BUSINESS CASE	
Proposed Project	A classified ad type site, in which users can browse, post and communicate about the second-hand book market. The app will help guide users to see relevant material to their scholarly needs, while also encouraging users to buy and sell at reasonable prices.
Date Produced	10-14-2020
Background	Students in general pay a lot of money for post-secondary education. We believe they shouldn't have to. A way we could help is by trying to reduce the cost of textbooks. We believe then our best course of action is to encourage the second-hand book market.
Business Need/ Opportunity	Student's don't want to pay exorbitant fees for their textbooks, but in most cases it is their only perceived option. If we could become an alternative to the traditional purchasing method , We feel many dissatisfied students would be willing to try and use our product.
Options	1. Focus on becoming a host for purely advertisement of selling and buying, not getting involved in the actual purchasing ability. 2. Allow users to purchase textbooks from others through the website while still displaying ads (ie ebay) 3. Become a vendor for second-hand textbooks 4. Do nothing.
Benefit/Risk Analysis	

Option #	Benefit	Risk/Drawback
#1	● Simplest feasible product ● Smallest amount of time required for a feasible product ● Limited ongoing risks (no payment chargebacks etc)	● May not have enough features to drive engagement.
#2	● Most robust/potentially more uses. ● Potentially more to be made on fees if we decided to monetize ● A separation of buyers and sellers contact, maybe safer.	● Accepting users payments requires accepting responsibility for their money ● Requires more work in the same time period, reduced quality

#3	● The most amount of money to be made in a store if successful. ● Traditionally understood by most.	● Accepting users payments requires accepting responsibility for their money ● Doesn't achieve our goals in the most efficient manner ● Requires the most amount of work. ● Requires a physical location for inventory
#4	● Don't have to do any work	● Project mandatory for credit in course

Recommendation

#1 or #2