

# IN2033 - Student Brief Summary

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## IPOS-PU (our section)

- Online portal for merchants to use to sell goods to members of the public.

### Functionalities:

#### IPOS-PU-Members:

- Members of the public should be allowed to submit a membership application. There are 2 types of memberships, “commercial” and “non-commercial”.

#### **Commercial Memberships:**

- Details required in application:
  - Company registration number
  - Details on Company director(s)
  - Type of business
  - Address
  - Email Address
  - “Etc” - Full list of details under IPOS-SA (info recorded on merchants)
- Commercial memberships are passed to IPOS-SA
- InfoPharma Ltd staff will conduct “diligence” checks and if the checks are passed, the application for commercial membership will be approved. An email which informs the merchant and describes how to access IPOS-SA will be sent out.
- Customer may choose to receive confirmation by mail (through registered delivery by postal services)

#### **Non-Commercial Memberships:**

- No personal details required
- The portal should check the validity of the email address provided by the applicant. If the email address is valid, the new member will be notified by email.
- The email will also include the new member’s login details, where the email address is the username, and the

password is a randomly generated 10-character string. This password should be generated by IPOS-PU.

- Newly registered customers should be forced to change their password upon initial login.
- Non-commercial members will be offered an incentive, where they get a 10% discount on every 10th order they make via the IPOS-PU portal.

#### IPOS-PU-SALES:

- Package will allow customers to view the catalogue of goods offered by the respective merchant.
- Filtering the catalogue should be provided. For example, typing “paracetamol” should show all products that match this keyword.
- The customer should be able to select products from the catalogue, add them to cart, confirm order and pay for them using a credit/ debit card.
- After a successful purchase, an email will be sent to the customer with details on how to track the order (received, dispatched and delivered). The platform should maintain the status of the order until it has been delivered.
- Successful orders via IPOS-PU should affect the respective merchant’s inventory (through IPOS-CA) by deducting the amount of ordered goods.

#### IPOS-PU-COMMS:

- This package will offer communication with 3rd party services such as:
  - An email provider (like Google SMTP)
    - Integration with the email service will be used by IPOS-PU and the other sub-systems to use as necessary. For example, IPOS-SA will email successful applications the details of how they can use the IPOS-SA services.
  - A Payment Processor (like PayPal)

## IPOS-PU-PRM:

- Allows merchants to run promotions
- Promotions will be managed by the Admin of the IPOS-PU subsystem.
- Each promotion campaign will be set to run from “Start Date/Time” to “End Date/Time”, and will include a list of pharmaceutical goods from the Merchant’s stock with a fixed discount attached to each item.
- All items in a promotion could have the same discount, or have different discounts, and more than one promotion can be running at any time.
- The promotion runs until its end date, unless it’s cancelled by an Admin.
- Every time a member of the public visits IPOS-PU, they will be offered a link ‘Promotions’, as long as there is a promotion active.
- Clicking on this link should display all active promotions. The customer can then select one of these promotions and see all the products and their discounts for that promotion.
- The customer can also create a new order of the products listed in the promotion they are viewing (add the discounted items into the basket/ cart)
- The package will keep track of the clicks of links to each advertising campaign, and the items inside that campaign
  - FOR EXAMPLE:
    - If there is an advertising campaign called “Campaign X” active, and it holds 2 items, the package should track these 5 things (using counters):
      1. How many times the link to “Campaign X” is clicked
      2. Counters that increment by 1 every time item1 and item2 are added to basket
      3. Counters that increment by 1 every time item1 and item2 are purchased.
    - So if item1 is added to the basket 5 times (customer wants 5 of those products), the counter “Campaign\_X\_Item1\_Counter+=5”.
  - Note that the number of items added to the basket will probably be much greater than the number of

items actually bought because customers may change their minds.

- Use a ratio of “Campaign\_X\_Item1\_Purchased / Campaign\_X\_Item1\_Counter” or “Campaign\_X\_Item2\_Purchased / Campaign\_X\_Item2\_Counter” to see how successful a particular promotion campaign has been.

#### IPOS-PU-RPT:

- This package should allow the Admin to generate the following reports:
  - Sales within a specified period (see Appendix 8)
    1. Quantity of goods sold
    2. Unit price per unit
    3. Price for the quantity of sales per item
  - Advertising campaigns for a given period of time (Appendix 9)
  - Count of hits of advertising campaigns broken down by goods included in the advertising campaign (Appendix 10)

## 9.8 Appendix 8: IPOS-PU Sales Report

### *IPOS-PU Sales Report*

Start Period: 01/05/2025  
End Period: 31/05/2025

Cosymed Ltd.,  
27 Sainsbury Close,  
3, High Level Drive,  
Sydenham,  
SE26 3ET  
Phone: 0208 778 0124  
Fax: 0208 778 0125

Item ID	Description	Sold, packs	Unit price, £	Total, £
100 00001	Paracetamol	250	0.10	25.00
100 00002	Aspirin	320	0.50	160.00
100 00003	Analgin	102	1.20	122.40
200 00004	Iodine tincture	87	0.30	26.10
200 00005	Rhynol	201	2.50	502.50
Total online sales for period		960	N/A	836.00

Generated: 30/06/2025  
Generated by IPOS-PU Operations

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## 9.9 Appendix 9: Report on Advertising Campaigns

### *IPOS-PU Advert Campaigns Report*

Cosymed Ltd.,  
27 Sainsbury Close,  
3, High Level Drive,  
Sydenham,  
SE26 3ET  
Phone: 0208 778 0124  
Fax: 0208 778 0125

Start Period: 01/03/2025  
End Period: 31/05/2025  
Active campaigns: 2 (Camp 5 and Camp 6)

Campaign ID	Start Date/Time	End Date/Time	Items included	Discount, %
Camp 05	01/03/2025	31/03/2025	3	Fixed, 5%
Sold				
ID	Description	Discount	Items sold	Total Sales, £
100 00002	Aspirin	5%	20	9.50
100 00003	Analgin	5%	100	114
200 00004	Iodine tincture	5%	20	5.70
Total Sales in campaign:				129.20
Camp 6	01/04/2025	15/05/20	2	Variable
Sold				
ID	Description	Discount	Items sold	Total Sales
200 00005	Rhynol	10%	50	112.50
300 00001	Ospen	20%	150	1260
Total Sales in campaign:				1372.50

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## 9.10 Appendix 10: Report of Customer engagement with Advertising Campaigns

### *Customer Campaign Engagement Report*

Cosymed Ltd.,  
27 Sainsbury Close,  
3, High Level Drive,  
Sydenham,  
SE26 3ET  
Phone: 0208 778 0124  
Fax: 0208 778 0125

Campaign ID: Camp 05

Campaign Description: March Advertising Campaign, 3 items, Fixed Discount of 5%

Start Period: 01/03/2025

End Period: 31/03/2025

Counter ID	Counter description	Hits count	Purchases	Conversion Rate
Camp 05	Campaign hits	3000	N/A	N/A
Item(1) hits	"Aspirin" hits	2000	50	$50 / 2000 = 0.025$ (2.5%)
Item(2) hits	"Analgin" hits	1000	10	$10 / 1000 = 0.01$ (1%)
Item(3) hits	"Iodine tincture" hits	200	20	$20 / 200 = 0.1$ (10%)

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