**CASE STUDY : CTC Realty**

City to Country (CTC) Realty is a growing realty company specializing in matching buyers and sellers of small businesses. CTC aims to self leverage technology to compete against larger commercial and residential realty companies by increasing its market share by 15 percent and decrease the duration of its sale and purchase process from an average of 20 days down to 10 days.Mainly focused on a self-service website which includes connecting lenders, legal analysts, and financial analysts with buyers and sellers

**1. How can we increase the size of CTC’s market share by 15 percent?**

To increase CTC’s market share the following steps can be taken:

* **Launch & promote the self service website**

- a user-friendly website

- accessible 24x7 by customers

- faster transaction and other processes.

- promoting the user friendliness and showcasing functionality and reliability

* **Attract customers by marketing**
* Enhance digital marketing strategy in small/mid town.
* Use more customer data for the campaign
* Offering rewards & discounts for new customer
* **Partnership with local legal & finance experts**
* Helps with local dealings and fast customer approach
* Helps with increasing brand reach.
* **Analyse customer’s need and build trust**
* Regular customer feedback to increase website efficiency and reduce errors.
* Analysing their app usage pattern for future recommendation without any data breach.
* Every customer and their documentsshould be verified and provided with a unique security pin.
* Information about customers transactions and easy refund .

2.Which type of model would be most appropriate to use for specifying the requirements for the processes that CTC needs?

- As the business is linked with customer interaction and selling process the below two models will be more suitable

**1. Use Case Diagram(UML) -** Helps in behavioural system and To identify how **actors (seller, buyer, realtor, etc.) interact** with the system.

2. **Business Process Model Notation (BPMN):** Gives a clear ,visual representation to represent the workflow(selling and offer processes)step by step.

**3. During a review of the requirements, you discover that the ‘Make Offer’ process is more complicated than you first understood. The goal of this process is to complete a sale. If a buyer and a seller cannot agree on the price, the property is returned to the ‘Available’ status, and all offers and counter-offers are retained for future reference. What is your best response to discovering this information?**

As the change comes after the documentation and workflow model process , will follow the given procedure :

**Risk & Impact Analysis** :

* Assessing how this new change will effect the overall workflow
* How much time and approvals are needed for documenting this requirement.

**Update Requirement Documentation :**

* Revise the BPMN process to include counter-offers for future references and status change to ‘Available’ if both parties dont agreed.
* Document the new workflow .

**Stakeholder Communication:**

* Communicate the ‘Make Offer” process to stakeholders.
* Show case the new workflow and validate with stakeholders and get approval.