**Business Case – BiteBuddy**

**Introduction**

| **Business Case Conceptual Structure** | **Definitions** |
| --- | --- |
|  | **Customer:**  A customer is an individual or business that purchases another company's goods or services.  Customers are important because they drive revenues; without them, businesses cannot continue to exist.  **Supplier**:  A supplier is a person, business, or entity that provides products, data or services to another entity.  **Stakeholder**:  A person with an interest or concern in something, especially a business.  Stakeholders encompass all individuals or groups who have a vested interest in the performance of the business.  **Business Model:**  The term *business model* refers to a company's plan for making a profit. *Examples: Freemium, Subscription, Advertising, etc.*  **Distribution Channel:**  A distribution channel is a path that a product or service could take on its way to market. What's a direct distribution channel? A direct distribution channel is one where a company sells directly to the consumer, usually through their website or retail store. |

**Team No: 2 – Group 1**

**Application Name: BiteBuddy**

*Business case should be documented by completing the table below (Answers column).*

| **Category** | **BC Section** | **Questions** | **Answers** |
| --- | --- | --- | --- |
| WHAT? | **Product Overview** | *Give a brief description of the proposed software product.* | The BiteBuddy is an online food ordering platform built with the MERN stack (MySQL, Express.js, React.js, Node.js). It aims to enhance the dining experience by allowing users to browse restaurants, place orders, track and access order history. It also empowers restaurant owners with tools to manage menus, track orders, and increase their customer base. |
| **Value Propositions** | What Customer business needs are we satisfying? | * **Customers**: Simplified food ordering, reserving tables, secure transactions, and access to diverse dining options. * **Restaurant Owners:** Tools to streamline menu management, table reservation management, pricing, and operations, while increasing their online visibility. |
| What value do we add to the Customers? | * **Convenience**: A seamless, intuitive interface for ordering food, reserve table. * **Variety**: Access to multiple restaurants and diverse cuisines. * **Efficiency**: Simplified order history for customers; robust management tools for restaurant owners. * **Security**: Secure authentication and payment processes. |
| **Type of Business Model** | What type of a business model do we adopt? | * **Freemium Model**: Basic features free for restaurant owners, with a subscription fee for premium tools. * **Commission Model**: Percentage-based commission on orders processed via the platform. * **Advertising Model**: Monetization via sponsored listings or advertisements for restaurants |
| **Key Resources** | What Key Resources do our value propositions require? | * **Technology Resources**: MERN stack development expertise, robust server infrastructure, and database management tools. * **APIs**: Integration with Swiggy's API for live restaurant data. * **Technology**: Notification systems like SMS and email. * **Human Resources**: Development team, customer support, delivery scheduling and marketing experts. |
| What are our Distribution Channels? | * **Direct Channels**: A web-based platform accessible via a responsive website. * **Potential Expansion**: A mobile app for wider accessibility. |
| **Technology** | What technology will we use to build the product? | * **Front-end technology:**   **React.js**: To build a responsive, interactive user interface.  **CSS/Bootstrap**: For styling and layout.   * **Back-end technology:**   **Node.js & Express.js**: To handle business logic and server-side functionalities.  **MySQL**: For secure storage of user, restaurant, and order data. |
| Is it a mobile or desktop application? | It will be a **web-based application** with a responsive design for desktop and mobile users. |
| **Known Prototypes** | What are the know prototypes of your product?  *Reference some known portals on the Internet that are similar to your product. You will use these prototypes for developing business, user requirements.* | List of Prototypes:   * **Swiggy**: Restaurant discovery and food delivery platform. * **Uber Eats**: Food ordering and delivery application. * **DoorDash**: An on-demand food delivery service. |
| WHO? | **External Customers** | Who are our Customers? | * **Food Enthusiasts**: Individuals seeking convenient online food ordering options. * **Busy Professionals**: Customers with limited time for cooking or dining out. * **Restaurant Owners**: Entrepreneurs wanting to expand their customer base, streamline operations, and enhance visibility online. |
| **External Suppliers** | Who are our Suppliers?  *Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.* | * **Restaurants**: Partnering with restaurants to provide menus and fulfill orders. * **Banks/Payment Gateways**: For processing secure transactions. * **Credit Card Vendors:** Integration with Visa, MasterCard, and American Express to offer diverse payment options. * **Delivery Contractors**: Potential partnerships with delivery services for fulfillment (if not handled by restaurants).   Yes, the system exchanges data with:   * **Banks/Payment Gateways**: For secure payment processing. * **APIs like Swiggy’s**: For enhanced restaurant data and real-time information. * **Restaurants**: To update menus, pricing, and order status in real-time. |
| **Internal Stakeholders** | Who are our internal Stakeholders?  *Do we need a product development group?*  *Do we need a sales group?*  *Do we need a finance group (accounts payable, receivable)?*  *Do we need a customer support team?*  *Do we need an advertising management group?* | * **Product Development Group**: Responsible for designing, building, and maintaining the platform. * **Sales Group**: To onboard new restaurant partners and negotiate partnerships. * **Finance Group**: To manage accounts payable, receivable, and revenue streams. * **Customer Support Team**: To handle user inquiries, complaints, and technical issues. * **Advertising Management Group**: To manage sponsored restaurant listings and advertisements for monetization. |
| WHY? | **Expected Benefits to the Customer** | Why do we believe our new product will be better than those already existing on the market? | * **Enhanced User Experience**: A highly responsive and intuitive interface that simplifies food ordering, table reservations, delivery scheduling and restaurant management. * **Comprehensive Features**: One-stop solution for browsing, ordering, and managing menus. * **Secure Platform**: Emphasis on user authentication and secure payment gateways. * **Integration with Live APIs**: Offering real-time restaurant data for a better customer experience. |
| Why the Customers would want to use our system? | * **Convenience**: Simplified food ordering process, table reservations, and delivery scheduling. * **Variety**: Access to multiple restaurants and diverse cuisines in one place. * **Efficiency**: Features like order history tracking and seamless menu management, notifications via email and SMS. * **Empowerment**: Restaurant owners can easily register and manage their business. |
| HOW? | **System Use** | How will the External Customers use the system?  What is the main system use scenario for the External Customers? | * **For Food Enthusiasts/Busy Professionals (Diners):**  1. Log in securely via email. 2. Browse restaurants and view detailed menus. 3. Add items to the cart, proceed to checkout, and place orders. 4. Schedule deliveries for a specific date and time. 5. Reserve a table at participating restaurants. 6. view order history. 7. Receive order and reservation updates via email/SMS. 8. Submit inquiries or feedback via the "Contact Us" section.  * **Restaurant Owners**:  1. Register their business via the "Be a Seller" feature. 2. Add, edit, or remove menu items using intuitive tools. 3. Track customer orders and update their status, and manage table reservations. |
| What is the main system use scenario for the Internal Users? | * **Platform Administrators**:  1. Monitor and maintain the platform's functionality. 2. Manage customer and restaurant owner accounts. 3. Oversee payment processing, notification systems and advertisement placements. |
| **Revenue Generation, Revenue Streams** | How will we make money?  *Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.* | * **Subscription Fees**: Premium tools for restaurant owners (e.g., advanced analytics, promotional tools). * **Commission Model**: A percentage of every order processed through the platform. * **Reservation Commission:** A small fee for every table reservation made through the platform. * **Advertising Sales**: Sponsored listings or advertisements for restaurants. |