### ****Business Case 1 (end user): Improved experience \*****

Meet Ahmed, a homeowner eager to transform his living room into a cozy modern space. He dreams of new tiles, a fresh coat of paint, and a sleek finish that reflects his personal style. Determined to do it himself, Ahmed starts exploring his options. But soon, **he feels overwhelmed**. Different stores have different prices, quality standards are unclear, and running from one supplier to another is eating up his weekends.

Then Ahmed discovers **our application**. With just a **few clicks**, he finds **everything he needs in one place**—tiles, paint, tools, **even design suggestions**. The app doesn’t just list materials; it **compares prices** across suppliers, **displays quality ratings, and provides honest reviews**. Ahmed can now **plan his renovation budget transparently**, ensuring he **doesn’t overspend or sacrifice quality**.

What would have taken **weeks of legwork** is now done in a **single afternoon**. **Ahmed selects his materials, sees the total cost in real-time, and even schedules delivery to fit his timeline.** His house renovation project is no longer a stressful chore but an enjoyable journey, thanks to a tool that empowers him to make informed decisions while saving time, money, and effort.

Through Ahmed’s story, it’s clear: our application isn’t just a marketplace—it’s a game changer for DIY enthusiasts looking to bring their visions to life with ease and confidence

### ****Business Case 2 (contractor planning assistance): Customer Risk Mitigation\*****

A customer is planning a major construction project. They’ve heard horror stories of **sudden price hikes or essential materials going out of stock**. But in our world, that doesn’t happen. Thanks to our Oracle ERP application, they can **lock in prices and reserve items**, confident that everything will be ready when the project starts. Our system ensures customers are always stocked with what they need, when they need it. By **protecting customers from uncertainty**, we earn their trust and make building projects a stress-free journey.

### ****Business Case 3 (empowering startups): Expanded Revenue Streams\*****

Picture a small construction startup, eager to showcase their innovative tiles but **unable to afford costly exhibitions or branch expansions.** Now, imagine they can list their products on our platform, instantly connecting with a **countrywide audience**. Through our ERP system, this becomes a reality. Our consignment feature allows businesses like theirs to display products, reach customers, and grow without the traditional overheads.

Meanwhile, customers benefit from an **unmatched variety** of materials, all in one place. Our business transforms into a hub of opportunities—where startups flourish, and customers find everything they need.

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