

## **Title of the Project: Car Showroom Website**

**Group Number: 07**

**Group Members: 03**











<b>Student ID</b>	<b>Student Name</b>
18101140	SOWAT HOSSAIN RAFI
18101142	SHOVON MANDAL
18101047	AFIF BIN JINNAT

## **System Request – Car Showroom Website**

**Project Sponsor:** Sowat Hossain Rafi, Shovon Mandal, Afif Bin Jinnat, Department of Sales and marketing.

**Business Need:** This project has been initiated to increase sales by creating the capability of selling cars to the customers, monitoring the sales, also the user needs & opinions which will build a brand value with this website.

**Business Requirements:** Using the website customers will be able to search for cars & purchase. The specific functionality that the system should have includes the following:

-  Search for cars with vehicle types.
-  Have an option for watching the 3D model of the car.
-  Can comment on the cars & share their opinions via multimedia option or with a text comment.
-  Each unique id for each car.
-  Detailed features of the machine.
-  Have an option to sign up for the new customers.
-  Have an option to see only the car details & price with a guest account.
-  Have an option to contact the experts for emergency.
-  Exchange the old car with the new cars.
-  Can pre-book a car which is not available and get notification when the item will be in stock.

**Business Value:** We expect that this website will increase sales by enabling existing customers to purchase cars & reaching new customers who need a detailed information for a car with a best customer support. We expect some increase in cross-selling, as a customer who can share the informative website links with others & introduces a new rapport with new customers by watching the informative videos, opinions (comments) & an option to serve the customers in an emergency. By making a good rapport we can catch the market and attract the customers.

Conservative estimates of tangible & intangible value to the showroom include the following:

- ✚ ₺ 7,00,000 in sales from individual orders
- ✚ ₺ 5,00,000 in sales for the new emergency service mode.
- ✚ Around ₺ 50,000 for ads on the website
- ✚ ₺ 10,00,000 for making a new rapport

### **Special Issues or Constraints:**

- The Marketing Department views this as a strategic system. The online car showroom system will add value to our current business model, and it also will serve as a proof-of-concept for future car dealers and businessman. For example, in the future, car sells may be only will be in the online and sell products directly over the internet.
- Many of our customers have been requesting this capability, and we need to provide the best service to them.