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| F Ff Logo Design Vector Graphic by xcoolee · Creative Fabrica  Fit Fusion Project plan | Version: 1.0  Date: 17-09-2023  Version: 1.0 |

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## Project definition

This project aims to develop a comprehensive application tailored for “FitFusion”, a sporting goods store, to address their operational inefficiencies stemming from an outdated management system and organizational challenges. The application will primarily focus on enhancing stock management capabilities, allowing authorized users to efficiently create, modify, and remove products.

Additionally, the system will incorporate data visualization features, including tables displaying products and user information, exclusively accessible to owners and staff members. Customers and guests will both have the ability to place orders, with registered customers benefiting from a loyalty program that offers discounts based on their product engagement history.

### Client

For this project there are 3 clients, which expect different deliverables.

* Chua, Jessie (OOD part)
* Meulenbroeks, Marco (WAD)
* Bhardwaj, Sachin (WKS)

### Team

Full-stack developer

* Kulov, Kaloyan
* [500862@student.fontys.nl](mailto:500862@student.fontys.nl)

### Current situation

The store currently relies solely on in-person visits to make sales. They don’t have any targeted marketing strategies or special promotions to engage specific customer groups. Additionally, their inventory management system is outdated and paper-based, leading to inefficiencies in tracking stock levels.

### Problem description

The store has 3 main problems facing its development.

- Ineffective Digital Transition - The store's heavy reliance on physical foot traffic and lack of online presence, combined with limited sales channels and inefficient inventory management, pose a significant challenge in adapting to the digital age. This leads to missed opportunities for online sales and potential customer reach.

- Competitive Disadvantage and Customer Engagement - The store's inability to effectively target its ideal customer base and engage with customers through loyalty programs or discounts puts it at a competitive disadvantage compared to sporting goods stores with both online and offline presence. This lack of customer engagement also impacts customer retention and acquisition.

- Operational Inefficiencies and Data Accessibility - The paper-based inventory system not only results in operational inefficiencies but also hinders data accessibility for informed decision-making. Additionally, it poses a risk of stockouts and data security issues, further impacting the store's overall performance and growth potential.

### Project goal

The goal for the project is help the customer develop his customer base. To do so, we need to do the following:

- Achieve Digital Competence - The primary objective is to successfully transition the store into the digital age by establishing a robust online presence, expanding sales channels, and improving inventory management to capture online sales opportunities and enhance customer reach.

- Enhance Competitiveness and Customer Engagement - The store aims to level the playing field with competitors by implementing targeted marketing strategies, loyalty programs, and discounts to effectively engage with its ideal customer base. This will not only improve customer retention but also attract new customers to bolster business growth.

- Optimize Operations and Data Utilization - The goal is to eliminate operational inefficiencies by transitioning from a paper-based inventory system to a digital one, ensuring accurate stock levels, reducing the risk of stockouts, and enhancing data accessibility. This will enable data-driven decision-making for improved performance and scalability.

These goals collectively aim to transform the sporting goods shop into a competitive and adaptable business in today's dynamic marketplace.

### Deliverables

* Fit Fusion desktop applications
* Fit Fusion web application
* Design drawings
* Project plan
* User Requirements document

### Non-deliverables

- Maintenance plan

- Credentials for the resources used for creating the application.

- Physical manuals for the customer (written paper-based guide that provides instructions and information on how to use or maintain a physical object or system).

- Development tools and software license.

- Training materials for end-users or internal staff.

- Project closure documentation such as a lesson learned report or project closure checklist.

### Constraints

* Programming language: C#
* Frameworks: Razor pages, WinForms, Bootstrap
* Initiation: 4 September 2023
* Deadline: 18 weeks long

## Phasing

The plan for managing the tasks is shown below. You can also use this link.

**Be more specific with the features.**

A screenshot of a project

Description automatically generated