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| Unit Name: | **Managing Software Development Projects** |
| Unit Code: | **PROJ6001** |
| Tutor’s name: | **Mr Tenzin Norbu and Dr Babu Pillai** |
| Assignment No.: | **Assessment 2** |
| Assignment Title: | **Report** |
| Due date: | **27-11-2023** |
| Date submitted: | **27-11-2023** |

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Request for proposal

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November 27, 2023

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# ****INFORMATION TO PROVIDE VENDORS****

## ****Quick Facts about ABB's Requirements****

Aussie Business Buzz (ABB) seeks an integrated system to revolutionize its operations across multiple branches. The system aims to streamline customer relations, marketing strategies, stock management, and comprehensive reporting for efficient decision-making.

## ****Background on Aussie Business Buzz****

ABB is a thriving technology products retailer specializing in PCs, laptops, phones, routers, device repairs, and mobile accessories. With plans for expansion and a vision to evolve its system over time, ABB envisions a dynamic solution to support its current and future needs.

## ****Contact Information****

|  |  |
| --- | --- |
| **Contact Information** | **Details** |
| RFP Coordinator | Dr Babbu Pillai |
| RFP Coordinator Position | Project Manager |
| RFP Coordinator Email | Babu.pillai@abb.com |
| Technical Lead | Mr Tenzin Norbu |
| Technical Lead Position | Chief Technology Officer |
| Technical Lead Email | Tenzin.norbu@abb.com |
| Organization Name | Aussie Business Buzz |
| Organization Address | 297 Hay St, Perth WA 6004 |
| Organization Website | [www.aussiebusinessbuzz.com](http://www.aussiebusinessbuzz.com) |

## ****Schedule for RFP Process****

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| **RFP Schedule** | **Timeline** |
| RFP Announcement | December 1 |
| RSVP Deadline | December 4 |
| Vendor Conference Calls | December 8-11 |
| Proposal Submission Deadline | December 22 |
| Finalist Selection | December 28 |
| Vendor Finalist Presentations | January 5-7 |
| Final Vendor Selection | January 11 |
| Targeted Project Start Date | January 25 |

## ****Criteria for Decision Making****

The criteria for vendor selection are crucial to ensure alignment with our objectives and facilitate an informed decision-making process. Clear articulation of these criteria will not only guide vendors in their proposals but also harmonize the evaluation process among decision-makers.

1. **Solution Alignment with Requirements:**
   * The extent to which the proposed solution aligns with ABB's outlined needs across customer relations, marketing, stock management, and reporting systems.
2. **Scalability and Adaptability:**
   * Vendor's ability to provide a solution that can scale seamlessly with ABB's expansion plans and evolving requirements, demonstrating flexibility and adaptability.
3. **Innovative Approach and Value Proposition:**
   * Proposals showcasing innovative ideas or approaches beyond the specified requirements, presenting additional value and potential for long-term enhancement.
4. **Cost-Effectiveness and Budget Adherence:**
   * Cost considerations encompassing the proposed budget against the offered features and services, ensuring a balance between value and cost-efficiency.
5. **Vendor Track Record and References:**
   * Evaluation of the vendor's past performance, successful implementations, and references from similar projects to gauge reliability and credibility.
6. **Technical Expertise and Solution Quality:**
   * Assessment of technical capabilities, quality of proposed solutions, and potential impact on ABB's operational efficiency.
7. **Project Management and Support:**
   * Evaluation of proposed project management methodologies, timelines, and ongoing support commitments to ensure a smooth implementation process.

## ****Summary of the Project****

The project at Aussie Business Buzz (ABB) aims to revolutionize operations across multiple branches through an integrated system. This initiative focuses on improving customer relations, refining marketing strategies, optimizing stock management, and enabling comprehensive real-time reporting. Key goals involve establishing a robust customer database, utilizing it for targeted marketing, enhancing stock management efficiency, and providing accessible reporting. Key performance indicators center on improved customer engagement, streamlined inventory turnover, and operational efficiencies. The project aims to commence on [Start Date], with a target for full operational capability by [Completion Date], enabling ABB's expansion while adapting to market changes.

## Project Overview

### ****Primary Goals****

The ultimate business goal for this project at Aussie Business Buzz (ABB) is to implement an integrated system that revolutionizes operations across multiple branches.

1. **Efficient Customer Relations:** Develop a robust database for customer information, purchase history, repair logs, etc.
2. **Modernized Marketing Strategies:** Implement a comprehensive marketing system utilizing digital platforms.
3. **Streamlined Stock Management:** Establish a system managing products, repair parts, and inter-branch stock visibility.
4. **Management Reporting:** Enable comprehensive reporting accessible across all ABB locations for informed decision-making.

### ****Secondary Goals****

* Leverage a robust customer database for targeted marketing campaigns and personalized engagement strategies.
* Enhance stock management efficiency through streamlined inventory tracking, reducing holding costs, and optimizing stock levels.
* Provide accessible, real-time reporting mechanisms for informed decision-making across all branches.
* Improve customer engagement metrics, fostering stronger relationships and loyalty among the client base.
* Streamline inventory turnover rates to optimize product availability and reduce excess or outdated stock.
* Achieve operational efficiencies in internal processes, aiming for smoother workflows and resource utilization.

### ****Budget Allocation****

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| **Budget Item** | **Estimated Amount** |
| Overall Project Budget Range | $200,000 - $450,000 |
| Budget Drivers | Revenue-based allocation, Milestone achievements |

This budget range provides an estimated ballpark figure for the overall project, allowing vendors to assess if their proposals align with ABB's budgetary expectations. The budget drivers include considerations such as revenue-based allocation or milestone achievements, outlining how the budget is calculated and influenced by specific business factors.

### ****General Scope****

The scope of this project at Aussie Business Buzz delineates the essential parameters while encouraging innovative input:

* **Need-to-Haves**:
  + Customer Database Integration: Implement a robust database for customer information, purchase history, and repair tracking.
  + Marketing System Development: Enable digital marketing via email, social media, and potential website integration.
  + Stock Management System: Establish inventory control for products, repair parts, and cross-branch access.
  + Reporting Mechanism: Facilitate real-time reporting accessible across all branches for informed decision-making.
* **Nice-to-Haves**:
  + Innovations in Customer Engagement: Proposals for unique customer engagement methodologies or tools.
  + Advanced Analytics: Additional analytical capabilities for marketing insights or inventory forecasting.
  + Scalability Enhancements: Suggestions for scalable solutions aligning with future expansion plans.

### ****Time Frame****

The project is expected to commence on January 25, 2023 and should be fully operational by May 30, 2023.

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| **Project Phase** | **Timeline** |
| Project Commencement | January 25, 2023 |
| Milestone 1: Database Planning | January 15, 2023 |
| Milestone 2: Database Implementation | February 1, 2023 |
| Milestone 3: Marketing Strategy Finalization | February 15, 2023 |
| Milestone 4: Marketing System Development | March 1, 2023 |
| Milestone 5: Stock Management Analysis | March 15, 2023 |
| Milestone 6: Stock System Implementation | April 5, 2023 |
| Milestone 7: Reporting Mechanism Setup | April 25, 2023 |
| Milestone 8: Integration Testing | May 10, 2023 |
| Full Operational Capacity | May 30, 2023 |

### ****Business Requirements****

The project at Aussie Business Buzz entails adherence to specific business rules and legal considerations:

**Business Rules:**

1. **Customer Data Privacy**: Compliance with data privacy regulations, ensuring secure handling and storage of customer information.
2. **Inventory Management Standards**: Adherence to established inventory management protocols for accurate stock tracking and control.
3. **Marketing Compliance**: Adherence to marketing regulations and ethical practices in all marketing communications.
4. **Service Quality Standards**: Maintaining service quality standards in device repairs and customer service across all branches.

**Legal Considerations:**

1. **Data Protection Laws**: Compliance with local and international data protection laws governing customer data handling and privacy.
2. **Consumer Protection Regulations**: Adherence to consumer rights and protections in marketing, sales, and service provisions.
3. **Contractual Obligations**: Ensuring the project aligns with existing contractual obligations with suppliers, partners, or stakeholders.

### ****Creative/Design Requirements****

The project at Aussie Business Buzz entails specific creative and design considerations:

**Branding and Design Guidelines:**

1. **Logo and Brand Consistency**: Ensuring alignment with the existing Aussie Business Buzz logo and brand guidelines for all design elements.



1. **Color Palette and Typography**: Adhering to specified color schemes, typography, and visual style consistent with the brand's image.

**Ad Creative Parameters:**

1. **Ad Content Guidelines**: Establishing parameters for ad content creation, including messaging, imagery, and tone, to resonate with the brand's identity and values.
2. **Platform-Specific Design**: Tailoring ad creatives to suit various platforms (e.g., social media, email) while maintaining brand consistency.

**Look and Feel of Site/Application:**

1. **User Interface (UI) and User Experience (UX)**: Emphasizing intuitive navigation, user-friendly interface, and seamless user experience across all touchpoints.
2. **Visual Design Preferences**: Specific preferences for visual aesthetics, layout structures, and overall site/application design.

### ****Functional Requirements****

The project at Aussie Business Buzz necessitates various functional aspects to align with its business objectives:

1. **Customer Database Functionality**:
   * **Customer Information Management**: Capture and store customer details, purchase history, and repair requests.
   * **Search and Retrieval**: Efficient retrieval of customer data for analysis and service provision.
2. **Marketing System Functionality**:
   * **Multichannel Marketing Integration**: Incorporate email, social media, and website integration for cohesive marketing strategies.
   * **Prospective Customer Data Collection**: Capture and manage data of potential customers through the existing ABB website.
3. **Stock Management System**:
   * **Product Inventory Management**: Track products for sale, repair parts, and automatic stock ordering from wholesalers.
   * **Inter-Branch Stock Accessibility**: Enable cross-branch access to products and parts as needed.
4. **Reporting Mechanism**:
   * **Real-Time Reporting**: Develop comprehensive reporting functionalities accessible across all branches for informed decision-making.

### ****Content-type/Content Development Needs****

For the project at Aussie Business Buzz, considerations regarding content and its development are as follows:

**Content Strategy:**

1. **Existing Strategy or Need for Assistance**: Clarification on whether there's an established content strategy or a need for assistance in devising a content development plan aligned with project goals.
2. **Content Sources**: Identification of content sources—whether existing or requiring development—such as text copy and imagery.
3. **Vendor's Role in Content Creation**: Determination of expectations regarding content creation—whether the vendor is expected to handle content creation entirely or if ABB will provide pre-prepared content.

**Content Types and Rich Media:**

1. **Content Types**: Specification of content types—text, images, videos, etc.—and their intended use within the project.
2. **Rich Media Considerations**: Clarification on the requirement or inclusion of rich media elements like Flash animations, streaming audio, or video content.

### ****Existing Technical Environment/Requirements****

For the project at Aussie Business Buzz, consideration of the current technical environment and requirements is crucial:

**Technology Platform Preference:**

1. **Platform Preferences**: Specification of any preferred technology platforms or systems already in use within the organization.
2. **Integration Requirements**: Identification of specific hardware or software systems that must integrate or align with the proposed solution.

**Hardware/Software Integration:**

1. **Specialized Tools/Platforms**: Mentioning any specialized hosted tools or platforms essential for operations.
2. **Server Software and Operating Systems**: Any specific server software or operating systems that the proposed solution needs to be compatible with or integrated into.
3. **Application Servers and Databases**: Details about existing application servers, databases, or hosting environments requiring integration or compatibility.

### ****Preferred Working Relationship Requirements****

For the project at Aussie Business Buzz, the preferred working relationship with a vendor involves specific considerations:

**Optimal Working Relationship:**

1. **Vendor Collaboration**: Envisioning a collaborative and communicative partnership with the vendor to ensure project success.
2. **Vendor Capabilities**: Clarification on vendor capabilities—whether in-house or outsourced—and the preference regarding capabilities and resources.

**Outsourcing or Subcontracting:**

1. **Vendor's Outsourcing Practices**: Determination of ABB's stance on the vendor's outsourcing or subcontracting practices for project components.
2. **Capability Preferences**: Expressing preferences—whether for a vendor with all capabilities in-house or one that might utilize outsourcing for specific project aspects.

**Involvement of Other Departments or Parties:**

1. **Direct Engagement with Other Entities**: Identification of any other departments, agencies, or third parties involved in the project—clarifying if the vendor must engage directly with them or solely through ABB.

### ****Ongoing Support and Maintenance Requirements****

For the project at Aussie Business Buzz, considerations regarding ongoing support and maintenance entail:

**Envisioned Support Needs:**

1. **Support Scope**: Clarification on the anticipated support needs post-implementation—whether it involves technical assistance, troubleshooting, or system updates.
2. **Maintenance Requirements**: Determination of ongoing maintenance expectations for system health and performance optimization.

**Current Resources and Vendor Suggestions:**

1. **Existing Support Resources**: Description of current support resources within ABB, if any, and their capacity.
2. **Vendor's Proposed Support**: Request for the vendor to provide suggestions or recommendations regarding ABB's ongoing support needs based on their expertise and experience.

# INFORMATION REQUEST FROM VENDORS

## Vendor company information

### Company background/history

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### Quick overview of services and capabilities

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### Management or key personnel bios

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### Contact information

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## Vendor’s proposed solution

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## Basic summary of the solution

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## Solution methodology/process

### Development plan

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### List of tasks

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### Timeline

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## Details on proposed solution

### Original ideas – strategy, creative, etc.

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### Features and functionality

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### Options and add-ons

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### Scalability

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### Technical requirements

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## Preliminary design compositions (voluntary)

## Proposed budget

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### Cost of services

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### Required 3rd party costs

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### Support and maintenance

Text here

## List of deliverables

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## Ownership

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## Proposed Project Team

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## Vendor references

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### Show examples of previous work

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### Provide client references

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### List awards/accolades and special certifications

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