



DMS4

CRM VinaDesign

Emelie Fennessy S4014547
Truong Quynh Anh S3978161
Lu Vien Can S39587025

Tasks Allocation

Emelie Fennessy	Truong Quynh Anh	Lu Vien Can

Design
Concept
Layout
Moodboard
User journey
Typography
Buttons
Sketches
Research

Front-end
Sign in /Log in / Forgot password
Report
Create order
Navigation Bar
Home page
Customer/ order searching
Profile page

Concept



Overview and Value Proposition

CRM Vinadesign is a web-based platform that empowers printing company sales teams to provide accurate, real-time pricing and order updates to their customers. By streamlining the quoting and order management process, Order Vinadesign helps sales reps be more responsive and efficient, leading to increased customer satisfaction and sales. The solution also has the potential to facilitate franchising and enable the company to become a publicly listed entity.

Key Features

- Intuitive interface for sales reps to input customer details and product specifications
- Instant quote generation based on dynamic pricing rules and product costs
- Order status tracking, with updates visible to both sales teams and admins.
- Comprehensive invoicing with value-added details like QR codes and VAT information
- Integrations with existing ERP and CRM systems to leverage customer/order data

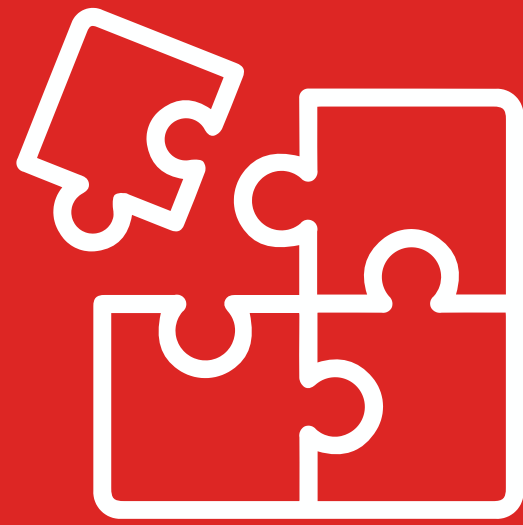
Problems



- Clients can not control the total income 
- A team for price generator is required 
- Team to input and update order status 
- Checking the payment and confirm the final income of the staff 
- VAT Invoice Replication 

Solution

CRM Vinadesign is a comprehensive web-based platform designed to enhance the efficiency and responsiveness of printing company sales teams. By providing real-time pricing and order updates, it streamlines the quoting and order management process, leading to increased customer satisfaction and sales growth.



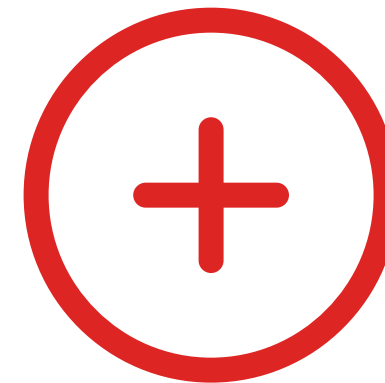
Key Features



**Search Order
Price/Customer Info**



Income Reports

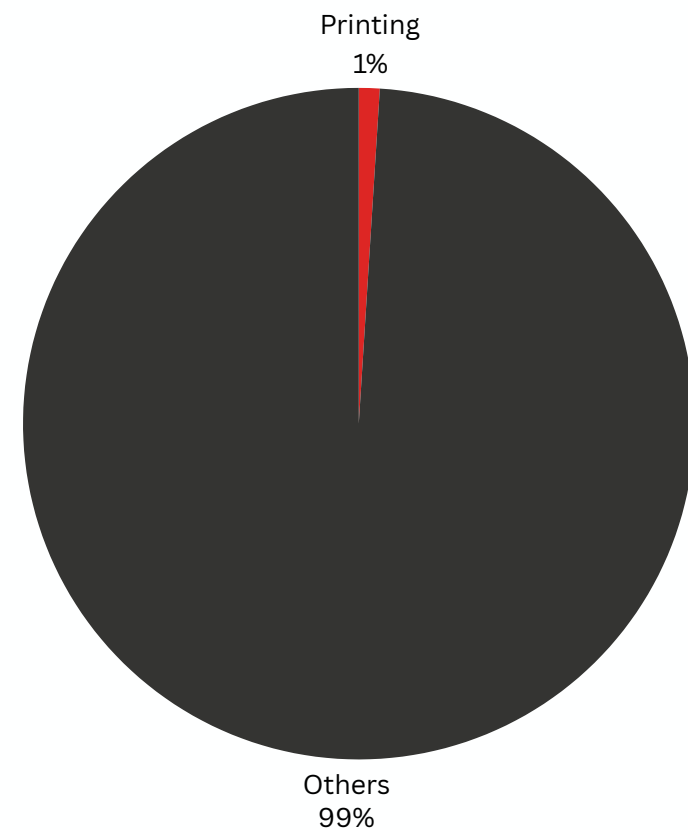


Create Order



Check Price

Market opportunity



GDP OF VIETNAM
 $\$409.94 \text{ billion} * 0.01 =$
 $\$4.0994 \text{ billion}$

- Average Revenue per Business:
- $\$4 \text{ billion} / 2,400 \text{ businesses} = \$1.67 \text{ million per business on average}$
- TAM Calculation:
- Assuming CRM spending ranges from 1% to 3% of a company's revenue:

- **Low-end TAM: $\$4 \text{ billion} * 1\% = \40 million**
- **High-end TAM: $\$4 \text{ billion} * 3\% = \120 million**

Market opportunity

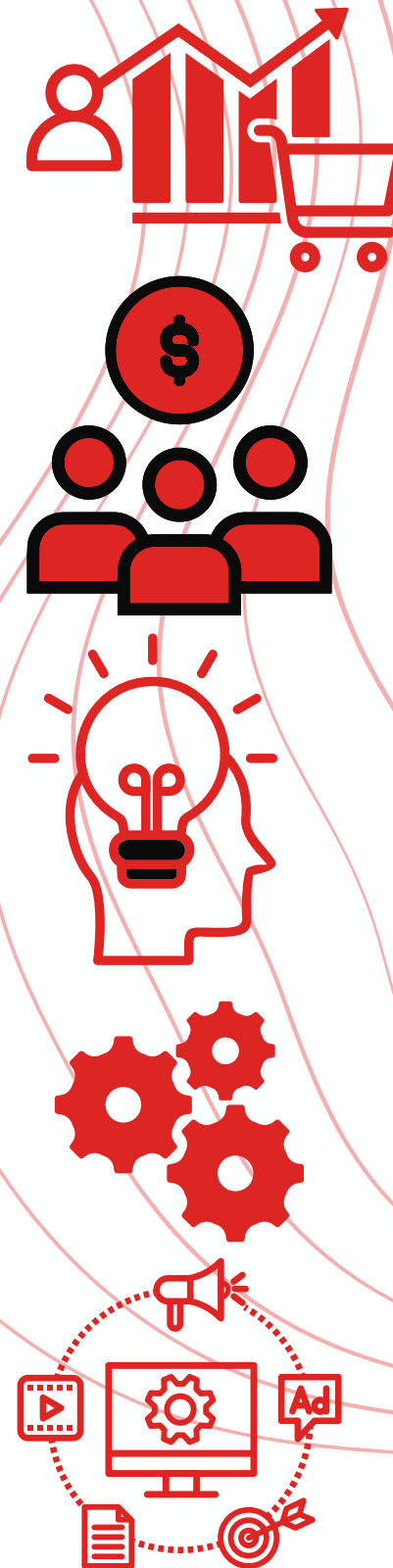
Customer Potential

- 1,440 Small businesses: 20% adoption = 288 potential customers
- 720 Medium businesses: 40% adoption = 288 potential customers
- 240 Large businesses: 60% adoption = 144 potential customers

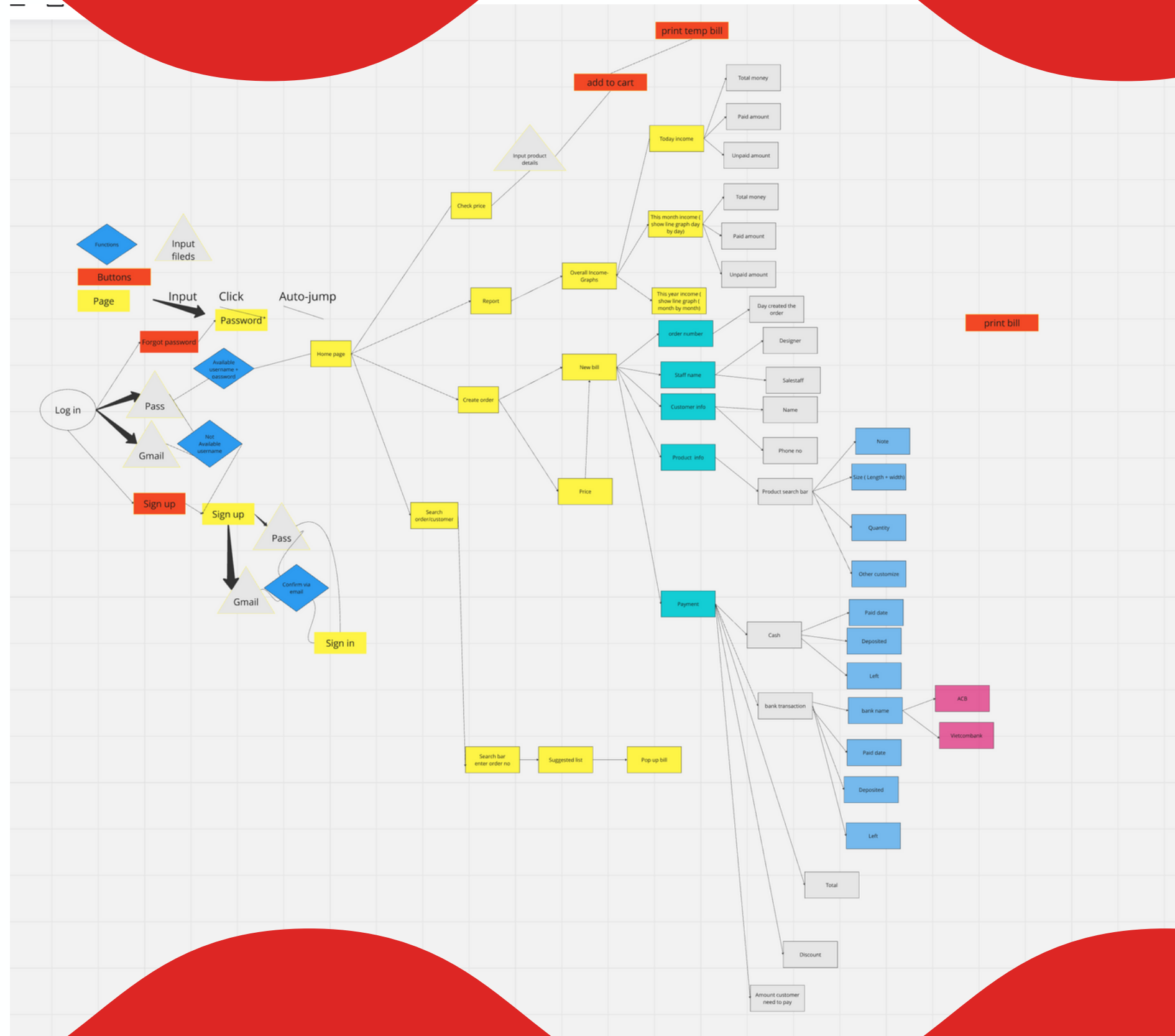
- Small businesses: $\$500/\text{year} * 288 = \$144,000$
- Medium businesses: $\$2,000/\text{year} * 288 = \$576,000$
- Large businesses: $\$5,000/\text{year} * 144 = \$720,000$
- Potential annual recurring revenue: $\$1,440,000$

Potential for growth

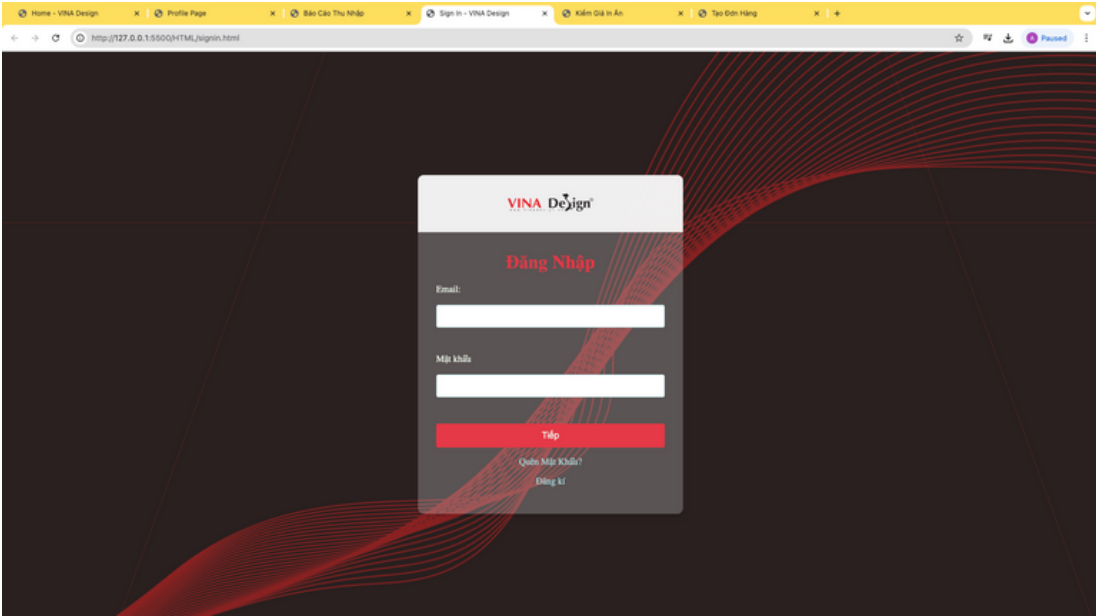
- **Large Addressable Market:** With 2,400 businesses and \$4 billion in revenue, there's a significant market to target.
- **Diverse Customer Base:** The range of business sizes allows for tiered pricing and feature sets, maximizing market penetration.
- **Untapped Potential:** Given that this is a traditional industry, CRM adoption is likely low, presenting a great opportunity for a specialized solution.
- **Industry-Specific Needs:** A CRM tailored to the printing industry can address unique challenges and workflows, providing a competitive advantage.
- **Digital Transformation:** As a traditional industry, many businesses may be looking to modernize their operations, creating an opening for CRM adoption.



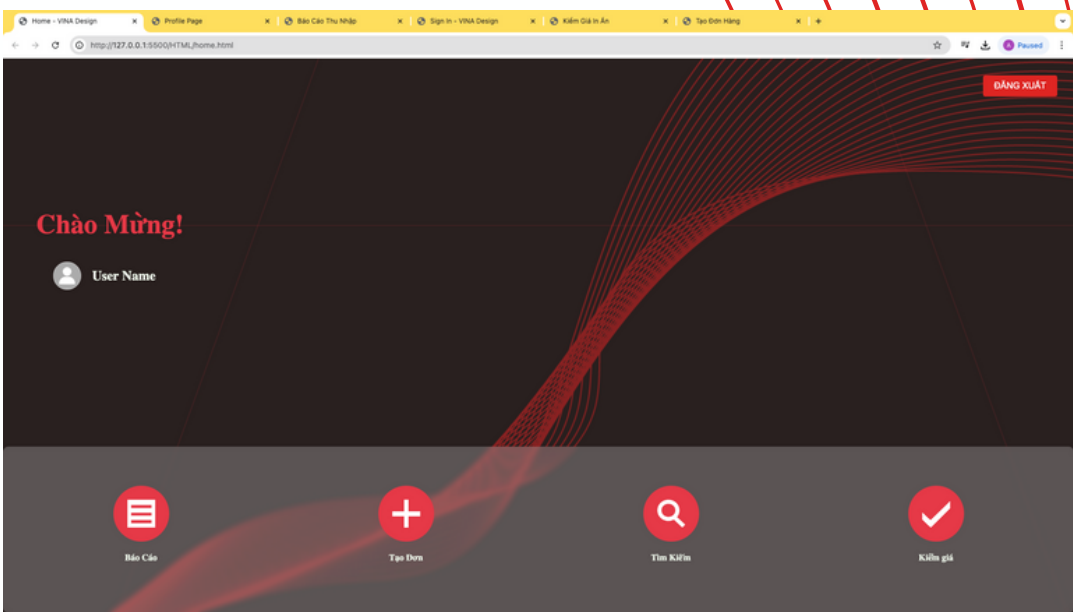
User flow



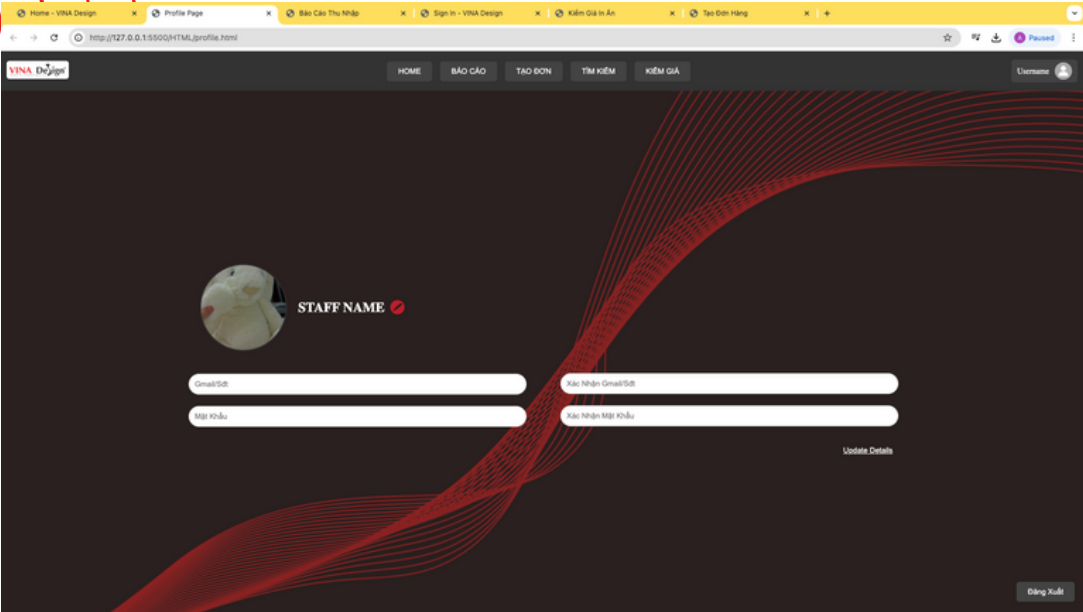
Key Screens



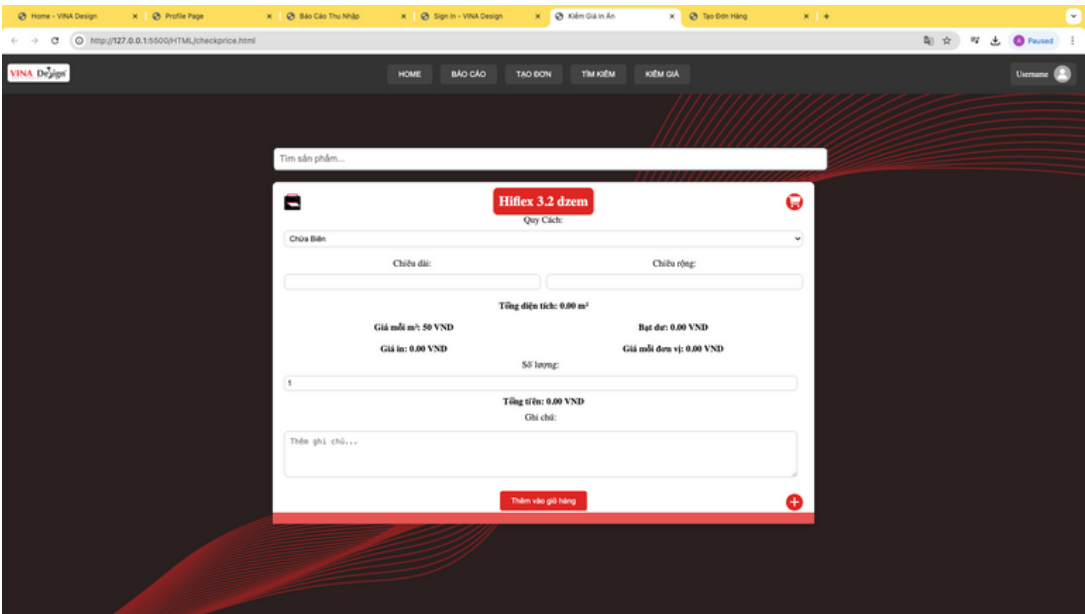
Sign in



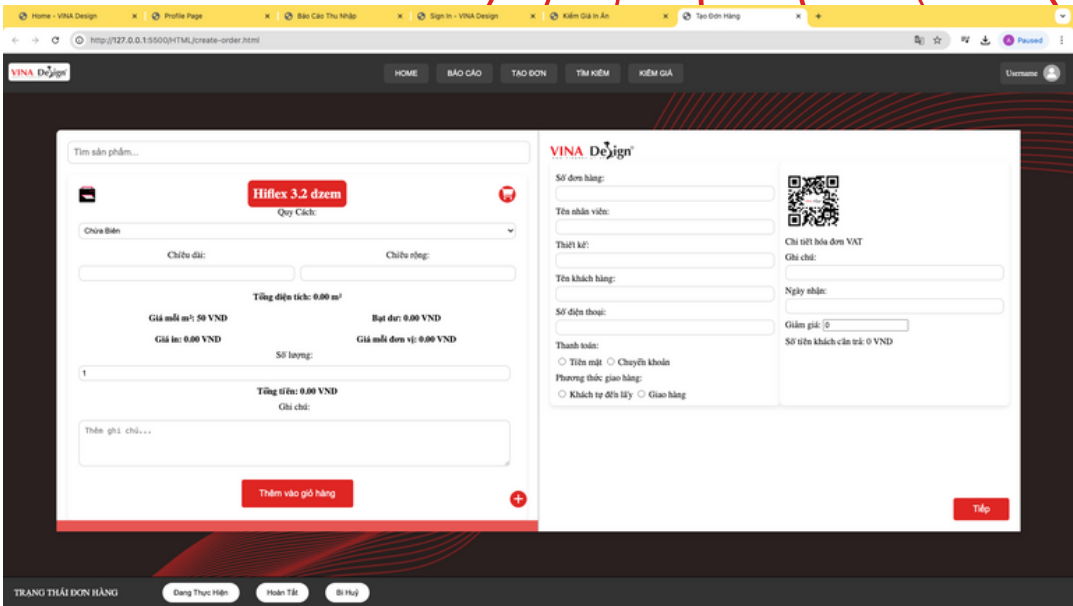
Home



Profile



Check price



Create order



Report

Brand elements

Price file

[Link to excel price file](#)

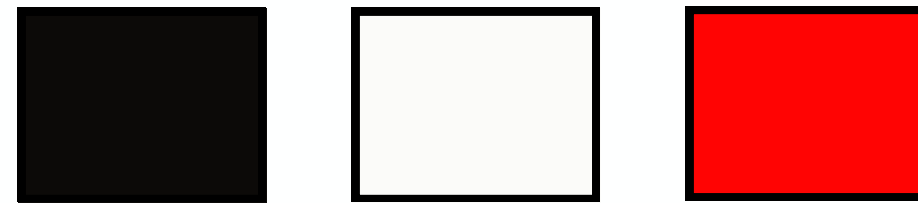
WEBSITE

<https://vinadesign.vn/#gsc.tab=0>

LOGO

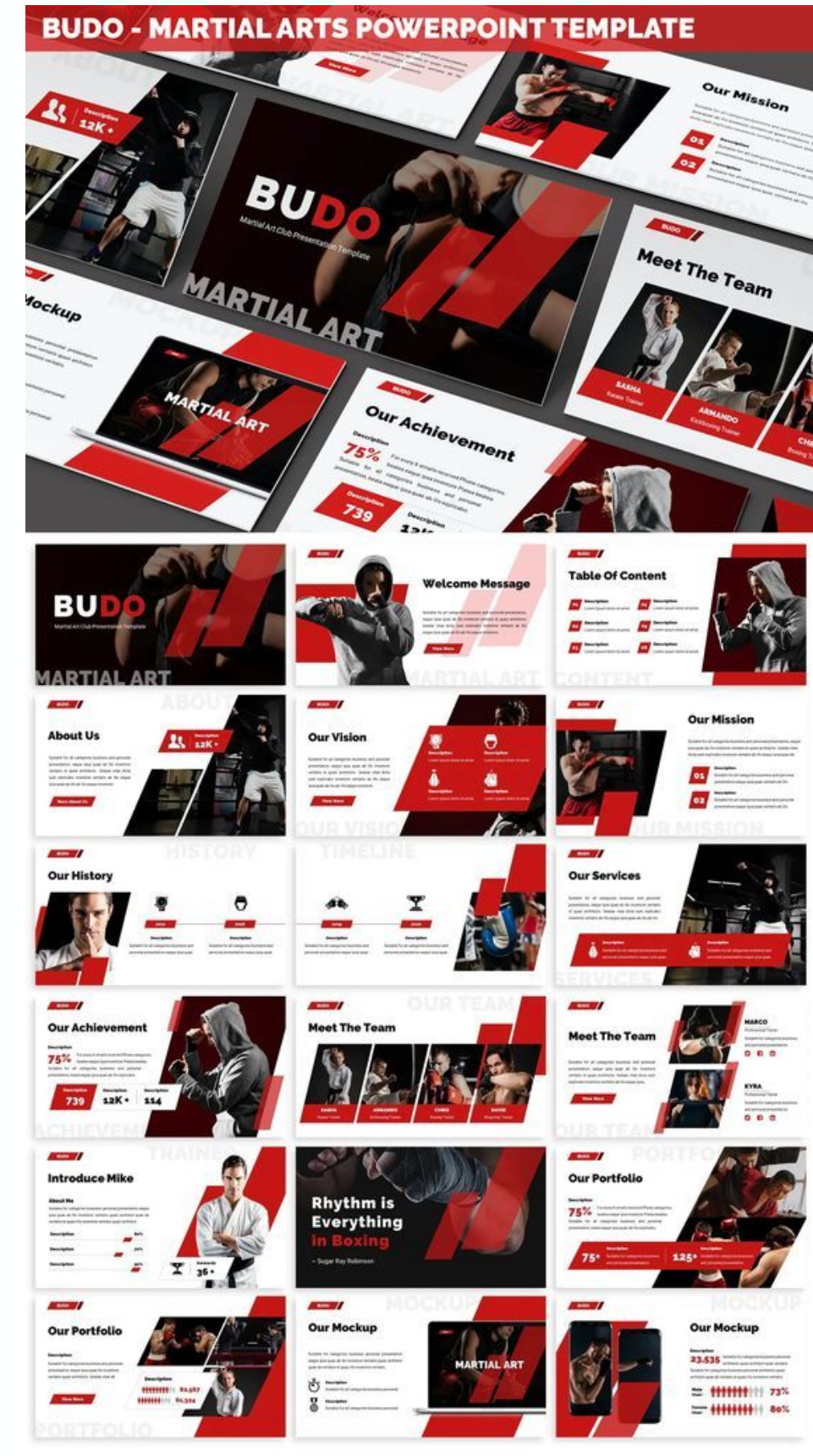
[Link to logo \(AI file\)](#)

COLOR PALETTE



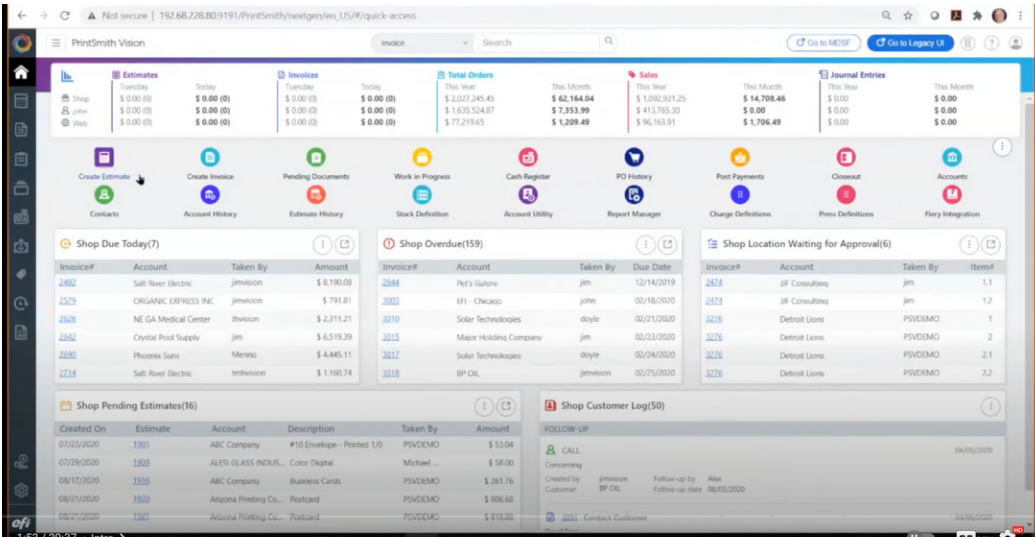
LOGO



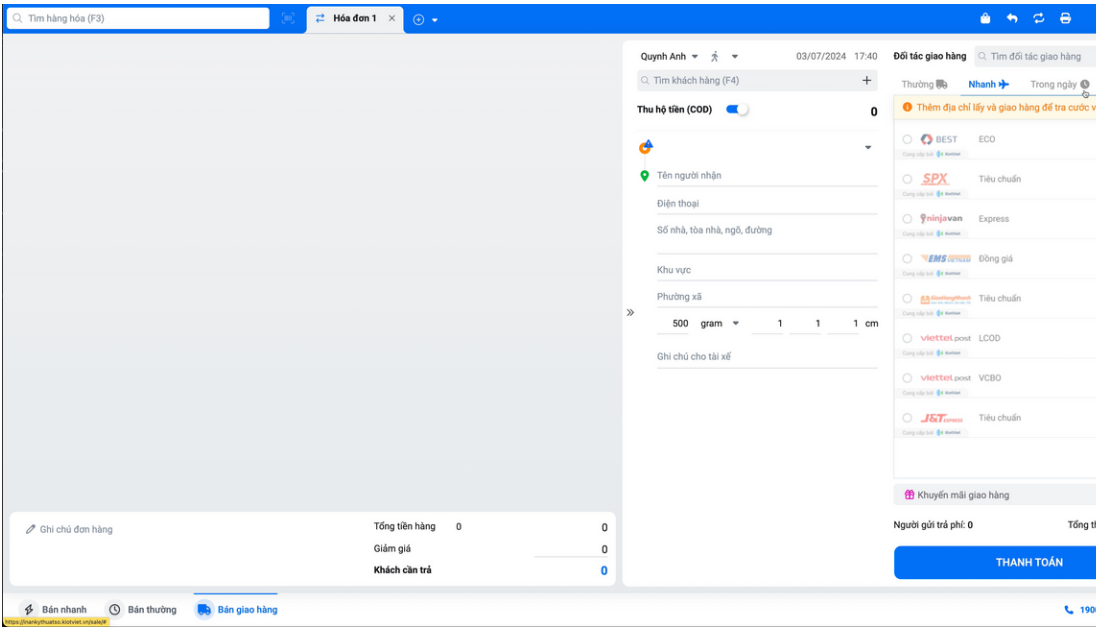


Moodboard

Reference



EFI PrintSmith Vision

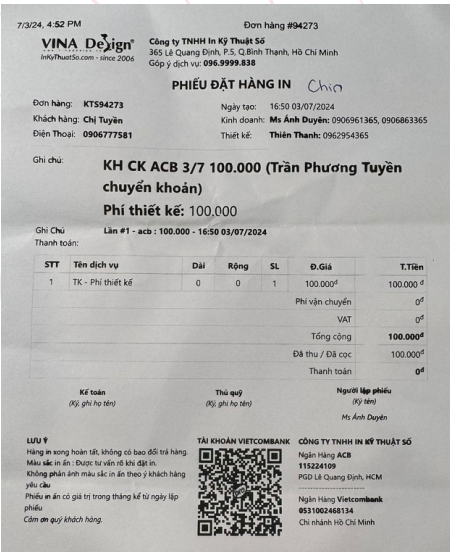


KioskViet

We have implemented some functions from this management information system (MIS) designed for the print and packaging industry.

Invoicing and Billing (Automated Invoicing, Payment Tracking), Customer Relationship Management : Customer Profiles, Communication Logs, Sales Tracking, Reports of Sale.

We are planning to implement more features : Customizable Dashboard, Inventory Management



We have tried to take all the details in the current bill of the printing company and implement this to our project



We have learnt some the the layout as the user interface is friendly, and the POS Systems: Integrate with point-of-sale systems for seamless transaction processing. and CRM Systems: Connect with customer relationship management systems to capture customer data.

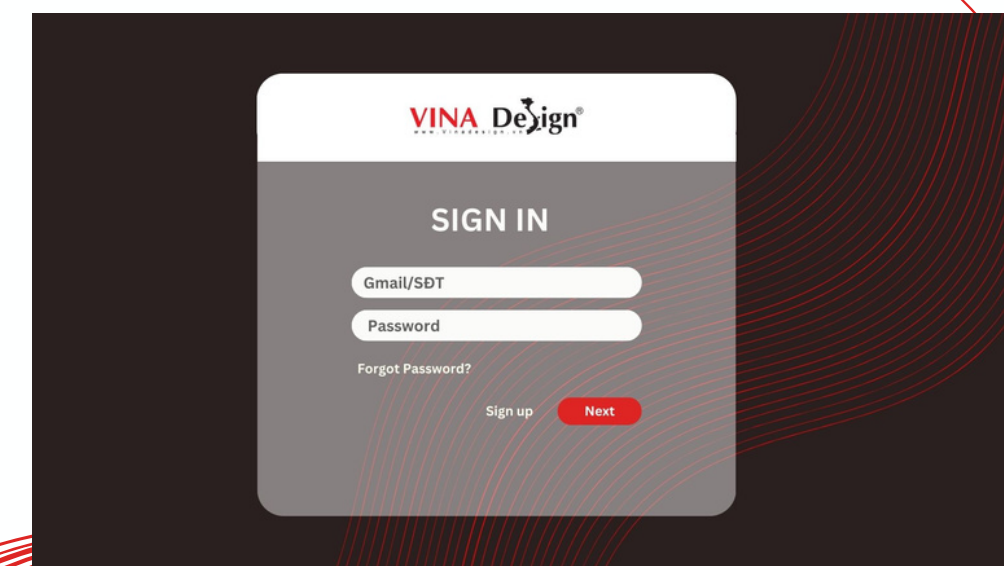
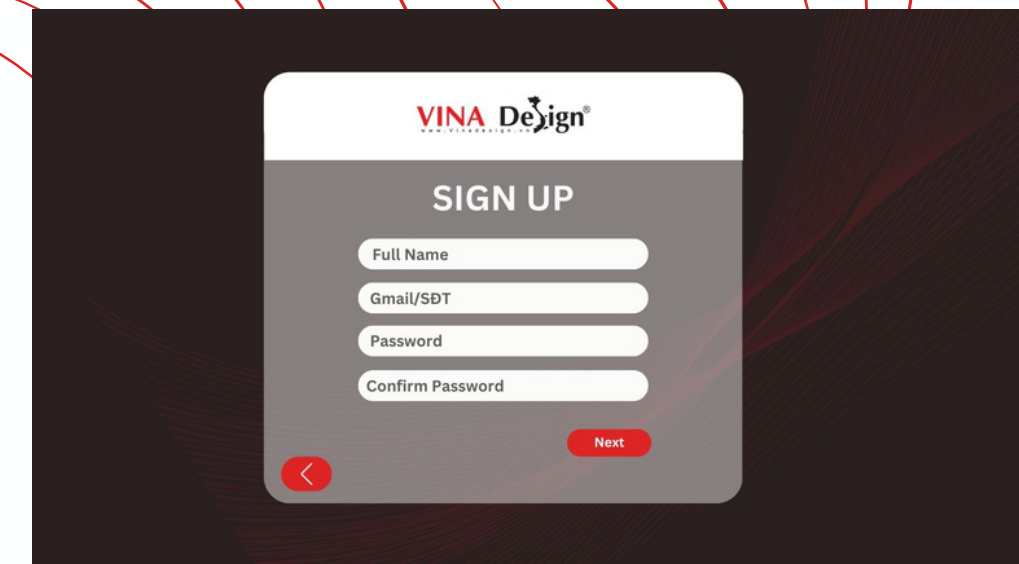
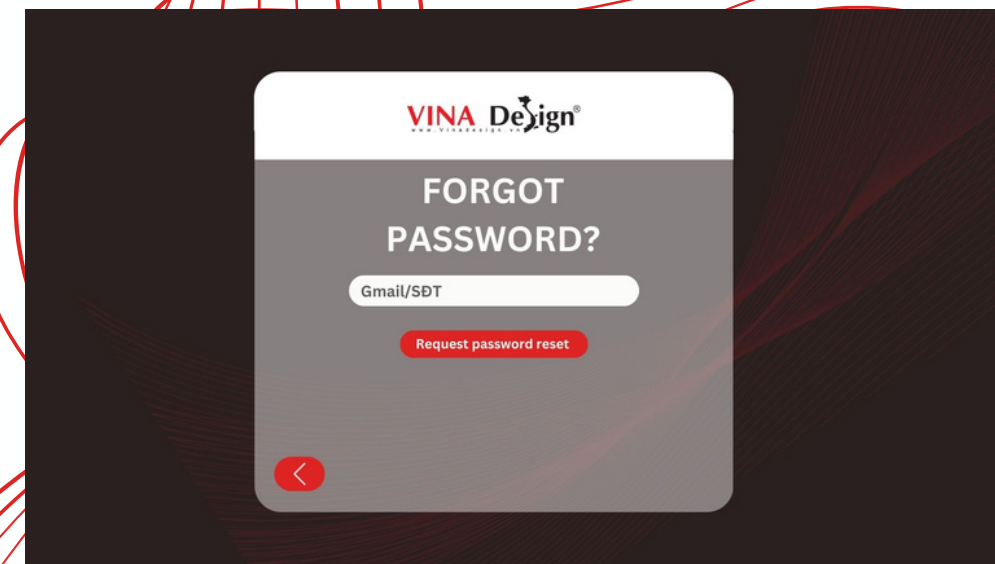
Typography



We chose this font as our website is displayed in Vietnamese and this font is really easy to read and implement.

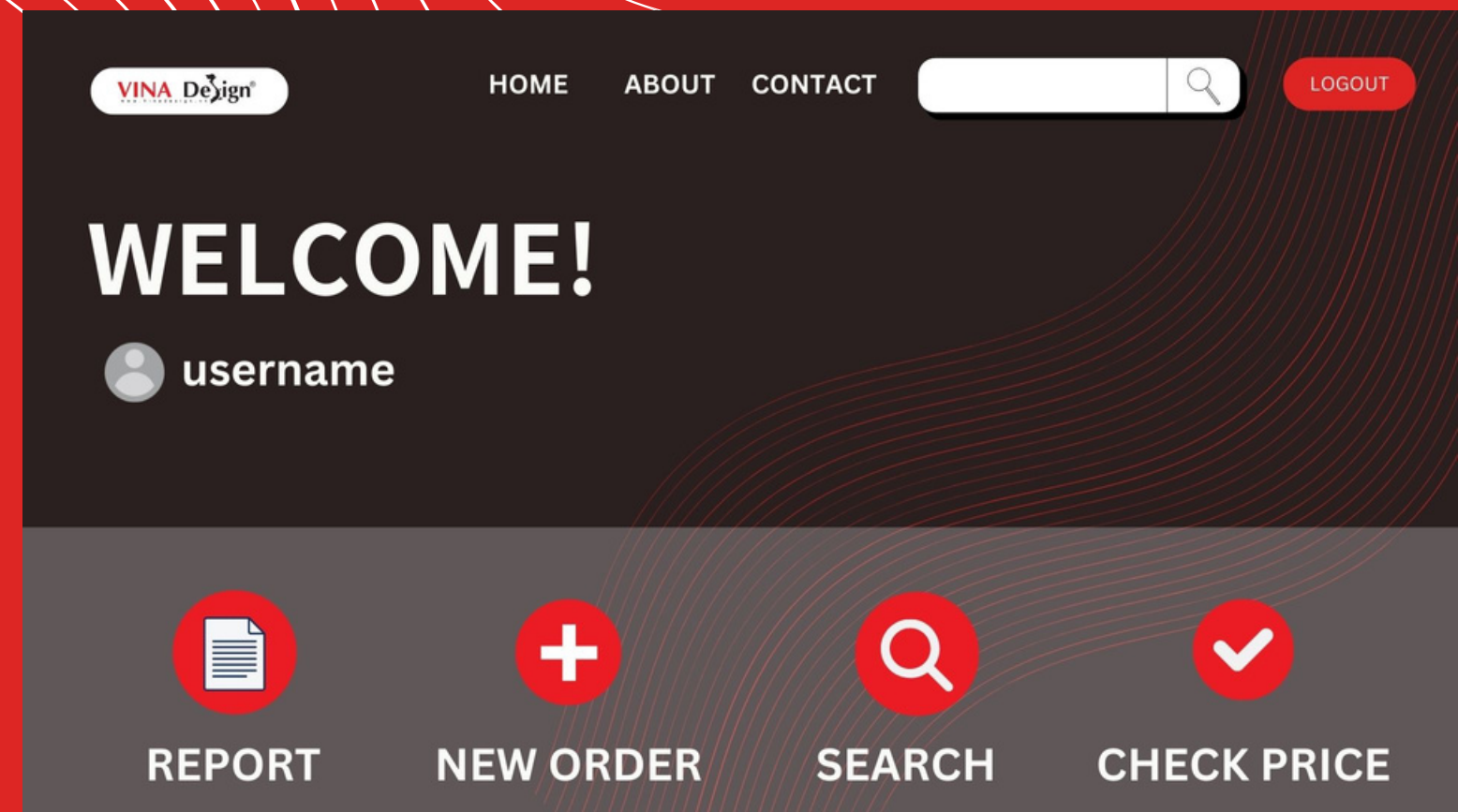
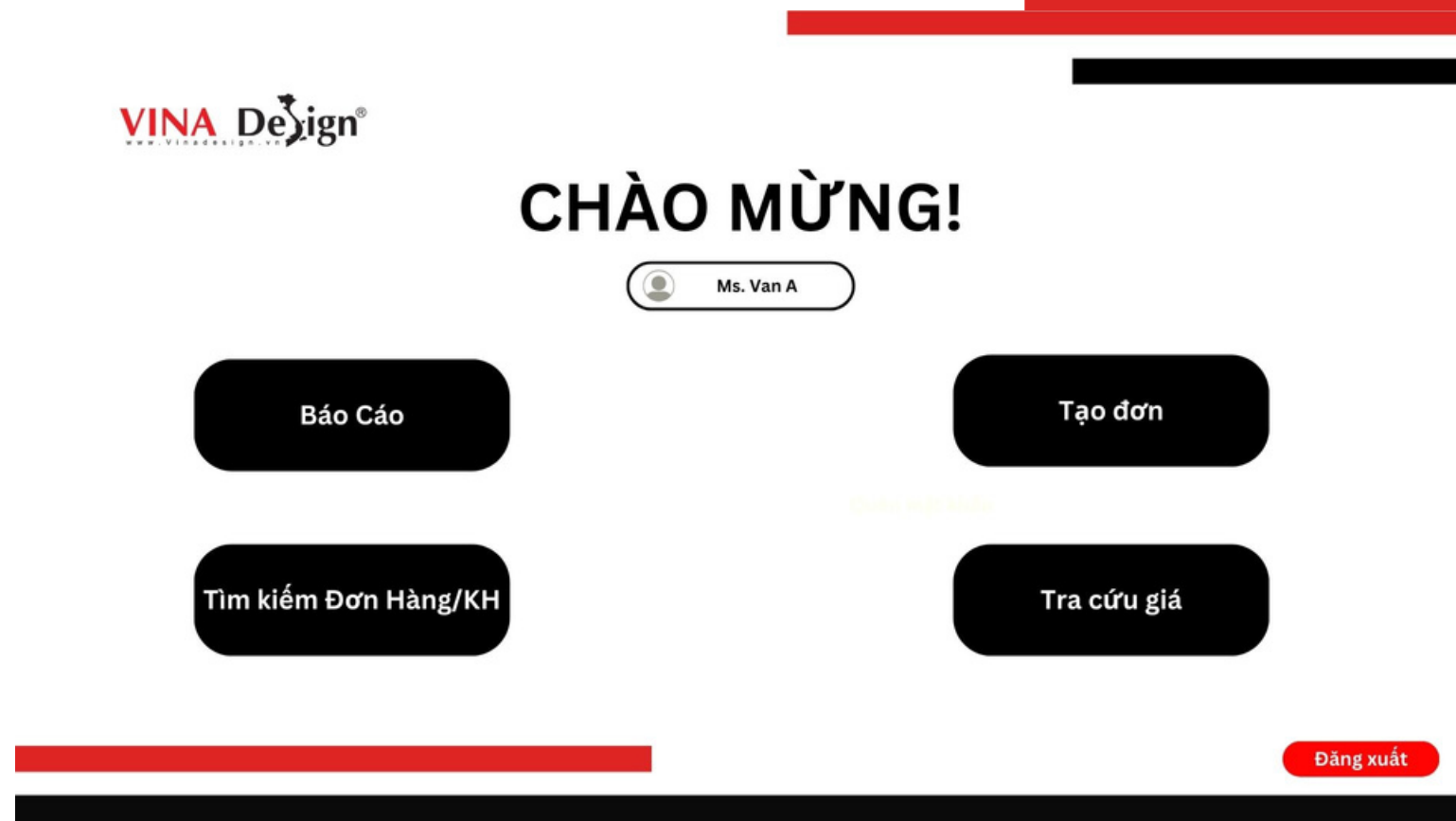
Sketches

Log-in



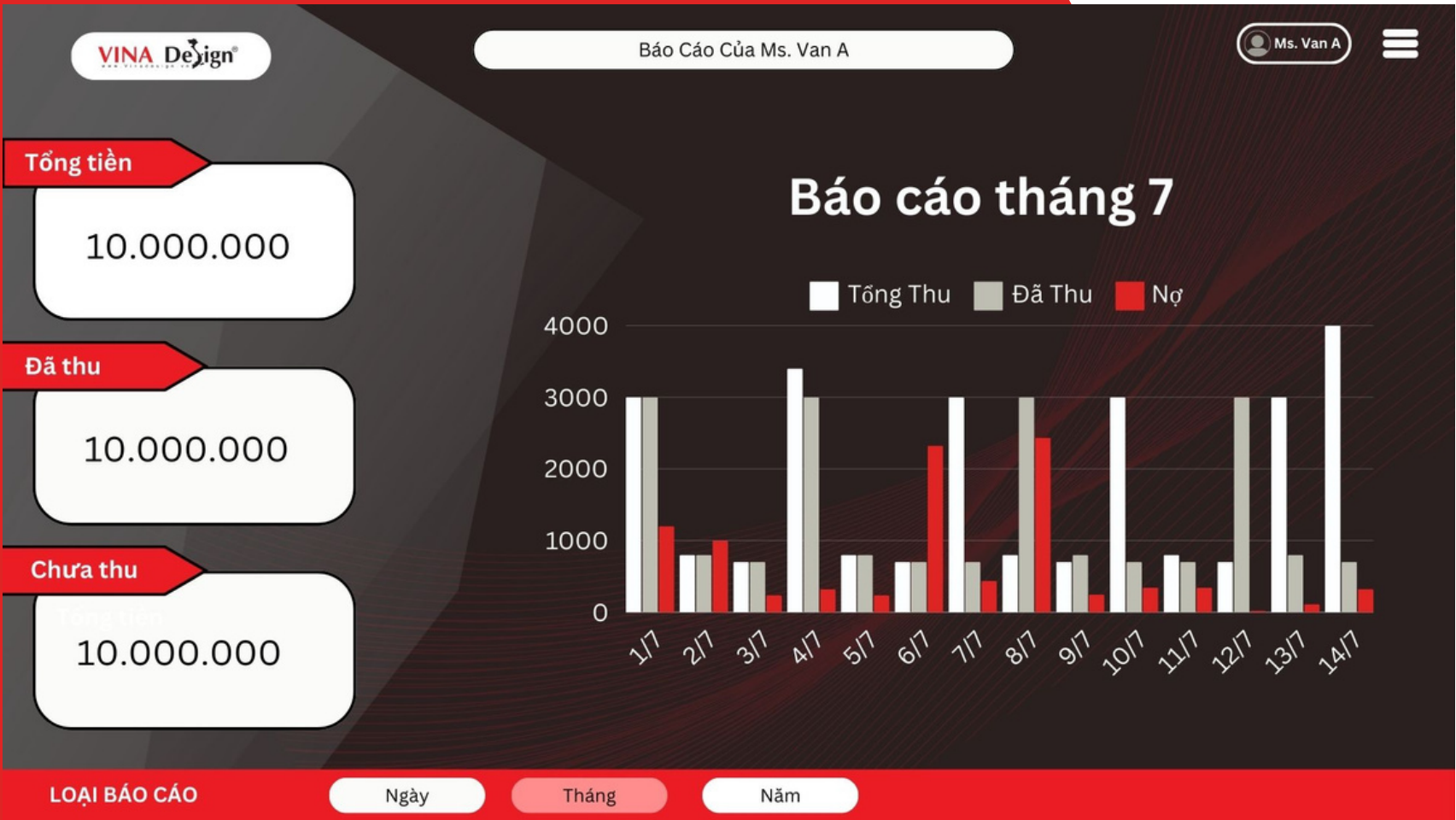
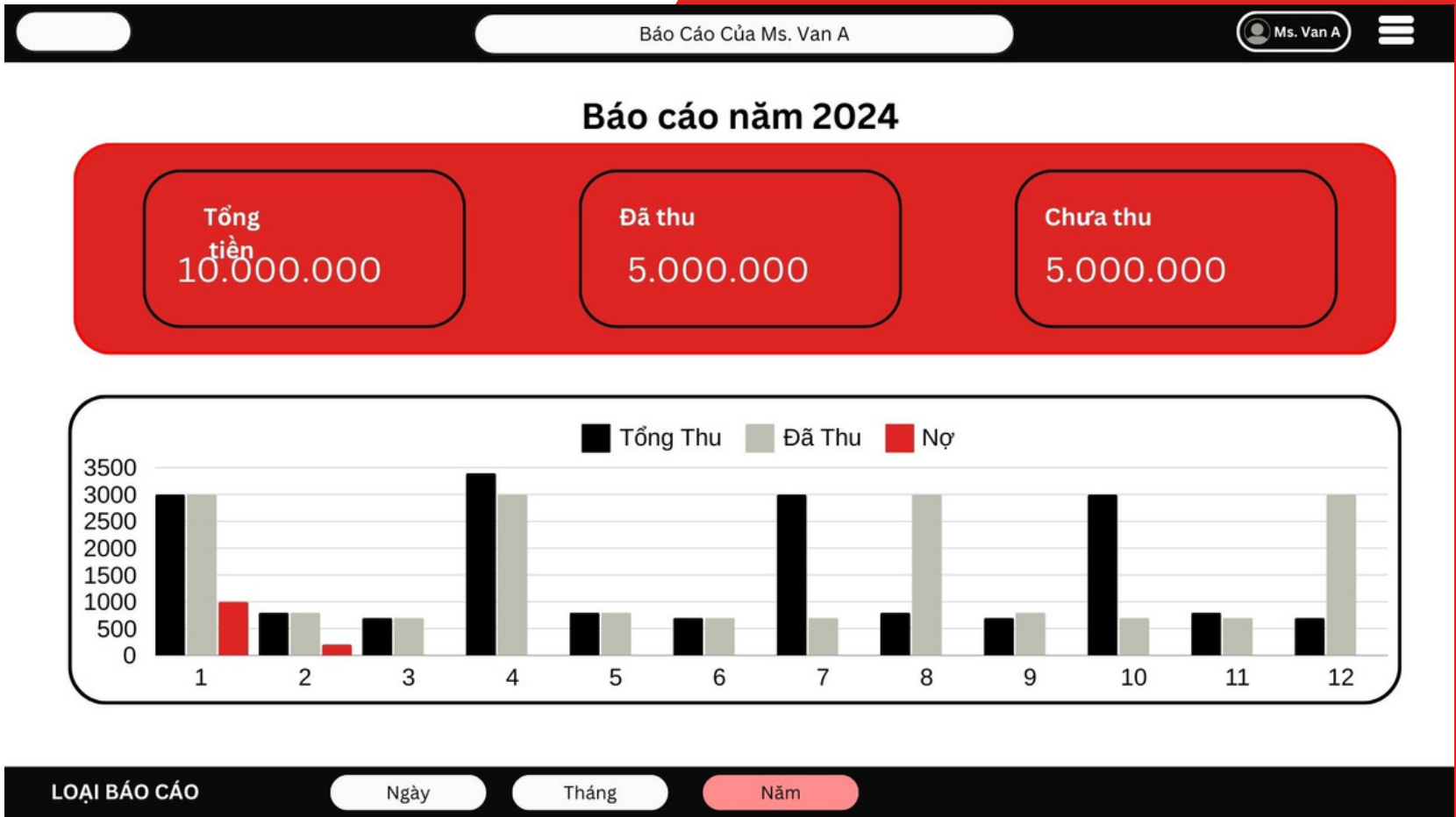
Sketches

Home-page



Sketches

Report-page



Create order

Tìm sản phẩm

Ms. Van A

Tên sản phẩm in

Quy Cách

Kích thước

Dài :

Rộng:

Tổng KT:

Đơn giá: 45.000

Bạt dư: 35.000

Tổng tiền:

Thêm sản phẩm

Ghi chú

VINA Design®

Đơn hàng: 0123

Kinh Doanh : Ms.Van A

Thiết Kế

Tên Khách Hàng

SĐT

Thanh Toán

☒ Tiền mặt

Thời gian

☐ Chuyển Khoản

Người thu

Đã cọc:

Còn lại:

Đã Thanh Toán

☐ Khách đến lấy

☒ Giao Hàng

Đơn vị vận chuyển:

Phí Vận Chuyển:

Lưu ý khi in:
Không đổi trả hàng khi hàng in hoàn tất.
Phiếu in có giá trị trong tháng kể từ ngày lập phiếu

10/07/2024

Hoà đơn đồ

Số Lượng-Tên SP

Giá

SL-Tên SP

Giá

Thời gian có hàng

Ghi Chú

Tổng Tiền:

Giảm giá:

Khách cần trả:

Nhân hàng Vietcombank:
0531002468134
PGD Lê Quang Định,HCM

Thủ quỹ

Nhân hàng ACB:
0531002468134
PGD Lê Quang Định,HCM

Kế toán

TRẠNG THÁI ĐƠN HÀNG

Đang thực hiện

Hoàn tất

Bị Hủy

VINA Design

🔍

Tìm sản phẩm

✕

Gợi ý sản phẩm

✕

Gợi ý sản phẩm

Gợi ý sản phẩm

Gợi ý sản phẩm

Gợi ý sản phẩm

VINA Design

10/07/2024

Hoà đơn số

01

02

03

04

Đơn hàng: 0123

Kinh Doanh : Ms.Van A

Thiết Kế _____

Tên Khách Hàng _____

SĐT _____

Thanh Toán

☒ Tiền mặt

☐ Chuyển Khoản

Người thu _____

Thời gian

01

02

03

04

Đã cọc: _____

Còn lại: _____

Đã Thanh Toán

☐ Khách đến lấy

☒ Giao Hàng

Đơn vị vận chuyển: _____

Phí Vận Chuyển: _____

Lưu ý khi in:

Không đổi trả hàng khi hàng in hoàn tất.

Phiếu in có giá trị trong tháng kể từ ngày lập phiếu

Số Lượng-Tên SP _____

Giá _____

SL-Tên SP _____

Giá _____

Thời gian có hàng _____

Ghi Chú _____

Tổng Tiền: _____

Giảm giá: _____

Khách cần trả: _____

01

02

03

04

Ngân hàng Vietcombank:
0931002468134
PGD Lê Quang Định,HCM

01

02

03

04

Ngân hàng ACB:
0931002468134
PGD Lê Quang Định,HCM

Thủ quỹ

Kế toán

🖨️

Ghi chú

TRẠNG THÁI ĐƠN HÀNG

Đang thực hiện

Hoàn tất

Bị Hủy

VINA Design

🔍 Tìm sản phẩm

X

Tên sản phẩm in

Quy Cách

Kích thước

Dài : _____ Rộng: _____ Tổng KT: _____

Đơn giá: 45.000 Bạt dư: 35.000

Tổng tiền: _____

🛒

+ Thêm sản phẩm

Ghi chú

VINA Design

Đơn hàng: 0123

Kinh Doanh : Ms.Van A

Thiết Kế _____

Tên Khách Hàng _____

SĐT _____

Thanh Toán

☒ Tiền mặt

☐ Chuyển Khoản

Người thu _____

Thời gian

Đã cọc: _____

Còn lại: _____

Đã Thanh Toán

☐ Khách đến lấy

☒ Giao Hàng

Đơn vị vận chuyển: _____

Phí Vận Chuyển: _____

Lưu ý khi in:
Không đổi trả hàng khi hàng in hoàn tất.
Phiếu in có giá trị trong tháng kể từ ngày lập phiếu

10/07/2024

Hoà đơn đỏ

Số Lượng-Tên SP

Giá

SL-Tên SP

Giá

Thời gian có hàng

Ghi Chú

Tổng Tiền:

Giảm giá:

Khách cần trả:

Nguồn hàng Vietcombank:
0510002468134
PGD Lê Quang Định,HCM

Nguồn hàng ACB:
0510002468134
PGD Lê Quang Định,HCM

Thủ quỹ

Kế toán

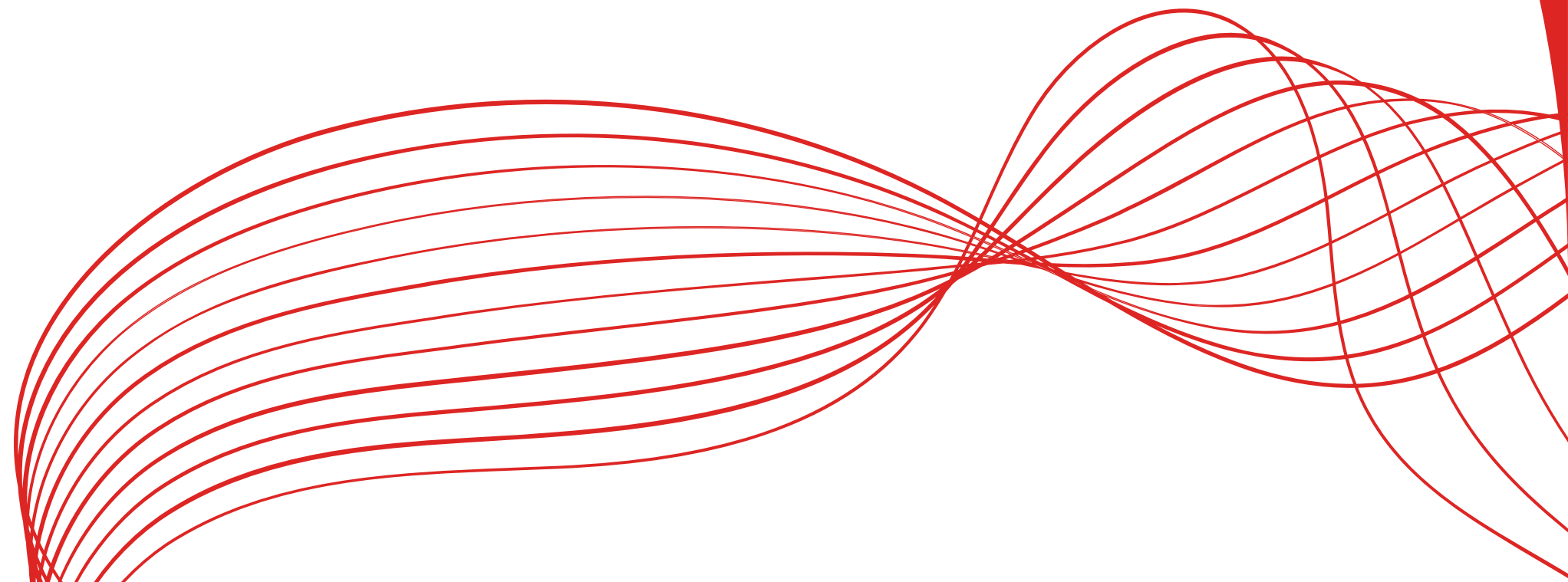
🖨

TRẠNG THÁI ĐƠN HÀNG

Đang thực hiện

Hoàn tất

Bị Huỷ



Profile page

VINA Design

HOMEREPORTCREATE ORDERSEARCHLOGOUT

Full Name

Edit Image

Gmail/SĐT

ConfirmGmail/SĐT

Password

Confirm Password

Update Details

Check price

VINA Design

Tìm sản phẩm

Ms. Van A

Tên sản phẩm in

Quy Cách

Kích thước

Dài :Rộng:Tổng KT:

Đơn giá: 45.000Bạt dư: 35.000

Tổng tiền:

+ Thêm sản phẩm

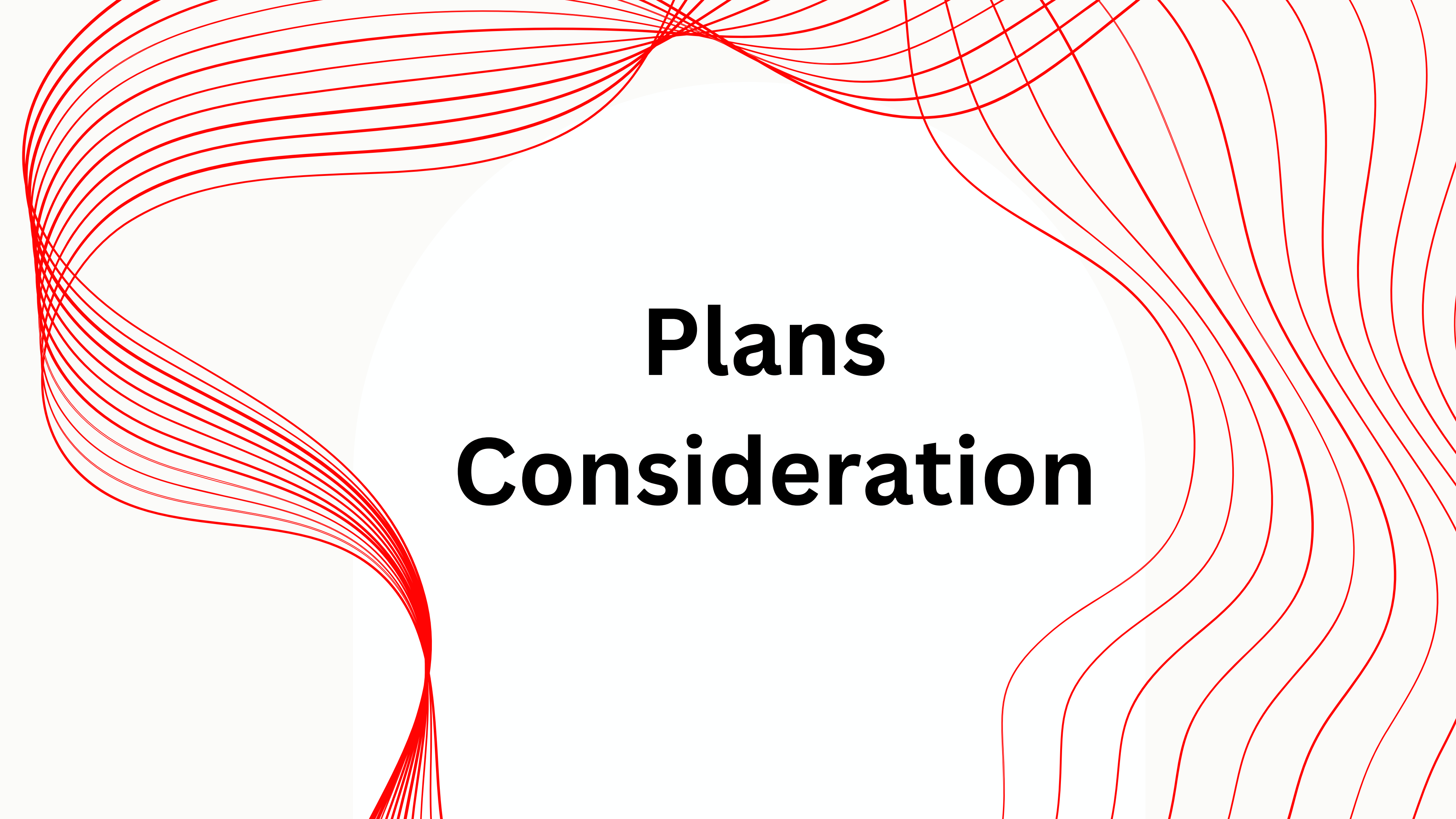
Ghi chú

TRẠNG THÁI ĐƠN HÀNG

Đang thực hiện

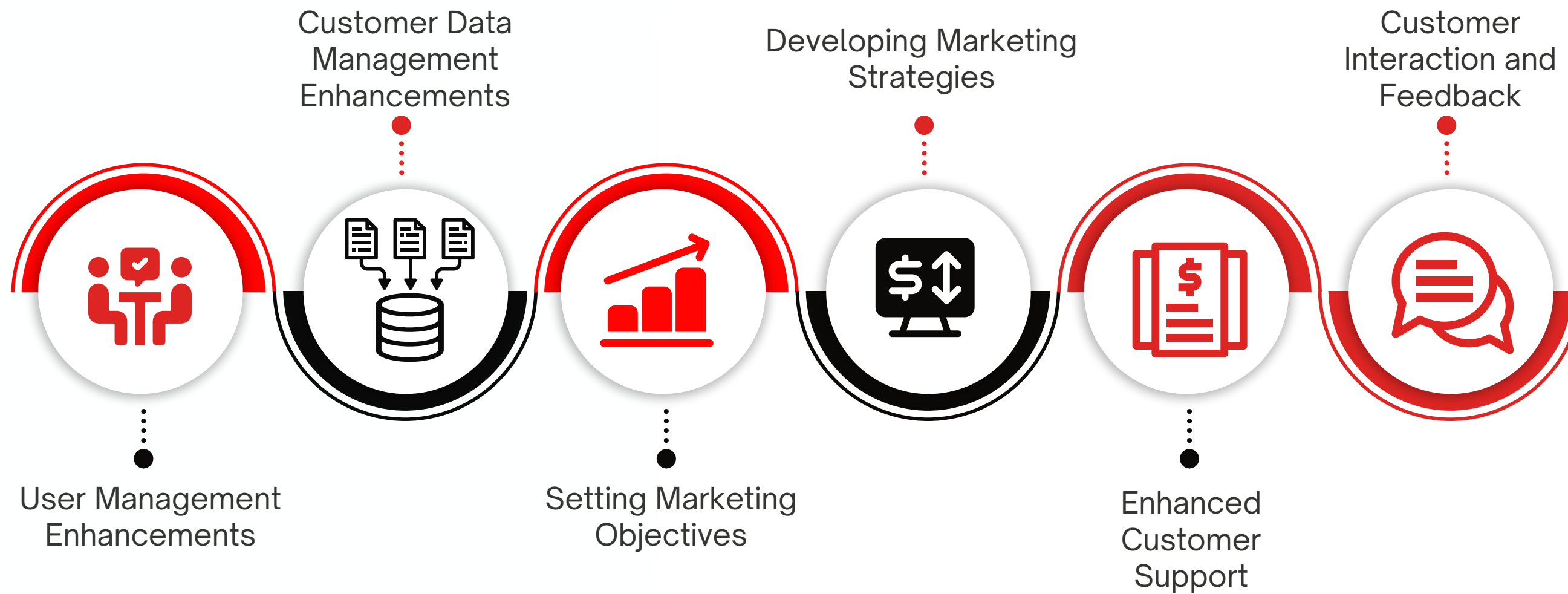
Hoàn tất

Bị Huỷ

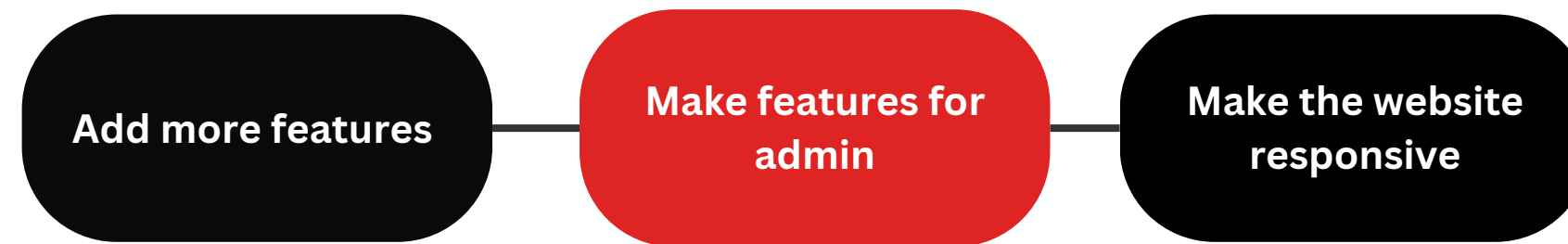


Plans Consideration

Future iterations



Front-end update



- We will try to implement new features based on the feedback for better user-experience
- Admin features could help the CRM become scalable as admin can adjust price and add products which can be used in multiples printing businesses
- Making the website responsive could allow staffs and admins to use on any devices.

Back-end update

Framework : Node.js

Ideal for JavaScript-based projects.



DataBase : MySQL

Widely used and supported by many hosting providers. Good performance for read-heavy workloads. Simple to set up and use. Strong community and extensive documentation.



Code Editor: Visual Studio Code

Popular, lightweight, and has excellent support for JavaScript and Node.js.



Managing file transfers to your hosting server: FileZilla



Set Up Node.js and
Basic Server

Implement User
Authentication

Integrate MySQL
Database

Finalize MVP Features
and Deployment

Run and Test

Franchise and Expansion Potential

The scalable, cloud-based architecture of Order Vinadesign, combined with its centralized pricing functionality, makes it an ideal solution for printing companies to adopt as a franchise model. This would allow for rapid geographic expansion and the ability to onboard new locations quickly. Additionally, the platform's ability to provide centralized control, consistent branding, and detailed performance analytics could position the company well for a potential public listing in the future.

What is the potential?

Competitive Landscape

CRM Vinadesign offers a more comprehensive, integrated solution compared to standalone quoting or order management tools. Its combination of sales empowerment, customer experience, and back-office benefits. Furthermore, we haven't found any CRM in printing industry of Vietnam so it could be also a potential to grow and account the industry.

Reference

Dragonfly (2023) 'SUMMARY OF VIETNAM PRINTING INDUSTRY ACTIVITIES IN 2022 AND TASKS DIRECTIONS FOR 2023' Prima, accessed 11 July 2024. <https://prima.vn/tong-ket-hoat-dong-nganh-in-viet-nam-nam-2022-va-phuong-huong-nhiem-vu-nam-2023/>

Unknown (n.d.) 'Print MIS Dashboard & Business Intelligence', [image] PrintPlanr website, accessed 11 July 2024. <https://www.printplanr.com/print-mis-dashboard/>

Unknown (n.d.) 'Monitor your office printers' supply and usage levels with your own free Print Management Tool.' [image] Strategic Technology Partners website, accessed 11 July 2024. <https://info.stptexas.com/mps-visibility-tool>

Hoang Tuyet (2022) 'Vietnam's printing industry has a lot of potential for development', Baotintuc, accessed 11 July 2024. <https://baotintuc.vn/kinh-te/nganh-in-viet-nam-dang-co-nhieu-tiem-nang-de-phat-trien-20220913120629427.htm>