

# Assignment 2 Plan

## Group Members

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## Project Description

This is a web application that users can use to buy groceries. It is an online storefront (a storefront similar to Amazon) that allows for single purchases but also provides membership options to users who want recurring grocery deliveries. It allows for companies and independent users to register. The type of account determines the items they can purchase and how they are purchased (e.g., A registered user can buy single groceries or register an account to get monthly groceries. A company account can do all this but can also purchase groceries in bulk). Administrator accounts can do all of this but can also access and modify the database (backend) containing all the items in the store. The business model for Agrical (The fictitious trading company) is directly inspired by grocery provision services with memberships such as HelloFresh.

## Fictitious Trading Company

1. **Company name:** Agrical Produce

### Company Logo:



**Company Emails:** [tarun@agrical.com](mailto:tarun@agrical.com), [marco@agrical.com](mailto:marco@agrical.com), [support@agrical.com](mailto:support@agrical.com)

**Company phone numbers:** 0411658745

**Company location:** 90 George St, West Swan WA 6055

2. Agrical Produce is a fresh produce company that prides itself on supplying high-quality, high-end produce (both animal produce and agricultural).

Agrical helps provide the community with healthy and organic alternatives, intending to provide and increase the availability of fresh, locally sourced produce.

Agrical is targeted not only at regular individuals but also dedicated to providing fresh, organic food to local restaurants, cafes, and supermarkets at affordable rates. Local businesses can take advantage of the scheduled deliveries to get the required produce on time and just when necessary to minimize food waste.

Produce is not only sourced locally but high-quality international products are also imported for the convenience of customers who may want to purchase these products but cannot access them from within Australia.

3. Agrical provides animal produce such as milk, eggs, cheese, and honey. Vegetables, wine, and oils are also sold and made with the supposed fresh local produce the company makes. The forms in which these products are sold are either through ordering single items in the shop using a cart system as if it were any online shop or subscribing to the paid membership which allows users to receive themed 'bundles' of various products depending on their dietary choices and preferences.

Agrical also encourages food and cooking enthusiasts with a special categorization of products based on characteristics such as origin e.g., Mediterranean, Italian, Indian, Chinese, Japanese, etc.

4. The way online trading is done is through an online store that provides various methods of purchasing produce. This means buying produce on its own through different transactions or becoming a member for a fixed monthly fee where users receive monthly produce at their doorstep. If the clients buy products without a paid membership, they will have to pay an extra delivery fee.

Agrical gives back 20% of the delivery fee to the community as part of their Corporate Social responsibility goals. This is done through efforts such as donations to charities like Rural Aid Australia, WWF, and the Australian Conservation Foundation.

The delivery fees are paid by the customer for each order placed, or customers can become an Agrical member to reap more benefits such as 'free deliveries', scheduled deliveries or member discounts/specials. The subscription fees are \$19.99 a month. Agrical can deliver produce on the same day the order has been placed which adds to the convenience.

Additionally, Agrical also aims to use sustainable, eco-friendly packaging which can be re-used. And if the customers give back the package to Agrical, they provide discount vouchers to the customer to use on their next order

The admins accounts should be able to modify the database and make changes to the products and descriptions mentioned in the app.

Businesses can sign-up to Agrical with a business membership to get a business account which gives access to lower prices with bulk-buying, and scheduled deliveries, with no additional delivery fees.

## 5. List of products:

Name	Category	Price
Granny Smith Apples	Organic, Green, Apple, Fruits	\$6.50 /Kg
Organic Bananas	Organic, Yellow, Banana, Fruits	\$6.00 /Kg
Organic Pink Lady Apples	Organic, Red, Apple, Fruits	\$6.50/Kg
Organic Royal Gala Apples	Organic, Red, Apple, Fruits	\$6.50/Kg
Organic Gold Rush Pears	Organic, Pear, Fruits	\$7.00/Kg
Organic Packham Pears	Organic, Pear, Fruits	\$4.50/Kg
Organic Yallamundi Farm Free-range Eggs - 12 Pack	Eggs, Organic	\$12.00
Conventional Bickle-valley Farm Free-range Eggs - 12 Pack	Eggs, Conventional	\$6.00
Organic Paris Creek - Full Cream Milk	Milk, Dairy, Organic	\$6.10/ 2L
Organic Australia's	Milk, Organic,	\$4.30/ 1L

Own Almond Milk	Vegan, Gluten Free	
Organic Living Planet Goats Milk	Milk, Dairy, Organic	\$5.80/ 1L
Organic Pure Harvest Oat Milk	Milk, Vegan, Gluten Free, Organic	\$3.10/ 1L
Organic Pure Harvest Full Cream Milk	Milk, Dairy, Organic	\$3.10/ 1L
Organic Pure Harvest Low Fat Milk	Milk, Dairy, Low-Fat, Organic	\$3.10/ 1L
Organic Pure Harvest Soy Milk	Milk, Dairy, Organic, Gluten Free, Vegan	\$3.10/ 1L
Organic Pure Harvest Coconut Milk	Milk, Organic, Gluten Free, Vegan	\$3.90/ 1L
Organic Paris Creek Unsalted Butter 200gm	Dairy, Butter, Organic	\$6.05
Organic Times Salted Butter 250gm	Dairy, Butter, Organic	\$6.70
Organic Times Unsalted Butter 250gm	Dairy, Butter, Organic	\$5.80
Barambah Organics Pure Cream 200ml	Dairy, Organic, Cream	\$6.00
Barambah Organics Sour Cream 200ml	Dairy, Organic, Cream	\$6.00
Aussie Dream Rice Milk Pure Harvest	Milk, Organic, Gluten Free, Vegan	\$2.90/ 1L
Hass Avocado 4 pack - Spray free	Fruits, Organic, Green	\$10.10
Cara-Cara Oranges	Oranges, Organic, Fruits, Citrus, Conventional	\$3.95/ Kg

Lemons	Conventional, Organic, Fruits, Citrus, Yellow	\$2.25/ Kg
Limes	Conventional, Organic, Fruits, Citrus, Green	\$11.00/ Kg
Carrots	Conventional, Organic, Vegetables, Orange	\$7.90/ Kg
Baby Beetroot (5-6 per bunch)	Conventional, Organic, vegetables, Red	\$2.52
Chinese Cabbage	Conventional, Organic, Vegetables, Green	\$4.20
Green Cabbage	Conventional, Organic, Vegetables, Green	\$2.00
Brown Onions	Conventional, Organic, Vegetables	\$2.55/ Kg
Corn - Sweet Corn	Conventional, Organic, Vegetables	\$2.00
Broccoli (Per bunch)	Conventional, Organic, Vegetables	\$2.80
Potatoes	Conventional, Organic, Vegetables	\$5.00/ Kg
Sweet Potatoes	Conventional, Organic, Vegetables	\$9.00/ Kg

6. Domain: <https://eris.ad.murdoch.edu.au/~33970651/Assignment2/WebClient/index.html>

### **Mission Statement**

To build and increase the health-mindset of our communities by providing people with access to fresh, organic produce that is locally grown, as well as to contribute to the development of a sustainable food system.

## **Health**

At Agrical, we primarily value the health of the community, and we believe the health is dependent on dietary choices. And we aim to bring fresh, organic produce to consumers at fair prices, enabling them to improve their health and build resistance to a wider range of health concerns.

## **Local Farmers**

We aim to provide an opportunity for local farmers, and food producers to sell their products directly to the consumer in a clean, friendly, and community-oriented environment. As part of our corporate social responsibility, we encourage farmers to follow organic practices and as a reward for farmers that follow organic, we buy their produce for a higher rate which provides them with better revenue.

## **Eco-Friendly**

We pack and deliver all our produce with zero carbon emissions using reusable, eco-friendly packaging, and electric cars for deliveries to assist in the fight against climate change. Customers can receive discounts on their subsequent orders if they return the used packaging to us. This initiative provides customers to contribute to the environment and mankind through this project while also helping us reduce waste.