C&A Foods Online Store Case Study

Claire and Ashley started a retail business called C&A Foods that sells healthy food products. C&A Foods was started in Seattle, WA and has grown to over 50 stores throughout Washington, Oregon, and California. Lately they have been receiving numerous requests from tourists who don't live near a retail store to be able to order their products online and have them shipped. These travelers come from around the world as C&A Foods stores are in international cities like San Francisco and Seattle.

Therefore, Claire and Ashley have decided to initiate a project to build an online store for their products. Since Ashley is the marketing and sales expert and Claire is the finance and accounting expert, Claire has been chosen to sponsor the project while Ashley will take the role as the Product Owner.

Their biggest concern is quality. In the retail space they can control the quality and have earned their reputation by outstanding product quality and high-quality customer service in terms of flexibility, product knowledge, and quick issue resolution. Part of this customer service involves weekly education seminars or cooking classes for customers. These classes are held free of charge and their objective is to educate their current and potential customers in healthy food choices. Ashley and Claire would like their online customers to have the same experience if possible, but they are not sure what that would look like.

Additionally, Claire and Ashley are insistent that innovation is key – they would like to stay competitive by offering their products like no one else. When asked what that means they are not sure but are confident that the team will figure it out.

Claire and Ashley do not have any experience with technology; therefore they have hired you to manage the project. You have determined that an agile project management methodology would be best for this project.

You know from above what Claire and Ashley's priorities are. Your team has informed you that anything to do with videos or customer interaction is going to be difficult. The actual shopping experience is not as complicated.