



Faculty of Science & Information Technology
American International University-Bangladesh (AIUB)

Software Requirements Engineering

Section: B

Project On

“MEDICARE”

Submitted To

Abhijit Bhowmik
Senior Assistant Professor &
Special Assistant – office of Student Affairs
Department of Computer Science
American International University-Bangladesh

Submitted by

NAME	ID
Sushanta Saha	16-32681-3
Ahammad, Hasan	16-32916-3
Tareq,Md. Ikram	16-32231-2
Partha Debnath	15-30332-2



1. Project idea: This is the mainly ecommerce related project. This project goal will be online medicine home delivery, emergency medical support and find out nearest pharmacy and hospital location throughout the system.

2. Requirement:

User:

- A. User can create a profile in the system and can update profile data.
- B. Trace pharmacy location, can contact with this pharmacy for medicine.
- C. Trace hospital location, can call hospital's emergency number for getting emergency service.

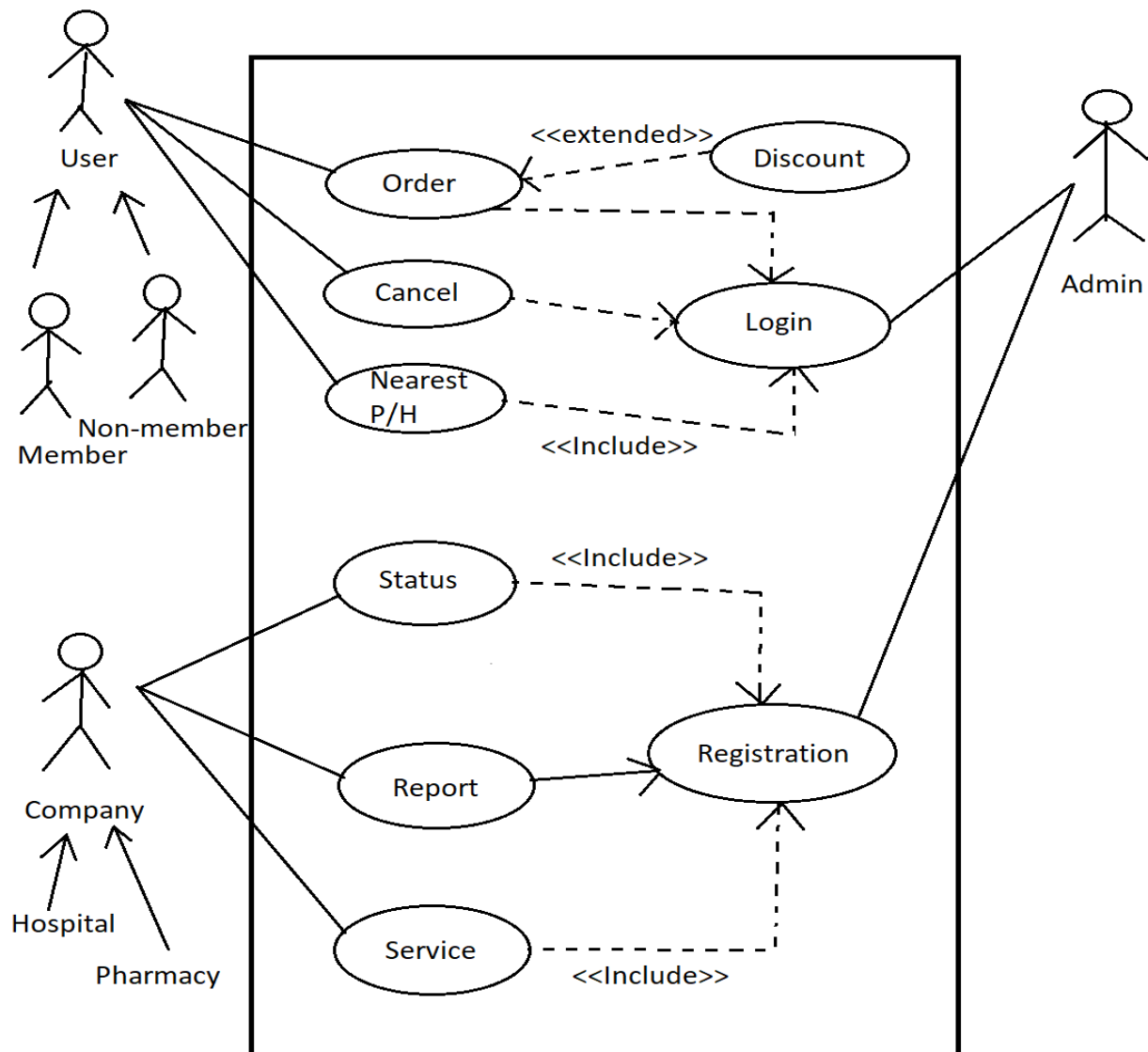
Pharmacy owner:

- A. Have to registration for serve this service.
- B. Can receive call from user for medicine delivery.

Hospital authority:

- A. Have to registration in the system.
- B. Can receive call from user to give emergency service.

Use Case Diagram:



3. Social impact:

Country: Country's people will be more beneficial in medicine and medical sector. Because people can get medicine anytime anywhere and find out nearest pharmacy and hospital only by using the system. People can save time and money and also life. And life will be more easy and comfortable.

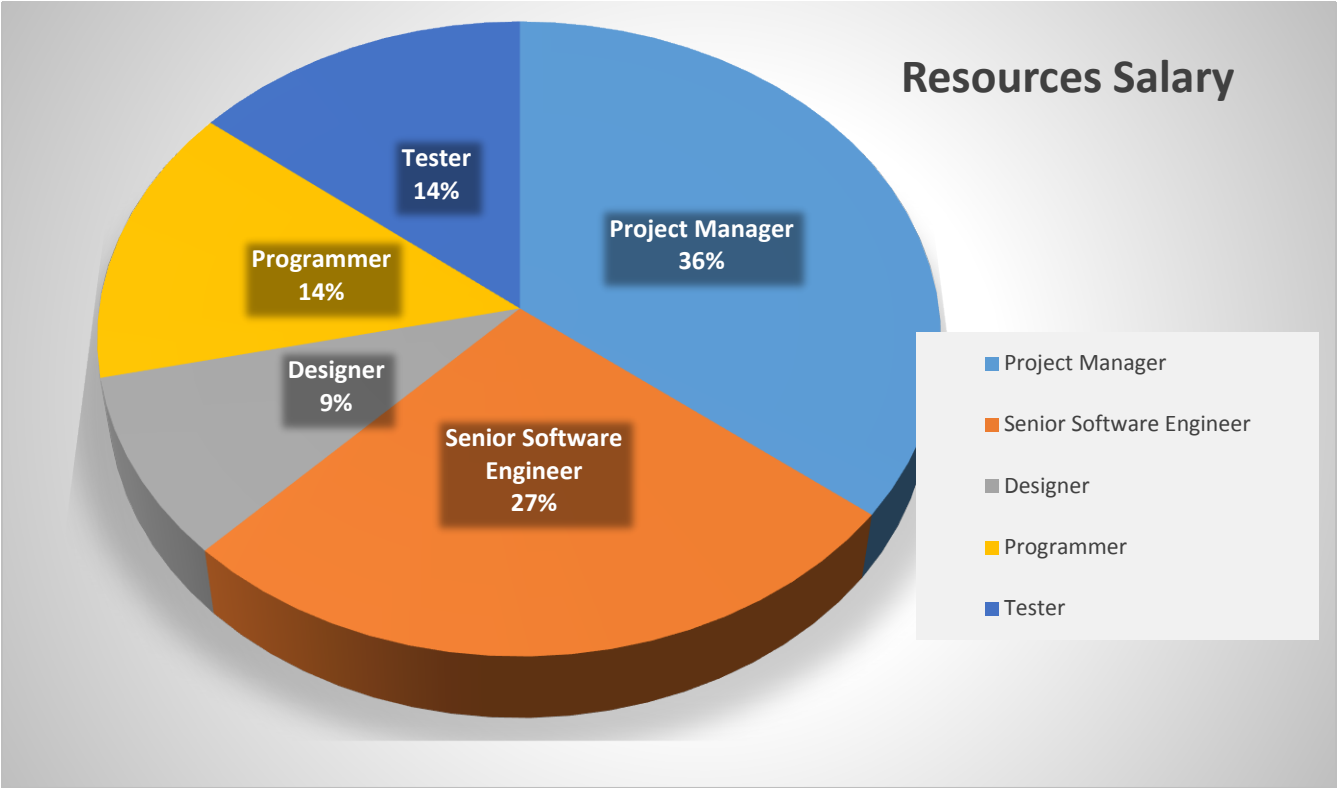
People category: Here is three types of people can be benefited by the system. There are users, pharmacy owners and hospital authority. User's level people can save time and money throughout the system.

Pharmacy owner's level people can sell more medicine and get more customer and also can be publicity by the system. Same way in hospital, they will get more patients and their financial structure will be increase day by day.

4. Estimation:

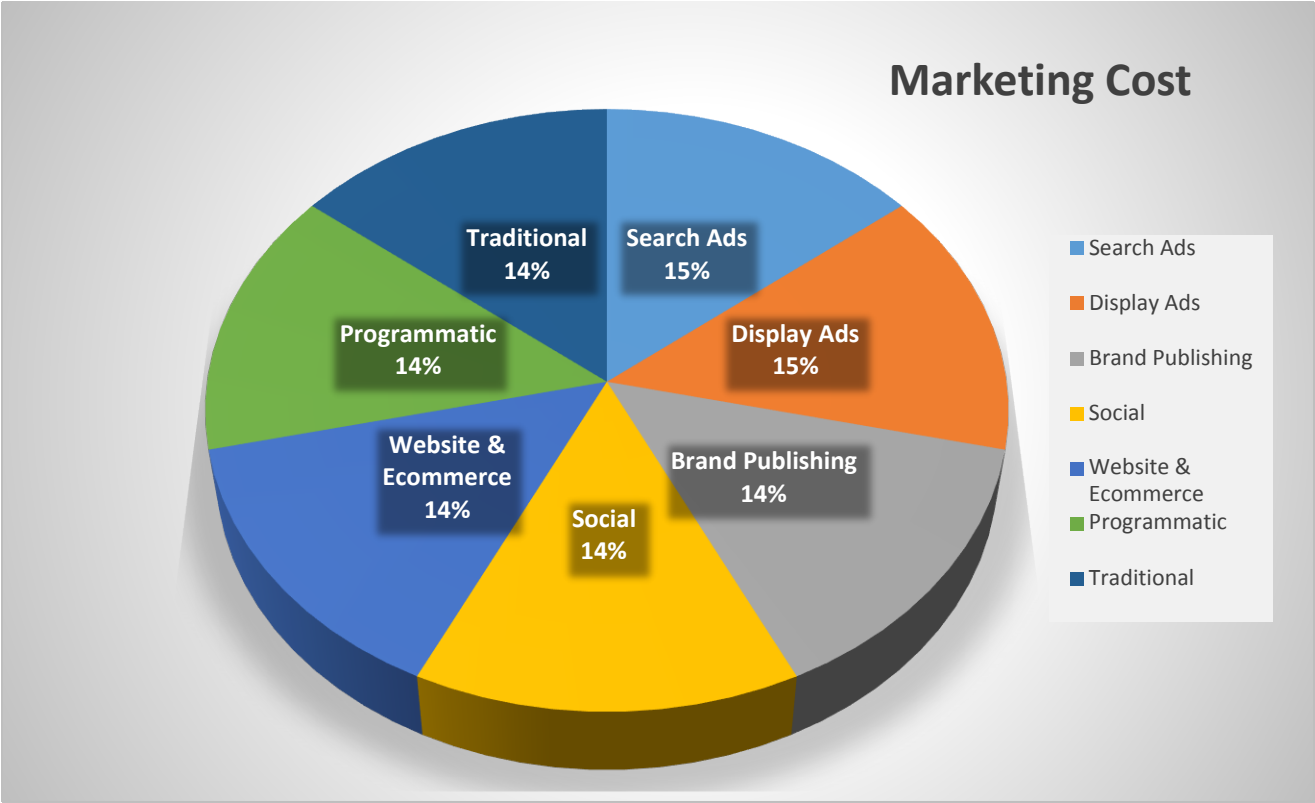
Resources Salary

Resources	Number of Hour	Rate	Total (Monthly)
Project Manager	100	600 BDT	60000 BDT
Senior Software Engineer	150	300 BDT	45000 BDT
Designer	120	130 BDT	15600 BDT
Programmer	120	200 BDT	24000 BDT
Tester	120	200 BDT	24000 BDT
Total	610	1430 BDT	168600 BDT



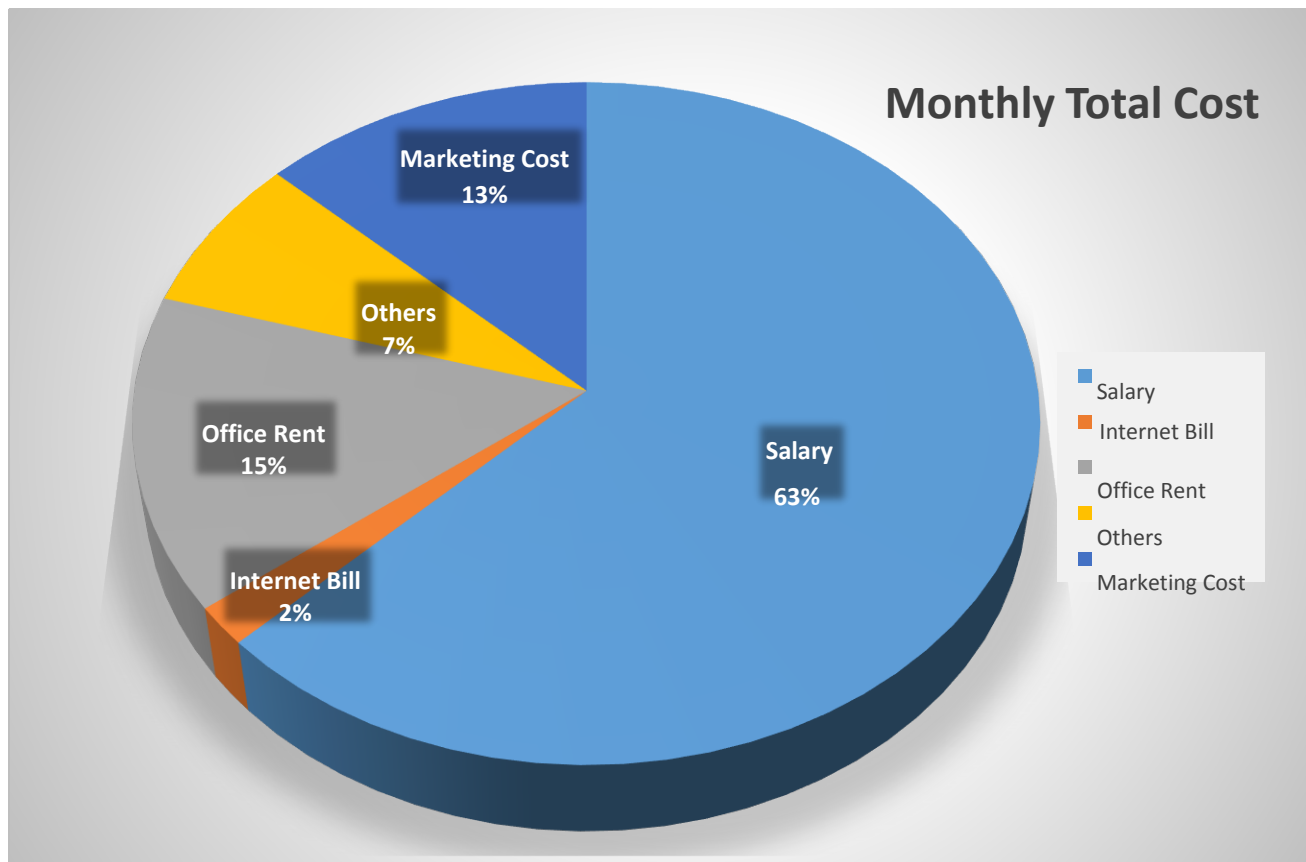
Marketing Cost

Task	Price (Monthly)
Search Ads	5000 BDT
Display Ads	5000 BDT
Brand Publishing	5000 BDT
Social	5000 BDT
Website & Ecommerce	5000 BDT
Programmatic	5000 BDT
Traditional	5000 BDT
Total	35000 BDT



Total Cost

Task	Price (Monthly)
Salary	168600 BDT
Internet Bill	4000 BDT
Office Rent	35000 BDT
Others	10000 BDT
Marketing Cost	35000 BDT
Total	252600 BDT



5. Marketing Plan for Medicare:

Traditionally, marketing experts tell us that there are 4 key components of your Medical Marketing Plan.

1. The Product or Service:

This will be service offering you emergency medical support and medicine from pharmacy. For example if you need any emergency medical support you can call the emergency zone of this hospital which is registered in this system. And you can also order for medicine from this pharmacy.

2. The Price of the Service:

Self-Pay Patients – Patient pays directly to the provider – you have leverage to provide better service than your competitors and charge more.

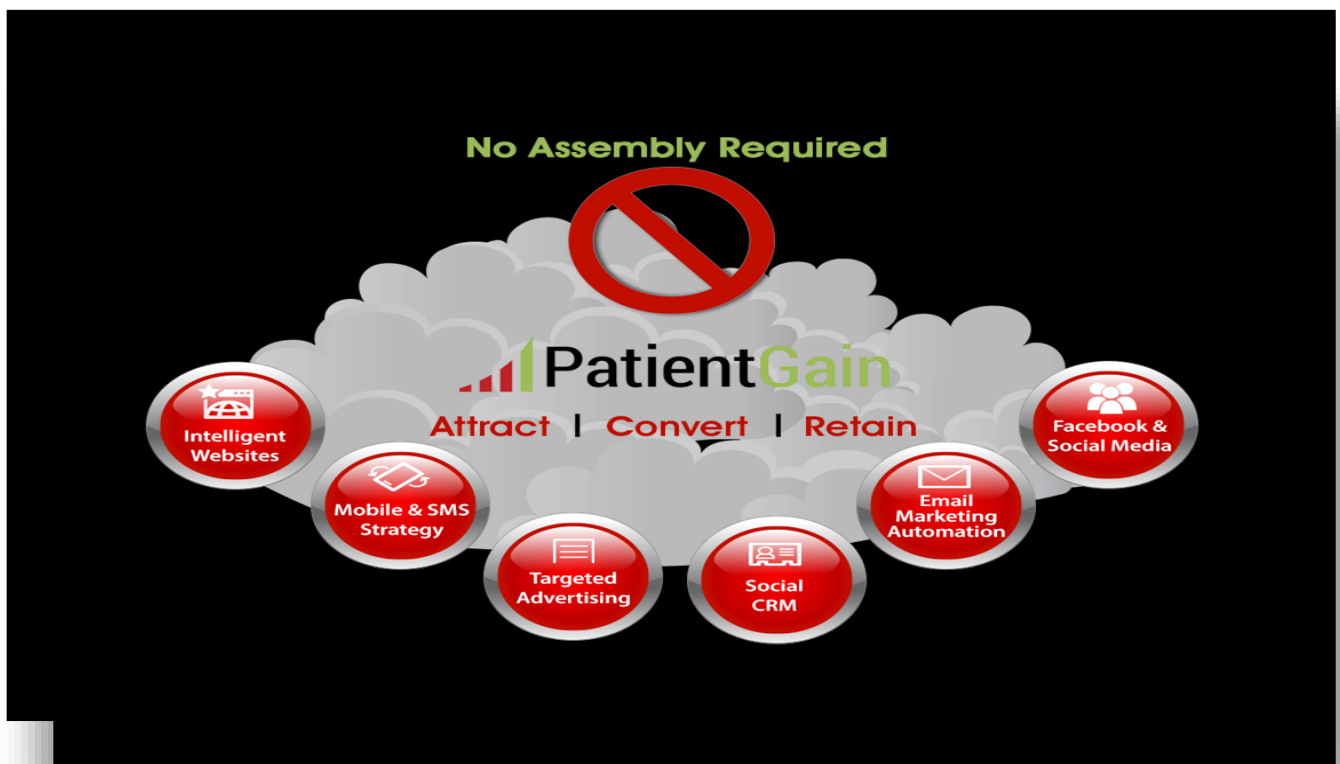
3. The Place or Location of Service :

For most parts, Medicare delivery system in Dhaka. Telemedicine can change this in the future, but for now patients typically go to a “local” provider. This is evidenced by 2000% plus increase in Google searches for “Urgent care near me” or “hospital near me” or hundreds of other variations based on mobile patients searching for services “near” a patient. **So your Place or Location matters.**

4. The Promotion (marketing) or Advertising of Service:

This is one area, where you have true leverage to dominate your medical field. Your medical plan must include the promotion of your service. There are generally 1 main sub - areas for promotion of medical services:

- A. Online Promotions – This refers to digital marketing and digital advertising to acquire more patients and retain existing patient base.



6. Profit Estimation

Monthly Total Cost = 252600 BDT

Yearly Total Cost = $(252600 \times 12) = 3031200$ BDT

Year	Project
0	-3031200 BDT
1	1800000 BDT
2	2000000 BDT
3	2200000 BDT
4	2500000 BDT
5	3000000 BDT
Net Profit	8468800 BDT

- The net profit of this project is the **difference** between the **monthly total costs (252600 BDT)** and **total income** over the life of this project
- Does not consider investment or risk
- Does not consider timing of cash flows

Average annual profit in five Years.

= $(8468800/5)$

= 1693760 BDT

Marketing Analysis

