[](https://goo.gl/owQa7A)**SIMPLE BUSINESS CASE TEMPLATE**

**LOGO**

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| **SUBMITTED TO** | Arezoo Ariafar | **SUBMITTED BY** | Youngmin Song |
| **TO THE ATTENTION OF** | Business report | **POINT OF CONTACT** | Website construction |
| **ADDRESS** |  | **ADDRESS** | 3157 Wellington Avenue |
| **PHONE** |  | **PHONE** | 236-591-0422 |
| **EMAIL** |  | **EMAIL** | tda990208@gmail.com |
| **DATE SUBMITTED** |  | **DELIVERY METHOD** |  |

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| **REASON FOR THE PROJECT**  Describe why the project is needed, problems with the current situation, and why a change to the status quo is required. List the features, technology, equipment, benefits, and competitive advantages of this project. |
| Due to the pandemic situation, the growth for e-commerce was surprisingly big. There are millions of trades of products happening every day in the world. However, the social interaction between the community has decreased. This project would enable people to connect more in online environment. The project would be a website that has a role of a platform for social interactions. For example, if somebody is looking for somebody to play online games together or watch a hockey game together, he would simply have to upload a post including the information. We recognized that there are enough contents for people to enjoy online but most of them lack social interaction with others. It is a niche market with great potential to grow in the future. As technology improves, we anticipate people to be more involved in online environment. This project would only need simple website with simple features. To create an account and allows people to post their options. On the website, there would be some division of categories to make search easier. |
| **OPTIONS**  Describe briefly the different options for completing the solution. For example, to design a brochure, you could use templates from a word processing package, hire a designer, or design it yourself using clip art. |
| We can design and build the solution ourselves using html, css, javascript  and an API.we will also include license-free pictures and animation to make our website intreractive. We can also hire a team of developers to make a design and give them a specific time limit to complete the solution. We can also use build-in templates from website and source them and follow the whole template with making our improvisations |
| **BENEFITS**  Describe anticipated improvements from the project. How can this project help the organization? For example, if we buy a license to a desktop publishing program, do we save on outsourcing our newsletter design? |
| We are expecting to raise revenue by getting advertisements on the banner and posting fee. We expect the advertisements fee to be our fixed revenue assuming that there would always be one on the banner. There would be two types of posts, commercial purposes and individual purposes. Posts that are not aimed for commercial reasons would not be charged in order to create more users. More users would attract more commercial users as there are big pool of potential clients. These would generate more revenue, and enable us to create different type of platform that requires lots of clients already. This project would be very beneficial to start to grow the firm bigger. |
| **COSTS**  How much will the project cost? Include contingency costs to cover overruns for risk events. Include ongoing maintenance and operational costs for the project. |
| The Budget to create this website is 30k - 35k CAD for different factors for example design , feature , software complexity , and for a proper team which gonna cost approximately that much of money. For this project we have a 10% contingency cost which is $3.5K CAD to cover overruns and risk events. |
| **RISKS**  Describe the risks to the project, such as extra costs and more work than anticipated. |
| The risk to the project can be various to happen. The analysis, judgment, or status can be included. For example, the project status meeting reports, progress, or quality reports that face the violations and provide insight status of the project and potential new risks. Also, analyzing the project’s checklist cause gaps and potential danger.  Moreover, the project is done by a team activity such as brainstorming. So small misunderstandings or disorganizing will cause a new risk to the projects. |
| **SCHEDULE**  Indicate how long the project will take, milestones, and how long before the benefits become apparent. Also, note if the time buffer is included in this estimate. |
| Scheduling a project is responsible for balancing the competing project cost, time, and quality. To make the shortest time to finish the project, splitting the project into tasks and resources will estimate the time. Also, setting milestones for testing systems will be beneficial to make apparent time. Therefore, team task management requires fewer than seven to eight hours could be grouped with others, and tasks over seventy to 4eighty hours should be a reasonable time. It will be measurable, and easily estimated and the project will be deliverable. |
| **ASSESSMENT**  What are the costs of not doing the project? For example, will the newsletter be suspended indefinitely? What happens if the project isn’t undertaken? Can the organization afford the project? |
| If the project is not done after starting the investors will go in loss and we as a company will not have a good reputation in the business market. The organization can afford the project but cannot afford the incompletion. |
| **RECOMMENDATION**  Sum up and recommend why the project is a good idea. |
| This website has a lot of advantages/pros:  1)To increase social media interactions between different people/ To reach large audiences.  2)People could post their own organic content on this website  3)Direct connection with the audiences.  4)To have access to paid advertising services (Profit).  5)To evaluate our performance. |

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