

# **Business Requirement Document (BRD)**

## **Title: Local Business Digital Transformation System.**

### **1.Introduction**

This Document outlines the needs, goals, and scope of the project aimed at addressing the challenges faced by local businesses in competing with larger chains and online retailers. The document provides detailed insights into the project's objectives, stakeholders, to ensure a clear understanding of the solution being developed.

#### **a. Purpose**

The aim of this project is to create a complete solution that makes it possible for small businesses to compete more successfully by increasing their online visibility with variety products, boosting client interaction, and simplifying daily tasks. By using this service, small companies will be able to increase customer loyalty by promoting events or special deals, manage inventory effectively, and draw in new clients.

#### **b. Project Overview**

This project involves the development of a platform tailored to the needs of local businesses. The platform will offer features such as:

- ✚ Online storefronts for local businesses.
- ✚ Tools for promoting products and events.
- ✚ Inventory management and customer relationship management (CRM) integration.

The platform will be designed with user-friendly interfaces for both business owners and customers, with an emphasis on ease of use and scalability. It will also include features to support online transactions and virtual events to engage customers.

### **2.Business Objectives**

- ✚ Increase the visibility of local businesses through improved online presence.

- ✚ Improve customer retention by offering loyalty programs and promotions.
- ✚ Streamline business operations, reducing inventory management time.
- ✚ Facilitate digital transformation for local businesses, enabling them to compete with larger chains and online retailers.

### **3.Stakeholders**

- ✚ **Local Business Owners:** Need tools to manage inventory, promote events, and increase visibility.
- ✚ **End Customers:** Require an easy-to-use platform to discover local businesses, order varied and qualitative products, and engage with events.
- ✚ **Development Team:** Responsible for designing and building the platform.
- ✚ **Project Manager:** Oversees project timelines, resource allocation, and delivery.
- ✚ **Marketing Team:** Responsible for promoting the platform to businesses and customers.

### **4.Use Cases**

#### **Use Case 1: Search for Local Products**

- ✚ As a consumer, I want to search for products and services offered by local businesses, so that I can easily discover and purchase from them.

#### **Use Case 2: Manage Inventory**

- ✚ As a local business owner, I want to easily update and manage my inventory through the platform, so that I can ensure accurate stock levels for online orders.

#### **Use Case 3: Promote an Event**

- ✚ As a bookstore owner, I want to create and promote an online event (e.g., book readings), so that I can engage with my customers and drive traffic to my store.

### **5.Project Constraints**

- ✚ **Timeline:** The platform must be developed and launched within a timeframe to coincide with a planned marketing campaign.
- ✚ **Technical Limitations:** Integration with third-party services, such as payment processors, may introduce dependencies that could delay the project.
- ✚ **Technical Expertise:** Many local businesses may not have advanced technical skills, necessitating a user-friendly and easily implementable system.
- ✚ **Scalability:** The platform must be flexible enough to accommodate businesses of various sizes and types while allowing for future growth and additional features.

## **6.Acceptance Criteria**

- ✚ The platform must provide user-friendly interfaces for both business owners and customers.
- ✚ The system should support concurrent users without performance degradation.
- ✚ Local businesses must be able to manage inventory, create promotions, and offer online orders.
- ✚ Customers should be able to search for products, place orders, and participate in virtual events.
- ✚ The platform should be secure, meeting industry standards.

## **7.Conclusion**

This project aims to empower local businesses by enhancing their digital presence, streamlining operations, and improving customer engagement. By providing tools for inventory management, event promotion, and online ordering, the platform will help local businesses attract new customers, retain existing ones, and compete more effectively with larger retailers. The outlined requirements, scope, and use cases ensure a targeted approach to addressing the specific challenges these businesses face.

With clear objectives and acceptance criteria, the platform will offer a user-friendly, scalable solution that supports both business owners and consumers. By delivering this project within the specified constraints, the platform will contribute to the sustainability and growth of local businesses, fostering stronger community connections and improving their economic

resilience. The successful implementation of this platform will not only boost the competitiveness of local businesses but also support the broader community's economic and social well-being.