BUSINESS CASE

Proposed Project	ENSE 374 Project – Team Pulaski
Date Produced	October 16th, 2022
Background	Everyone wants to buy good products at a reasonable price and avoid the risk of being scammed. This project idea was chosen to help both sides of the online shopping industry. Our finished project is going to be a web-based market place that is locally hosted where users can post and browse products and then provide them the ability to buy from other sellers. This project will allow the users to connect with buyers and sellers to buy or sell whatever products they want. We plan to offer the customers a unique perspective to online shopping where they will have the option to buy products at a much more reasonable price than they
Business Need/ Opportunity	The main Business Need this project will address is the much-needed connectivity between the buyers and the sellers. Our project offers a direct path for the marketplace sellers to sell their products to the
Options	There are quite a few options for this project: 1. Option #1: Complete the entire project with all possible features we want to implement. 2. Option #2: Do the project while providing sub par user experience with far less features. 3. Option #3: Finish the project without including the inventory tracking. 4. Option #4: Option to complete the project without having the option to view similar products. 5. Option #5: Do not complete the project.
Cost-Benefit Analysis	

Costs
1. Option #1: This option is going to take the maximum amount of time and even that may not be enough. There are quite a few risks such as a feature of the product not working the way we want it to and there is a high possibility we might go over the financial budget which will then result in reduced quality.
2. Option #2: This option will reduce the amount of time required drastically and will help us reduce the budget. The risks are same here but taking other circumstances into consideration the potential for reduced quality is lessened.
3. Option #3: This option saves us a lot of time and keep us well below the budget but the risks are very high as we wouldn't have the tracking of the inventory. This would cause a problem where customers would be able to order products but would not receive as we might be out of stock or product not available anymore. This increases the potential for reduced quality.
4. Option #4: This option saves us some amount of time and reduces the budget slightly. The main risk is that this option would defeat the whole purpose of the project i.e., the customers could view similar products, compares prices and choose the suitable one for them.
5. Option #5: This option has no amount of time required, no budget required and countless risks since the project wouldn't be completed.

Benefits:
1. Option #1: When the project is completed the way want it to be, we can expect very high sales, market share and we can also expect a form of brand recognition. Although the risks are still the same, the benefits far outweigh the risks. In this case, Reward > Risk.
2. Option #2: The potential for high sales and market share is very low and the risks are far less but in this case since we aren't being imaginative enough and we don't push boundaries we can't expect any form of brand recognition.
3. Option #3: When we go with this option our product doesn't show the customers if the sellers still have the product or not as there's no inventory check and this would heavily hurt the potential of sales, market share since we would be making a bad first impression on our customers.
4. Option #4: The potential of sales and market share will be affected but still we can expect a high number of sales and market share.
5. Option #5: This option has no benefit since we wouldn't have a project and that means there will be no potential for sales and market share but there would be no risks since we don't do the project at all.

Recommendation

The most obvious recommended option is option #1 where everything goes well and the project is completed the way we want it to. But we know, any number of things can go wrong in a project. So, the other recommendation would be Option #4 where our project doesn't have the option to view similar products. This is chosen as our back up recommendation because even if the user is not able to see the similar products, he/she can always search the product can browse from the entire list of items. The other options are recommended as they have far too many risks and cost and very few benefits.