### **LIST OF INTERNAL USER NEEDS**

### **Order Process / Delivery Management:**

1. Ability to log in.
2. Ability to track active orders and manage delivery status.
3. Ability to assign delivery personnel to orders.
4. Ability to update customers on delivery status via notifications.
5. Ability to adjust delivery schedules based on customer availability.
6. Ability to process returns or exchanges for delivered orders.
7. Ability to generate order and delivery performance reports.

### **Dessert Manufacturing and Packaging:**

1. Ability to log in.
2. Ability to receive and track order details for production.
3. Ability to manage and update the stock levels of desserts available for sale.
4. Ability to prioritise orders based on delivery schedules.
5. Ability to update order status once the product is ready for packaging.
6. Ability to ensure compliance with dietary customization (vegan, gluten-free).
7. Ability to manage quality checks before packaging.

### **Marketing and Sales Management:**

1. Ability to log in.
2. Ability to create, manage, and remove promotional campaigns.
3. Ability to track campaign performance and conversion rates.
4. Ability to update product listings and manage product visibility.
5. Ability to analyse customer behaviour and purchase patterns.
6. Ability to send targeted marketing emails and notifications.
7. Ability to prepare sales reports and track overall revenue generation.

### **Finance Management:**

1. Ability to log in.
2. Ability to process payments for customer orders and subscriptions.
3. Ability to verify payment records and resolve discrepancies.
4. Ability to generate financial reports (income, expenses, profits).
5. Ability to handle refunds and manage discounts applied to orders.
6. Ability to manage payroll for internal staff and delivery personnel.
7. Ability to track inventory costs and manage supplier payments.

### 

### 

### 

### **Customer Support Management:**

1. Ability to log in.
2. Ability to respond to customer inquiries about orders, deliveries, and subscriptions.
3. Ability to handle customer complaints and escalate issues as needed.
4. Ability to update customers on the status of their queries or issues.
5. Ability to manage live chat or email support.
6. Ability to track customer feedback and ratings for continuous improvement.
7. Ability to manage customer data, including preferences and history.

### **Subscription / Account Management:(Future Enhancement)**

1. Ability to log in.
2. Ability to manage customer subscription plans (e.g., start, pause, renew).
3. Ability to view and update customer subscription history.
4. Ability to handle subscription payment processing.
5. Ability to send subscription-related notifications (renewals, offers).
6. Ability to generate reports on active and inactive subscriptions.
7. Ability to manage discounts and promotional offers for subscribers.