**BUSINESS CASE PROPOSAL 1- (GROUP 1)  
E-Commerce Website**

**1. What?**

**What product do we build for the Customers?**

* We are building an ecommerce platform that sells 7 types of desserts (cakes, pudding, muffins, etc.), with 30 specific products falling under these categories.
* Customers will be able to book orders for pickup or delivery and customise their orders via additional options and notes.

**What type of business model do we adopt?**

* We are adopting a B2C (Business to Consumer) ecommerce model, allowing customers to directly purchase desserts online with home delivery within a 10 mile radius or store pickup.
* Revenue will be generated through product sales, and there is potential for future enhancement with a subscription model for regular dessert deliveries.

**What value do we add to the customers?**

* **Convenience:** Customers can easily browse and order desserts from the comfort of their homes, with delivery or pickup options available.
* **Customization:** Personalised options for dietary restrictions (vegan, gluten free, no gelatin) and additional custom notes for special requests.
* **Seamless Experience:** Integrated payment system (Stripe) ensures smooth transactions, with realtime email/SMS notifications for order confirmations, delivery updates, and promotions.
* **Feedback & Ratings:** Customers can rate products and provide feedback, helping improve product offerings and customer experience.

**What technology will we use to build the product?**

* **Frontend:** React.js, Next.js, Tailwind CSS, Material UI for a responsive and user friendly interface.
* **Backend:** Node.js &, Express.js for handling server requests, and PostgreSQL for database management.
* **Payment Gateway:** Stripe for secure and fast payment processing.
* **Communication:** Integration of email and SMS notifications using services like Twilio or SendGrid.

**2. Who?**

**Who are our Customers?**

* **Demographics:** The primary target customers are dessert lovers aged 1845 who live within a 10mile radius of the store and are looking for custom dessert solutions.
* **Behaviour:** These customers value convenience, customization and tend to prefer online ordering with either home delivery or pickup.

**Who are our Suppliers?**

* **Dessert Suppliers:** internal dessert manufacturers, with whom we coordinate to ensure fresh stock and custom orders are managed efficiently.

**Who are our Internal Stakeholders?**

* **Owners/Investors:** Focused on profitability, brand growth, and customer retention.
* **Managers:** Overseeing operations, ensuring smooth fulfilment of orders, and managing day to day business functions like promotions, customer service, and stock management.

**3. Why?**

**Why will Customers use our system?**

* **Ease of Use:** Customers can easily navigate the site, browse desserts, and search for specific items using keywords or categories.
* **Convenience:** Delivery and pickup options are available, with delivery restricted to within 10 miles of the store or customer’s current location or their entered address.
* **Customization & Personalization:** Customers can customise their orders and dietary preferences and leave special instructions.
* **User Engagement:** Weekly emails for new products are sent if customers opt to subscribe, with an easy unsubscribe option.
* **Feedback & Ratings:** Customers can rate products and provide feedback, enhancing engagement.
* **Timely Updates:** For delivery, customers receive three key updates:

1) Order confirmation

2) Estimated delivery time

3) Notification when their order has reached milestones.

**4. How?**

**How will we make money?**

* **Product Sales:** The primary source of revenue will be from the sale of the desserts.
* **Future Enhancements:** Promo codes, reward points, and subscription models will be explored later to drive repeat business and increase average order value.

**How will customers use the system?**

* **Browse & Search:** Customers can search for desserts by typing or browsing through menu categories (cakes, muffins, etc.).
* **Order Placement:** Delivery or pickup options are selectable, with delivery restricted to customers within a 10 mile radius. Customers must sign up and log in to place an order.
* **Order Customization:** Customers can choose dietary preferences (vegan, gluten free, no gelatin) and leave notes for additional customization.
* **Order Tracking:** Customers receive notifications on key delivery milestones, and after 15 minutes, they can contact the store directly for updates.
* **Feedback & Ratings:** Customers can rate products and provide feedback.

**Admin Features:**

* Admins can manage the entire product catalogue, including adding, updating, or deleting products, FAQ, and contact info.
* Admins can also assign delivery personnel, disable customer accounts, and delete inappropriate reviews.
* The site will not offer live tracking but will send time based notifications to customers when key delivery milestones are reached.

**Conclusion:**

By focusing on customer convenience, personalization, and seamless integration of modern technologies, the platform is positioned to provide a high quality dessert ordering experience. Through effective stakeholder engagement, secure transactions, and reliable delivery, we aim to build a profitable business with loyal customers, leveraging tech solutions and a strong business strategy.

**Prototypes:**

* **List of known prototype:**
  + <https://www.starbucks.com/menu?utm_source=Web&utm_campaign=Pickup&utm_medium=marketing>