ABSTRACT

This thesis objective is to analyze the suitability of Microsoft Dynamics AX as a business solution in Small Business Enterprise in this case will be limited only to book retail stores. This thesis will also determine the parameters that may acts as a guideline for these small businesses if they are going to implement Microsoft Dynamics AX.

This thesis is conducted by doing several interviews to the small book retail business, and also to Microsoft Partner Consultant. The data will then be compiled analyzed to determine suitability of Microsoft Dynamics AX to accommodate business problems the stores faced.

However, in the end of the thesis it is found that Microsoft Dynamics AX could not be suitable to these book stores. Although modules and features of Microsoft Dynamics AX could solve most of the business problems of these bookstores, there is a weakness of Microsoft Dynamics AX that small business may not able to accommodate, which is the
cost to implement the software, while most of the other parameters defined also not suggesting Microsoft Dynamics AX to be implemented.

Thus, as a conclusion, the writer would like to suggest that this software is not quite suitable for these target population. However, there still lies possibility for these stores to implement MSDAX, if they are willing to invest in quite a large deal of investment cost. In the end, we also give another solution that we think would be better explored and analyzed for this book retail business, which is the Microsoft Small Business Manager

*Key words:* Microsoft Dynamics AX, Microsoft Axapta, Small Business, Small Bookstore, Business Solution, Enterprise Resource Planning.
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