



**Ciências
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Rentabot Business Case

Gestão de Projetos 2019/2020

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Contents

1. EXECUTIVE SUMMARY.....	3
1.1. Issue.....	3
1.2. Anticipated Outcomes.....	3
1.3. Recommendation	3
1.4. Justification	3
2. BUSINESS CASE ANALYSIS TEAM	4
3. PROBLEM DEFINITION.....	4
3.1. Problem Statement	4
4. PROJECT OVERVIEW	4
4.1. Project Description.....	4
4.2. Goals and Objectives.....	5
4.3. Project Performance	5
4.4. Project Assumptions.....	5
4.5. Project Constraints.....	6
4.6. Major Project Milestones.....	6
5. COST BENEFIT ANALYSIS.....	6
6. APPROVALS	7

1. EXECUTIVE SUMMARY

This business case outlines how the Rentabot Project will address our business proposal, the benefits of the project, and recommendations and justification of the project. The business case also discusses detailed project goals, performance measures, assumptions and constraints.

1.1. Issue

Many people are either unable to purchase or don't wish to own full-time electronic devices, due to:

- The price range being too high
- Wishing only for a trial with the device
- Wanting the device for a short period of time

For these reasons commercial companies are not able to sell these devices to those clients.

1.2. Anticipated Outcomes

The outcome of this project is a service where individual clients can rent, for a short period of time and low price, electronic equipment. A web platform will be made available for clients to look for equipment and make rentals that are then delivered by a team of drivers. All equipment will be well maintained by technicians.

1.3. Recommendation

The approach of this project will be:

- Create a platform to be used by people that can consult which equipment will be available, their rental periods and corresponding prices, make the rental and arrange a place for delivery of the rented equipment.
- There will be a balance between prices and rent periods, so that the project is profitable.

1.4. Justification

All existing electronic renting services that in Portugal only provide for companies and organizations. Rentabot is a solution that would profit from this empty market space. Initial estimates for this project are:

- Deals with six electronics supplying companies
- The adherence of 50 clients by the deployment of the project
- All investments returning by the end of the eighth year
- A Net Present Value of 422.722,79€

2. BUSINESS CASE ANALYSIS TEAM

The following individuals comprise the business case analysis team. They are responsible for the analysis and creation of the WP Project business case.

Role	Description	Name/Title
Executive Sponsor	Provide executive support for the project	Silvana Graça, VP Operations
Technology Support	Provides all technology support for the project	João Ferreira, VP Information Technology
Process Improvement	Advises team on process improvement techniques	Carlos Duarte, Process Team Lead
Project Manager	Manages the business case and project team	André Nicolau, Project Manager
Software Support	Provides all software support for the project	Catarina Gamboa, Software Group Lead

3. PROBLEM DEFINITION

3.1. Problem Statement

From iPhones to smart TVs, a lot of electronics on the market today are sold for prices ranges that are unattainable to some social classes, furthermore some people only require these for short periods of time e.g., for work, school, etc. Additionally, some wish to try these devices without a long-term commitment. On the other hand, the commercial companies of these devices, never get to make a profit from these groups of clients.

4. PROJECT OVERVIEW

This section aims to convey and specify the objectives, goals, project performance criteria, assumptions, constraints, and key milestones of the Rentabot project. The level of detail gets higher as the project progresses.

4.1. Project Description

Rentabot Project will allow to people to have some equipment (that will be available in a web platform) and not to buy it but rent. One consequence of this approach is that a person who wants, for example iPhone X, will not pay the total value of the equipment but can pay per month a smaller amount. This will allow to people have more expensive devices and not pay the total price. We will be giving people a more affordable option.

4.2. Goals and Objectives

The following table lists the business goals and objectives that Rentabot supports and how it supports them:

Business Goal	Description
Create a good Web Platform	Design a website that receives a positive feedback (at least 7 in 10) in testing, before the start of the Observation phase
Good relationship with providers	Establish contracts with at least six electronics supplying companies by the end of the first year
Good equipment conditions	Maintain 90% of equipment in working conditions during the exploration phase
Maximum client adherence	Rent to at least 50 clients in the end of the observation period
Client Satisfaction	Get an average of 4.5 stars about device quality, transport, and website services during the exploration phase

4.3. Project Performance

The following table lists the key resources, processes, or services and their anticipated business outcomes in measuring the performance of the project. These performance measures will be quantified and further defined in the detailed project plan.

Key Resource/Process/Service	Performance Measure
Website Design	Deliverables within schedule and approved; Software tests; Client satisfaction
Equipment Storage	Accordance to defined equipment storage procedures; Diagnosis testing
Equipment providers	Products delivered within schedule, in good condition, working and performing as advertised.
Staff	Staff satisfaction; Monthly scheduled deliverables
Storage Space	Accessibility; Security; Good ambient conditions
Transportation Service	Customer service star rating; Accordance to defined transport procedures

4.4. Project Assumptions

The following assumptions apply to the Rentabot Project. As project planning begins and more assumptions are identified, they will be added accordingly.

- Funding is available for the project

- Manufacturers willing to sell us equipment
- The contracts with the providers will never be changed

4.5. Project Constraints

The following constraints apply to the Rentabot project. As project planning begins and more constraints are identified, they will be added accordingly.

- There is a limited budget for acquiring equipment
- The number of equipment we can rent limits our market growth and monetary return
- The equipment distribution, due to maintenance and moving costs, will be limited to a close area to their storage area

4.6. Major Project Milestones

The following are the major project milestones and Deliverables identified at this time. As the project planning moves forward and the schedule is developed, these and their target completion dates will be modified, adjusted, and finalized as necessary to establish the baseline schedule.

Milestones	Target Date
Project Plan Completion	15/12/2019
Project Kickoff	01/01/2020
Start of the Website Design	04/02/2020
Start of the Observation Phase	01/10/2020
End of the Observation Phase	01/04/2021
Start of the project Closeout	02/04/2021

Deliverables	Target Date
Business Case	20/10/2019
Project Charter	17/11/2019
Website Definition Report	03/02/2020
Observation Phase Report	01/04/2021
Closeout/Project Report	01/06/2021

5. COST BENEFIT ANALYSIS

The table that captures the cost and revenue actions associated with the Rentabot project and the projected costs or revenue associated with the next 10 years is detailed in the attached excel document “H2 Cost Benefit Analysis”. This section will provide a summarized description of those estimations.

In the first year we'll loan 100.000€ for business expenses, such as 50.000€ in equipment, 17.766€ to hire web designers and 270€ in hosting services to develop a Web application, a process that should take nine months. For juridical porpoises, we will have to pay lawyers hourly, total to an amount of 300€. For storing the equipment, we will rent a warehouse by 1.440€ per year. This amounts to 69.776€, the rest we'll save for eventual risks 30.224€

In the fourth and eighth years of the exploration we will buy 100 new equipment and in the twelfth year 50 more.

Since some of our equipment, like smartphones, have a smaller shelf life, for each acquisition of equipment we will sell 50% of the old ones.

As we can see in the file that contains the costs and income plan, we have a Net Present Value of 422.722,79€. Since that is greater than zero, we conclude that the Rentabot project is worth investing in.

6. APPROVALS

The signatures of the people below indicate an understanding in the purpose and content of this document by those signing it. By signing this document, you indicate that you approve of the proposed project outlined in this business case and that the next steps may be taken to create a formal project in accordance with the details outlined herein.

Approver Name	Title	Signature	Date
Ana Respício	President		