



Faculty of Engineering and Technology
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Software Project – Phase 1

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1. Overview of the Chocolate Shop

The Online Chocolate Shop is a retail business that sells a wide range of chocolate products to customers across the city. The shop focuses on providing customers with different brands and types of chocolate, such as milk chocolate, dark chocolate, white chocolate, assorted gift boxes, and seasonal collections. The shop helps customers select and buy their favourite chocolate products without visiting a physical store.

Customers can browse the chocolates online, compare different brands, check ingredients and cocoa percentage, and place their orders from home. The shop offers both single chocolate bars and bundled sets for popular categories like gift boxes, family packs, and special occasions such as birthdays and holidays.

It serves individual customers, families, offices ordering for events, and people who want to send chocolate as a gift. The shop also helps customers choose the right chocolate based on their taste preferences, dietary needs (such as sugar-free or nut-free options), and budget. If customers have questions, they can contact support. The goal is to make the whole shopping experience simple and enjoyable, from browsing chocolates to receiving the delivery at home.

2. Business Services Offered

The online chocolate shop offers the following services:

- **Product browsing:** Customers can browse different types of chocolate such as milk, dark, white, mixed assortments, gift boxes, and seasonal collections.
- **Online ordering:** Customers can place all orders online. They select chocolates, choose quantities, add them to the cart, and proceed to checkout.
- **Home delivery service:** The Orders are delivered to customers' homes or other locations such as offices. Customers can track the status of their orders.
- **Payment methods:** Customers can pay in cash on delivery, credit/debit cards, or e-wallets.
- **Personalized recommendations:** Recommendations are provided based on preferred chocolate type, brand, price range, and previous orders.
- **Customer service:** Assistance is available for product information, order issues, replacements, and general questions.
- **Seasonal promotions:** Special offers are provided during holidays, events, and new product arrivals, such as Eid, Ramadan, and New Year.
- **Return and exchange service:** Customers can request product returns or exchanges under specified conditions, especially for damaged or expired products.

3. Business Capacity

- **Monthly Customers:** The shop serves approximately 300–450 customers per month. During holidays and special events, there is higher demand for its products.
- **Products Offered:** Around 100 different chocolate products divided into major categories:
 - Chocolate Bars (milk, dark, white, flavored)
 - Assorted Boxes (mixed chocolates, pralines, truffles)
 - Premium and Imported Brands
 - Sugar-Free & Special Diet Options
 - Seasonal & Gift Collections (festive boxes, themed packaging)
- **Average Monthly Sales:** About 800–1,800 chocolate items are sold each month, depending on the season.
- **Delivery Capacity:** The business can deliver 25–40 orders per day depending on order size and location.
- **Storage Capacity:** The storage area holds around 6,000–8,000 chocolate items, organized by brand, type, and expiry date. The temperature is controlled to keep the chocolates fresh.

4. How the Business Works

Customers visit the online chocolate shop to browse the available products. They can filter chocolates by brand, type (milk, dark, white), cocoa percentage, price range, or occasion. After selecting the items they want, they choose the quantity for each product, add them to the cart, and review everything before checking out. Customers then choose their preferred payment method and enter the delivery address.

Once the order is placed, the system sends it to the internal team. The team prepares the order by collecting the selected chocolate items, checking their condition and expiry dates, and packing them carefully, especially for gift orders. Each order is labeled with the customer's information and delivery details.

The delivery staff picks up the packed orders and delivers them to the customers' locations. The delivery status is updated until the order is completed. Customers can rate the service, share feedback about product quality, or report any issues through customer support.

5. Team and Staff Roles

- **Business Manager (1):** Handles the overall daily operations, manages staff, and works with chocolate suppliers and brands.

- **Customer Support Assistants (2):** Answer customer questions, help with order changes, support gift orders, and guide customers in choosing suitable chocolate products.
- **Accountant (1):** Manages online and cash payments, tracks sales income and expenses, and prepares monthly financial reports.
- **Delivery Staff (3):** Deliver orders to customer locations, verify items upon handover, and collect cash-on-delivery payments when needed.
- **Inventory & Stock Coordinator (1):** Manages chocolate stock, checks expiry dates, updates product quantities, organizes storage shelves, and prepares items for packing.
- **Packing & Quality Assistant (2):** Checks chocolates before packing to ensure they are in good condition, prepares packages securely, and handles gift wrapping.
- **Marketing Assistant (1):** Promote offers, manage social media posts, and design campaigns for special occasions.