**Enterprise Resource Planning**

**September 2023 Examination**

**Question: Read the case study – ‘Cooking Food Products (CFP)’ and answer the following questions.**

**https://adhocfilesngasce.s3.ap-south-1.amazonaws.com/academics/1686563711GSlpq.pdf**

**1. Identify the issues that led to CFP implementing the ERP. (10 marks) –**

**Ans:**

**Introduction:**

The introduction provides an overview of the context and challenges faced by CFP (a fictional organization) that led to implementing a helpful enterprise resource-making plans (ERP) device. CFP is a snack foods and confectioneries manufacturer and distributor operating in India, Australia, and the UK. Despite being an established brand known for its product best, CFP experienced a decline in marketplace proportion due to competition from smaller corporations focused on charge and transport.

CFP's existing IT infrastructure and information systems needed to be updated and more excellent green, resulting in more reliable records for selection-making. Managers at CFP and its

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**2. What were the business advantages of using ERP? As part of ERP 2.0, suggest the benefits of integrating ERP with SCM solutions? (10 marks)**

**Ans:**

**Introduction:**

Enterprise resource planning (ERP) systems have become a crucial issue of modern organizations, providing integrated solutions to control diverse aspects of operations. This creation will discover the business advantages of using ERP and highlight the benefits of integrating ERP with Supply Chain Management (SCM) answers, additionally called ERP 2.0.

CFP, a company running inside the snack meals and confectionery industry, faced challenges maintaining marketplace share due to multiplied competition from smaller organizations. Their existing systems and infrastructure, previous IT technology, and efficient data management

**3. Keeping the above case as a reference,**

**a. Explain the impact of mobile app integration with ERP (5 marks)**

**Ans:**

**Introduction:**

Integrating mobile apps with an enterprise resource planning (ERP) device can drastically impact a company's operations and overall commercial enterprise performance. Within the case of CFP, implementing a mobile app-driven integration with their ERP answer, Orion, delivered numerous benefits and improvements across diverse elements of the company's operations. This essay will

**b. What distinct additional advantages CFP would get by integrating CRM systems as well? Explain using any one use case for the same. (5 marks)**

**Ans :**

**Introduction:**

Integrating CRM (customer relationship management) systems into CFP's existing ERP (enterprise helpful resource planning) solution can provide extra advantages for the company. CRM systems focus specifically an on managing and improving customer relationship, which complements ERP structures' operational and transactional abilities. By integrating CRM