

1 Business Case History

1.1 Document Location

This document is only valid on the day it was printed.

The source of the document will be found at this location – Basecamp – Project M & M

1.2 Revision History

Date of this revision: 28/03/2022

Date of next revision:

Revision date	Previous revision date	Summary of Changes	Changes marked
28/03/2022		First issue	

1.3 Approvals

This document requires the following approvals.

Signed approval forms should be filed appropriately in the project filing system.

Name	Signature	Title	Date of Issue	Version

1.4 Distribution

This document has been distributed to:

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3 Executive Summary

Beauty and wellness goods, techniques, and treatments that were formerly solely available to the wealthy and famous are now becoming more widely available, thanks to social media influencers, makeup artists, and vloggers spearheading the charge.

The industry has experienced impressive growth in recent years owing to the young demography, incremental disposable income, and an overall shift towards a healthier lifestyle. It is necessary to continually give high customer satisfaction by providing exceptional service, high-quality products, and a pleasant environment at a reasonable price/value ratio.

M&M wants to take advantage of this trend to grow its business and reach a wider audience. This would pitch the company and the solutions it provides to potential customers on a broader scale and launch the company on its journey.

This 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 is been adopted.

PROJECT VISION

- Build a website, grow internationally and sell products
- Improve the brand image
- Provide consumers with affordable and seamless service
- Attract and convert customers
- Generate sales

AIMS AND OBJECTIVES

The aim of the project is to build a secured website that will enable M&M conduct their business online and track activities in real-time. This will be in line with the automation of some manual processes, as well as keeping the interface and user interaction up to date with the latest market features. provide products and services that improve clients' physical attractiveness as well as their mental wellbeing and this include:

- To create brand awareness and brand exposure to consumers
- To create an appealing and captivating website, enabled with actionable content that generates quality inquiries, and ultimately revenue generation.
- To create a seamless, sleek, and user-friendly website with a corporate appeal, showcasing the company's products and services
- To create a well-integrated communication path between clients and the business.

4 Reasons

This project aims 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.

The new website will arouse customers' attention in the following ways:

- A visually appealing website that will attract visitors to use the website to its full potential
- A user-friendly and easy to navigate website that will retain customers
- A robust and secured website that will create good customer experience
- Tailored content and design that will engage and help customers understand the company's products and services

5 Business Options

One key reason health and beauty products customers prefer to shop online is simply because some of these products are pricey. However, an online presence enables them to shop for the best price or deal,

Like most industries, the COVID-19 pandemic has impacted nearly all businesses in one way or another and this has accelerated online growth. It has also forced the beauty and cosmetic marketplace to think differently.

There are three basic options to be considered when initiating a project: do nothing; do the minimum; do something.

Option 1: Do Nothing

This is a business-as-usual approach, which translates to the company continuing with the way its business is been done at the moment.

Currently, M & M has no working website to showcase their product to the wider public but the company has got just two social media handles (Instagram and Snapchat) where it showcases some of their good and services.

However, there are these consequences of stagnated growth and missed opportunity to improve sales.

Option 2: Do the minimum

This option could involve expanding on its current process. There are other social media platforms available for Marketing and Promotions. This would involve the creation/registration of business accounts on Facebook, WhatsApp account to add to the existing two.

Option 3: Do Something

According to the mandate M&M wants a system to enable her conduct business in the online space. Building a website with linked social media will help achieve this objective.

The recommended option will be to 'do something' as its benefits will outweigh its costs.

6 Market Research

SWOT Analysis (also known as SWOT Matrix) is a business framework for assessing a wide range of factors that can have a significant impact on a company's or product's performance. These elements might be internal (strengths and weaknesses) or external (opportunities and dangers) to a firm or corporation, and they can be beneficial or damaging. By merging these two dimensions, one can draw a 2x2-matrix comprising of four sections: Strengths, Weaknesses, Opportunities, and Threats

Strength: These are the characteristics of the company that gives it an advantage over others (competitors). It may also be referred to as the Company's unique selling points (USPs), firm-specific advantages (FSAs), or competitive advantage.

Weaknesses: These are the characteristics of the company that put it at a disadvantage in comparison to others (competitors).

Opportunity: These are external SWOT analysis factors that may have a positive impact on a company's performance. These external factors are elements in the environment that the company can use to its advantage; they are typically identified using PESTLE analysis.

Threats: These are external SWOT analysis factors that may have a negative impact on a company's performance. These external factors are elements in the environment that may cause problems for the company in the future; they are typically identified using PESTLE analysis.

Strength <ul style="list-style-type: none"> • Social media presence • Existing customer base • Unique interface • Interaction among users 	Weaknesses <ul style="list-style-type: none"> • Small capital • Inaccessible to people with bad network coverage as it's dependent on the internet • Unavailability of instalment payment • Customers are unable to try products before making a purchase • Difficulty in attracting users from the current competition
Opportunity <ul style="list-style-type: none"> • Online transaction • Cutting-edge marketing strategy • Utilizing Social media influencers, makeup artists, and vloggers • Customer demand • Expanded customer reach • Increased revenue • Real-time activity tracking 	Threat <ul style="list-style-type: none"> • Fraudulent activities • Cyberattacks • GDPR

PESTLE ANALYSIS

POLITICAL	<p>Brexit:</p> <p>Although United Kingdom has strong political, however with the exit from the EU various trade policies imposes high taxes with strict entry and exit obstacles. Policies relating to the ingredients and composition of skincare and beauty products as well as their importation will have an impact.</p> <p>Government policies and laws affect the business directly</p>
	<p>Ukraine/Russia War:</p> <p>Global brands are heavily impacted by global conditions, particularly the economy; yet the beauty business is relatively unaffected by economic downturns. However, the impact of the war means higher prices and prioritization.</p> <p>Dr. Jeffrey Haymond, (Professor of Economics at Cedarville University) said: "Within this next year, everybody will be poorer relative to their current economic condition because inflation will negate any wage gains, we may get. In addition, because of changing trade patterns because of the war in</p>

ECONOMIC	<p>Ukraine and partnership with Russia and China, everything's going to cost more because we're transitioning to more expensive ways of production."</p> <p>These factors affect the purchasing power of customers and have an impact on the organization's business operations and decision-making.</p>
SOCIAL	<p>M & M beauty target audience are young and middle-aged people. These generations have varied product interests and preferences, as well as different communication medium preferences. Consumers are becoming more concerned about their skin's traits and properties and are looking for products that best suit their skin types in terms of colours, tones, and ingredients.</p> <p>Furthermore, items created from natural components such as aloe vera and coconut, with little or no preservatives or chemicals, have become increasingly popular</p> <p>Social factors affect product origins and product content.</p>
TECHNOLOGICAL	<p>New retail platforms are being created as technology advances. New online shopping platforms are popping up all the time, and they're swiftly gaining market share. For instance, eBay, Klarna, and Amazon all have a large beauty and health section. Customers have additional options for learning about a product or company and reading reviews. New communication channels and options have emerged as a result of these advancements.</p> <p>With the effects of the Covid-19 pandemic still being felt, one of the major contributors to the M&M Beauty brand's success will most certainly be its online presence.</p>
LEGAL	<p>Label:</p> <p>The Cosmetic product regulations in the United Kingdom control the safety of cosmetics items by establishing safety standards to safeguard customers. Companies must correctly label their products with a list of components, expiration date, warning words, and precautionary information, among other things.</p>
ENVIRONMENTAL	<p>Green:</p> <p>Waste management, recycling, and renewable technology are some of the primary environmental aspects that M&M Beauty should examine.</p> <p>All countries are concentrating on decreasing their carbon footprint and polluting emissions. United Kingdom is committed to achieve net-zero emissions by 2050. Many businesses are moving in this direction, which is required by law and shows to be profitable in the long run. Customers are becoming more environmentally conscious, and their attitudes and demands for environmentally friendly products are growing.</p> <p>This brand can maintain a competitive advantage over other competitors in the sector by utilizing recycling, remanufacturing, and an effective waste management system.</p>

COMPETITOR ANALYSIS

Competitor analysis is a study of present and potential competitors' strengths and shortcomings. This analysis gives both an offensive and defensive strategic context for identifying product or business possibilities and risks.

Key Competitor: The following is a list of the main competitors who provide beauty products:

- The Beauty Rack
- Shaba Hair & Cosmetics
- LookFantastic
- BeyondBeautiful.com

The analysis is based on:

Relative Strength: This examines how competitors satisfy the client's needs in relation to their own strengths.

Business Threats: This examines threats to the business by responding to the following questions about the product (M&M Beauty):

- i. What is the most likely reaction to the competition?
- ii. What are the threats from competitors?

Business Opportunities: This section examines business opportunities by responding to the following questions regarding the product's unique selling point:

- i. Does our product bring us up to speed with, or somewhat ahead of, our competitors?
- ii. What is the foundation for our long-term competitive advantage?

Key Competitor	Relative Strength	Business Threats	Business Opportunities	Weakness
The Beauty Rack	The Beauty Rack is a small family business in the UK. They offer Beauty&Hair care Products. World class customer Care is the top of their agenda. They have a Communications Department to resolve any query and to assist their customers. They have been selling on Amazon and eBay for over 15 years with glowing feedback.	This brand poses a threat to M&M as they have a similar background story and their products are quite affordable so far as they cater for the everyday woman. The competitor's financial situation may lead to the adoption of a unique interface.	Given their product line and intended consumer base, they do not pose a significant threat. M&M products are for all ages. The unique interface, which allows for user engagement, would be a cutting-edge technology.	There is a trend of order being cancelled due to low stock or no proper explanation and there is also this delivery delays. This is the gap that M&M will be able to fill with that real-time online website.
Shaba Hair & Cosmetics	Shaba Hair & Cosmetics is one of UK's largest ethnic beauty providers. They provide best products suitable for ethnic	This brand will welcome competition as they are well-known for their products and services.	Same as above	There is a lack of product variety, as well as poor customer service.

	communities. Exceptional service and quality products at an affordable and competitive price.	The competitor's financial situation may lead to the adoption of a unique interface.		
LookFantastic	They are Europe's number one online premium beauty retailer. LookFantastic is the ultimate destination for all beauty needs. They carry over 22,000 products with complimentary worldwide shipping to over 200 countries. They have become the online partner of choice for many leading brands.	Same as above	Same as above	From the reviews online, their customers have complained about unsatisfactory customer service and substandard products sold/sent. M&M will be able to meet and fill this gap with their unique interface and cutting-edge technology, which allows for user engagement.
BeyondBeautiful.com	They are one of Europe's largest and fastest growing online beauty retailers. They offer thousands of luxury hair and beauty products worldwide. They have a World Class dispatch time. Reliable and efficient client order-based support services. Promotional incentives that not only reward new customers but help keep them satisfied.	Same as above	Same as above	There have been complaints about the late delivery of products to customers and as well as the condition of products when delivered. M&M will engage tested and trusted delivery companies.

MARKET RESEARCH

Product/Initiative Name	
Market Problem What market problem does this product/initiative solve?	It will bridge the gap between the wealthy and the middle class for beauty and makeup enthusiasts, making it easily accessible to all.
Product/Initiative Description What is the key concept of product/initiative?	With the help of social media influencers, makeup artists, and vloggers, beauty and wellness products, techniques, and procedures that were once only available to the wealthy and famous are now becoming more widely available to the general public. M&M intends to capitalize on this trend by creating a website where the general public can have easy access to their products.

Customer Business Case Why would customers pay for this product/initiative?	Our target market is interested in purchasing previously unavailable beauty products. Ideas can also be easily shared with the introduction of our unique interface, which allows for interaction among users (regulars, vloggers, makeup artists, media influencers, and so on).
Target Segments What users and segments is this aimed at?	Because we provide nationwide delivery, the project is aimed at people of all ages worldwide who are interested in beauty and makeup (16 and above)
Market size	Teenagers aged 16 and up, and adults from the upper, middle, and lower classes, as our products will vary in price.
Financial Benefit The expected financial benefit?	Ability to track activities in real-time, indicating frequently purchased products as well as products that receive little or no engagement, allowing for improvement.
Market Credibility What is our presence and reputation in this market?	M&M already has a presence on social media, which is a good start. Nonetheless, because this is a growing company in a rapidly growing industry, it is still an emerging brand that needs to break into the market.
Competition	The Beauty Rack; Shaba Hair & Cosmetics; LookFantastic and BeyondBeautiful.com
Key Risk	Product availability, delivery logistics, storage, and return policies are all important considerations.

7 Expected Benefits

- This project will help make the products and services M&M offer more accessible to the target market thereby introducing them to affordable and reliable brands
- It will help create an online and global presence
- Revenue generation via sales and this will enhance business growth
- Brand recognition
- Business recognition that can potentially attract external investors
- Based on customer satisfaction and feedback brand products could increase.
- Increase in revenue and brand recognition, will give more trading power and present opportunity for direct partnership with the supplier rather than using a third party
- As it is an online brand, products are always available at any convenient time

8 Expected Dis-benefits

- Increased operational costs for maintenance of the website
- Some staff may be disgruntled by the introduction of automated processes
- Loss of customers with limited digital literacy
- Risk of security breaches
- Risk of losing brand identity if changes are too significant
- Risk of damage to brand if website is not well executed (UX and functions) in order to match competitors

9 Timescale

The project has a timescale of 8 weeks starting from 16/3/22 and is expected to end on 11/5/22

Stage	Start	Finish	Duration (exc. weekends)
Initiate	16/03/22	29/3/22	10 days
Define	30/3/22	12/4/22	10 days
Execute	13/4/22	3/5/22	15 days
Closure	4/5/22	11/5/22	5 days

10 Costs

The project has been allocated £5000 which will cover the costs of human resources including a team of Project managers, Business analysts, PMOs and Developers.

Stage	Costs
Initiate	£ 972.50
Define	£ 514.00
Execute	£1,670.50
Closure	£ 272.00
Total	£3,429.00

11 Investment Appraisal

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.

$$\text{Return on Investment (ROI)} = \frac{\text{Average annual profit} \times 100}{\text{Initial Investment}}$$

FACT: the project cost **£5000**

ASSUMPTION: The project will generate £15,000 over 3 years
Therefore, the average annual profit will be £5000

$$\text{Return on Investment} = \frac{5,000 \times 100}{5000}$$

$$\text{Return on Investment} = 100\%$$

12 Major Risks

Key risks that can potentially become issues within the project have been identified and will be tracked during the project using the RAIDs log. The table below identifies the risks, their impact and the mitigating plans to ensure they have minimal effect on the project should they occur.

Risk Name	Description	Impact assessment	Plan	Owner
Limited resources	Limited number of Tritex developers; Inexperienced	Likely & Significant	Meet with developer early in the project or as	All stakeholders

	and team members; Busy team members with limited capacity to carry out tasks.	This may delay the timeline of project and affect scope.	soon as feasible. Team members to utilise LMS and fellow team members for learning. Leads to assign tasks in advance.	
Miscommunication	Assigned tasks and meeting invites being missed. Inaccurate capturing of requirements.	Possible & Significant This may delay the timeline of project and affect scope. It may also decrease team morale.	Team to familiarise themselves with basecamp. Leads to send meeting reminders on basecamp. Leads to assign tasks in advance.	All stakeholders
Budget	Overestimating & underestimating costs.	Possible and Significant This may lead to a pause or closure of project. It may also affect the scope and quality of final deliverable.	Use research and previous projects as a benchmark. Ensure sign off is received.	Project managers
Scope creep	Poor clarity of requirements; Inaccurate capturing of requirements; Not managing expectations with scope	Possible and Significant This may lead to an increase in costs and budget. It may also lead to inaccurate final deliverable.	Clear and consistent communication with project owner. Manage expectations of all stakeholders.	Business analysts

Extended deadline	Project deadline extended due to inability to finish on time.	<i>Likely and Significant</i> This may lead to an unsatisfied client and frustrated team members. It may also lead to increased costs and budget.	Leads to assign tasks in advance. Assigned 'chaser' for the week to follow up with team members as per the rota. Team to manage scope creep. Meet with developer as soon as feasible.	Project team
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13 Recommendation

[This could be your recommendations for future improvements]