

Mubarak Products Business Analysis

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Introduction

Mubarak Products is a family-owned business, currently managed by my mother, and has been established for over a decade. The business operates from our house, located in Galle, Sri Lanka. The business mainly produces Maldives Fish Fry, widely known as *Maashi Porial Sambol* in Sri Lanka. In addition, the business offers other products such as dry fruit chutney and *Achcharu* (pickle). These products are currently available in a few well-known food cities in the area.

Problem

The business faces several issues:

1. **Financial Oversight:** The business is currently managed by my mother, who does not monitor the financial aspects, such as profit or loss.
2. **Pricing Issues:** There is no proper method to determine the product's MRP. For example, the product has been sold for LKR 900 at our house and LKR 1000 in food cities for over 2 years, regardless of fluctuations in raw material costs, such as onions and dried Maldives fish.
3. **Delivery and Order Handling:** When relatives or acquaintances from distant locations request the products, my mother accepts to deliver them through intermediaries without adjusting prices for delivery or distance.
4. **Lack of Digital Presence:** There is no proper web application or order-handling process for the products.

Affected Parties: Mother, customers

Why It Matters:

- The business cannot track profits or losses accurately.
- There is no proper management system in place.
- No formal delivery charges or methods exist.
- Pricing is inconsistent and does not reflect changes in raw material costs.

Solution - These challenges make it difficult to scale the business or expand sales beyond local areas. A structured business analysis and system improvement could solve these issues

Goals and Objectives – Mubarak Products

1. Improve Financial Management:

Develop a structured system to monitor income, expenses, and profit margins, enabling clear financial visibility for decision-making.

2. Standardize Product Pricing:

Establish a consistent pricing model that dynamically reflects fluctuations in raw material, labor, and packaging costs.

3. Enhance Order and Delivery Process:

Design an organized delivery and order management system to streamline customer requests and minimize manual errors.

4. Establish a Digital Presence:

Implement a simple online platform or web application to allow customers to place and track orders digitally, improving accessibility and reach.

Stakeholder Analysis

Stakeholder	Role	Interest / Influence	Expectations
Business Owner (Mother)	Decision Maker	High	Clear visibility of profit, expenses, and overall performance through a systematic dashboard.
Customers	End Users	Medium	A simple, convenient process to view products, place orders, and receive timely delivery.
Suppliers	Raw Material Providers	Low	Consistent communication and timely payment for supplies.
Laborers (Cooks, Workers)	Production Staff	Medium	Stable workload, organized schedules, and fair compensation.
Asyad Nazeem	Business Analyst / Project Initiator	High	Modernize operations through structured analysis and digital transformation.
Retailers / Food Cities	Distributors & Sellers	Medium	Regular inventory updates and timely product restocking.
Potential Online Users	Future Customers	Medium	A user-friendly, secure, and reliable online purchasing experience.

Requirement Elicitation

Method	Description	Reason for Use
Interview (Business Owner)	Conduct one-on-one discussions with the business owner to understand current operations, pain points, and future expectations.	Provides firsthand insights into business challenges and strategic needs.
Document Review	Examine existing financial records, receipts, and sales notes to identify spending trends and profit margins.	Helps validate and quantify issues related to financial tracking and pricing.
Observation	Observe daily operations, including production, packaging, and delivery handling.	Allows identification of inefficiencies and real workflow issues that may not be mentioned in interviews.
Questionnaire	Share a short survey with regular customers, relatives, and food city retailers.	Gathers feedback on customer satisfaction, pricing perception, and ordering convenience.

Business Requirements

1. Financial Tracking:

The business should have a system to record and monitor income, expenses, and overall profitability.

2. Delivery and Pricing Standardization:

Introduce a structured delivery process with defined delivery charges based on location and order size.

3. Dynamic Product Pricing:

Implement a method to standardize and periodically adjust product prices based on changes in raw material, packaging, and labor costs.

4. Digital Sales Channel:

Develop a website to enable customers to view products, place orders online, and receive confirmation or delivery updates.

5. Raw Material Management:

Create a process to manage raw material purchasing, stock levels, and usage to reduce waste and ensure cost efficiency.

Functional Requirements (FRD Phase)

1. Financial Tracking

Business Requirement: The business should allow tracking of financial expenses.

Functional Requirements:

- The system shall allow users to record daily income and expenses.
 - The system shall allow users to log manual cash or credit sales.
 - The system shall calculate profit or loss automatically based on entered data.
 - The system shall generate monthly and annual financial summary reports.
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2. Delivery and Pricing Standardization

Business Requirement: Introduce a structured delivery process with defined delivery charges.

Functional Requirements:

- The system shall allow users to add delivery details such as destination, distance, and delivery charge.
 - The system shall calculate delivery costs automatically based on distance or zone.
 - The system shall include delivery charges in the final order total.
 - The system shall generate a delivery summary report (by date, location, or customer).
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3. Dynamic Product Pricing

Business Requirement: Implement a method to standardize and adjust product prices based on raw materials and labor.

Functional Requirements:

- The system shall allow users to input updated raw material and labor costs.
 - The system shall automatically recalculate product prices based on cost changes.
 - The system shall maintain a history of past prices and updates.
 - The system shall generate pricing trend reports for management review.
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4. Digital Website (E-Commerce Platform)

Business Requirement: Develop a website to handle online customers and streamline orders.

Functional Requirements (Customer Side):

- Customers shall be able to create accounts and log in securely.
- Customers shall be able to browse and view product listings with images and descriptions.
- Customers shall be able to add products to the shopping cart and view total costs.
- Customers shall be able to select delivery methods and input delivery addresses.
- Customers shall be able to choose payment methods (e.g., cash on delivery, online payment).
- Customers shall be able to view order details, track order status, and provide feedback.
- Customers shall be able to view their past order history.

Functional Requirements (Admin Side):

- Admin shall be able to view and manage all incoming orders.
 - Admin shall be able to confirm, update, or cancel orders.
 - Admin shall be able to add manual orders (offline orders).
 - Admin shall be able to generate sales and order reports.
 - Admin shall be able to manage product details (price, stock, description).
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5. Raw Material Management

Business Requirement: Create a process to manage raw material purchasing, stock levels, and usage.

Functional Requirements:

- The system shall allow users to record raw material purchases and suppliers.
- The system shall automatically update stock levels based on usage or production quantity.
- The system shall alert users when stock levels fall below a minimum threshold.
- The system shall generate raw material usage and cost reports

AS-IS Process: Current State of Mubarak Products

The current business operations are **completely manual** and not systemized. The process works as follows:

1. Production:

- The business owner (Mother) prepares a new batch of products whenever stock levels appear low.
- All production activities are handled manually, including ingredient measurement and mixing.
- Packaging is done in two forms: glass bottles (200g) and plastic packages (200g), both done manually.

2. Distribution to Supermarkets:

- The owner personally calls supermarkets and food cities to check their current stock levels.
- Deliveries are arranged informally, and records are maintained on handwritten notes or bills.
- There is no structured tracking of which products were sent where or at what cost.

3. Direct Customer Sales:

- When customers visit the home to purchase, sales are made without generating receipts or recording the transaction.
- There is no consistent record of daily or monthly sales performance.

4. Financial Management:

- The owner does not maintain formal income or expense tracking.
- No reports are generated for profit, loss, or pricing analysis.

TO-BE Process: Proposed Future State after System Implementation.

With the new digital system in place, the process will become **semi-automated and well-structured**:

1. Production and Cost Entry:

- Before starting production, the owner will record all raw material purchases, labor, and packaging costs into the system.
- The system will automatically calculate the total batch cost and recommend an MRP (Maximum Retail Price) based on profit margins.

2. Inventory and Distribution:

- After production, the owner will enter the number of products distributed to each supermarket.
- The system will update stock levels and maintain a record of deliveries and payment due from each retailer.

3. Customer Orders (Online & Manual):

- Customers will be able to browse products, place orders, choose delivery options, and make payments through the website.
- For in-person or manual sales, the owner can record transactions through an admin panel.
- Receipts will be auto-generated for all orders.

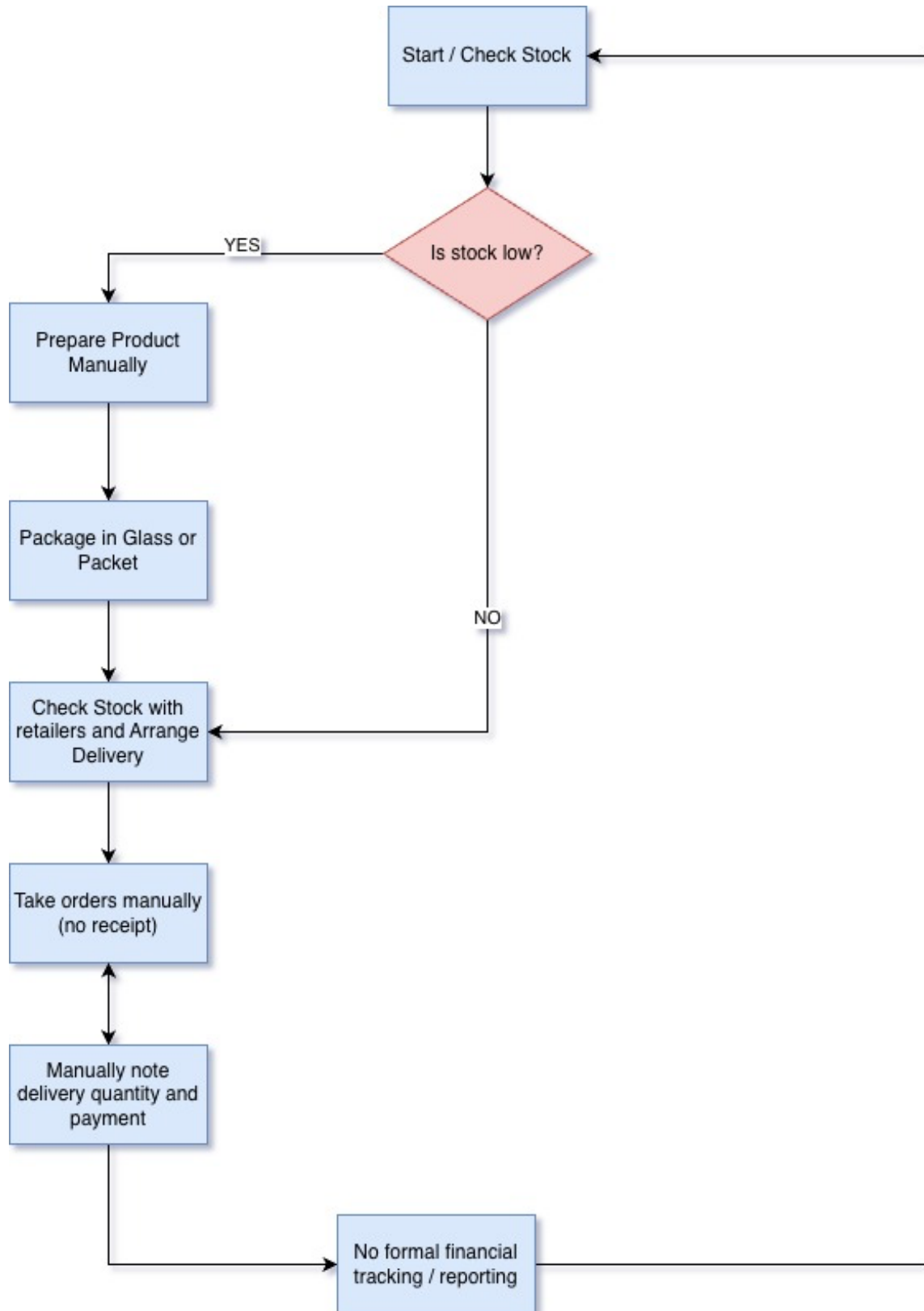
4. Financial Tracking and Reporting:

- The system will maintain a digital ledger of income and expenses.
- Monthly, quarterly, and annual financial reports can be viewed by the owner.
- Profit and loss statements will be generated automatically.

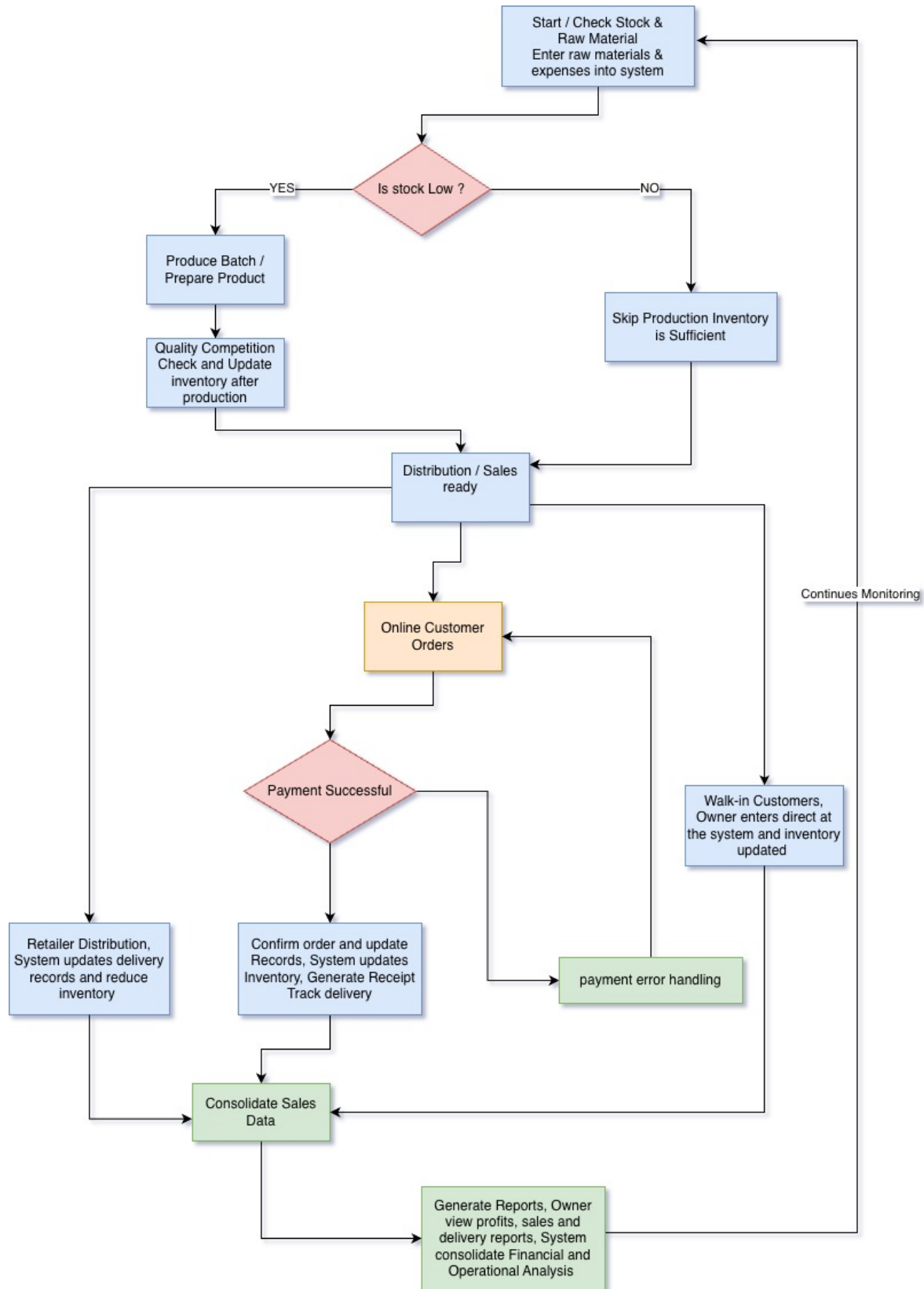
5. Improved Customer Experience:

- Customers will be able to view order history, track delivery status, and submit feedback online.
- The system ensures pricing consistency and transparency across all sales channels.

AS-IS Process: Diagram



TO-BE Process Diagram



Functional Requirement

ID	Requirement Description
FR1	The system shall automatically calculate batch cost and determine MRP based on raw material, labor, and packaging expenses.
FR2	The system shall track inventory for both raw materials and finished products in real-time.
FR3	The system shall allow customers to create accounts and log in securely.
FR4	The system shall handle online orders, including payment processing, order confirmation, delivery scheduling, and order tracking.
FR5	The system shall allow the business owner to manually record walk-in customer sales.
FR6	The system shall generate financial, sales, and inventory reports for analysis.
FR7	The system shall maintain retailer distribution records and generate corresponding delivery reports.

Non-Functional Requirement

ID	Requirement Description
NFR1	The system shall be responsive and user-friendly across all devices.
NFR2	The system shall update inventory in real time after each transaction or production update.
NFR3	Reports shall be downloadable in PDF or Excel format.
NFR4	The system shall ensure secure online payment processing using industry-standard encryption.
NFR5	The system shall ensure data security and support scalability to handle future product and user growth.

Data Requirement

Entity	Description
Raw Material	Details of all ingredients used (e.g., Maldives fish, onions, oil)
Product	Finished goods such as Maashi Porial Sambol, Pickle, Chutney
Batch	Production batch containing quantity, date, cost, and calculated MRP
Customer	Includes both online and walk-in customers
Order	Orders placed by customers (online or manual)
Payment	Records of payments, payment methods, and status
Retailer Distribution	Products supplied to supermarkets/shops
Report	Financial, sales, or stock reports generated by the system
User (Admin)	The business owner or authorized staff who manage operations

Raw Material Table

Field	Description	Type
RawMaterial_ID	Unique identifier	Integer
Name	Raw material name	String
Unit_Cost	Price per unit (kg/L)	Decimal
Quantity_Available	Stock available	Integer
Supplier	Supplier name	String

Product Table

Field	Description	Type
Product_ID	Unique identifier	Integer
Product_Name	Product name	String
Batch_ID	Links to batch	Integer
MRP	Selling price	Decimal
Stock_Quantity	Units available	Integer
Packaging_Type	Bottle or Packet	String

Batch Table

Field	Description	Type
Batch_ID	Unique identifier	Integer
Production_Date	Date of production	Date
Total_Cost	Calculated cost of batch	Decimal
MRP_Calculated	System-calculated MRP	Decimal
Quantity_Produced	Total items made	Integer

Customer Table

Field	Description	Type
Customer_ID	Unique identifier	Integer
Name	Customer name	String
Contact	Phone/email	String
Address	Shipping/billing address	String
Customer_Type	Online or Walk-in	String

Order Table

Field	Description	Type
Order_ID	Unique identifier	Integer
Customer_ID	Linked customer	Integer
Product_ID	Product ordered	Integer
Quantity	Units ordered	Integer
Total_Amount	Order total	Decimal
Order_Date	Date/time of order	Date
Order_Type	Online or Walk-in	String
Status	Pending / Confirmed / Delivered	String

Payment Table

Field	Description	Type
Payment_ID	Unique identifier	Integer
Order_ID	Linked order	Integer
Payment_Method	Cash / Card / Online	String
Payment_Status	Success / Failed / Pending	String
Payment_Date	Date/time	Date

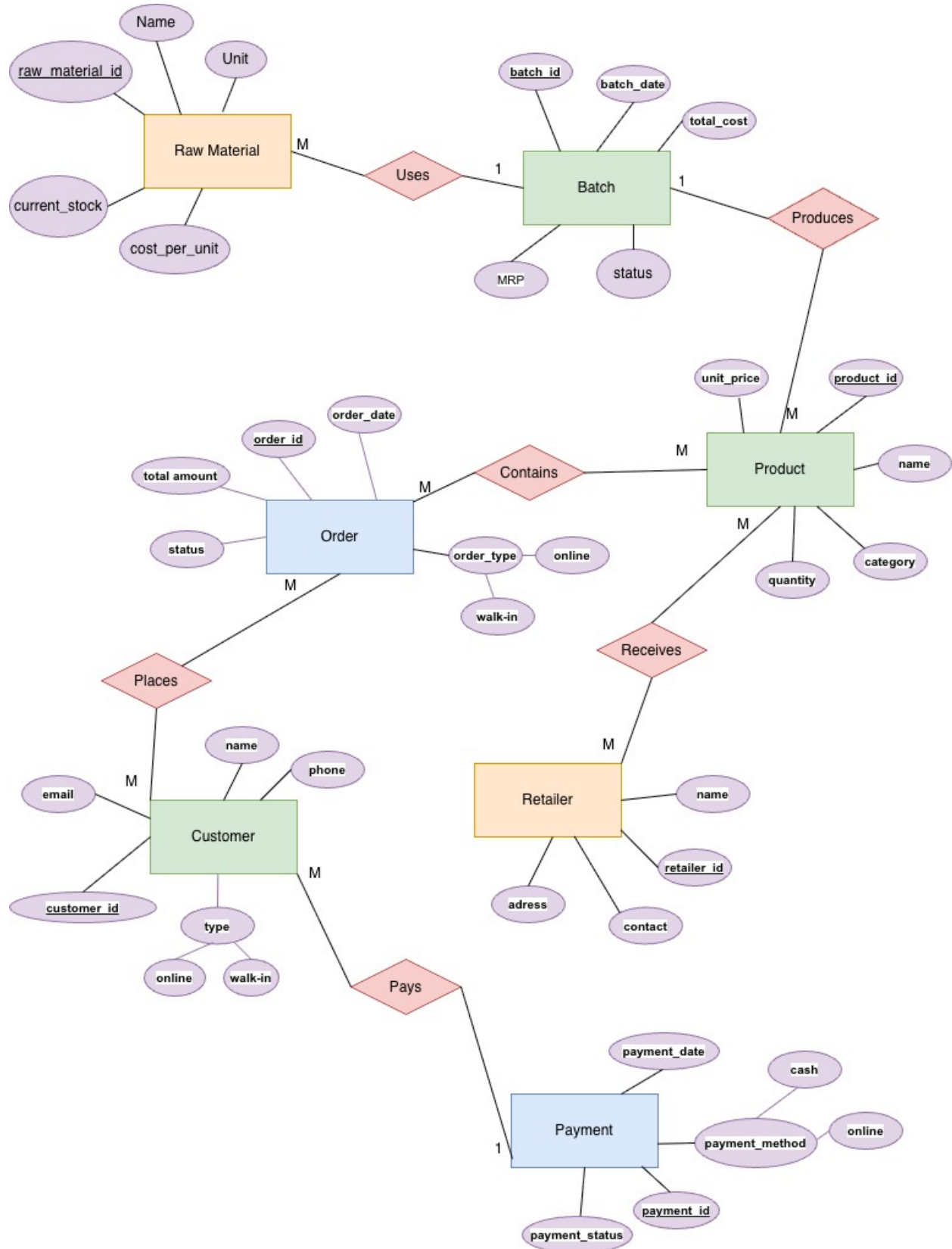
Retailer Distribution Table

Field	Description	Type
Distribution_ID	Unique identifier	Integer
Retailer_Name	Shop or distributor	String
Product_ID	Linked product	Integer
Quantity_Sent	Units sent	Integer
Delivery_Date	Date of delivery	Date
Payment_Status	Paid / Pending	String

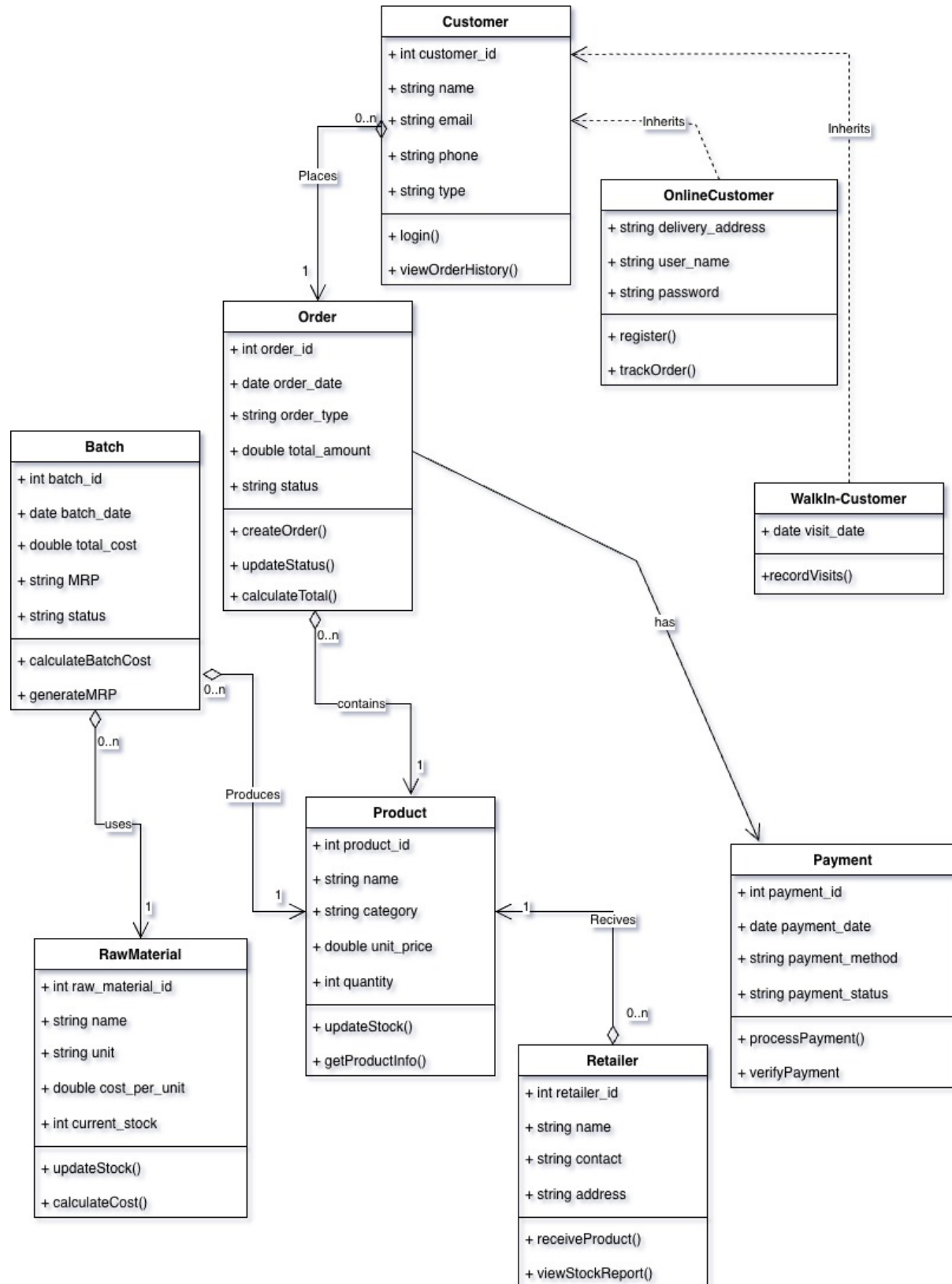
Report Table (System Generated)

Field	Description	Type
Report_ID	Unique identifier	Integer
Report_Type	Financial / Sales / Stock	String
Period	Month / Week / Custom	String
Generated_By	User_ID	Integer
Generated_Date	Date/time	Date

ER Diagram



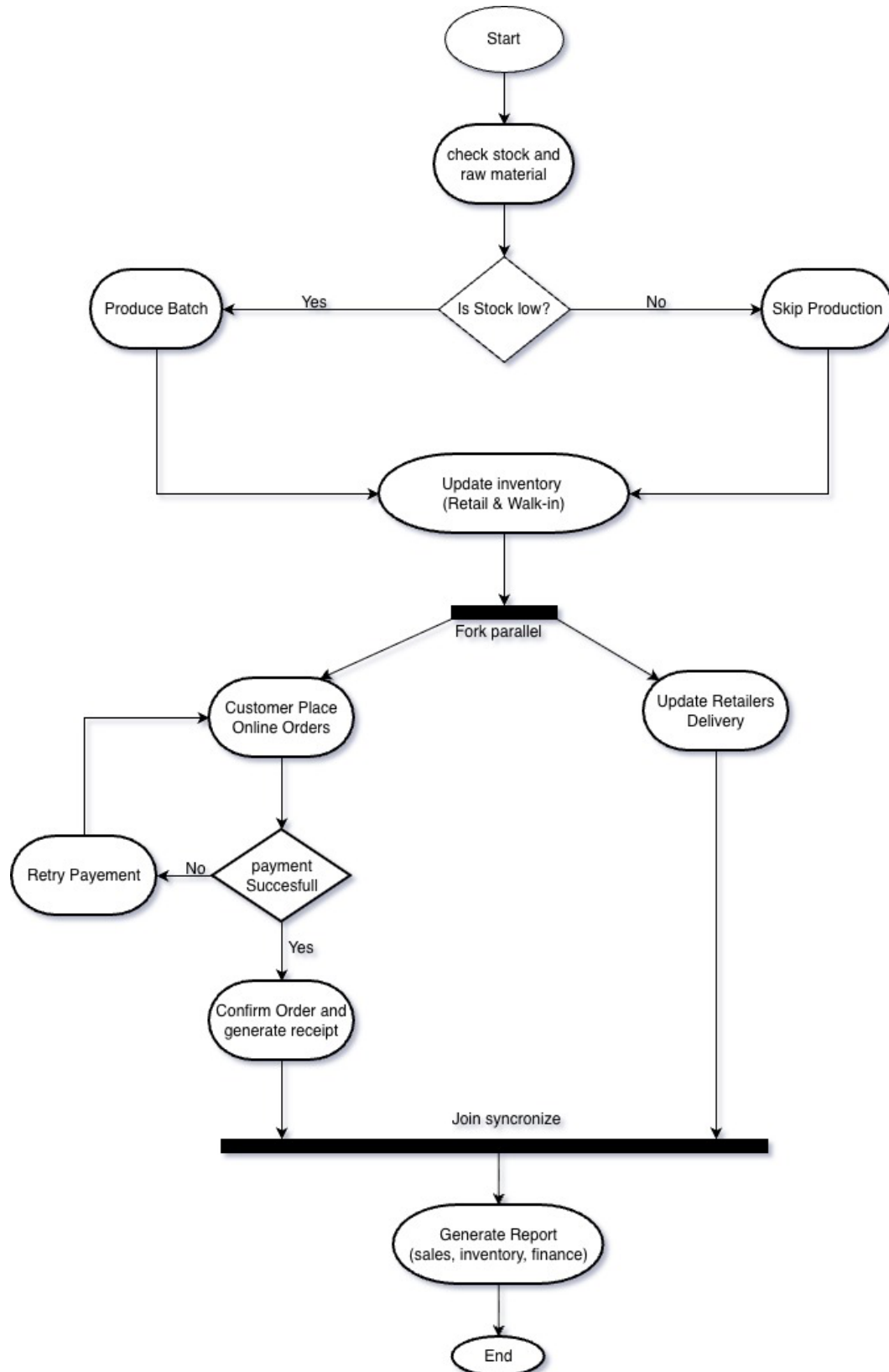
UML Class Diagram



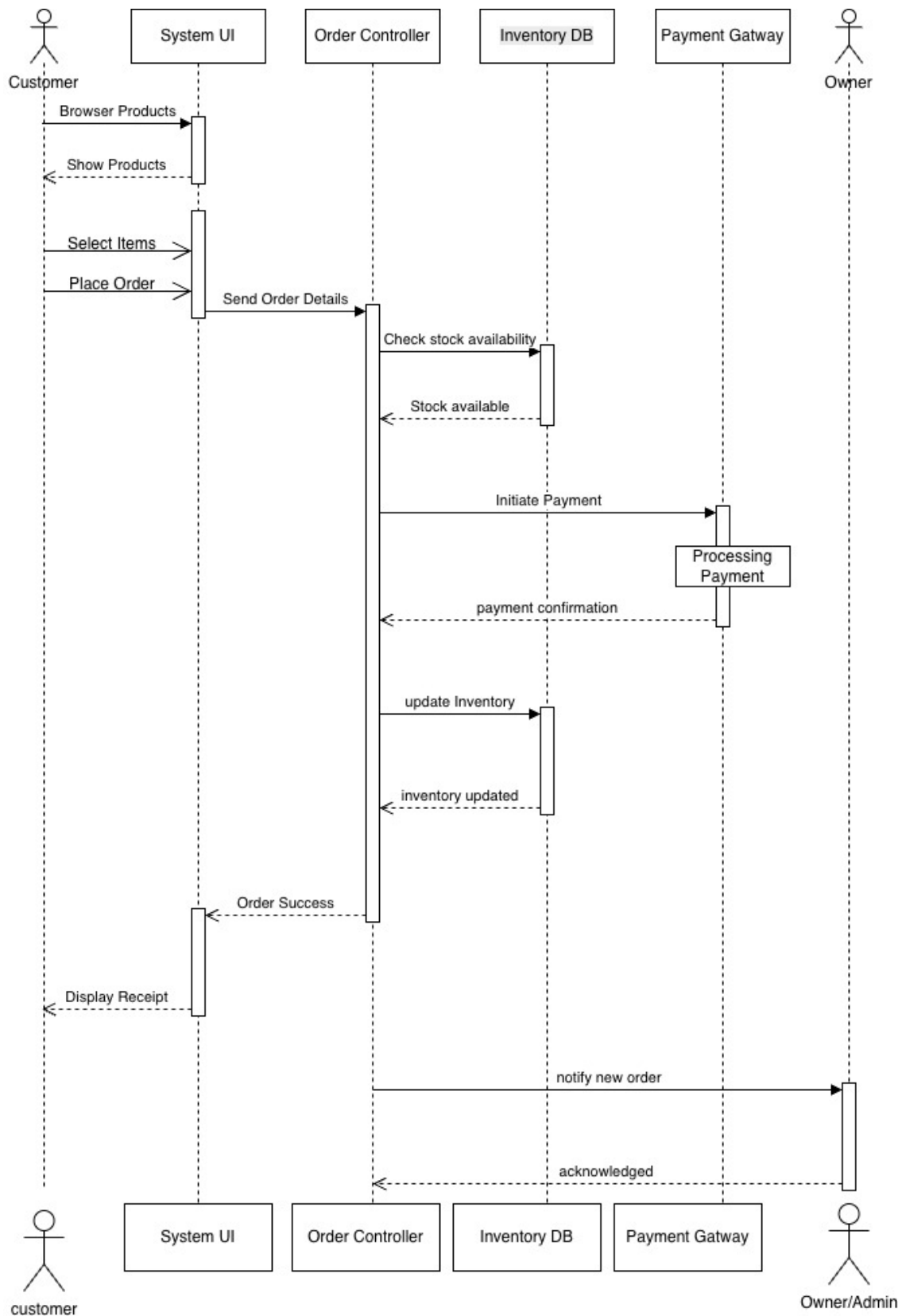
UML Use case diagram



UML Activity Diagram



UML Sequence Diagram



Conclusion

The implementation of this proposed system will digitalize Mubarak Products' operations, improve cost transparency, and establish a foundation for scalable growth through online sales.