

Feedback:

-The business description is Good/Reasonably. It avoids software features and focuses on high-level business services.

Overall Evaluation: Good/Reasonable (A-): needs improvements



Birzeit University

Department of Computer Science

COMP433: SOFTWARE ENGINEERING

Business Definition

Chocolate Shop

Team Members:

- | | | | |
|----|-----------------|---------|-----------|
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Good Addition of your Team Details: Name of members, IDs, **Group No**, as a **separate page-ADD ROLES**

1. Business Overview

Good description of the business.

This is software description of a future features. The business overview should focus on the current business reality, not the features or goals of the future software system.

The business is a chocolate shop that sells a variety of national and international brands. Customers browse the available chocolates. If needed, customers request home delivery for their purchased chocolate, by providing their address at checkout. The physical store serves as the main location for all operations, including packaging, and in-person customer interactions. The software system to be developed will support the in-store sales process, inventory tracking, packaging requests, and managing optional delivery orders.

2. Services Offered

Excellent. the services you have mentioned are mentioned in a high-level business way.

- **In-Store Chocolate Sales:** Customers visit the shop, browse different chocolate brands and products, and purchase items directly at the sales counter.
- **Healthy and Special Options:** The shop offers sugar-free, high-protein, and dark chocolate options suitable for health-conscious customers.
- **Gift and Packaging Service:** Customers can request standard or special gift packaging at the time of purchase.
- **Product Inquiry Service:** Staff help customers answer questions related to chocolate types, ingredients, prices, availability, and suitable choices for different occasions.
- **Home Delivery Service:** For customers who prefer not to carry their purchase or buy gifts, the store can arrange delivery to a specified address.
- **Payment Handling:** Customers can pay in cash or by card in the store.

3. Usage and Operations

Good. However, you have mentioned the expected customers per month. You also need to specify the maximum workload of your business.

- The chocolate shop is expected to serve between 600 and 800 customers per month, averaging around 20–30 in-store customers per day. Customer numbers increase significantly during holidays and special occasions such as Eid due to the higher demand for chocolate gifts and gift boxes, with peak monthly visits reaching up to 1500 customers.
- The shop will offer approximately 40 to 50 chocolate brands, including different flavors, sizes, and healthier options such as sugar-free and dark chocolate.
- Monthly sales are estimated based on total chocolate weight and item count, with expected daily sales of roughly 10 kilograms of chocolate products.
- The shop operates every day from 10:00 AM to 10:00 PM, with staff working in shifts to cover opening hours and serve customers continuously.
- Delivery services operate daily until around 8:00 PM to allow sufficient time for preparing, packaging, and delivering orders requested during the day.

This section should be named "Business Capacity" rather than "Usage and Operations"

4. Business Processes

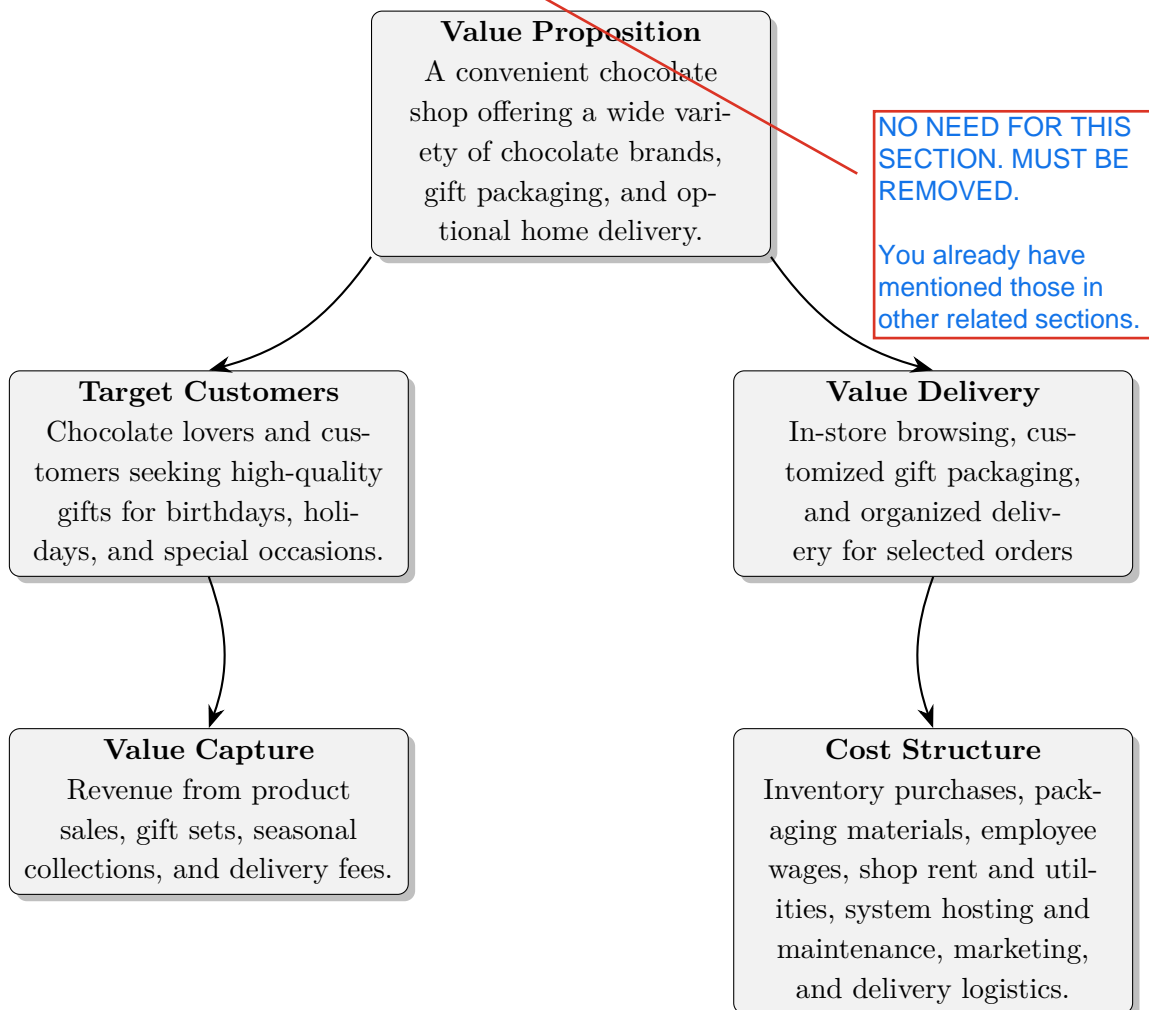
The chocolate shop operates through several core business processes.

- **In-Store Purchasing Process:** Customers enter the shop, browse the shelves, receive assistance from staff if needed, select their chocolates, and pay at the counter using cash or card.
- **Gift Packaging Process:** When customers request special gift packaging, staff prepare the chocolates in suitable gift boxes or wrappings, optionally including a message card.
- **Delivery Request Process:** If home delivery is requested, the employee records the delivery address and then the order is scheduled for delivery.
- **Inventory Management:** Stock levels are monitored regularly, suppliers are contacted for restocking, and products are checked to maintain freshness and availability.

specify the employee roles responsible for monitoring stock or scheduling the order.

Customer Support and Inquiry Process: Staff answer customer questions about products, helping them choose suitable chocolates for different events.

5. Business Model Overview



6. Employees & Roles

The chocolate shop is expected to begin operations with a team of 8–12 employees, each playing a key role in ensuring smooth and efficient daily activities. The roles and their responsibilities are outlined below:

Role	Responsibilities
Business Owner / General Manager	Defines the overall vision and strategy of the chocolate shop, sets pricing and policies, manages supplier contracts, and oversees financial performance and planning.
Inventory & Supplier Manager	Maintains supplier relationships, oversees stock levels, and ensures that all chocolate products remain fresh, high-quality, and available.
Packaging Staff (2–3 employees)	Prepare and package customer orders according to the selected packaging type, ensuring product safety and attractive presentation, especially for gifts.
Delivery Coordinator	Organizes delivery schedules, plans routes, and assigns orders to delivery personnel to ensure timely and efficient deliveries.
Delivery Personnel (2–3 drivers)	Deliver customer orders professionally and on time while maintaining product quality during transportation and following the planned routes.
Customer Service Agent	Handles customer inquiries, complaints, refunds, and return requests, ensuring customer satisfaction and maintaining a positive relationship with visitors.
Marketing Specialist	Manages in-store and online promotions, social media pages, advertising campaigns, and seasonal marketing strategies to attract and retain customers.
Technical Support Officer	Maintains the internal system used at the shop, updates product information, monitors system performance, and resolves technical issues.
Accountant / Finance Officer	Tracks revenues and expenses, prepares basic financial reports, and ensures proper financial documentation for the business.

This is not role that is related to the core business and should be removed.
This is because the business staff only includes people who sell chocolate, manage inventory, handle money, and deliver packages. They do NOT include programmers, system administrators, or technical support, as those are the roles the development team to fulfill.

You need to mention current similar Business Challenges or Problems to justify the need for your new system