

## **System Request – Internet Order Project**

<b>Project sponsor:</b>	Margaret Mooney, Vice-President of Marketing
<b>Business Need:</b>	This project has been initiated to reach new Internet customers and to better serve existing customers using Internet sales support
<b>Business Requirements:</b>	<p>Using the Web, customers should be able to search for products and identify the brick-and-mortar stores that have them in stock. They should be able to put items on hold at a store location or place an order for items that are not carried or not in stock.</p> <p>The functionality that the system should have is listed below:</p> <ul style="list-style-type: none"><li>• Search through the CD Selections ‘ inventory of products</li><li>• Identify the retail stores that have the product in stock</li><li>• Put the product on hold at a retail store and schedule a time to pick up the product</li><li>• Place an order for products not currently in stock or not carried by CD Selections</li><li>• Receive confirmation that an order can be placed and when it will be in stock</li></ul>
<b>Business Value:</b>	<p>We expect that CD Selections will increase sales by reducing lost sales due to out-of-stock or non-stocked items and reaching out to new customers through its Internet presence. We expect the improved services will reduce customer complaints, primarily because 50 percent of all customer complaints stem from out of stocks or non-stocked items. Also, CD Selections should benefit from improved customer satisfaction and increased brand recognition due to its Internet presence.</p> <p>Conservative estimates of tangible value to the company includes:</p> <ul style="list-style-type: none"><li>• \$750,000 in sales from new customers</li><li>• \$1,875,000 in sales from existing customers</li><li>• \$50,000 yearly reduction in customer service calls</li></ul>
<b>Special Issues or Constraints:</b>	<ul style="list-style-type: none"><li>• The Marketing Department views this as a strategic system. This Internet system will add value to our current business model, and it also will serve as a proof of concept for future Internet endeavors. For example, in the future, CD Selections may want to sell products directly over the Internet.</li><li>• The system should be in place for the holiday shopping season next year.</li></ul>