Vanier College

Faculty of Science and Technology

System Development

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Logo

Description automatically generated

Deliverable 2

Green Team

Mert Kairstan Salvador

Maxym Galenko

Ali Raza

In collaboration with Marco Patulli

(Code from our eCommerce class will be used for certain features of this project)

We, the green team, certify that this assignment is our own work.

I, Mert Kairstan Salvador, student ID #2179970, certify that I have contributed to this deliverable, M.K.S.

I, Maxym Galenko, student ID #2060352, certify that I have contributed to this deliverable, M.G.

I, Ali Raza, student ID #2080455, certify that I have contributed to this deliverable, A.R.

# Executive Overview

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Our project is a prototype e-Commerce Project web application for a client. Our client is Marco who is a small personal computer business owner located in Montreal. He offers laptops, pc builds and commissions.

In this deliverable, we learned a lot about our client and his business, we had a meeting with him during which we asked him questions about how everything in his business domain operated, the issues he was facing on a daily basis, about himself and his business. This meeting helped us understand how the business worked and the problems that he faced. This interview was a crucial part of our documentation for this deliverable.

In short, we learned that although our client has a lot of competition in this domain, he manages to sell his products at a reasonable price and stay ahead of the competition. The main issue that he needs to fix is the inventory management seeing as he uses excel sheets to keep track of it. Another inconvenience that he faces is listing all of his products online. Managing listings on multiple platforms can be difficult and time consuming, which is why a website can easily fix it. Our client lacks an automatic payment method and it can also be very time consuming to keep track of the income and expenses. We also learned some of the functionalities that our client wants on the website: customers login, ability to chose an item and adding it to a cart, online payment through the website, as an admin, with his own login, have the ability to list products and manage the inventory through adding and removing parts.

Our client’s business domain is difficult to flourish but with our help and the website, we believe that we can facilitate his everyday struggles and help his business grow.

# About

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Description of the business domain:

As a small pc building shop that occasionally sells laptops, this domain has a lot of competitors. Therefore, publicity, quality and trust have a significant impact on the computer industry on a local level.

Also, there are a lot of computer sellers in the Montreal Area, so it makes it difficult to advertise. Furthermore, a pc with all the necessary components could reach up to 3000$ or more. Yet, despite all this, Marco manages to get the necessary parts for a specific build all at a reasonable price.

Another key factor in the computer industry is the fact that there are a lot of people mass buying computer components to resell it. This makes the products go out of stock and makes it harder for other people to get the pieces that they need. It marks up the prices more than double maybe even triple their original price.

As a bonus, the computer industry is one of the largest and increasing in demand industries in the world, making sales over 90 million shipments in the world. With [Montreal being the number 1 in Canada for producing graduates specializing in technology and engineering in 2019](https://www.montrealinternational.com/en/news/montreal-no-1-in-canada-for-its-pool-of-tech-and-engineering-graduates/). Which proves that Marco’s small business has a chance of growing into a bigger business.

## Description of the business environment:

Currently our client fully operates on Instagram which limits its capabilities for growth and is giving him a hard time to sell multiple variations of the same product since it takes a lot of effort, and it takes a lot of space to make multiple posts on Instagram. So also makes it hard for him to properly communicate with his clients. Therefore, not all product variations, information and components are completely displayed. Our client relies on Cash, PayPal, E-Transfer and Bank transfer due to the lack of an automatic platform of his own. That also influences the way he is doing business. Another negative impact from this method is that there is a possibility of him paying for a specific build only for that build to get cancelled at the last minute. This model puts his business at great risk of not getting the payment for a custom product that would not necessarily have no use for someone else.

Our client has made a sale recently and demand has slightly decreased because demand has gotten low for him but, he is still motivated to focus on growing his business. From our observations the reason his business is still small is the lack of marketing and the high price of components.

## Description of the client:

Marco Patulli is a college student whose main source of income is his business. He started this business due to his love for building PCs/laptops and saw it as an opportunity to combine his passion and work in order to make money.

Our client is growth oriented and knows the value of having a website for the growth of his business. He understands the uses of Facebook marketplace and his Instagram page but knows that they have a limited reach. The website would allow him to manage his inventory and facilitate client orders.

His computer skills are limited to assembling computers, browsing, MS Office and other PC applications that are used for PC performance. Given his knowledge of these applications, he shouldn’t have any problem using the website with proper instruction.

Currently our client uses excel sheets to track his inventory which causes problems when he sells PCs and buys parts. He doesn’t have a way to track his income and expenses.

## Business problem:

This project aims to solve our client’s biggest business issues.

* The inconvenient way of keeping track of his inventory.
* This entails having an easier way to add PC parts to the inventory as well as removing parts from the inventory that have been used to build a PC.
* Listing the PCs/laptops that he’s selling.
* Our client needs an easy way to list his products that can reach his customers, since listing them on multiple applications is complicated.
* Having one place to list all his products will let him save time that he would otherwise waste by listing all his products on different applications.
* Alternative way of handling transactions for security and management reasons.
* Since our client sells high-end PCs/laptops, he needs a secure payment method that will not put him at risk and ensure that he gets paid in full.
* Having an option to pay for the product online will help him manage his income and expenses better, since he won’t have to deal with cash and withdrawing or depositing at the bank.

# Open Questions

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A young owner and college student creates a side business about 2 years ago. The reason he starts this side business is because a friend introduces him to it, and he has a passion for computers, making it the perfect fit for him. The business has been up and running for two years, and his best-selling products are high-end gaming computers. The owner sells about 20 PCs/laptops per week (a rough estimate), with laptops being more popular among customers, representing 60% of the sales.

When asked how he acquires his supplies, the owner mentions that he has multiple sources such as Facebook Marketplace, personal business partners, and suppliers. He knows that the market is competitive, and customers are looking for the best prices, but he does his best to provide the best prices for his customers to win their loyalty. The owner operates the business from his basement, and word-of-mouth advertising is his primary means of getting the word out about his business.

However, the owner recognizes that he needs more clientele, and he believes that the website can help grow his business significantly. He is hoping that the website will have an inventory system that he can manage on his own since currently he has to rely on Excel to keep track of inventory, allowing him to keep track of his stock and build computers and post them directly on the website. As for his customers, he wants them to have the ability to shop and browse with ease, while also being able to send personal requests or ask questions.

Overall, it is fascinating to learn about this small business, and it is clear that the owner is passionate about his work. With the addition of a website, the owner is excited about the potential growth of his business and the possibility of turning it into his full-time job.

# The Questionnaire

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## About the Business Owner:

*Do you have knowledge in the computer world?*

*Would you be able to personalize and operate your website?*

*Would you require guidance?*

*What made you decide to start a side business?*

*Why sell computers and laptops in particular and not something else like clothing for example?*

*Is the business your only job?*

## About the Business:

*How long has this business been up and running?*

*What is your best description of the industry that you work in?*

*What is the best-selling product that you have?*

*What are your sales statistics like (if you have something like that)?*

*How and where are supplies bought?*

*How and where are supplies bought?*

*Do you know of any businesses similar to yours?*

*How competitive is the market or how do you adapt to competition?*

*How can people find out about your business? Where do you operate?*

## About the Issues:

*What was the issue with the way you were operating before and what made you consider working with us?*

*Is the business profitable to become your only source of income or is it only intended to be a side business?*

*How is the business currently operated, how do people order and how do you fulfill orders?*

*Are there any issues with suppliers, for example when you order separate parts to build a custom pc?*

*Do you advertise your business? If yes, how do you do it?*

## About the application:

*What features would you like to have as an admin?*

*What features would you like your customers to have?*

# Works Cited

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