**Fika Sourcing Limited**

**Business Requirements Document**

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1. **Executive Summary**

Fika Sourcing Limited is currently facing challenges that are lowing customer satisfaction due to the lack of order status tracking capabilities and the absence of an official website. Presently, Fika Sourcing Limited’s customers are acquired purely through the connections of the founder, Ola Svensson. When customers want to get updates on their order status, they have to email or call the company, leading to frustration among customers and inefficiencies in the customer service department. Fika Sourcing Limited needs to publish a website to present itself on the internet and provide order tracking capabilities through this website.

1. **Project Objectives**

By launching a website, Fika Sourcing Limited aims to achieve the following goals:

* 1. Save a minimum of 10 hours per week of each employee in customer service department.
  2. Gain at least 10000 unique visitors to the website by the end of Q4 2024.
  3. Achieve an average time on website of at least 3 minutes by the end of Q4 2024.
  4. Rank in the top 5 search results for the keyword “sourcing”, “Fika sourcing”, and other related keywords by the end of Q4 2024.

1. **Project Scope**
   1. In Scope

* Design the UI/UX of the website.
* Develop the website.
* Host and maintain the website.
* Conduct SEO for the website.
  1. Out of Scope

1. **Stakeholders**

|  |  |  |
| --- | --- | --- |
| **Stakeholder name** | **Designation/Job Title** | **Role** |
| Ola Svensson | Project Sponsor | Approve |
| Pham Nguyet Quynh | Consultant | Approve and review |
| David Kolko | Project Manager | Approve and review |
| Elcoco Jay | Compliance | Approve |
| Nathan Fox | IT Department | Create, review and maintain |
| Aaron Singh | Marketing Department | Create, review and maintain |

Table 1 - Stakeholders

1. **SWOT Analysis**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| * Strong resources and experiences in sourcing products * High quality manufactures with cheaper cost * Variety of products | * Don’t have presence online |
| **Opportunities** | **Threats** |
| * We’ll run marketing and sales campaign on conference and google ads to improve visibility | * Depending on the suppliers manufacturing process and result |

Table 2 - SWOT Analysis

1. **Financial Statements**

Implementing a website for Fika Sourcing Limited involves an initial investment of 324,500,000 VND in the first year. The projected annual benefits amount to 3,990,000,000 VND, yielding a net benefit of 3,665,500,000 VND and an impressive ROI of approximately 1,130%. This financial analysis indicates that the project is highly profitable and will significantly enhance operational efficiency and customer satisfaction.

1. **Functional Requirements**

|  |  |  |
| --- | --- | --- |
| **ID** | **Rating** | **Description** |
| 1 | Critical | User should be able to log in into their account after they have been given an id and initial password by the company |
| 2 | Critical | User should be able to view their account’s information |
| 3 | Critical | User should be able to log out of their account |
| 4 | High | User should be able to schedule call with Fika Sourcing |
| 5 | Future | User should be able to contact the company for help through chat box section. |
| 6 | Critical | User should be able to track their orders’ status |
| 7 | Critical | User should be able to view the company information on the website |

Table 3 - Functional Requirements

1. **Non-functional Requirements**

|  |  |
| --- | --- |
| **ID** | **Requirement** |
| 1 | The desktop application must pass all test cases on a dual-core Windows 10 PC with 512 MB of RAM and higher version of Windows |
| 2 | The web application must pass all test cases in the most recent versions of Chrome, Firefox, and Edge |
| 3 | User passwords must be stored with a secure hashing algorithm to prevent reverse engineering. |
| 4 | Back-end system updates may only be deployed between 1am and 5am GMT+7 on Sundays mornings. |
| 5 | Webpages should be fast loaded with page load speed at 1 seconds |
| 6 | Orders’ status should be updated with real-time data |
| 7 | Website should follow OWASP standard in term of website security |
| 8 | System must handle at least 1000 orders a day |

Table 4 - Non-functional Requirements

1. **Schedule and Deadlines**

The following schedule outlines the key tasks and deadlines for the implementation of the website for Fika Sourcing Limited. The goal is to ensure timely completion and launch of the website, including all necessary functionalities such as order tracking and SEO optimization.

**Phase 1: Planning and Design (Month 1)**

* + 1. Project Kick-off Meeting: May 20, 2024

Objective: Define project scope, roles, and responsibilities.

* + 1. Requirements Gathering: May 21 - May 27, 2024

Objective: Collect all necessary requirements from stakeholders.

* + 1. UI/UX Design: May 28 - June 10, 2024

Objective: Design wireframes and mockups for the website.

* + 1. Design Approval: June 11, 2024

Objective: Finalize and approve the UI/UX design.

**Phase 2: Development (Month 2-3)**

9.2.1. Website Development: June 12 - July 25, 2024

Objective: Develop the website based on approved designs.

9.2.2. Order Tracking Integration: July 1 - July 15, 2024

Objective: Implement order tracking functionality.

9.2.3. Internal Testing and Quality Assurance: July 16 - July 30, 2024

Objective: Conduct thorough testing to ensure all features work correctly.

**Phase 3: Hosting and SEO Setup (Month 3-4)**

9.3.3. Website Hosting Setup: August 1 - August 5, 2024

Objective: Set up hosting environment and deploy the website.

9.3.4. Initial SEO Setup: August 6 - August 20, 2024

Objective: Implement initial SEO strategies and setup.

9.3.5. Final Review and Adjustments: August 21 - August 25, 2024

Objective: Final review and make necessary adjustments before launch.

**Phase 4: Launch and Post-Launch (Month 4-5)**

9.4.1. Website Launch: August 30, 2024

Objective: Officially launch the website.

9.4.2. Post-Launch Monitoring: August 31 - September 30, 2024

Objective: Monitor website performance and resolve any issues.

9.4.3. Ongoing SEO Management: Monthly (starting September 1, 2024)

Objective: Continue to optimize the website for search engines.

1. **Cost-benefit Analysis**

| **Item** | **Cost/Benefit** | **Calculation** |
| --- | --- | --- |
| **Initial Investment** |  |  |
| Website Design and Development |  |  |
| UI/UX Design | 50,000,000 VND |  |
| Website Development | 125,000,000 VND |  |
| Testing and Quality Assurance | 25,000,000 VND |  |
| Total Design and Development Cost | 200,000,000 VND | UI/UX Design + Website Development + Testing and Quality Assurance |
| Hosting and Maintenance |  |  |
| Annual Hosting Fees | 10,000,000 VND |  |
| Monthly Maintenance and Updates | 2,500,000 VND/month |  |
| Annual Maintenance Cost | 30,000,000 VND | Monthly Maintenance and Updates × 12 months |
| Total Hosting and Maintenance Cost (Year 1) | 40,000,000 VND | Annual Hosting Fees + Annual Maintenance Cost |
| Search Engine Optimization (SEO) |  |  |
| Initial SEO Setup | 20,000,000 VND |  |
| Ongoing SEO Management | 5,000,000 VND/month |  |
| Annual SEO Management Cost | 60,000,000 VND | Ongoing SEO Management × 12 months |
| Total SEO Cost (Year 1) | 80,000,000 VND | Initial SEO Setup + Annual SEO Management Cost |
| Miscellaneous Expenses |  |  |
| Domain Registration | 500,000 VND |  |
| SSL Certificate | 1,000,000 VND |  |
| Miscellaneous | 3,000,000 VND |  |
| Total Miscellaneous Expenses | 4,500,000 VND | Domain Registration + SSL Certificate + Miscellaneous |
| Total Initial Investment (Year 1) | 324,500,000 VND | Total Design and Development Cost + Total Hosting and Maintenance Cost + Total SEO Cost + Total Miscellaneous Expenses |
| **Projected Annual Benefits** |  |  |
| Cost Savings in Customer Service | 2,990,000,000 VND | Time Saved per Employee × Number of Customer Service Employees × Hourly Rate per Employee × 52 weeks |
| Increased Revenue from New Visitors | 1,000,000,000 VND | Projected Unique Visitors × Conversion Rate × Average Order Value |
| Enhanced Brand Visibility | Non-quantifiable |  |
| Total Projected Annual Benefits | 3,990,000,000 VND | Cost Savings in Customer Service + Increased Revenue from New Visitors |
| **Return on Investment (ROI)** |  |  |
| Year 1 |  |  |
| Initial Investment | 324,500,000 VND |  |
| Projected Benefits | 3,990,000,000 VND |  |
| Net Benefit | 3,665,500,000 VND | Projected Benefits - Initial Investment |
| ROI Calculation | 1,130% | (Net Benefit / Initial Investment) × 100 |

1. **Appendix**

[Table 1 - Stakeholders 3](#_Toc166817307)

[Table 2 - SWOT Analysis 3](#_Toc166817308)

[Table 3 - Functional Requirements 4](#_Toc166817309)

[Table 4 - Non-functional Requirements 4](#_Toc166817310)