**Business Case WHISK & DRIZZLE**

**Introduction**

| **Business Case Conceptual Structure** | **Definitions** |
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|  | **Customer:** An individual or entity who purchases products or services from a business. In the context of an e-commerce dessert platform, the customer is anyone who orders desserts through the website for delivery or pickup.  **Supplier:** An entity or individual that provides goods or services to another business. For the e-commerce dessert platform, suppliers include internal dessert manufacturers who provide the desserts and potentially any external partners who supply ingredients or packaging materials.  **Stakeholder:** Any individual or group with an interest or investment in the success of a business. This includes internal stakeholders such as owners, managers, and employees, as well as external stakeholders like investors, partners, and customers.  **Business Model:** The plan or strategy a company uses to generate revenue and make a profit. For the e-commerce dessert platform, the business model is B2C (Business to Consumer), where the company sells desserts directly to customers.  **Distribution Channel:** The method or route through which a company delivers its products or services to customers. For the e-commerce dessert platform, the primary distribution channels are online ordering through the website with options for home delivery or store pickup. |

| **Category** | **BC Section** | **Questions** | **Answers** |
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| **WHAT?** | **Value Propositions** | **What Customer business needs are we satisfying?** | **Convenient Dessert Ordering:** Customers need an easy and convenient way to browse, order, and receive desserts without the hassle of traditional shopping.  **Customization Options:** Customers seek personalized dessert choices that cater to their dietary preferences and special requests.  **Efficient Delivery and Pickup:** Customers require reliable delivery within a specified radius or the option for efficient store pickup.  **Secure Transactions:** Customers need assurance that their payment information is handled securely and transactions are processed smoothly.  **Timely Updates:** Customers need real-time information about their order status, including confirmations, delivery updates, and any potential issues. |
| **What value do we add to the Customers?** | **Enhanced Convenience:** Our platform allows customers to effortlessly browse and order from a diverse selection of desserts from the comfort of their homes, with flexible delivery or pickup options.  **Personalized Experience:** Customers can tailor their dessert orders to fit specific dietary needs such as vegan, gluten-free, or no gelatin, and add personalized notes for special requests.  **Seamless Transactions:** Integrated payment processing through Stripe ensures secure, quick, and hassle-free transactions, enhancing the overall shopping experience.  **Real-Time Communication:** Customers receive timely updates on their order status via email and SMS, including order confirmations, estimated delivery times, and milestone notifications.  **Customer Feedback Loop:** An intuitive rating and feedback system enables customers to share their experiences, helping us continuously improve product offerings and service quality. |
| **Type of Business Model** | **What type of business model do we adopt?** | We adopt a B2C (Business-to-Consumer) e-commerce model. This model enables customers to directly purchase desserts from our platform. Key aspects include:  **Direct Sales:** Customers can buy desserts online for either home delivery within a 10-mile radius or store pickup.  **Potential Subscription Model:** In the future, we plan to introduce a subscription service for regular dessert deliveries, enhancing customer loyalty and creating a steady revenue stream. |
| **Key Resources** | **What Key Resources do our value propositions require?** | **Development Team:** A skilled team of frontend and backend developers, UI/UX designers, and database administrators to build, maintain, and enhance the e-commerce platform.  **Technology Infrastructure:** Essential technology components such as servers, cloud services, hosting platforms, and necessary software to ensure the smooth operation of the website and database.  **Payment and Communication Systems:** Integration of secure payment processing through Stripe and communication services via Twilio or SendGrid to facilitate transactions and customer notifications. |
| **What are our Distribution Channels?** | **Website:** The primary distribution channel is the e-commerce website where customers can browse products, place orders, and choose delivery or pickup options.  **Social Media:** Platforms like Instagram, Facebook, and Twitter are used for marketing, customer engagement, and driving traffic to the website.  **Email Marketing:** Emails are sent to customers for promotions, order updates, and newsletters, encouraging repeat purchases and keeping customers informed.  **Local Partnerships:** Collaborations with local businesses or delivery services to facilitate and promote store pickup or local deliveries. |
| **Technology** | **What technology will we use to build the product?** | For continuous integration and continuous deployment, automating testing and deployment processes. |
| **Is it a mobile or web application?** | The e-commerce platform will be a **web application**. This allows customers to access and interact with the platform through their web browsers on desktops, laptops, and mobile devices. |
| **Known Prototypes** | **What are the known 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:**  Starbucks <https://www.starbucks.com/menu?utm_source=Web&utm_campaign=Pickup&utm_medium=marketing>  Dominos <https://shorturl.at/jW5bQ> |
| WHO? | **External Customers** | **Who are our Customers?** | **Demographics:** Dessert lovers aged 18-45 living within a 10-mile radius of the store.  **Behavior:** These customers value convenience and customization, preferring to order desserts online for either delivery or pickup. They are likely to be tech-savvy and appreciate a seamless shopping experience with personalized options and easy payment methods. |
| **External Suppliers** | **Who are our Suppliers?**  **Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.** | **Dessert Suppliers:** Internal dessert manufacturers who supply the various dessert products listed on the e-commerce platform. These suppliers are responsible for maintaining the quality and freshness of the desserts and handling any custom orders efficiently.  **Packaging Suppliers:** Vendors providing packaging materials necessary for the delivery and presentation of the desserts.  **Technology Providers:** Companies providing software and infrastructure services, such as Stripe for payment processing, Twilio or SendGrid for communication, and cloud services for hosting and storage  **Payment Processors:** Yes, the system exchanges data with Stripe for processing payments. This includes securely transmitting payment information for transactions.  **Communication Services:** Yes, the system exchanges data with Twilio or SendGrid for sending email and SMS notifications. This involves transmitting order confirmation details, delivery updates, and promotional messages.  **No External Delivery Contractors:** The system does not exchange data with third-party delivery contractors, as the delivery is handled in-house |
| **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?** | **Owners/Investors:** Focus on the profitability, growth, and strategic direction of the business. They are concerned with overall performance and return on investment.  **Managers:** Oversee daily operations, manage order fulfillment, customer service, promotions, and stock management. They ensure smooth running of the business and address any operational issues.  **Development Team:** Responsible for creating, maintaining, and updating the e-commerce platform. They handle the technical aspects, including both front-end and back-end development.  **Customer Support Team:** Provides assistance to customers, addresses inquiries, resolves issues, and ensures a positive customer experience.  **Marketing and Sales Team:** Focuses on promoting the platform, managing advertising campaigns, and driving sales. They develop strategies to attract and retain customers.  **Finance Team:** Manages accounts payable and receivable, budgeting, and financial reporting. They ensure proper financial management and compliance.  **Product Development Team:** Involved in developing new products, customizing offerings, and ensuring the product lineup meets customer needs and market trends.  Yes, a product development group is essential for:  **Creating New Products:** Developing and launching new dessert offerings to keep the product line fresh and appealing to customers.  **Customizing Existing Products:** Tailoring desserts based on customer feedback, dietary restrictions, and market trends.  **Improving Product Quality:** Continuously enhancing the quality and presentation of desserts to meet customer expectations and stand out in the market.  **Innovation:** Introducing innovative dessert options and customizations to attract new customers and retain existing ones.  Yes, a sales group is necessary for:  **Customer Acquisition:** Driving online sales through targeted marketing and promotional strategies to attract new customers.  **Customer Relationship Management:** Engaging with customers to understand their needs, address concerns, and foster loyalty.  **Sales Performance Analysis:** Monitoring sales data, analyzing trends, and adjusting strategies to maximize revenue and improve sales performance.  **Promotions and Discounts:** Managing and implementing promotional campaigns and discount offers to boost sales and attract more customers.  Yes, a finance group is essential for:  **Accounts Receivable:** Managing customer payments, ensuring timely invoicing, and tracking outstanding invoices to maintain cash flow.  **Accounts Payable:** Handling payments to suppliers and vendors, ensuring timely settlement of bills, and maintaining good relationships with suppliers.  **Financial Reporting:** Generating financial statements, managing budgets, and providing insights into financial performance to support business decisions.  **Compliance and Auditing:** Ensuring financial practices comply with regulations and preparing for audits to maintain transparency and accuracy in financial operations.  Yes, a customer support team is crucial for:  **Handling Inquiries:** Assisting customers with questions about products, orders, and services, ensuring they have all the information they need.  **Order Assistance:** Helping with issues related to order placement, customization, tracking, and resolving any problems with delivery or pickup.  **Feedback Management:** Addressing customer feedback and complaints, using this information to improve the service and resolve issues promptly.  **Technical Support:** Providing assistance with technical issues on the website or app, ensuring a smooth user experience and minimizing downtime.  **Customer Retention:** Engaging with customers to enhance their experience, offer personalized support, and build long-term relationships.    Yes, an advertising management group is essential for:  **Campaign Planning:** Developing and executing marketing campaigns to promote the e-commerce platform, attract new customers, and boost sales.  **Ad Strategy:** Creating and managing strategies for online ads, social media promotions, and other digital marketing efforts.  **Performance Analysis:** Monitoring and analyzing the effectiveness of advertising campaigns, adjusting strategies based on performance metrics and ROI.  **Budget Management:** Allocating and managing the advertising budget to ensure efficient use of resources and maximize advertising impact.  **Brand Development:** Enhancing brand visibility and reputation through targeted advertising efforts, maintaining a consistent and appealing brand image. |
| WHY? | **Expected Benefits to the customer** | **Why do we believe our new products will be better than those already existing on the market?** | **Customization Options:** We offer extensive customization for dietary preferences (vegan, gluten-free, no gelatin) and special requests, providing a personalized experience that many competitors lack.  **Seamless Integration:** Our platform integrates a user-friendly interface with a streamlined ordering process, making it easy for customers to place and track orders, which enhances overall user experience.  **Convenience and Accessibility:** By providing both pickup and delivery options within a 10-mile radius, we offer superior convenience compared to competitors who may offer limited delivery areas or no pickup options.  **Real-Time Notifications:** Our system includes real-time email and SMS notifications for order confirmations, updates, and promotions, keeping customers informed and engaged.  **Feedback and Ratings:** Customers can rate products and provide feedback, which allows us to continually improve our offerings based on direct customer input, leading to higher satisfaction and quality assurance. |
| **Why would the Customers want to use our system?** | The platform offers a simple, intuitive interface for browsing, ordering, and customizing desserts, making the entire process quick and user-friendly.  **Convenience:** Customers can choose between delivery and pickup options within a 10-mile radius, catering to their preferences and schedules.  **Customization:** We provide personalized options for dietary restrictions (vegan, gluten-free, no gelatin) and special requests, ensuring that customers get exactly what they want.  **Real-Time Updates:** The system provides timely notifications for order confirmations, estimated delivery times, and key milestones, keeping customers informed throughout their ordering experience.  **Customer Engagement:** Regular updates on new products and promotions via email or SMS keep customers engaged and informed about special offers.  **Feedback Opportunities:** Customers can rate and review products, allowing them to contribute to the improvement of our offerings and ensuring their voices are heard.  **Secure Transactions:** Integrated payment processing with Stripe ensures a secure and seamless checkout experience. |
| HOW? | **System Use** | **How will the External Customers use the system?**  **What is the main system use scenario for the External Customers?** | **Browse & Search:** Customers will navigate through the website or app to browse a categorized menu of desserts (cakes, puddings, muffins, etc.). They can use search functionality to find specific items.  **Order Placement:** After selecting their desired desserts, customers will choose between delivery or pickup options. Delivery is limited to within a 10-mile radius from the store. They must sign up and log in to complete the order.  **Customization:** Customers can customize their orders by selecting dietary preferences (vegan, gluten-free, no gelatin) and adding special notes or requests.  **Order Tracking:** Once an order is placed, customers receive real-time updates including order confirmation, estimated delivery time, and notifications for key delivery milestones.  **Feedback & Ratings:** After receiving their orders, customers can rate products and provide feedback through the platform, helping to enhance the service and product quality.  **Communication:** Customers can contact customer support directly for inquiries or issues via integrated email, SMS, or chat features within the system.  **Accessing the Platform:** Customers visit the website or open the mobile app to access the dessert ordering platform.  **Browsing Products:** Customers browse through various dessert categories (cakes, puddings, muffins) or use the search feature to find specific items.  **Selecting Products:** They select the desired desserts, view product details, and add items to their cart.  **Customizing Orders:** Customers customize their orders based on dietary preferences (vegan, gluten-free, no gelatin) and add any special instructions.  **Choosing Delivery or Pickup:** They choose between delivery (within a 10-mile radius) or store pickup options. For delivery, they enter their address or select their current location.  **Placing the Order:** Customers review their order, proceed to checkout, and complete the payment process using the integrated payment gateway (Stripe).  **Receiving Confirmation and Updates:** After placing the order, customers receive real-time email/SMS notifications confirming their order, providing an estimated delivery time, and updating them on key delivery milestones.  **Providing Feedback:** Once they receive their order, customers can rate their experience and provide feedback on the platform.  **Contacting Support:** If needed, customers can contact customer support through the platform for assistance or inquiries. |
| **What is the main system use scenario for the Internal Users?** | **Accessing the Admin Interface:** Internal users log into the admin portal using secure credentials.  **Managing Product Catalog:** Admins add, update, or remove products from the catalog, including details such as descriptions, prices, and images. They also manage product categories and ensure accurate inventory levels.  **Processing Orders:** Admins review and process incoming orders, including verifying customer details, ensuring payment has been completed, and preparing orders for delivery or pickup.  **Assigning Delivery Personnel:** For delivery orders, admins assign delivery tasks to in-house delivery personnel and manage their schedules.  **Handling Customer Requests and Issues:** Admins address customer inquiries, complaints, or special requests. They use the customer support tools to provide assistance and resolve issues.  **Monitoring Order Fulfillment:** Admins track the status of orders to ensure timely fulfillment and dispatch. They also manage delivery milestones and ensure accurate notifications are sent to customers.  **Managing Customer Accounts:**Admins review and manage customer accounts, including activating or deactivating accounts as needed, and handling account-related queries.  **Analyzing Sales and Performance:** Admins access reports and analytics to monitor sales performance, customer feedback, and overall system usage to make informed business decisions.  **Updating FAQs and Contact Information:** Admins keep the FAQ section and contact information up to date to ensure customers have access to accurate and helpful information. |
| **Revenue Generation, Revenue Streams** | **How will we make money?**  **Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.** | **Product Sales:** The primary revenue source will be from direct sales of desserts through the e-commerce platform. Customers pay for individual products or orders.  **Delivery Fees:** Additional fees will be charged for delivery services within the 10-mile radius. This fee covers transportation costs and contributes to overall revenue.  **Future Enhancements:**  **Subscription Model:** Potential future revenue stream through a subscription service for regular dessert deliveries.  **Promotional Codes and Discounts:** Limited-time offers and discount codes can drive higher order volumes and customer retention.  **Customization Fees:** Additional charges for special customizations or dietary modifications may be applied, adding extra value to the product offerings. |