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Client: Anas & Moustafa

Table of Contents

Statements.....	3
Executive Overview	4
About.....	5
Business Domain	5
Business Environment	5
Client Description.....	6
Business Problem	6
Open Questions.....	7
Questionnaire.....	8
About the Business Owner	8
About the Business.....	8
Features & Functionality of Application:	9
Bibliography.....	10

Statements

Code from our eCommerce class will be used for certain features of this project.

We, the Purple Team, ensure that this document is our own work.

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Executive Overview

The second delivery of the project goes over our client's business in two different scopes. The general scope which is known as the business domain. This is about the operation of most ice cream shops. The other scope is more specific and is known as the business environment. Contrarily to the domain, the business environment is all about Sweemory, our client's business. We managed to accomplish these tasks by doing extensive research and communicating with our client during a second meeting. Our main topic of conversation is how the business is running in detail, some of the functionalities of the web application and the history of their ice cream shop.

Our primary findings were that they have competition from an established ice cream shop, a Dairy Queen, right around the corner. They buy their ingredients from retailers and do not buy in bulk. They check the expiration dates of these products manually on a regular basis. This is the main reason we decided to help them manage their inventory. In terms of functionality, since one of the owners is a software developer, he told us about some of the columns he wanted to see in the database tables. He wants there to be the following: product name, expiration date, stock numbers, date and, if possible, bar code when entered. Other than that, we know that our client also wants a login page with different permissions for each type of user.

About

Business Domain

When looking at the business domain of an ice cream shop, we can first talk about their main product, the ice cream. Do they buy it from somewhere or make it themselves? Most ice cream shops make their own ice cream so that they can have their signature flavors and differentiate them from competitors and established brands. Instead, they buy the ingredients from retailers.

Since we already mentioned competitors, there is also the possibility of other ice creams shops being near your location. Having competition can be intimidating, especially when your business is still new. If the clientele for ice cream in the area are loyal to the existing business, it will be hard to draw them away and get them to try something new. Therefore, a solution to competition would be having special items that make your business unique. Obviously, these items should not be completely unrelated to the main products of your business.

“It is projected that online ordering food revenue will rise to be \$220 billion in 2023 – 40% of restaurant sales”. (Engelhardt) With that being said, the importance of e-commerce will only grow and continue to generate revenue for restaurants and many different businesses.

Business Environment

At the moment, our clients run their business at a physical store where they sell their homemade ice cream and other desserts with the help of their employees. After observing their store location, there is a Dairy Queen located around the street corner. Having that, they are still currently a startup business. Knowing that the current market is online, they are trying their best to advertise their products through social media platforms like Instagram and Facebook to attract more customers. In addition, they are present on multiple Food Delivery Platforms, i.e., UberEATS, SkipTheDishes, and DoorDash. This helps customers order and receive their orders easily.

Client Description

Anas and Moustafa are brothers who immigrated here from Syria. They opened an ice cream shop less than a year ago which they run together. When they were still in Syria, Anas would work at a bakery which allowed him to get some experience in running a shop. Afterward, he and one of his brothers opened their own ice cream shop in Syria. However, when Anas move to Canada, he wanted to recreate the same environment of enjoyment he had back in his home country, which is why he and Moustafa opened their business here in Canada.

Regarding our client's computer knowledge, Moustafa is a software developer who is also knowledgeable about the Internet of Things. Additionally, before opening the shop, he worked with different independent companies providing and developing applications.

In order to keep track of their inventory, they would simply check on each product's best before/expiry date.

Business Problem

Our project will be resolving some of our client's business problems which are mainly related to inventory.

- The lack of efficiency in tracking products.
 - Having to check every single product's expiry date. Our client is having a hard time monitoring the expiration dates on their products.
 - Not easy to see all of their products in all of the storage.
 - Checking if the products are low in stock. Our client doesn't have a proper system that updates their inventory when people buy their products. Their inventory is also being affected by the products that were thrown away because they reached the expiration date.
- Being able to make use of or get rid of their products without waste.
 - Reducing food waste. Our client wants to add promotions when a product is reaching its expiration date.

Open Questions

Sweemory is a small business owned by two brothers, Anas and Moustafa. Originally, when they first opened the ice cream shop in August, Anas was running the shop by himself. His brother, Moustafa, started helping Anas with the business after some time since he is still attending classes on the Internet of things.

The first time our clients some products, they bought several containers of one product. They forgot to consider the expiration date as an issue for their business. After a couple of months, they noticed that they had a couple of boxes of chocolates that passed the expiration date and were forced to throw it all away. Since then, they have had no choice but to manually check the expiration dates for each product at the end of every month.

The team also learned that Moustafa attempted to create a website for their business. When we search for the name of the business on Google, we can find a link with the description of the business. However, the link does not lead to any specific website, they only created the domain for the site. They also attempted to make an inventory management system but abandoned that project for unknown reasons.

Questionnaire

About the Business Owner

Q: What did you do before running the shop?

A: [Anas] He once worked at a bakery but realized that that line of work was not for him.

[Moustafa] He has worked with multiple companies creating applications for them.

Q: Do you work full-time at the shop?

A: Anas is the one mostly working at the shop full time while Moustafa is continuing his education on the Internet of Things.

About the Business

Q: What made you decide to start this business?

A: in Syria, Anas owned an ice cream shop with his younger brother which is why he decided to open a new ice cream shop here in Canada.

Q: When did you open this business?

A: Anas first started this business on his own almost a year ago. However, he later got some help from his brother Moustafa. Now they both own and work at the shop.

Q: How do you handle your inventory?

A: They do everything manually. When they receive a product, they must look for the expiration date on the container in order to know when the product will expire. From time to time, they need to check the expiration date, so they do not sell any expired products.

Q: Where do they get their products from?

A: They used to get their products from suppliers, but they had problems where they sent almost expired products to them. Currently, they mostly buy their products from Costco or any wholesale store.

Q: Do you have your own website?

A: They have a domain that they own in which they tried to have a prototype website for their store.

Q: What do you do for advertising?

A: They are currently doing some advertisements on their social media accounts, but they have also made several ads which they displayed on delivery sites.

Features & Functionality of Application:

Q: What would you like to see regarding the application?

A: They would like:

- Login feature
- Different permissions for different users.
 - Normal users would only be able to view the products and check their statuses while admin users can have access to everything including editing the product's details.
- User should be able to select from a list of products to minimize their search (checkboxes). Some products should allow you to choose from different flavours (checkbox) while others only allow you to pick one (radio button).
- Notification when products are about to expire or about to run out.
- If possible:
 - Scan their products and the information would fill in on its own.

Bibliography

Engelhardt, C. (2022, March 21). *25 Most Influential Online Ordering Stats To Know In 2023*. Retrieved from MadMobile: <https://madmobile.com/blog/online-ordering-stats/#:~:text=Over%2080%25%20of%20restaurants%20are,%2040%25%20of%20restaurant%20sales>