

I.T Road Map & Automation for **Flourish India Pvt. Ltd., Orissa**

Flourish India Pvt. Ltd. Company was established in Bhubaneswar in the year 2006 and is in the business of different business starting from invest management, tours and travels, Flori culture, Milk products to spice manufacturing and hotels.

The corporate office of FLORISH INDIA is at Bhubaneswar having more than 105 branches located all over Orissa. There are 15 regional offices under which branch offices are operating. Each branch is headed by a Branch Manager and agents work under the Branch manager.



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Business Challenge

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The major departments in head office are:

- Stores
- Accounts
- Administration
- Computer
- Tours and Travels

The activities and process in Flourish is described below.

- Flourish is development Company with core area as investment management. It has an advanced division which collects money from open market in different scheme with different maturity period. The collected money is invested in different business and upon maturity of investment the investors get their return.
- There is one spice division which manufactures quality spices such as turmeric, chilly, agarbati and many more utility products and sell them through own branch office and other appointed dealers.
- There is flower culture division in Semiliguda, in Koraput district which has high quality but cheap flower production facility.
- The company also operates the Flourish group of hotels in Puri which has more than 100 rooms with modern facilities and other amenities.
- There is one tour and travel wing of Flourish which deals with different packaged tour with own vehicles.
- There is another music production unit which deals with production of music albums in local language.
- There is one unit named Flourish Milk Products having its own production unit in Umarkot which is be functional very soon with high quality milk and milk based products

Their Business Strategy

Flourish India's main strategy is to communicate the unique and desired attributes of its various investment scheme Flourish sells many superior products,. It is therefore important that Flourish effectively communicate the unique aspects which make it ideally suited for a niche market.

The unique aspects of investment schemes from Flourish are hat a person having low income can be a part of the investment with minimal contribution to the scheme.

The unique aspects of Flourish's consumer products include superior product selection and preparation, quality assurance, and efficient distribution. The tactics Flourish will use to communicate these strengths include, personal selling and improved communication capabilities via information system improvements and a sophisticated web portal.

Solutions

After doing a through SWOT analysis of Flourish India and study of current industry scenario we find that the following solutions are utmost required for the sustainability of Flourish and to compete with other competitors. A brief description about all the solution is given below which shows the relevance of each for Flourish.

Web portal

Often people will ask, 'Do I actually need a web site for my business?' The simple answer is a definite 'Yes'.

Regardless of the size of your business, your business can benefit by having a web site. If you divide the initial outlay of your site by the days of the year, it does not compare to the cost of having a weekly advert in a local newspaper.

- A web site can become a live on-line brochure. You can keep your web-content up-to-date and advertise new products as they come available. Even if you do not plan to use eCommerce to sell your products or services, a web site will get your products and services advertised. By advertising your company name and product names, people will start searching for your company by name.
- Selling products and services via the web can make for higher profit margins, since there are much lower overheads and costs. After the initial outlay for the design of your web site, you only pay a small fee.
- Your web site is available 24 hours a day, 7 days a week, every day of the year, viewable in every country in the world. How much would it cost to advertise in a newspaper, with this potential for global coverage?
- A professionally designed web site gives your business the edge, you will also have email addresses for sales, support and information as well as a medium for publicizing your successes, latest innovations and upcoming products

Considering the requirement the business portfolio of Flourish India and the targeted customers, the necessity of a web site is highly essential. To market the range of product and services beyond the boundary of limited geographical location a web portal should the first and foremost business tool for Flourish India.



At CSM, we understand the critical nature of keeping the customer's organization up and running from an IT perspective. We understand the technical issues within complex systems and work to put together the best solution to support end users' needs, both today and in the future.

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