Reasons to choose Agile model:

This is a company that has been established for a long time (the company is 10 years old), so the size of the company will not be small. so it will be more suitable for Agile model instead of waterfall model because this model is only suitable for small models. Because the company is 10 years old and stable development thanks to aggressive marketing motivation targeting into local retail stores.

The company focuses on the customer. According to (Forbes.com. 2022) waterfall model is not client related so customer feedback process will not be developed in this model however, with agile all parts of the model include the customer . Agile sets are about satisfying customers through early and continuous delivery of valuable software, so customer feedback comes first.Therefore, the Agile model will be more suitable when this model places more emphasis on customer feedback. Whereas the waterfall cannot be changed according to the customer's request, the interaction with the customer is poor. that makes the customer experience not good.

Besides, the company should use the agile model to make full use of the highly qualified human resources in the company when the company already has a lot of employees. quality forces such as chief executive officer, chief financial officer, chief operating officer, chief accountant, chief financial officer, warehouse manager, marketing manager. Moreover, the company wants to expand the market through 1 website and it is deployed in 3 months, so the agile model will help the company deploy faster, which will help the company's customer base can be Experience the project as soon as possible to attract customers to use the product.

Forbes.com. 2022. Agile vs. Waterfall Methodology – Forbes Advisor. [online] Available at: <https://www.forbes.com/advisor/business/agile-vs-waterfall-methodology/> [Accessed 9 February 2022].