Simply Merchandise

Freight Broker Website

June 13, 2019 | *Prepared by:* Boon Yang

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Goals and Objectives

Simply Merchandise wishes to establish a comparison website that will offer the services of the most trusted and competitive freight companies for people to courier their items in Australia and Overseas.

The website will integrate with their partner freight companies using APIs to provide users with parcel information relating to its freight status. Furthermore to a comparison website, this system will also operate as a management platform where users can log there past, current, and future parcel transits. It will have the ability to tell customers they have parcels waiting for pick up; parcels in transit; parcels on board for delivery; and parcels delivered. Data provided to customers will be interactive using images, text and interactive maps ensuring a minimal, clean look.

Partner freight companies will be required to provide a complete API access so users of client's platform who are logged in can retrieve quick quotes (relayed from partner companies information systems) and then organise freight with the chosen freight company. Payment transactions will be handled completely with this platform which will integrate a payment gateway with the ability to process a complete range of payment methods including credit/debit cards, AfterPay, PayPal etc. Service receipts will also be provided so users can track their parcels. This will be discussed further with client as their are a number of possibilities to doing this. E.g We can generate a unique i.d from our system and reference that to the service providers tracking number or we can provide the freight company's original tracking number giving the customer an option of also communicating with the actual freight provider for tracking information.

Simply Merchandise offers unique value to its customers, and it needs special capabilities to offer the full extent of that value to its customers via its website. Standardized development options won't do; Simply Merchandise needs attentive web development services that:

- Deliver a 100% customized, hand-coded solution
- Integrate the desired functionality seamlessly into Simply Merchandise's website
- Provide ongoing maintenance and technical support

If Simply Merchandise relies on a prepackaged solution and tries to tweak it to suit its unique functionality needs, it will be forced to compromise on aesthetics, website performance, and the ability to customize that functionality into the future.

Recommendations For Your Company

Based on the preliminary information we believe your MVP backend will comprise of:

1. A Data Warehouse
2. API Server
3. Web & Mobile Application
   a. Mobile Application(Android and iOS Compatible)
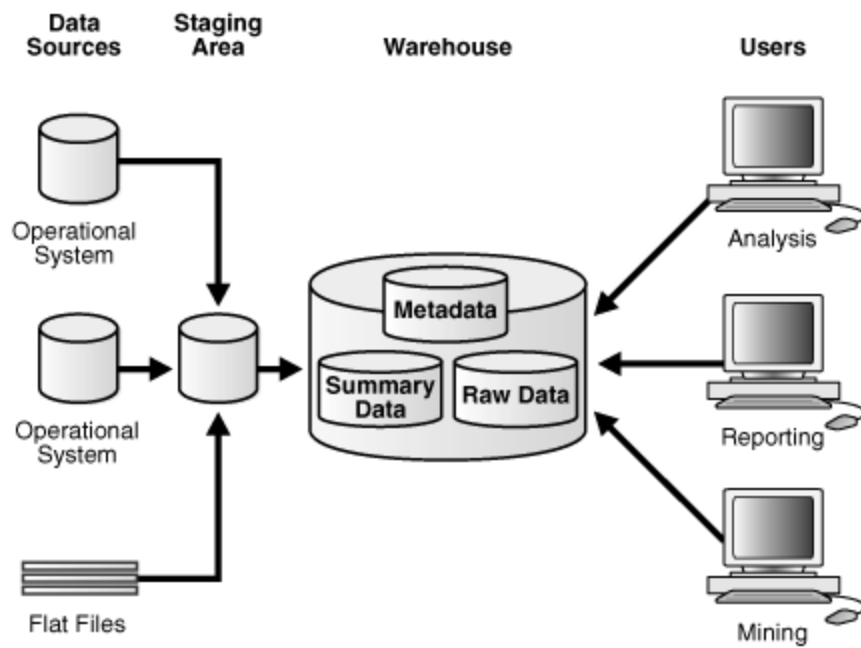   b. Web Application (For Monitoring)

Data Warehouse:
A data warehouse stores data that is extracted from freight partners' data stores (A repository for persistently storing collections of data, such as a database, a file system or a directory.) and external sources.

The data records within the warehouse must contain details to make it searchable and useful to the admins/owners. Taken together, there will be three main components of your data warehousing:

- Data sources from operational systems, such as Excel, ERP, CRM or financial applications;

- A data staging area where data is cleaned and ordered; and

- A presentation area where data is warehoused.

Data analysis tools, such as business intelligence software, access the data within the warehouse. Data warehouses can also feed data marts, which are decentralised systems in which data from the warehouse is organised and made available to specific business groups, such as sales or inventory teams.

API Server:

An application program interface (API) is a set of routines, protocols, and tools for building software applications. Basically, an API specifies how software components should interact. Additionally, APIs are used when programming graphical user interface (GUI) components. A good API makes it easier to develop a program by providing all the building blocks. A programmer then puts the blocks together.

We will create an API to interact with our databases, this includes wrapping up freight partners API with ours to interact with data coming in for status, or when a new order is made - this is in order to make development easier and to make building future additional modules/functionalities making the system scalable in the long term.

We will deploy this on your chosen server and will have strict authentication for security measures.

Web Management Application:

The application contains information on:

Monitoring

- The package's sender and destination

- The status of the parcel/package

- Instructions

- Maps

Ordering

- Make new orders

- Edit transactions

- Invoicing

- Other stuff related to ordering or for the whole system

Our interface will be web based, ensuring simplistic and clean design with user-friendliness in mind. It will provide all the basic and custom functionality that we need. These are only the initial things listed.

Note: This objective of this project is to establish a fully functional MVP (minimal viable product) with the initial goal of integrating to 5 selected freight partners.

Allowing SOS Development to develop a customised solution will give Simply Merchandise the unique functionality it needs, and it's the best option to achieve the objectives described above. If hired, our project will be broken down into the following web development services:

- **Coding of Customised Solution to Meet Simply Merchandise's Functionality Needs** – We'll meet with you so we can figure out everything we need to know about your functionality requirements. Then our developers will get to work coding a custom solution that gives you exactly what you need.

- **Integration of Customised Solution into Simply Merchandise's Existing Website** – We'll go beyond giving you the functionality you need. An obsession with figuring out how to work well within your existing framework guides our entire development process. Our developers will add the feature we create for you in a way that complements your vision.

- **Ongoing Customisation, Upgrades, and Technical Support** – We'll stick around for when you need us, whether it's tweaking the functionality we created for you or correcting a bug. Our familiarity with your code will give us a big advantage in making these changes as fast and painless for you as possible.

Delivering Results

Here's what SOS Development's web developers will do to assure Simply Merchandise meets its goals:

- **Develop a customized solution that delivers your desired functionality** – All of our projects are specifically designed to meet your unique requirements. Because we code everything by hand, we'll give you exactly what you need – efficient and wrinkle-free – without trying to force

Simply Merchandise is a unique company with unique functionality needs. It should choose a web developer that treats them as such. SOS Development is that developer. Here's why we'll be able to do those things and help Simply Merchandise meet its unique functionality needs:

- **SOS Development's developers optimize performance throughout the entire development process** – Most developers don't consider performance after they finish coding; it's an afterthought. Our developers think about it constantly from the initial consulting phase to the end of the project. We'll make sure the solution we create doesn't slow page load times or squander server resources.

- **SOS Development can develop any custom features you need** – Our team has the experience needed to create a solution for you, no matter how basic or complex your functionality needs. Usability studies, e-commerce, intranet development, and custom web apps are just a sample of the many things we can do for you.

- **SOS Development's code is 100% hand-coded** –We don't take shortcuts because we understand you have a specialized need. Hand-coding takes longer, but it keeps things lightweight and bug-free. It also makes us intimately familiar with your features, which simplifies troubleshooting and backend support.

Terms and Conditions

Once the project fee is paid in full to SOS Development, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to Simply Merchandise for inclusion in the website are owned by Simply Merchandise.

SOS Development assumes Simply Merchandise has permission from the rightful owner to use any code, scripts, data, and reports provided by Simply Merchandise for inclusion in its materials, and will hold harmless, protect, and defend SOS Development from any claim or suit arising from the use of such work.

SOS Development retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by agents of Simply Merchandise and SOS Development. Regardless of the place of signing of this agreement, Simply Merchandise agrees that for purposes of venue, this contract was entered into in Queensland and any dispute will be litigated or arbitrated in Queensland.

The agreement contained in this contract constitutes the sole agreement between Simply Merchandise and the SOS Development regarding all items included in this agreement.