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1 Executive Summary

The purpose of the project is to build a secured website that enables M&M to conduct their business online and track activities in real time. The reasons behind this business decision is to reach a wider audience, provide consumers with affordable and seamless service, brand and business recognition and increase revenue via sales.

The project will be completed in 8 weeks with a budget of £5000 with a team of Project Managers, Business Analysts, PMO's and Developer using the Wagile Methodology.

The investment appraisal carried out shows that the creation of the website would have a positive impact on the company's balance sheet with Return on Investment to be 100%. The Functional and Non-Functional requirements are also listed in this document.

2 Project Description

The purpose of the project is to build a robust and secured website that will enable M&M conduct their business in an online space thereby tracking activities in order to enhance customer satisfaction.

Currently, M&M conducts its business through social media platforms such as Instagram, Snapchat etc. One of the major issues faced by M and M is that they do not have a wider audience and as a result, they cannot compete with their competitors in the Beauty and Wellness goods, techniques, and treatments because they have an online presence through their website.

This project is being carried out for the following reasons

- Automation of the manual processes

- Increasing customer satisfaction by providing exceptional service

- Creating brand awareness and brand exposure to customers and potential customers.

- To create an appealing and captivating website enabled with actionable content that generates quality inquiries, and ultimately revenue generation.

3 Project Scope

M and M wants to build a website to grow its business and reach a wider audience. This would pitch the company and the solutions that will be provided to potential customers on a much larger scale and launch the company on its journey. The project will be completed in 8 weeks with a budget of £5000 with a team of Project Managers, Business Analysts, PMO's and Developer and the Wagile Methodology will be adopted.

3.1 In Scope

The following areas are in scope for this project:

- Create an E-commerce website
- 8-weeks' timeline
- £5000 budget
- Wagile Methodology

3.2 Out of Scope

The following areas are out of scope for this project:

- Building a CRM
- Building a Beauty teaching school
- Creating a Buy now and pay back later option into the system
- Creation of an external credit finance link to the system

4 Business Drivers

The business drivers include the following

- Brand and Business Recognition

- Wider Audience

- Increase in revenue via sales

- Accessibility, Affordability and Seamless service

Subheadings may be created to expand further on this. It's a good idea to include numbers and targets in these subheadings, such as "aim to reduce cost of manual effort by $500k per year" with breakdown of how this is achieved.

4.1 Brand and Business Recognition

The creation of the website will enable the business and the brand to be recognised not just nationally but globally. It will also establish the business online presence making it easier for the business and the brand to be known to potential customers and investors.

It will also give the business more trading power and an opportunity for the business to partner with suppliers directly rather than using a third party.

4.2 Wider Audience

The creation of the website will enable M and M reach out to more potential customers. It will enable them to reach out to people not just in the UK but in Europe and other continents of the world. In summary, it will enable them to have a foothold in the international market.

4.3 Increase in revenue via sales

Sales are more than likely to increase due to their online presence and consequently, the ability of customers and potential customers to access their wide range of products as well as faster response to the demands of the customers. This will also enhance the business growth due to high turnover and profitability of the business.

Accessibility, Affordability and Seamless service

Products will always be available for customers to see due to their online presence. Customers will spend less time shopping for what they want/need. They can easily browse through many items at once and buy what they like. When accessing the website, customers can find items that are available in physical stores far away from them or not found in their local area.

5 Financial Statements

The Investment Appraisal (IA) is generally centred on the profitability of an investment into a project, program or portfolio. The IA will encompass the cost of the project (cost of website), ongoing and maintenance cost associated with running the website and other business strategies and risks to determine the overall profitability of the project.

Projects should add financial value to an organisation. This project will use the Return on Investment (ROI) as a financial metric. The ROI is calculated as the average annual profit as a percentage of the initial investment.

Return on Investment (ROI) = <u>Average annual profit x 100</u>

Initial Investment

FACT: the project cost **£5000**

ASSUMPTION: The project will generate £15,000 over 3 years

Therefore, the average annual profit will be £5000

Return on Investment = <u>5,000 x 100</u>

5000

Return on Investment = 100%

Functional Requirements

The functional requirements are listed below in the order of priority and rating as well as the owner.

5.1 Priority

The requirements in this document are divided into the following categories:

Value	Rating	Description
1	Critical	This requirement is critical to the success of the project. The project will not be possible without this requirement.
2	High	This requirement is high priority, but the project can be implemented at a bare minimum without this requirement.
3	Medium	This requirement is somewhat important, as it provides some value but the project can proceed without it.
4	Low	This is a low priority requirement, or a "nice to have" feature, if time and cost allow it.
5	Future	This requirement is out of scope for this project, and has been included here for a possible future release.

5.2 Requirements Category 1 (RQC)

ID	Requirement	Priority	Raised By
RQC 1	Social Media Integration	1	Maureen
RQC 2	Product filter	1	Maureen
RQC 3	Search	1	Maureen
RQC 4	Purchase a product	1	Maureen
RQC 5	Shopping Cart	1	Keji

RQC 6	Generate receipt	1	Keji
RQC 7	Terms and conditions	1	Keji
RQC 8	Quick links	2	Maureen
RQC 9	Notification	2	Celestina
RQC 10	Secure Payment Options	1	Celestina
RQC 11	Product reviews	1	Celestina
RQC 12	User login	2	Lydia
RQC 13	Customer chat support	2	Lydia

5.3 Requirements Category 1 (RQC)

ID	Requirement	Priority	Raised By
RQA 1			
RQA 2			
RQA 3			
RQA 4			
RQA 5			

6 Non-Functional Requirements

This section includes all of the non-functional requirements for the solution, such as processing time, concurrent users, availability, etc.

This can be filled out in a similar way to the Functional Requirements section.

ID	Requirement
NFR 1	Security
NFR 2	Compatibility
NFR 3	Accessibility
NFR 4	Web performance
NFR 5	Scalability
NFR 6	Business continuity
NFR 7	Design
NFR 8	Recoverability
NFR 9	Availability
NFR 10	GDPR
NFR 11	Analytics
NFR 12	User friendly

7 Glossary

This section explains all of the terms and abbreviations that were used in this document, for those who are unfamiliar with them. Not everybody who reads this document will understand all of the terms, so this section is helpful.

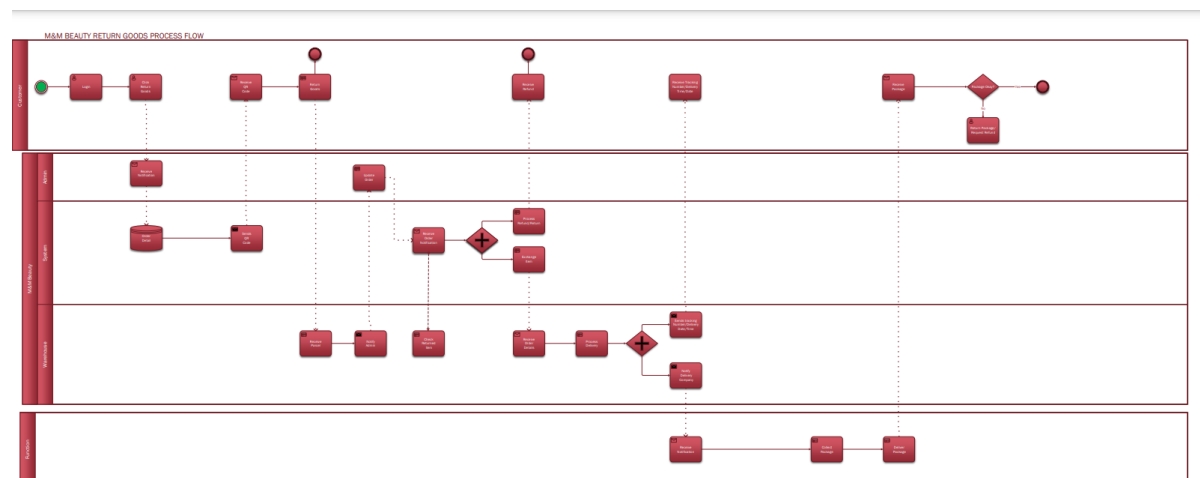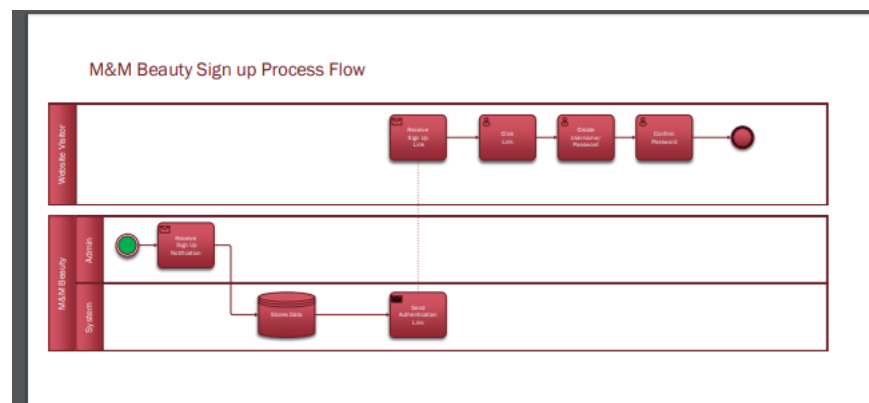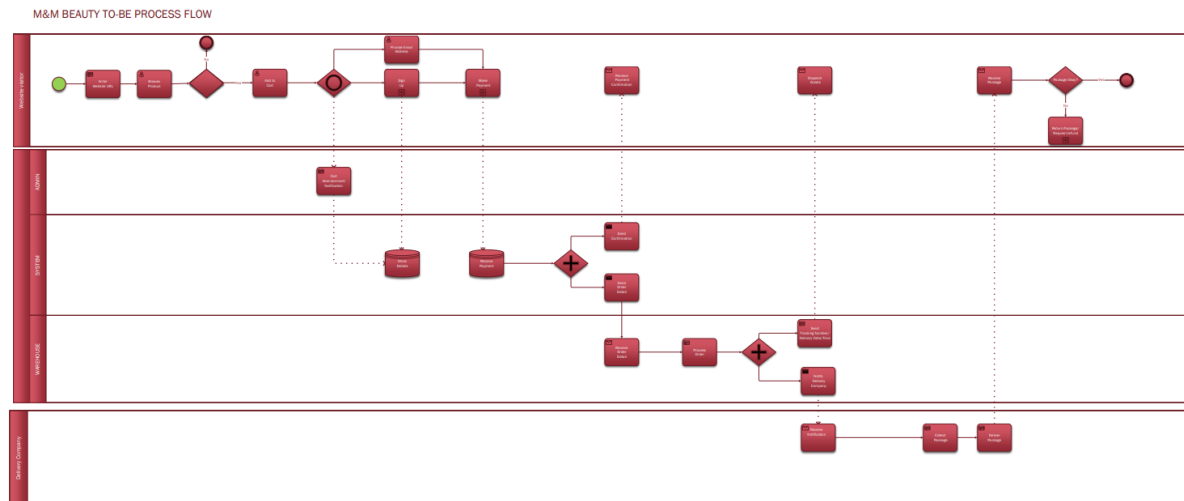| Term	Explanation
FR	Functional Requirement
NFR	Non-Functional Requirement
GDPR	General Data Protection Regulation
PMO	Project Management Office

8 References

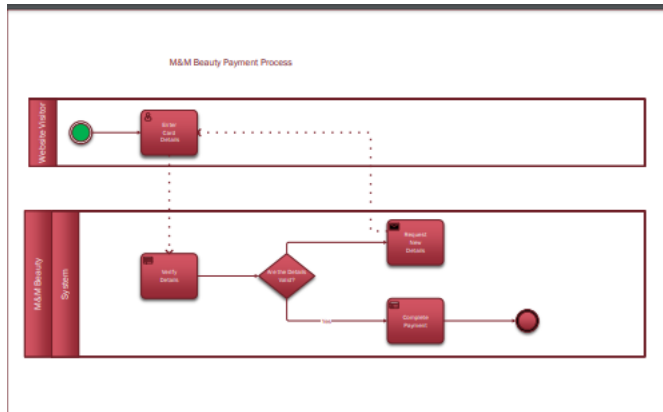This section contains links to all other places that were referred to in this document. These may include:

- Documents on shared document control systems (such as SharePoint)

- Web sites

- URLs or network locations

Name	Link

9 Appendix

FUTURE STATE (TO BE)

M&M BEAUTY TO-BE PROCESS FLOW

M&M Beauty Sign up Process Flow

M&M BEAUTY RETURN GOODS PROCESS FLOW

M&M Beauty Payment Process

10 Document History

This section details the history of the document at each version. It's good to know what has changed in each version, by who, and when it happened.

Version	Date	Changes	Author
1.0	22/04/2022	None	Chidubem Mokwe
2.0			
3.0			
4.0			
5.0			