Company Name: VCD

Prepared by: Vishal Ramkissoon, Christine Russell and Dineile Guevara

Date: 27/01/2017

Project Scope Statement

Project Name: Ecommerce Beacon Application

Sponsor:

Project Manager: Phaedra Mohammed

Problem/Opportunity Statement: Store owners are not satisfied with the flow of customers in the store, especially when they have an ongoing “sale”. It may be due to insufficient or ineffective advertising.

Project Objectives: Allow business owners exposure to a wide audience, inform consumers on great bargains within their area.

Project Description: A mobile app will be created to be used by shoppers as well as a small beacon device for store owners. Business owners will feed their store bargains, promotions etc on the app. When a customer is in the vicinity of a store which has an ongoing sale for example, the customer’s device will be pinged by a beacon to notify them.

Business benefits: Advertising, Increase in revenue.

Project Deliverables:

Estimated Project Duration: