**Pet Adoption Portal Business Requirements Document (BRD)**

The Pet Adoption Portal aims to create a user-friendly platform for adopting and fostering pets, enabling virtual adoption and online donations, integrated with Salesforce CRM for managing user and pet data.

**Business Goals:**

* Increase adoption rates.
* Encourage virtual adoptions and fostering.
* Track donations and sponsorships.

**Stakeholders**:

* Internal: NGO Staff, Admin Users.
* External: Adopters, Fosters, Donors.

**Business Requirements**:

* Pet Search & Filter functionality.
* Adoption Application feature.
* Fostering Application feature.
* Donation system (One-time/recurring).
* Admin Panel for managing pets and users.

**Success Criteria**:

* Adoption rate increase by 20% within 6 months.
* Virtual adoption and fostering adoption at 10% of total adoption rate.

**Constraints**:

* Limited resources for marketing.