### **System Request Form:**

* **Business Needs:**
  + The business needs revolve around expanding market reach and improving operational efficiency. Pamela seeks to enhance brand visibility beyond local markets and alleviate operational challenges by streamlining employee communications and HR processes.
* **Beneficiaries**:
  + The beneficiaries of the website will include existing and potential customers seeking to purchase PGJ products online, as well as Pamela herself and her team who will benefit from improved HR and operational management tools. Which will help her operate her business smoother and take off some of the work load..
* **Functionalities**:
  + Desired functionalities include:
    - E-commerce platform for online product sales.
    - Information about product varieties, health benefits, and sustainability initiatives.
    - Found out which products are doing better than others, so she could make an informed decision on what to do next.
    - HR management tools for payroll, employee communication, and documentation.(This function might be separate from the website).
    - Interactive elements such as sampling requests or newsletter sign-ups.
  + Each functionality directly supports business needs by enabling online sales, enhancing customer engagement, and improving internal operations.
* **Expected Business Value:**
  + Tangible: Increased online sales revenue, streamlined HR processes reducing administrative overhead.
  + Tangible: lower supply chain costs as a result of lower inventory levels and faster ordering cycles
  + Intangible: enhanced customer support, consumer input on the product, and future learning.
  + Intangible: Enhanced brand reputation for sustainability, improved customer satisfaction through online accessibility.
* **Special Issues or Constraints:**
  + Time constraint: Pamela has been sitting on the domain for a year and is eager to launch the website swiftly.
  + Resource limitation: As a sole proprietor, Pamela requires a user-friendly system that minimizes administrative burden.

### **Conclusion:**

This research offers an organized approach to comprehend PGJ's creation of value model and match system requirements with the goals and needs of the organization. The planned website will be a crucial instrument for increasing PGJ's market visibility, enhancing operational effectiveness, and providing Pamela Marquez and her developing company with both material and intangible value.