Business Case for a platform of errand delivery service in the same city based on crowdsourcing model

Date	Version	Editor	Notes
12. 6. 2018	v1	Bin Ren	I finish version 1 of business case.

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Date: 12. 6. 2018
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1. Introduction/ Background

Crowdsourcing makes time for fragmentation more valuable. With the development of Internet and sharing economy, why can't we open the delivery service mode casually, since drivers can pick up and deliver customers on their way home? With the rise of UBER, crowdsourcing model based on mutual assistance behavior is becoming more and more popular.

This project is a crowdsourcing logistics platform based on mobile Internet and shared economy, which can attract full-time and part-time distribution personnel with free time, and provide real-time information push and the whole process of distribution monitoring service.

2.0 Business Objective

The objective of our business is bring the platform to market and successfully get the payback within three years.

Program a platform of errand delivery service in the same city based on crowdsourcing model include
-Order Provider Application(Android)
-Deliverymen Application (Android)
-Platform (Web-Based)

3.0 Current Situation and Problem/Opportunity Statement

Compared with meituan, elm and those kind of Internet commercial apps, our apps have great advantages. This type of app only covers one aspect, such as the meituan and elm is focusing on takeout, but our platform can cover every aspect in people's lives.

4.0 Critical Assumption and Constraints

This project may have some problems, such as some users think that in the process of using, they will think that the app is not safe enough and it is easy to reveal personal privacy.

5.0 Analysis of Option and Recommendation

During the development of this project, our team should pay more attention to the security especially for the users' personal privacy.

6.0 Preliminary Project Requirements

Users with delivery requirements can publish tasks through order provider application.
Order Providers have the following functions,
-Set up different service types (takeout, small package or large package) and other -important information
-Release orders in missions
-Real time monitor(order status)
-Orders are finished
-Evaluate the service

Deliverymen can download our Deliverymen Application to get orders and get rewards by completing these delivery orders.
Deliverymen have the following functions,
-Users need to upload ID cards (be reviewed by platform)
-Receive the order
-Pay deposit(according to the value of goods)
-Take and send the goods
-Finish the orders

Web platform collect delivery tasks and assign them to order receivers.
Order management have the following functions,
-cancel the order
User management
-Deliverymen(by star rank)
-Blacklist(publish the wrong information of orders)

7.0 Budget Estimate and Financial Analysis

According to the budget estimation, this development process will totally cost about 8800 dollars. The equipment will cost about 250 dollars every year. As for the platform maintenance, it will cost about 150 dollars every year. The tutor guidance fee will cost about 25560 dollars.

As for the financial analysis, we made a financial analysis and our team will able to get
the payback in the third year.

8.0 Schedule Estimate

Our project are planned to finish within 6 months and we also plan a gantt chart in detail.

9.0 Potential Risks

The risks that our team may meet is mainly for the development process. Those risks are listed in the lise of risk document in detail.

10.0 Exhibits

Exhibit A: Financial Analysis
Exhibit B: Gantt chart
Exhibit C: List of risk
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