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Economic Report

Company name : WallPaint

Project name : SAE-345

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1 Executive summary

The company WallPaint sells paint. It's goal is to reach for anyone who is an art enthusiast or just want paint over your new house, protect it, isolate it. There's no particular target for this company, they provide a large diversity in their products making it attractive for every generation and purpose regarding paint.

2 Market analysis

The paint market is quite the active one in France. This market reached 112 billion euros in 2020 and it is still raising to this day. This increase is possible due to the online market on the internet, and of course, the recent pandemic is also responsible for that increase. The sales studied by the professionals of the panel iCE 100 found that same result making that market quite interesting and worth investing in. However, the fact that this increase is lined to the pandemic also means that the market, some time after the effect of said pandemic have worn off. It could go back to it's initial state, which would mean a big decrease in sales. We also need to account for the fact that the paint's market is linked to the market of its usage, mostly in construction, industrial and recreational market, and because of that the number of sales can vary a lot.

3 Commercial plan

3.1 Capacity of the company

The company responsible for this project can only provide four employees. Those employees will be paid for all the days they're asked to work on and eventually, even more days if the project doesn't go as planned and more work days is required. For this project we have:

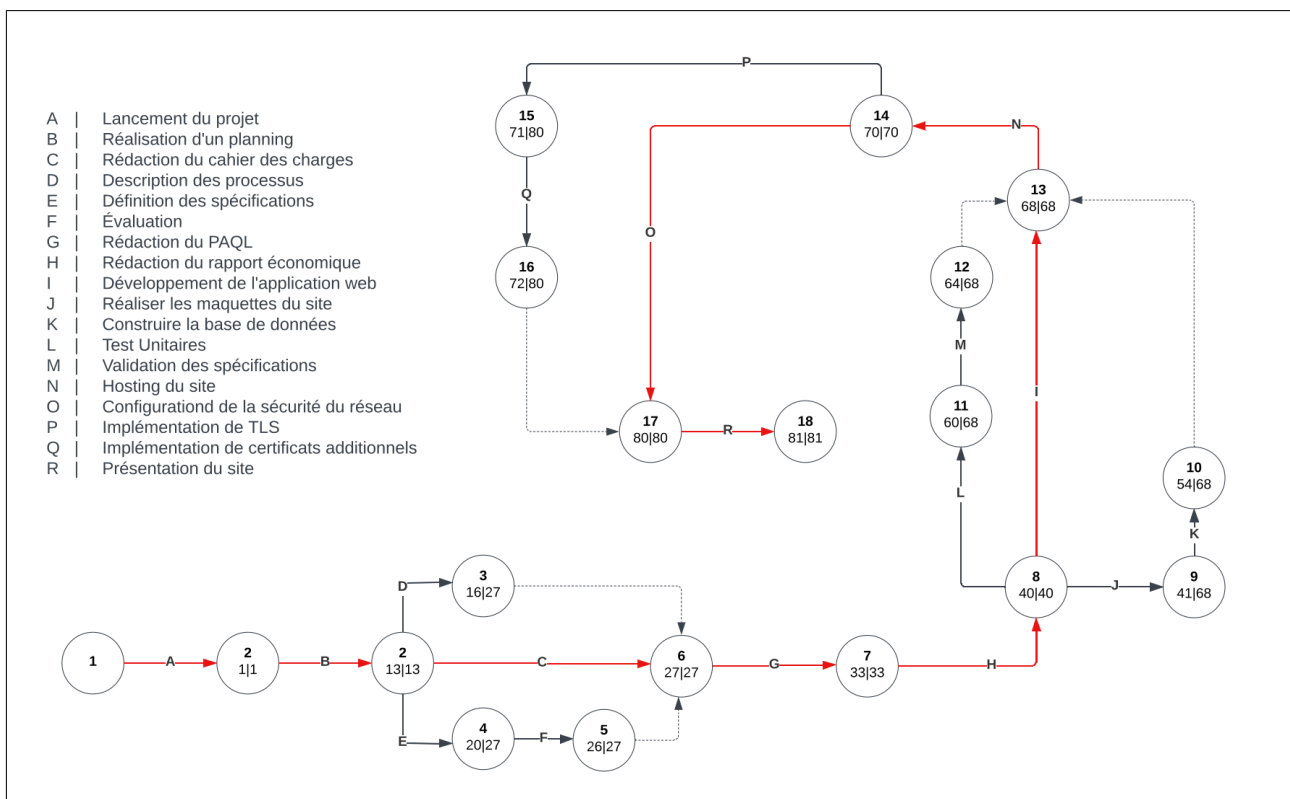
- **Lachat Antoine** : Quality engineer
- **Giraud Thomas** : Developer front-end
- **Guillou Aurélien** : MOE
- **Chu Thomas** : CP MOA + developer back-end

Eventually, the company can provide a raise for the workers if a task of the project is completed before its estimated date.

3.2 The cost

3.2.1 The project

We can see below the PERT diagram and the dashboard of the project. This project is made of 18 task with 81 hour/man expected. This number is the number of days expected for this project from start to finish, set at the very beginning of the project by the MOE. We expect those predictions to go off 10 to 20%.



- Number of tasks : 18
- Number day/man expected : 81
- According to predictions, the project should end in 81 ± 17 day/man, so within 64 to 98 days
- Critical path : **1 → 2 → 6 → 7 → 8 → 13 → 14 → 17 → 18**

Actions	charge PREV J.h	Human resources	Cost in euros (HT)
Réunion de lancement du projet	1	Tous	
Expression et analyse des besoins	26	MOE	2600
Cahier des charges validé	1	Ingénieur qualité	80
Rédaction du PAQL	6	MOE	600
Rédaction du rapport économique	7	MOE	700
Conception	28	MOE	2800
Maquette du site	1	MOE + développeur	100
Conception fonctionnelle	3	Ingénieur qualité	240
Spécification fonctionnelles validées	2	MOE + développeur	160
Conception technique	8	Ingénieur qualité	640
Spécification techniques validées	2	MOE + Ingénieur qualité	160
Tests unitaires	6	MOE + développeur	520
Dossier d'intégration	2	MOE+ Ingénieur qualité	180
Documentation	10	MOE + développeur	840
Formation réalisée et validée	2	MOE + Ingénieur qualité	180
GO/NOGO	0.5	MOA	50
Lancement du site	1	MOA	100
Total			9950

Resources available:

- CP MOA, MOE : 100 euros per day
- Developer : 60 euros per day
- Quality engineer : 80 euros per day

We decided to add a developer and a quality engineer to make sure the task are made correctly and the project goes well. To reduce a bit the cost, those two workers assist the MOE with a 8:2 ratio meaning that the MOE should have someone who can give a second opinion while costing a bit less, the MOE being the most expensive role in this project.

Of course we're still way under the amount of money we invested for this project, but we took into account the probability of a potential issue making the project longer and also, the cost of the domain and certificates that make this website possible and protected.

3.2.2 Monthly subscriptions

This project needs a few software to work. Those software we use are not free so we need to take into account the price for licenses in this project. We need the following:

- PythonAnywhere license : 50 euros per month
- Github enterprise license : 25 euros per month
- JetBrains license : 25 euros per month

3.2.3 Maintenance cost

To set up the website, we also need to pay for an host to publish our website on. Those cost are detailed in the documents 11_choix.pdf and 11_besoins.pdf. An employee from WallPaint will also have to fill the role of the administrator maintaining the website active and operational.

3.3 Project duration

According to the critical path on the PERT diagram above, the project should last between 64 to 98 days with an expected 81 days.