

Project Design Phase-part 2

Requirement Analysis (Functional, Operational, Technical)/Flow Chart

Team ID	NM2023TMID04230
Project Name	How To Create Brand Name, Brand Mail And Brand Logo In Canva

The requirement analysis for a sapling shop, categorizing the requirements into functional, operational, and technical aspects:

Functional Requirements:

- 1. Product Display:** The shop should be able to display saplings with detailed information, including species, price, and care instructions.
- 2. Inventory Management:** A system for tracking and managing inventory to ensure availability and reduce overstock or stockouts.
- 3. Customer Checkout:** A point-of-sale system to facilitate customer purchases, including payment options like cash, credit cards, and digital wallets.
- 4. Customer Support:** Means to offer advice and assistance regarding plant care, helping customers make informed choices.
- 5. Order Processing:** Handling online orders, tracking their status, and notifying customers when ready for pickup or shipping.
- 6. Marketing and Promotion:** Tools for running marketing campaigns, discounts, and loyalty programs to attract and retain customers.
- 7. Feedback and Reviews:** A platform for customers to leave reviews and feedback.

Operational Requirements:

- 1. Store Layout:** Organizing the physical layout of the shop to optimize customer flow and visibility of products.
- 2. Staff Training:** Training employees in plant care, customer service, and the use of point-of-sale systems.
- 3. Business Hours:** Setting operational hours and schedules for staff.
- 4. Security Measures:** Implementing security measures to protect inventory, property, and customer data.
- 5. Customer Service Guidelines:** Defining protocols for handling customer inquiries, complaints, and returns.

Technical Requirements:

- 1. Point-of-Sale System:** Installation and maintenance of a reliable point-of-sale software/hardware for transactions.
- 2. Inventory Management Software:** Software to manage inventory, track product sales, and re-order items as needed.
- 3. Website or Online Platform:** Developing and maintaining an e-commerce website or app for online sales.
- 4. Payment Processing:** Integration with secure payment gateways to process online payments.
- 5. Customer Relationship Management (CRM) System:** Utilizing CRM software to track customer interactions and manage customer data.
- 6. Security Software:** Implementing firewalls, encryption, and security measures to protect digital assets and customer data.
- 7. Marketing Tools:** Email marketing, social media management, and SEO tools for promoting the shop online.

Flow Chart:

