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

**Group Number: 07**

**Group Members: 03**

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**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 & interduces 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.