **Started in 1997, based in Amman Jordan**
- **Selling in 35 countries, EU market**
- **Obtained both ISO 9001:2000 certificats**
- **Produce educational and business aids:**

White magnetic board
Green magnetic board
Bulletin board
Mobile board
Flipcharts and Easels

Projector Screens
Mini board
Articulated board
Bulletin cabinet
Transparencies

Current Order Processing

- Customer orders either by **phone**, **fax**, **e-mail**, or even **visits** the firm
- Checks the company profile

New customer - create profile and ask for cash payment

- Provide delivery date

Inventory on hand

Priority of order

Location of customer

Objectives of the project

- **More efficient in the business processing**
 - Reduce costs and time of processing an order**
 - Reduce time of investigating on the client**
 - Reduce the workload of the secretary**
 - Propose new services to existing customers using customization**

Strategic Value

What our project will bring



Presented by Yvonne

E-procurement

- **Benefits:**

Transaction costs savings

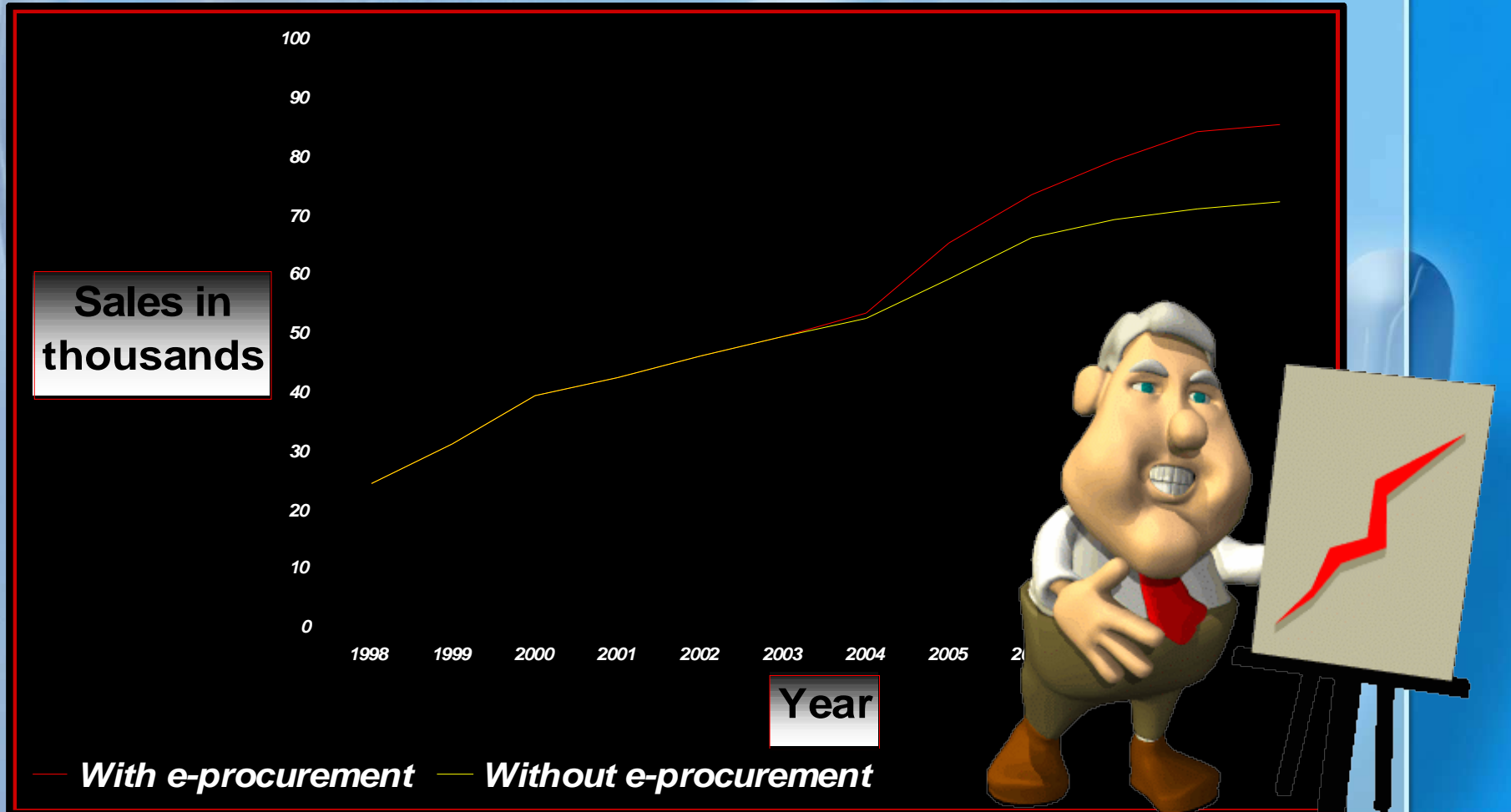
Reduce invoicing and ordering errors

Improve productivity and ROI

Help maintaining long term relationships

- **Customers**
- **Banks**
- **Kalboard's suppliers (Future)**

Sales projections



Competition Analysis

*Competitive advantage for
Kalboard*



Benchmarking

- Many competitors: **Whiteboard**
- Major competitor Da-Lite: **Da-Lite**
- Benchmarking: **Screen Design Software**
- Buyers
- Gain market share

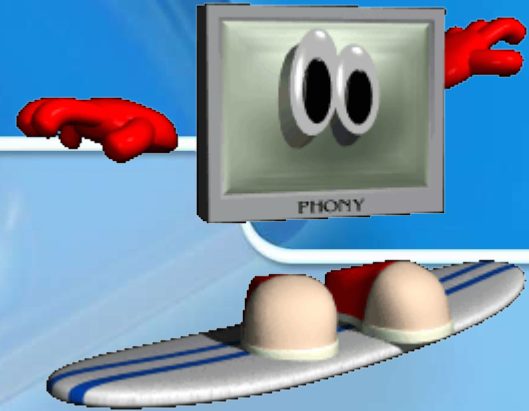
Proposed e-commerce strategy

Automation



Presented by Nidal

Automation



- **Customization**
- **Customers' records stored in a database (full auto)**
- **Orders are done online (semi-auto)**
- **Creating new customers online (semi-auto)**

Worries and Challenges

What Kalboard will face



Worries and Challenges

- **Resistance to change**
- **Compatibility**
- **Ethics**
- **Trust**
- **Country's law**
- **Payment Methods**



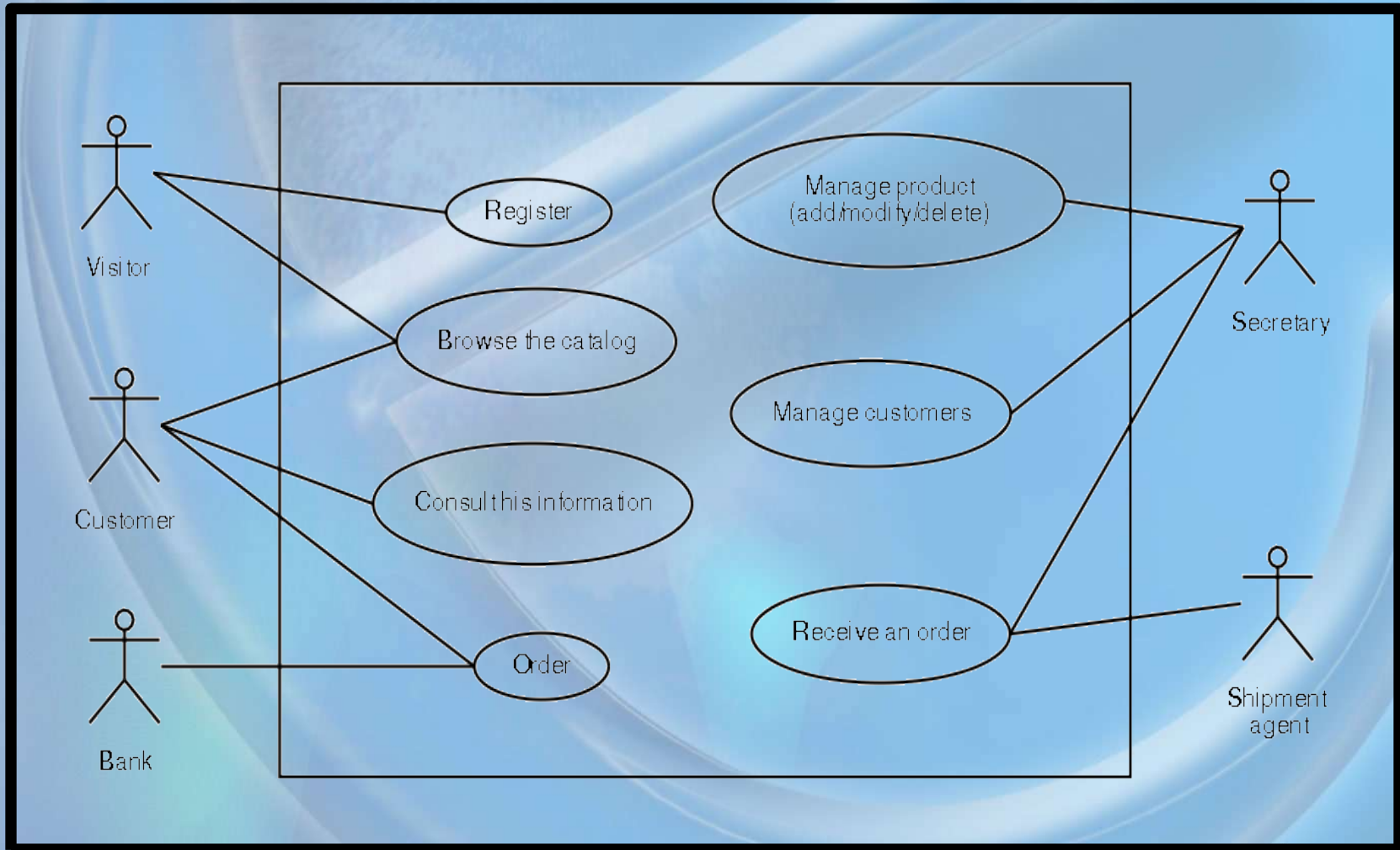
Next Steps

Needs Analysis



Presented by Maxime

Needs Analysis



Needs Analysis

- **Designing the Prototype:**

Current Website

First Prototype

- **Develop other parts of the project:**

Legal, Social and Security considerations

Business Model

Costs / Benefit Analysis

- **Write the report**

Conclusion

The future of Kalboan



Conclusion

- **Kalboard can go live within 3 months including :**

Design

Development

Installation / Configuration

Training of employees / Alteration due to feedbacks

Test period

Conclusion

- **Kalboard will have time to experience this new system:**

Real benefit as soon as the system goes live by the reduction of the current costs:

Process an order: 2 months 3 weeks *

Adding a customer: 2 weeks 2 days

(*depending on order)

Experience acquired on using the system

No major problem when entering the European market

Lessons Learned

*What this project
brought*



What the project brought

- **Project was interesting by:**

- The reality of its application**

- Its utility for the company and the ease to get information from the company**

- The notions of the course it allowed us to review, understand and get a more practical idea**

- The share of knowledge we had, due to our different backgrounds**

- The improvement of skills we got: presentation, feedbacks, thinking in terms of e-commerce, gain experience in bringing a company online.**

- **AFTER our project...**

