Software Requirements Specification (SRS) of
Bridge Pharmaceuticals Limited, Dhaka.

Date:26/10/2023

Submitted By:

babl

Business Accelerate BD LTD

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Version History

Project Name: Sales Automation of Bridge Pharmaceuticals Limited				
Version No.	**Date**	**Prepared by**	**Designation**	**Remarks**
1	26/10/2023	Kowser Shekh Simul	Business Analyst	Original Version

Version No.	**Date**	**Reviewed by**	**Designation**	**Remarks**
1	29/10/2023	Md Zakir Hossain	Project Manager	Original Version

Approve By:

Name	Designation	Division	Signature Date	Signature

Contents

1. Introduction

1.1   Purpose

This process will track and maintain the organization's sales process and employee management. Sales data capture, payment, stock, reporting will be stored digitally by using the application.

1.2   Document Outline

#	Name	Content	Primary Intended Readers
1	Introduction	-	-
1.1	Purpose	One page summary of why and what the document is about	-
1.2	Document Outline	This section	-
1.2	Document Convention	Documentation conventions used in the document	-
1.4	Scope of the Document	What the document contains and what the document does not contain	-
1.5	Glossary	Technical and domain/subject-specific terms, concepts, and abbreviations used in the context	-
2	Overall Description	Top-level summary of the software product to be developed	-
2.1	Product Perspective	What the software is, what it will do from the user's point of view? How it will solve problems or improve operations?	-
2.2	Product Features and Components	Top-level features the software must/should have. First level breakdown of the software into major components	System Owner, Users, System Analyst, Designer
3	Modules	Details of Business requirement, work and data flow, intended operations description, and the Processes	System Owner, System Analyst, Designer, Developer, Tester, Trainer
4	Product Users	Identified users and classification the users of the resulting software	Users, System Analyst, Designer, Developer, Tester, Trainer
5	Assumptions and Dependencies	Assumptions that were made and will be made during the development of this document or later design/development phase	System Owner, System Analyst, Designer, Developer, Tester, Trainer
6	Expected Benefits	Benefits to users and other stakeholders the system/software will bring in	-

7	Integration Required with Other Module with	With which external/Internal systems the software will need to interact and integrate and how	System Analyst, Designer, Developer, Tester
8	Non-functional Requirements	A Nonbusiness requirements like security and other horizontal/architectural requirements of the software	System Owner, System Admin, System Analyst, Designer, Developer, Tester
9	Out of Scope Requirements	List of requirements/features out of scope of this SRS and subsequent design and implementation	System Owner, Users, System Analyst, Designer

1.3 Document Convention

Font size: Text font size will be between 12
Font Face: Text font face will be "Calibri (Body)"
Color: Use color judiciously and sparsely
Alignment: Keep cells vertically middle aligned
All Functional Requirements are written Module wise

1.4 Document Scope

What this document contains
Details business requirements of the software
UML diagram
Use Case
Process Flow
System Context Diagram
Requirement description for Internal Integration with another module
External Interface Description

2. Overall Description

2.1 Product Perspective

- Automate the sales process including depot stock management.
- Automate the payment collection with more visible tracking.
- Employee and gift allocation tracking.

2.2 Executive Summary

Established in 2010, Bridge Pharmaceuticals Limited has emerged as a prominent and swiftly expanding company in the Animal Health Sector. Fueled by a stellar reputation and an unwavering commitment to providing accessible, top-tier medicines, the company has established itself as a leader in the industry. Bridge Pharmaceuticals Limited is dedicated to delivering excellence and innovation in meeting the needs of its customers.

However, in their current manual operations, the company faces numerous challenges and issues. To streamline and enhance their processes, Bridge Pharma is seeking a comprehensive sales automation system, among other features. This module will empower Bridge Pharma to efficiently manage their operations, monitor sales progress, analyze data through multi-dimensional reports, and foster substantial business growth. Business accelerate BD Ltd (BABL) has implemented the similar product with renewals industries and has a roster of satisfied customers who are already benefiting from this product. Some of these happy customers we have worked with include Coca Cola Bangladesh Beverage Ltd (Coca-Cola), Shah Cement Industries, Dhaka Ice Cream Industries Limited, Omera LPG gas, Mobil Lubricants, etc.

To facilitate this transition, Business Accelerate BD Ltd is collaboratively assisting Bridge Pharmaceuticals Limited in the development of BABL Smart Sales System. This system will encompass a range of features designed to optimize operations and enhance overall efficiency. By implementing this solution, Bridge Pharmaceuticals Limited aims to achieve greater operational smoothness and better serve their customers, while maintaining their commitment to excellence and innovation in the field of animal health.

2.3 Product Features and Components

Modules are the actual components or building blocks of the project module. All identified and proposed components/features are organized module-wise in later sections in this document. Below is a quick overview of the modules and sub-modules of the project. In case of Building and Software, Track ID might be included where different transaction can be posted under that track ID.

Module	Sub-Module
Home Page	Dashboard
Master Data	Geo hierarchy
	Depot Creation
	Chemist Master Creation
	Employee configuration
	Product Master
Stock	Stock upload
	Stock Transfer
	Stock Received
Order Capture	Order Capture
Promotion	Bonus configuration
Customer Visit	Customer Visit

Payment collection	Payments Index
Market Return	Invoice Wise Market Return
	Without Invoice Market Return
Gift Distribution	Gift distribution
Employee Feedback and Application	Employee Feedback and Application
Target	Target Upload
Attendance	Attendance
Geo Tracking	Geo Location tracking
TA/DA	TA/DA Index
Report	Stock Statement
	Month Wise Due Statement
	Product Wise Sales (MPO, AM, Region Wise)
	Month Wise O/S Summery
	Product Wise Unit Target vs Achievement
	Sales Evaluation
	Depot Wise Product Wise Sales & Stock
	Etc.

3 Modules

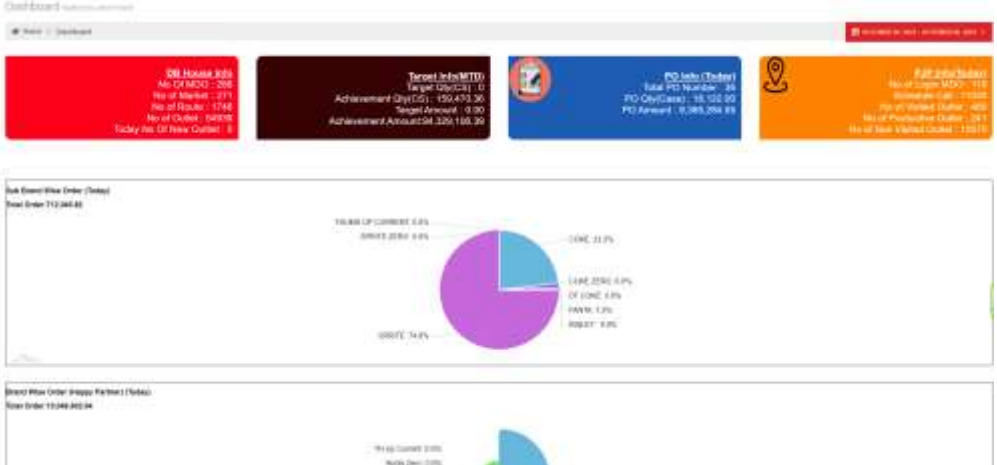## 3.1   Home Page

Dashboard view of System will be shown as like User information, Sales information and other information for visualize sales easily.

> Dashboard

Name	Dashboard
Brief Description	Respective users will get data at a glance after login according to user hierarchy. Sample mock screen is given below. According to business requirement Dashboard will be populated.

Mock-screen	
Business Goals and Benefits	❖ Admin user will get all data information on dashboard page. ❖ User can analysis her sales in advanced way.
Primary Actor	Respective user
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	To be viewed data on a dashboard must-do activity through system
Extension Point	N/A
Basic Flow	Login>Home>Dashboard
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	N/A
Business Rules	The following data will show in the dashboard ❖ There will show Depot information, Total user, Total sales information in value for current month. ❖ Target & Achievements ❖ Day-wise sales amount with Chart.

External Interfaces	N/A
Related Artifacts	N/A

3.2   Master Data

To create Emp Hierarchy/Employee profile/user login ID, a few information is required to create as predefine data for the execution. In this process users will create as much as they need but every left menu is defined and mentioned above "**Product Features and Components**" (**Point number 2.2**).

  ➢ Geo Hierarchy

Name	Geo Hierarchy
Brief Description	Here is the Geo Hierarchy for Tagging MO or ASM or RSM.
Mock-screen	
Business Goals and Benefits	Chemist and MPO will be tagged with Depot. Hierarchy officer will get data according to the mapping.
Primary Actor	System Admin
Secondary Actor	Assigned User
Triggers	N/A
Pre-Condition	N/A
Extension Point	N/A
Basic Flow	Master Data> Geo Hierarchy
Alternate Flow	N/A

Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	N/A
Business Rules	Here need to create Geo wise Region, Area, Territory, Depot with the required information.
External Interfaces	N/A
Related Artifacts	N/A

➢ Chemist

Name	Chemist Master Creation
Brief Description	MO goes to the chemist, collects his data, and based on those data, capture order for him.
Mock-screen	N/A
Business Goals and Benefits	MO goes to the chemist, collects his data, and based on those data, captures orders for him.
Primary Actor	MO
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	Create Chemist in the system using the required data.
Extension Point	N/A
Basic Flow	Master Data> Chemist
Alternate Flow	N/A

Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	N/A
Business Rules	For capture order from chemist need to create Chemist in the system. Input required data to create chemist like Chemist Name, Chemist Code, Address, Contact No etc. only active chemist will be shown in the app.
External Interfaces	N/A
Related Artifacts	N/A

3.3 Stock
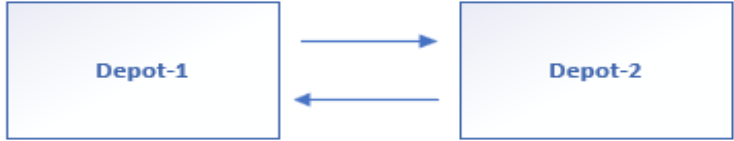
Stock typically refers to the inventory of products or goods that a company holds or maintains for the purpose of sale to customers.

➢ Stock Upload

Name	Stock Upload
Brief Description	MIS/ Factory will upload Stock and Depot officer will received those stock. MO will get sellable stock in only after depot in-charge acknowledge it as receive.
Mock-screen	

Stock Upload & Received

Factory Stock Upload ⟶ Depot Stock Received

Business Goals and Benefits	User will upload stock so MO can capture order by using stock.
Primary Actor	System Admin/Factory User, Depot user
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	N/A
Extension Point	N/A
Basic Flow	Stock > Stock Upload
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	A successful message will prompt Like "**Uploaded Successfully**" once depot user receives the product.
Business Rules	❖ The following data will be shown in the stock page 　　o Stock upload according to the pre-define format. 　　o From stock "browse file" select upload format file 　　o Click on "Upload". 　　o After Successful upload MIS and Depot user will get notification to receive the stock. 　　o Depot user acknowledge the stock as Received. 　　o Depot stock will be updated and MPO will get the sellable stock. 　　o There should have another option for depot user to allocate the sample product by individual officer. After the allocation stock will adjust from depot main stock.
External Interfaces	N/A
Related Artifacts	N/A

➢ Stock Transfer

Name	Stock Transfer
Brief Description	Here will Transfer Stock from one Depot to another Depot.
Mock-screen	Stock Transfer & Received
Business Goals and Benefits	To transfer depot to depot stock facility if require.
Primary Actor	Admin
Secondary Actor	Assigned Role
Triggers	N/A
Pre-Condition	N/A
Extension Point	N/A
Basic Flow	Stock > Stock Transfer
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	A successful message will prompt Like "**Saved Successfully**"
Business Rules	➢ To Transfer Stock and Received need to do following steps 　　o Select "To" Depot (Dropdown) 　　o Select "From" Depot (Dropdown) 　　o Select Product & input stock 　　o Click on "Stock Transfer" ➢ After Transfer Received Stock 　　o List will appear with product name and transferred Stock 　　o Click on "Received" to received stock 　　o Transferred stock will be added with total stock

External Interfaces	N/A
Related Artifacts	N/A

3.4 Order

Order will capture by MO along with the order details what's being demand by chemist, for what amount, in what quantity.

➢ Order Capture

Name	Order Capture
Brief Description	Here will be created Capture Order with details information of Product.
Mock-screen	N/A
Business Goals and Benefits	Capture Order will be created along with details information of Product.
Primary Actor	MO
Secondary Actor	N/A
Triggers	N/A

Pre-Condition	The following Master data need to create in the system before Order Capture.
	    o Respective MPO officer for individual Depot
	    o Product
	    o Stock
	    o Chemist

Extension Point	N/A
Basic Flow	Order> Order Capture
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A

Prompt and Message	A successful message will prompt Like "**Order Successfully**"

Business Rules	❖ After click on "Order" module there will show an interface "Todays Chemist" to click on it. After click a new interface will appear where will be the Retailer/Chemist list. After click from one of list user will input required data and hit on "Save" button
	    o Part-1 (Select Product & Quantity)
	        ▪ Select Product
	        ▪ Input quantity
	        ▪ Price (Default)
	        ▪ Click on "OK"
	    o Part-2 (Cart page Information)
	        ▪ Product Name
	        ▪ Quantity (Auto)
	        ▪ Product Price
	        ▪ Action (Delete/Update)
	        ▪ Total Amount (Auto)
	        ▪ Submit
	❖ After order submission data will be available for depot in-charge.
	❖ Depot in-charge can update the order qty as and when needed.
	❖ Depot in-change will also eligible to print an invoice for individual sales order.
	❖ Once depot in-charge ensure the delivery stock will deduct from the current depot stock.
	❖ Required Report will be available based on the above execution.

External Interfaces	N/A
Related Artifacts	N/A

3.5 Bonus Configuration

Bonus refers to an extra incentive or reward that is offered to customers or potential clients as part of a promotional campaign. The purpose of offering a bonus is to encourage specific behaviors, such as making a purchase, signing up for a service, or taking a particular action.

➢ Create Index

Name	Bonus configuration
Brief Description	Here will be created the Bonus for Retailer or Chemist.
Mock-screen	N/A
Business Goals and Benefits	Here will be created the Bonus for Retailer or Chemist.

Primary Actor	Assigned Role
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	Bonus need to create first to make it available for any Chemist.
Extension Point	N/A
Basic Flow	Bonus> Index Page
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	A successful message will prompt Like "**Bonus Created Successfully**"

Business Rules	❖ The below filled need to fill to create bonus
	❖ General Information need to input
	     o Input Bonus Name (text)
	     o Bonus Code (text)
	     o Date Range (Dropdown)
	     o Bonus Type
	          o Quantity
	          o Amount
	          o Invoice
	     o Status (Active)
	Need to fill up all the information Correctly and click on "Save".
	
	In apk module click on "Bonus" and you can see all the created Bonus within the date range. MO will get the Bonus info during the order capture process.
	
	Another Bonus/incentive module will be available for customer yearly basis. User will run the promotion once in a year where system will set the customer wise incentive percentages.

External Interfaces	N/A

Related Artifacts	N/A

3.6 Customer Visit

Customer visit is an essential part of building relationships, understanding customer needs, and promoting products or services. Customer visits can occur in various settings, including retail stores, corporate offices, customers' homes, and more.

➤ Visit

Name	Customer Visit
Brief Description	Customer visit refer to in-person interactions between marketing representatives, salespersons, or customer service.
Mock-screen	N/A
Business Goals and Benefits	Customer visit refer to in-person interactions between marketing representatives, salespersons, or customer service.
Primary Actor	Assigned Person
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	Need to create Customer list before use Customer Visit.
Extension Point	N/A
Basic Flow	Customer Visit > Visit
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	A successful message will prompt Like "**Submitted Successfully**"
Business Rules	❖ The below filled need to fill for Customer Visit o Select Chemist/Doctor from Visit list (Visit person) o Visit Location (Visit Address)

	o Visit Type (input visit type) o Visit Purpose (Input visit purpose) o Get Location (Get location)
External Interfaces	N/A
Related Artifacts	N/A

3.7   Payment Collection

➢ Payments Index

Name	Payment Collection
Brief Description	o Payment collects by MO assigned user physically o Depot Emp ensure Payment collection by this application.
Mock-screen	N/A
Business Goals and Benefits	Payment input for chemist. It will show that which chemist give payment according to delivery time or having dues.
Primary Actor	Depot
Secondary Actor	Assigned Role
Triggers	N/A
Pre-Condition	N/A
Extension Point	N/A
Basic Flow	Payment collection > Payments Index
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	A successful message will prompt Like "**Payment Submitted Successfully**"

Business Rules	❖ The below filled need to fill to create Payment's collection
	o Date (Auto)
	o Chemist Name (selective)
	o Collection Type (Cash, Cheque, MFS etc.)
	o Bank/Branch Name (if required)
	o Collection Amount (number input)
	o Capture image (Camera)
	❖ After payment collection confirm by depot, system will notify the respective chemist in a predefined SMS format as a successful receiving message.
External Interfaces	N/A
Related Artifacts	N/A

3.8 Market Return

Market return can be influenced by factors such as product expired, damaged or if an employee leaves the company and wants to settle down the market due.

➤ Invoice wise Market Return

Name	Invoice wise Market Return
Brief Description	Customers return products they have purchased for various reasons. System will allow to return product by invoice wise.
Mock-screen	N/A
Business Goals and Benefits	Organize can track return product, return reason etc.
Primary Actor	MO
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	To do the market return must-do Order Capture activity through system
Extension Point	N/A
Basic Flow	Market Return
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A

Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	A successful message will prompt Like "**Submitted Successfully**"
Business Rules	❖ MO will take market return if any damage or expired product exist to the chemist. ❖ Chemist will ensure the return by referring the previous invoice. ❖ After return the product, Depot officer will acknowledge it as return. Once those products acknowledged as return system will be updated those products as return product/stock. ❖ Required reports will be available to the system user as and when needed.
External Interfaces	N/A
Related Artifacts	N/A

➢ Without Invoice Market Return Index

Name	Without Invoice Market Return
Brief Description	This return will be collected in bulk by MO but it will be updated in system by depot in-charge. Depot officer will ensure product wise market return and then system will adjust the received stock in primary depot stock.
Mock-screen	N/A
Business Goals and Benefits	Organize can track return product, return reason etc.
Primary Actor	Depot
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	To do the market return must-do Order Capture activity through system
Extension Point	N/A
Basic Flow	Market Return
Alternate Flow	N/A
Exception Flow	N/A

Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	A successful message will prompt Like "**Submitted Successfully**"
Business Rules	❖ Depot will take market return if any emp leave the organization and return the product. ❖ This return will be product wise instate of invoice. ❖ Once those products acknowledged as return system will be updated those products as return product/stock. ❖ Required reports will be available to the system user as and when needed.
External Interfaces	N/A
Related Artifacts	N/A

3.9   Gift Distribution

Gift Distribution refers to a promotional item, product, or service given to customers or potential customers as part of a marketing strategy.

➢ Gift

Name	Gift Distribution
Brief Description	Gift Distribution refers to a promotional item, product, or service given to customers or potential customers as part of a marketing strategy.
Mock-screen	N/A
Business Goals and Benefits	Gift Distribution refers to a promotional item, product, or service given to customers or potential customers as part of a marketing strategy.
Primary Actor	MO
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	N/A
Extension Point	N/A
Basic Flow	Gift
Alternate Flow	N/A
Exception Flow	N/A

Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	A successful message will prompt Like "**Submitted Successfully**"
Business Rules	The user will input required all information for submitted Gift Distribution.
External Interfaces	N/A
Related Artifacts	N/A

3.10 Employee Feedback and Application

Depot/MO can give their feedback and will eligible for application in a some predefine format. HO employee will acknowledge this based on approval hierarchy.

➢ Employee Feedback and Application

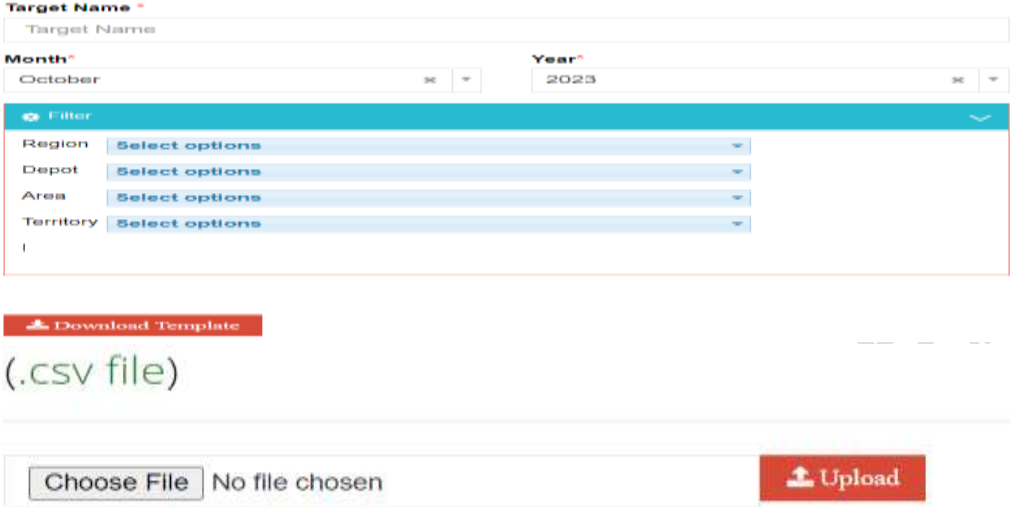|	
Name	Employee Feedback and Application
Brief Description	There will have provision for depot user, specially for MO/Depot users can share their feedback, requirement and application by this module.
Mock-screen	N/A
Business Goals and Benefits	By this module, bridge pharma management will get to know the field user requirements, observation and can facilitate the other application processes.
Primary Actor	MO/Depot User
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	N/A
Extension Point	N/A
Basic Flow	MO/Depot user > HO employee
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A

Assumption	N/A
Information Items	N/A
Prompt and Message	N/A

Business Rules	❖ MO/Depot user will input required information by this module.
	❖ Input below information for feedback:
	    o Feedback type
	    o Remarks
	    o Picture
	    o Contact
	❖ Input below information for Application:
	    o Application type
	    o Application Details
	    o Approval officer
	❖ Once request submit to HO, HO user will review the case and take action accordingly.
	❖ Required report will be available for MIS/HO.

External Interfaces	N/A
Related Artifacts	N/A

3.11 Target

Sales targets in marketing are specific, measurable objectives that a marketing team or individual aims to achieve within a defined time frame. These targets are critical for assessing the effectiveness of marketing efforts and aligning marketing strategies with broader business goals.

➢ Target Upload

Name	Target

Brief Description	❖ Target Uploaded by Depot in system for MO. There are two types of targets.
	    o Quantity wise target (Will defined by Product sales quantity)
	    o Value wise target (Will defined by sales amount)

Mock-screen	**Target Name** * Target Name **Month*** October ✕ ▾ **Year*** 2023 ✕ ▾ ⚙ Filter ▾ Region Select options ▾ Depot Select options ▾ Area Select options ▾ Territory Select options ▾ ⬇ Download Template (.csv file) Choose File No file chosen ⬆ Upload
Business Goals and Benefits	Target provides a framework for setting goals, measuring performance, and driving the success of a company's marketing efforts.
Primary Actor	System Admin/ Depot Officer
Secondary Actor	Depot Officer
Triggers	N/A
Pre-Condition	N/A
Extension Point	N/A
Basic Flow	Target > Target Upload
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	A successful message will prompt Like "**Target Created Successfully**"

Business Rules	❖ The following data will be shown in the "Target" page
	○ Download Target format
	○ Fill the format
	○ From Target Upload "browse file" select upload format file
	○ Click on "Upload"
	❖ Target will be Upload MO Product Wise & Value Wise.
	❖ Target will be distributed cumulatively to respective hierarchy user.
	❖ Required report will be available for all the user based on assign target.
External Interfaces	N/A
Related Artifacts	N/A

3.12 Attendance

Attendance is used for tracking or monitoring the presence or participation of individuals. This is the important key for monitoring physical resources attendance.

➢ Attendance

Name	Attendance
Brief Description	Here MIS/HO can monitor MO physical resources In & Out time with location.
Mock-screen	N/A
Business Goals and Benefits	It will show MO's or physical resources attendance location and status.
Primary Actor	MO
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	Need to set Attendance location verify before give attendance.
Extension Point	N/A
Basic Flow	Attendance > Attendance
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
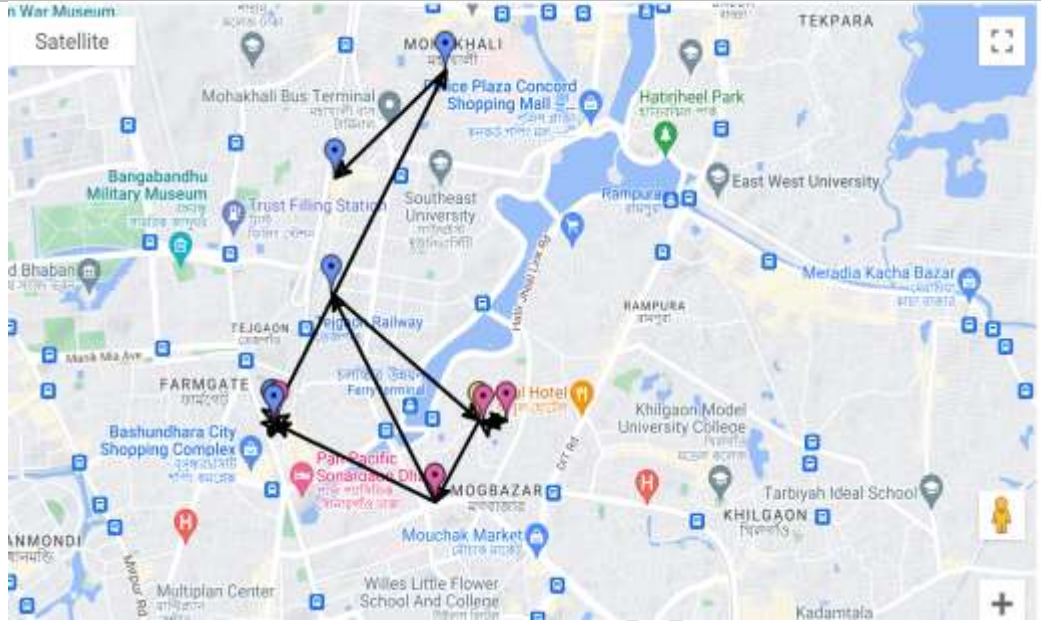
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A
Prompt and Message	A successful message will prompt Like "**Submitted Successfully**"

Business Rules	❖ The below filled need to fill for attendance
	    o Attendance Status (Present, Absent)
	    o Attendance Location (Office, Out of Office, Sick)
	    o Get Location (Get attendance location)
	    o Save
	❖ There would be a time bound to get the user attendance.
	❖ If user out of location, he needs to input reason for that.
	❖ Required report will be available for MIS/HO.

External Interfaces	N/A
Related Artifacts	N/A

3.13 Geo Tracking Report

Geo Location tracking is a strategy that involves using a person's physical location to deliver targeted marketing content, messages, or offers.

➤ Geo Location

Name	Geo Tracking Report
Brief Description	This approach leverages information about a user's geographical location, often obtained through mobile devices or other technologies. Back office user can easily track his today location, current location by this report.

Mock-screen	
Business Goals and Benefits	This approach leverages information about a user's geographical location, often obtained through mobile devices GPS technologies.
Primary Actor	MO
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	N/A
Extension Point	N/A
Basic Flow	Geo Tracking > Geo Location
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A

Prompt and Message	N/A
Business Rules	❖ By collecting information through the application system will take required gps location. ❖ System will visualize it in a graphical report. ❖ HO/Admin user can access it as and when needed.
External Interfaces	N/A
Related Artifacts	N/A

3.14 TA/DA

TA/DA Index

Name	TA/DA
Brief Description	Here user will input daily allowance through TA/DA process.
Mock-screen	N/A
Business Goals and Benefits	Customer visit refer to in-person interactions between marketing representatives, salespersons, or customer service.
Primary Actor	MO
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	N/A
Extension Point	N/A
Basic Flow	TA/DA > Create TA/DA
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A
Assumption	N/A
Information Items	N/A

Prompt and Message	A successful message will prompt Like "**Submitted Successfully**"
Business Rules	❖ The required data need to input for TA/DA like visit location, visit type, purpose, fair etc. ❖ MIS/HO user will get the required information based on the user input.
External Interfaces	N/A
Related Artifacts	N/A

3.15 Reports

Reports in marketing are comprehensive documents that provide a detailed analysis and summary of various aspects of a company's marketing activities and performance. These reports are essential for informed decision-making and typically cover areas such as market research, campaign effectiveness, sales trends, and customer behavior.

➢ Reports

Name	Reports
Brief Description	User can analyse and understand market condition, MO activity, sales, dues and other things in details.
Mock-screen	N/A
Business Goals and Benefits	MIS can analyse his business to see these reports and take initiate step to do better.
Primary Actor	System Admin
Secondary Actor	N/A
Triggers	N/A
Pre-Condition	To see the reports must do the activity through the system.
Extension Point	N/A
Basic Flow	Reports
Alternate Flow	N/A
Exception Flow	N/A
Post-Condition on Success	N/A
Post Condition on Failure	N/A

Assumption	N/A
Information Items	N/A
Prompt and Message	N/A
Business Rules	Theres a lot of reports MIS or user can download in excel forma. Report Name: ❖ Depot Wise Product Wise Sales & Stock, ❖ Sales Evaluation, ❖ Product Wise Unit Target vs Achievement, ❖ Month Wise O/S Summery, ❖ Product Wise Sales (MPO, AM, Region Wise), ❖ Month Wise Due Statement, ❖ Stock Statement ❖ Etc.
External Interfaces	N/A
Related Artifacts	N/A

4. Product Users

User Class/Type	Role in the System/Software
Super Admin	Super Admin is someone who has the right to create any user account, and different role groups and give access to any specific process to any user.
HO User	HO user will enable to access all the relevant reports and monitor the user activities.
NSM/HoS , RSM, ASM	Those users will enable to access all the relevant reports and monitor the user activities based on hierarchy mapping.
Factory User	Factory user will enable to access all the relevant function of factory
Depot User	Depot user will enable to access all the relevant function of depot activities.
MO	MO user will enable to access all the relevant function of field activities.

Users/Roles will be managed dynamically in this system, super admin will have full access to create users and roles.

The End