**Executive summary – Sprint 0**

**Problem:**

The waste and difficulty of the consumers to buy bread are recurrent problems in the local community. The businesses that sell bread confront the uncertainty of not selling all of their product, which produces economical losses and a waste of product highly consumed by chileans.

On the other side, consumers often can not find bread when they need it, which produces dissatisfaction and reduces the frequency at which they buy on their local stores, preferring another chain of more popular businesses.

**Solution:**

The PANAP application, it is a mobile platform designed that connects users to local businesses that sell bread. Allowing consumers to visualize a map with all of the near local businesses that have bread available, with options that indicate "Available", "Not much", "No bread", "Closed".

The users will be able to directly reserve bread through the application, guaranteeing their buy and reducing uncertainty about availability.

At the same time, the businesses will be able to manage their bread inventory, update their availability on real time and handling the reserves made by the users, securing a more efficient and secure sell. And with every payment made, they can manage their costs and show more transparency in the process.

**Results:**

The PANAP implementation will offer multiple benefits both for consumers and for local businesses.

For consumers, the application will provide a fast and easy way to localize and reserve bread, improving their buying experience and satisfaction. The local businesses, on the other way, will obtain an effective tool that reduces bread waste, optimizes daily sales and improving their reserves management, which will result on a boost on sales and a more efficient operation that will results on less losses.

Also, by allowing consumers to make reserves, it will stablish a more stable and trustworthy relationship between businesses and clients, fomenting loyalty and support to local businesses.

This will not only contribute to businesses sustainability, but also promote less bread waste.

**Follow up steps:**

* Communication with businesses: We have to get closer to commercial businesses, and be able to recognize which ones are interested on the application.
* Application development: The first step is to design and develop the PANAP application, making sure that all features described are implemented in an efficient and effective way. This includes development of the user interface, integration of a system with interactive maps, the feature of reserves, and the capacity of businesses to manage their inventory in real time.
* Updates: There will be periodic updates to better the user experience and adding new features as they come.