

BUSINESS CASE

Project: **E-commerce website for Caramels and Almonds.**

Release: June 2023

Date: 02nd July 2023

PRINCE2

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Document Ref: Business Case_CaramelsandAlmonds

Version No: 1.0

1 Business Case History

Document Location

This document is only valid on the day it was printed.
The source of the document will be found on the project's PC in location.

Revision History

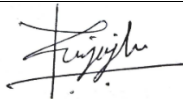

Date of this revision: 02/07/2023

Date of Next revision:

Revision date	Previous revision date	Summary of Changes	Changes marked
02/07/2023	-	First issue	

Approvals

This document requires the following approvals.
Signed approval forms are filed in the Management/Specialist/Quality section of the project files.

Name	Signature	Title	Date of Issue	Version
Dr. Yasas Jayaweera		Project Board	02/07/2023	1.0
Pruthuvi Wijesinghe		Project Manager	02/07/2023	1.0
Miss. Senuthi Wijesinghe		Client	02/07/2023	1.0

Distribution

This document has been distributed to:

Name	Title	Date of Issue	Version
Pruthuvi Wijesinghe	Project Manager	02/07/2023	1.0
R.S.Senarathna	Quality Manager	02/07/2023	1.0
A.S.De Silva	Risk Manager	02/07/2023	1.0
Hasini Jayasekara Vithanage	Scheduling Manager	02/07/2023	1.0
H.M.Pumudi Chamalka Kumari Herath	Start-up Manager	02/07/2023	1.0

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Business Case

3 Purpose

The purpose of the project is described in the document, which is typically based on the anticipated benefits and hazards as well as the estimated costs of development and implementation. The planned project's anticipated effort and timeframes are also included in this document.

4 Reasons

- Enhance customer satisfaction
 - Increase the efficiency of the business
 - Increase the productivity of the business
 - Boost the organization's effectiveness
 - Simplify the communication procedure
 - Advancement of technology
 - Revenue and sales motivation
 - Perform well under an increased workload
 - 24/7 availability
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5 Options

The most effective plan is to create an e-commerce website for 'Caramels and Almonds' that can be accessed via a mobile device or a desktop computer with a web browser. Both approaches require an internet connection. In order to complete online purchases, the website needs to be integrated with a payment gateway.

6 Benefits Expected

- Minimize time wastage
- Improve the overall experience and satisfaction of customers
- Boost the business's efficiency in management

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- Improves the quality of data
 - Lowering expenses and waste
 - Further development of the supplies in response to customer demand
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7 Risks

- The Client is unfamiliar with the proposed system
- High cost of implementation
- Being unable to handle the traffic in a proper manner
- Misunderstanding among team members
- Insufficient time
- Lack of resources

8 Cost

	Description	Basis	Unit	Rate	Amount
Domain	Purchase of a domain name(Local)	Annual	1	5,000	5,000
Hosting	Web hosting services	Monthly	1	2,000	2,000
Website Design	Design and development of the website	One-time	1	50,000	60,000
Ecommerce Platform	Integration of an ecommerce platform	One-time	1	20,000	20,000
Payment Gateway	Integration of a payment gateway(Basic Plan)	One-time	1	10,000	10,000
Content	Creation of website content	One-time	1	20,000	20,000
SEO	Search engine optimization	Monthly	1	7,000	7,000
Marketing	Online marketing and advertising	Monthly	1	7,000	7,000
Maintenance	Ongoing website maintenance	Monthly	1	3,000	3,000
	Client Requirement Gathering	Per Hour	2	2,000	4,000
	Other Expenses				2,000
Total					140,000

9 Timescales

The proposed project should be completed within ten weeks. Within the specified period of time, the system will be designed and tested. On the other hand, the necessary documents for the project will also be created concurrently.

10 Investment Appraisal

Project Life: 2 years

Investment	200,000.00
Initial Development Cost	(140,000.00)
Maintenance Cost (2 years)	(50,000.00)
Additional Sales Expectation (2 years)	250,000.00

Net Profit	260,000.00
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$$\begin{aligned}\text{ARR} &= [(250,000 / 2) / 200,000] * 100 \\ &= (125,000 / 300,000) * 100 \\ &= 62.5\%\end{aligned}$$

$$\begin{aligned}\text{ROI} &= (\text{Net Profit} / \text{Total Investment}) * 100 \\ &= (260,000 / 200,000) * 100 \\ &= 130\%\end{aligned}$$
