# Introduction Company

The company referred to is Green Groceries, a medium-sized company specializing in organic and locally sourced grocery products. Over the years, the company has built a solid reputation primarily through collaboration with local farmers and environmentally conscious suppliers. With the aim of expanding market reach and making sustainable products more accessible, Green Groceries has set a goal to launch an online platform within the next 3 months. They have also chosen System Concepts (SC) to develop their online platform using SCRUM and Agile concepts.

## **Benefit of project.**

Green Groceries gains a lot of value from its expansion. Profit margins are often restricted in constrained markets, which is why Green Groceries wants to expand into new markets in order to draw in more customers, especially from the expanded regions. The introduction of an online platform attracts a wider range of customers, which in turn promotes the brand or image of the company more widely in the market and increases profits. Customers no longer need to physically visit the business to make purchases or receive services because they can do so from anywhere using an online platform.

## **The aim of project**

The project will replace paper-based systems with expedited order processing. Customers can simply manage their personal account information with it. uses virtual birthday celebrations to advance corporate culture. upholds friendly policies and data protection laws to foster a positive atmosphere. Capable of managing traffic during peak hours without compromising performance. keeps the website's design elements and branding consistent. offers platform promotions to entice users to make more purchases. accepts every kind of payment.

## **Purpose of project**

This project is being carried out to offer a platform that can readily optimize the workflow for order processing. By widely promoting the company's image or brand to the market, it hopes to draw clients from a variety of locations who would otherwise have to physically visit the business in order to make purchases or take advantage of other services. By taking various payment methods, it maximizes customer convenience. In summary, it is clear that Green Grocery wants to become more competitive in the market, increase customer satisfaction, and optimize operational efficiency.