Deliverable 2

TEAM RED

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Client: Samer Assi

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TABLE OF CONTENTS

EXECUTIVE OVERVIEW

Our client Samer provides interior and exterior painting, staining and sanding services. In this report we analyze our clients' business domain, business environment, painting industry growth rate, challenges and competition through research and communicate with our client. We also analyze issues in our client's industry that we don't know, but would like to know about. Finally, we ask our customers questions through a short questionnaire to get the results of the questions we don't know.

BUSINESS DOMAIN

Overview:

In the architectural paint industry, there are paint manufacturing, paint wholesale, paint retail, indoor and outdoor painting, paint or paper stripping and sandblasting and other businesses. The main sales methods of paint products are wholesale to contractors and direct sales to the public through retail. Canada's main large-scale paint retail and wholesale are Canadian Tire, Walmart, Home Depot and so on. In the architectural paint industry, because paint is a combination of chemical products and formula products, the safety, stability and product performance of paint products, such as whether it is waterproof or not, are the most concerned issues for consumers. Research showed that "In architectural coatings, there is a higher degree of similarity in the technologies used by all companies, and in this case product differentiation is created through superior marketing and customer service." (Government of Canada, 2019). Our customers mainly provide indoor and outdoor painting, staining and sanding services. The materials they use are mainly sourced from large wholesalers. Our client is a private small painting shop. Therefore, customers can contact our client directly to book and discuss painting requirements.

Paint Industry Growth Rate and Challenge:

The research showed that "The market size of the Paint Manufacturing industry in Canada is expected to increase 1.8% in 2022. The primary negative factors affecting this industry are high imports and high competition" (Industry market research, reports, and Statistics, 2020). Starting in 2020, the global economic downturn caused by the epidemic and the increase in paint prices caused by the increase in shipping costs are also challenges for the painting industry.

Competitiveness:

There are many large chains of paint wholesalers and painting contractors in Canada such as Canadian Tire, Walmart and Home Depot. When a consumer does not know that our client is in this industry, our client is likely to lose potential clients.

BUSINESS ENVIRONMENT

Based on what we know about our client, he is going to be operating in a somewhat messy environment, since he will be going around painting for people which can be considered hard labor. He is most likely going to be operating his conduct via appointments, which is the easiest way for him. Since his business is new, he does not have too many workers, working for him, but depending on how many appointments he has in a day, they usually go from one job to another unless they are fully booked then they separate into groups to do multiple jobs at once.

DESCRIPTION OF CLIENT

Our client Samer is well equipped with computer knowledge. He has taken several computer classes, like an intro to coding class, and a few HTML classes. He grew up with computers at a young age, his understanding when it comes to computer programs/apps is good. He doesn't necessarily know how to program from the ground up, but he knows how to design this web application in a way that makes it logically correct for us. His business is considered a B2C since it is between him (the business) and the customer (the consumer).

BUSINESS PROBLEMS

The painting business that we are working for has a couple of problems regarding the promotional aspect, customer experience, as well as the lack of demand for his services. There are multiple ways to resolve these issues and the application that we are meant to design for our client is designed to resolve at least the named ones.

Our way to resolve these problems:

Since the customers are not aware of what our client has to offer to the fullest extent, he could just direct them to the site to provide better customer service. By doing so, if the customer is impressed by the end product, they can refer him through his site and acquire more customers which will higher up the demand for his skills and creativity.

OPEN QUESTIONS

On the promotional front, we know that it is difficult to become "mainstream" in a specific domain, such as yours, which affects the lack of demand for your services. However, we do not know how this will affect the web application in terms of traffic and how frequently this may occur. We do not know the estimated number of people that would view this site simultaneously, this may hinder the web app and its functionality. We assume that there will not be such a large number of viewers on this site, but we are aware that to run a good web application, implement and prepare enough security and allow as much traffic (number of customers) on the website. It, therefore, becomes crucial to determine the potential flow of activity as well as maintenance to keep the application running smoothly.

THE QUESTIONNAIRE

1. **Why do you want a new web application for your business?**

   I believe that by having the business online, booking estimates which eventually leads to the signature of contracts can be simplified and done through the site in a much more efficient manner.

2. **Describe your business in a few sentences.**

   My company's main source of revenue comes from a service which we provide. Our main services include Painting, Staining and Sanding.

3. **What specific features do you want on the site?**

   I want clients to be able to book their own estimates based on the opening that are provided and also be able to provide basic information about them, their projects and their budget.

4. **What will your clients do on your website?**

   They will look at my portfolio of work that I already completed, book estimates on their own and use the information provided to contact me and interact with the business.

5. **What image, look or feel do you want the web application to portray. (what colors / design, or an example of a web application to base off of).**

   I want it to be simple looking and not have too much clutter.

   I want it to also somewhat have a modern style to it but with a creative touch because painting does include creativity to a degree.

6. **Where is your business located?**

   My business is located in Dorval/Lachine

7. **Do you have a current web application for your business?**

   Nope, I do not.

CONFIRMATION OF EACH TEAM MEMBER

Signature:

Printed Name: **Theodore Tsimiklis**   Date: 2022-02-17

Signature:

Printed Name: **Jiahui Xia**   Date: 2022-02-17

Signature:

Printed Name: **George Athanasatos**   Date: 2022-02-17

Signature:

Printed Name: **Andrei, Marinescu**   Date: 2022-02-17

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