**Business Requirements Document (BRD)**

**Project Title:**  
Suryadev Alloys and Power – Corporate Website Development

**Document Version:** 1.0  
**Prepared On:** April 2025  
**Prepared By:** [Your Name/Project Team]

**1. Executive Summary**

Suryadev Alloys and Power, established in 2006 in Chennai and known as one of South India’s largest integrated steel manufacturers, is embarking on a project to create a modern, responsive, and feature-rich website. The new digital platform will serve as the company’s primary communication channel, showcasing its product portfolio—including TMT Bars, Sponge Iron, Mild Steel Billets, and Mild Steel Rounds—as well as its corporate values, manufacturing capabilities, and CSR initiatives. The website is aimed at enhancing brand positioning, engaging with industrial clients and stakeholders, and driving inquiries and sales.

**2. Introduction and Background**

**2.1 Company Overview**

* **Name:** Suryadev Alloys and Power Private Limited
* **Established:** 2006
* **Location:** Chennai, Tamil Nadu, India
* **Industry:** Steel and Building Materials Manufacturing
* **Products:** TMT Bars (Fe 550, Fe 550D, and Fe 550D CRS variants), Sponge Iron, Mild Steel Billets, Mild Steel Rounds, and additional steel products.
* **Corporate Presence:** With an integrated steel manufacturing plant and power generation facilities, the company plays a critical role in major infrastructure projects and construction across South India.
* **Digital Footprint:** Current corporate website ([suryadev.in](https://suryadev.in)) and active social media profiles, including LinkedIn, Facebook, and Instagram.

**2.2 Need for a New Website**

The dynamic market landscape and rising digital expectations demand an online platform that not only reflects the company’s legacy and quality but also provides interactive features for product exploration, enquiry management, and digital marketing. The new website will:

* Reinforce Suryadev’s brand image as a symbol of strength, innovation, and reliability.
* Facilitate streamlined communication with existing and prospective clients.
* Integrate multimedia content such as corporate videos, downloadable brochures, and certifications.
* Enable seamless access to detailed product information and technical documentation.

**3. Project Objectives**

* **Enhance Online Presence:** Establish a modern and responsive website that aligns with the company’s brand identity.
* **Improve User Engagement:** Offer an intuitive user interface that enables easy navigation, product search, and enquiry submission.
* **Drive Business Growth:** Enable targeted marketing through integration with social media channels and lead generation forms.
* **Showcase Corporate Excellence:** Present detailed information about the company’s history, manufacturing processes, quality certifications (e.g., ISO 9001, ISO 14001, ISO 45000), and CSR initiatives.
* **Support Expansion:** Provide scalable infrastructure with a Content Management System (CMS) that allows for future growth and continuous updates.

**4. Project Scope**

**4.1 In-Scope**

* **Website Design and Development:** A complete redesign or enhancement of the corporate website, including Home, About Us, Products, CSR, Media & Downloads, and Contact pages.
* **Content Strategy:** Development of text, images, videos, infographics, and downloadable assets that reflect the company’s offerings and achievements.
* **User Experience (UX) and User Interface (UI):** Creation of an intuitive, mobile-responsive design that caters to desktop, tablet, and smartphone users.
* **Functionalities:**
  + Product Catalogue with filtering and search capabilities.
  + Interactive forms (enquiry, registration, and newsletter sign-up).
  + Integration with social media platforms.
  + Multimedia content integration (corporate video and image galleries).
  + Secure customer login/portal (if needed) for advanced client services.
  + Downloadable resources section (brochures, technical manuals, certifications).
* **Back-end and CMS Integration:** Implementation of a robust CMS (e.g., WordPress, Drupal, or a headless CMS) to allow in-house teams to manage content.
* **SEO & Analytics:** Incorporation of SEO best practices and integration with analytics tools (Google Analytics, etc.) for performance tracking.
* **Security & Compliance:** Implementation of security measures and compliance with relevant data protection regulations.

**4.2 Out-of-Scope**

* Development of custom enterprise-level ERP/CRM systems; integrations will be considered separately if required.
* Ongoing content creation beyond initial launch.
* E-commerce functionalities (unless decided as a future phase for online orders or quotations).

**5. Stakeholders and Roles**

* **Executive Sponsor:**
  + *Name:* [CEO/Managing Director]
  + *Role:* Provides overall direction and approves strategic aspects of the project.
* **Project Manager:**
  + *Name:* [Project Manager Name]
  + *Role:* Responsible for coordinating the project, managing timelines, and ensuring deliverables meet quality standards.
* **Marketing & Communications Team:**
  + *Role:* Define brand guidelines, oversee content creation, and manage digital campaigns.
* **IT Department/Technical Team:**
  + *Role:* Provide technical support, integration oversight, and ensure backend infrastructure is reliable and secure.
* **Design and Development Agency:**
  + *Role:* External vendor or internal team tasked with website design, development, UI/UX, and CMS implementation.
* **End Users/Visitors:**
  + *Role:* Industrial clients, corporate partners, suppliers, potential investors, and job seekers.

**6. Business Requirements**

**6.1 Functional Requirements**

* **Responsive Navigation:**
  + A multi-level menu offering quick access to Home, About, Products, Media, CSR, and Contact sections.
* **Product Catalogue:**
  + Detailed product pages for each product category (TMT Bars, Sponge Iron, Mild Steel Billets, Mild Steel Rounds).
  + Filtering and search functionality by product type, specifications, and applications.
  + Integration of technical data sheets, videos, and high-resolution images.
* **Interactive Forms:**
  + Contact form with fields for name, company, email, phone number, and query details.
  + Request for Quote (RFQ) functionality for bulk orders.
  + Newsletter subscription module.
* **Multimedia Integration:**
  + Embedded corporate videos, image galleries, and downloadable brochures.
  + Integration with social media feeds (LinkedIn, Facebook, Instagram) to showcase real-time updates.
* **Content Management and Updates:**
  + CMS-based architecture permitting non-technical staff to update content.
  + Blog or news section for updates, press releases, and CSR activities.
* **Analytics and Reporting:**
  + Google Analytics (or equivalent) integration to monitor user traffic, engagement, and conversion rates.

**6.2 Non-Functional Requirements**

* **Performance:**
  + Fast loading times and optimized for both desktop and mobile devices.
* **Scalability:**
  + Designed to accommodate increasing content volume and future integrations.
* **Security:**
  + HTTPS encryption, regular vulnerability scans, and secure form submissions.
* **Usability:**
  + Intuitive navigation and clear call-to-action buttons.
* **SEO Optimization:**
  + Clean URLs, meta tags, and schema markup to improve search engine visibility.
* **Accessibility:**
  + Compliance with WCAG 2.1 guidelines to ensure the site is accessible to all users.
* **Maintenance:**
  + Easy content updates and backup mechanisms; a maintenance plan should be included post-launch.

**7. Technical Requirements**

* **Platform and Framework:**
  + Use of a robust CMS such as WordPress, Drupal, or a headless CMS solution.
  + HTML5, CSS3, and JavaScript for front-end development.
* **Hosting and Deployment:**
  + Secure, scalable hosting solution with high uptime (99.9% SLA).
  + Use of a Content Delivery Network (CDN) for faster global content delivery.
* **Integration Capabilities:**
  + APIs for integration with social media platforms and existing ERP/CRM systems if needed.
  + Third-party tools for SEO, analytics, and customer feedback.
* **Development Best Practices:**
  + Modular code architecture, version control (Git), and adherence to industry coding standards.
  + Cross-browser compatibility testing and mobile-first design.

**8. Assumptions and Constraints**

* **Assumptions:**
  + All necessary corporate content (images, documents, videos) will be provided or developed by the marketing team.
  + Stakeholders are available for regular reviews and approvals throughout the project lifecycle.
  + The new website must align with the existing brand guidelines but may have design refreshes to enhance appeal.
* **Constraints:**
  + Budgetary limits as predefined by the corporate finance department.
  + Project timeline must accommodate essential business cycles, ideally launching ahead of major industry events or new product launches.
  + Integration with legacy IT systems might require additional middleware or support from the IT department.

**9. Risk Management**

* **Risk:** Delay in Content Delivery
  + *Mitigation:* Define clear deadlines for content submission and include fallback options for placeholder content.
* **Risk:** Technical Integration Issues
  + *Mitigation:* Early testing of integrations and contingency planning with IT support.
* **Risk:** Budget Overruns
  + *Mitigation:* Regular financial reviews and scope management to avoid scope creep.
* **Risk:** Poor User Adoption
  + *Mitigation:* Conduct user testing sessions and incorporate feedback into iterative design improvements.

**10. Timeline and Milestones**

| **Milestone** | **Estimated Completion Date** | **Responsible Team** |
| --- | --- | --- |
| Project Kick-off & Requirement Finalization | May 2025 | Project Manager/Stakeholders |
| Design Phase (Wireframes & Prototypes) | June 2025 | Design Agency |
| Development Phase (Coding & CMS Integration) | July – August 2025 | Development Team |
| Testing & Quality Assurance | September 2025 | QA Team |
| Stakeholder Review & UAT | October 2025 | All Stakeholders |
| Final Adjustments & Launch | November 2025 | Development/IT Teams |
| Post-Launch Review & Maintenance Plan Finalization | December 2025 | Project Manager/IT |

**11. Budget Overview**

*Note: This section outlines an estimated budget and should be adjusted once detailed cost analysis is complete.*

* **Design and Development Costs:** ₹[X] Lakhs
* **CMS Licensing and Hosting:** ₹[Y] Lakhs
* **Content Creation and Multimedia Production:** ₹[Z] Lakhs
* **Maintenance and Support (Post-Launch):** ₹[A] Lakhs per annum

The final budget allocation will be approved by the executive sponsor and finance department.

**12. Approval and Sign-off**

This BRD requires approval from the key stakeholders listed below before proceeding to the subsequent project phases:

* **Executive Sponsor:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_
* **Project Manager:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_
* **Marketing Director:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_
* **IT/Technical Lead:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_

**Appendix**

* **A. Content Inventory:** A detailed list of existing corporate content and new assets required.
* **B. Branding Guidelines:** Documents outlining logo usage, color palettes, typography, and other design elements.
* **C. Integration Specifications:** Detailed API documentation and third-party service integration requirements.
* **D. Compliance and Accessibility Checklists:** Ensuring the site meets legal and regulatory standards (e.g., WCAG 2.1).