

## System Requirement Specification

### Marketing Information System & Sales Information System for Glory

#### ● Goals and Objectives

##### 1. Effective Marketing Campaigns

- a. **Goal:** Enhance marketing efficiency through gathering and analyzing customer, business market data.
- b. **Objective:** Increase marketing campaign conversion rate by 30% as well as reduce non-necessary marketing expenditures by 40% within six months of the project initiation.

##### 2. Target Customer Groups

- a. **Goal:** Identify and attract the specific customer group most likely to purchase the product.
- b. **Objective:** Boost lead conversion rates by 20% within three months.

##### 3. Selling Price Strategies

- a. **Goal:** Implement dynamic pricing models to maximize sales revenues.
- b. **Objective:** Increase sales by 25% and profit margins by 15% by end of Q2.

##### 4. Market Competition

- a. **Goal:** Gain precedence over competitors by looking into market trends and their operational strategies.
- b. **Objective:** Increase market share by approximately 15% within one year.

#### ● User Stories

- As a marketing manager, I want to have a real-time report of marketing key metrics so that I can figure out the best approaches to launch effective marketing campaigns.
- As a marketing employee, I want to design customer feedback surveys so that I can use them to identify areas for improvements in our products.
- As a sales manager, I want to receive weekly market trends reports from my team so that I can come up with innovative selling strategies to increase our company's revenues.
- As a customer, I want to have a seamless and personalized shopping experience so that I can find the product I need quickly and feel valued during my purchase.

No external entities for competitor analysis and market trend tracking in the context diagram even though its mentioned in the functional requirements. (-0.1)

- **Functional Requirements**

Functional requirements refer to “what” systems should do. They are directly related to the functionality that the system offers to the user.

1. **Marketing Campaign Management:** The Marketing Information System shall enable marketing people to create, launch, and monitor marketing campaigns while providing suggestions to optimize marketing performance in real time.
2. **Customer Segmentation and Targeting:** The system shall analyze customer data, including demographics, behaviors, and preferences to identify target customer groups to increase lead conversion rates.
3. **Dynamic Pricing Strategy:** The Sales Information System shall analyze historical sales data and market trends to enable dynamic pricing strategies based on demand and competition.
4. **Competitor and Market Trend Analysis:** The system shall continuously track other competitors’ operational strategies, activities, and current market trends to provide feasible approaches to help the company gain competitive advantages.

- **Non-Functional Requirements**

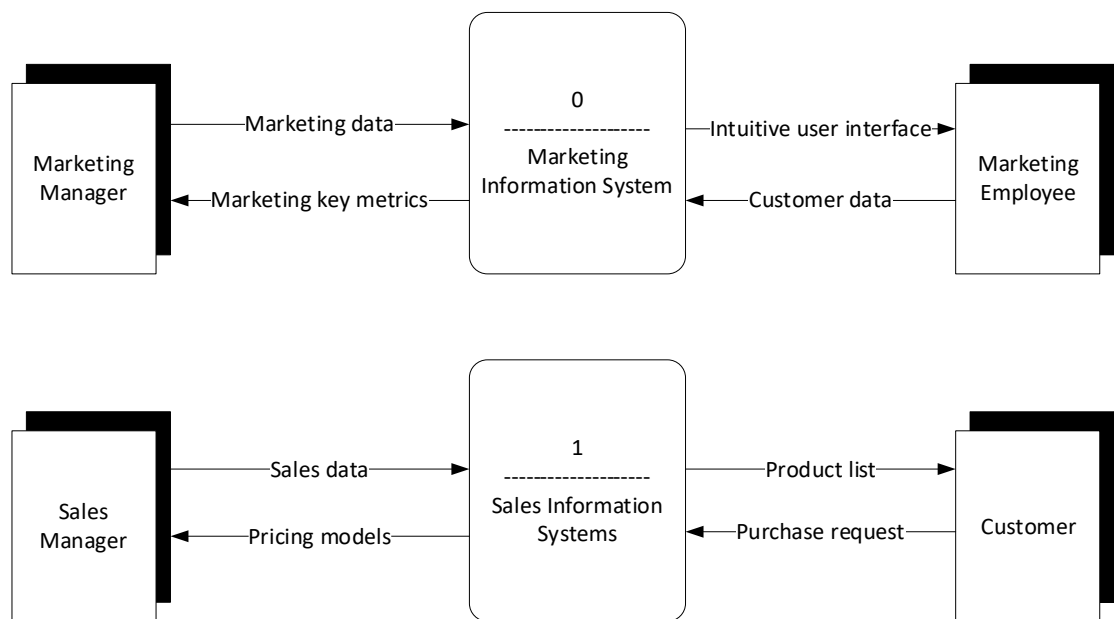
Non-Functional requirements refer to “how” those functions are delivered. They are typically the criteria that judge how well a system performs its functions.

1. **Performance:** The system should be able to handle a large amount of real-time marketing performance metrics without significant delays or hassles.
  - Here the system is expected to process data loaded within 3 seconds and displays the output immediately.
2. **Usability:** The system shall have an intuitive user interface (UI) that allows marketing team members to easily create and manage campaigns.
  - Here the system is expected to possess tooltips and help features to assist users in campaign optimization and competitor analysis.
3. **Security:** The system shall allow appropriate access and prevent unauthorized access, ensure customers’ sensitive data are always well

protected.

4. **Reliability:** The system should remain 99.9% uptime, ensuring continuous sales tracking without interruption.
  - Here means the backup systems should be in place to prevent data loss.
5. **Scalability:** The system should be scalable enough to accommodate more users as the user base grows and data volume increases.
6. **Maintainability:** The system shall always be ready for updates and patches to ensure it remains compatible with evolving market technologies and conditions.

#### ● **System Context Diagram**



#### **References**

Functional vs Non-Functional Requirements

[https://www.reddit.com/r/businessanalysis/comments/kd1ogy/functional\\_vs\\_nonfunctional\\_requirements/?rdt=51109](https://www.reddit.com/r/businessanalysis/comments/kd1ogy/functional_vs_nonfunctional_requirements/?rdt=51109)

Nonfunctional Requirements Explained: Examples, Types, Tools

<https://www.modernrequirements.com/blogs/what-are-non-functional-requirements/>

