**BUSINESS CASE**

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| **SUBMITTED TO** | AllInOne Company | **SUBMITTED BY** | SmartGoal Limited |
| **TO THE ATTENTION OF** | Terry Chen | **POINT OF CONTACT** | Yan Fung Yenny Hou |
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| **DATE SUBMITTED** | 29th September 2022 | **DELIVERY METHOD** | Mail |

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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. |
| AllinOne company is a trading company that sells various types of products. They currently only have a simple website showing a list of products. They receive customer orders by email or phone that require a lot of workforce and time to handle the requests. They would like a comprehensive website for customers to shop and place orders.  Desired Product Features:   1. Product searching and filtering 2. Order placing 3. Product price comparison from another website 4. Payment integration with various payment types   Benefits:   1. Provide one-day delivery service 2. Offer an efficient content management system 3. Enhance customer ordering experience   Technologies:   1. Use newer technology like React, JSFF, Bootstrap etc. 2. Adapt cloud services |
| **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. |
| Three options to complete the solution:   1. Develop the website from scratch 2. Outsource the development to a vendor 3. Adapt existing e-commerce solution, e.g., WooCommerce / Shopify |

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| **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? |
| This project can help the AllinOne company in below aspects:   1. Increase payment market share in the online shopping industry 2. Save resources on manual order processing and make more transactions and profits 3. Enhance marketing strategy by collecting Canadian market consumption data and building the data warehouse 4. Allow other organizations to promote and advertise on the new shopping site 5. Offer the opportunity to create the company’s profitable API |
| **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. |
| * Human Resources:   + Salary : $20,000 per month ($5,000 per person)     - Total: $60,000 (3 months)   + Insurance :     - General Liability: $75 (3 months)     - Errors and Omissions $150 (3 months)     - Cyber Liability: $450 (3 months)     - Total: $675   + Benefit :     - Red Pocket: $80 ($20 per person) * Equipment / Services:   + Cloud service (for servers, database, hosting):     - Server: $1200 (3 months)   + Hardware for developers:     - Desktop: $4,000 ($1,000 per person)     - Monitor: $2,000 ($500 per person)   + Licensing (Photoshop, Team viewer):     - Photoshop: $60 ($20 per month)     - Team viewer: $150 ($50 per month)     - Copyrighting the project: $35   + API cost: ~$25   + Domain name: $10 (per year) * Contingency plan cost:   + Extra cloud service / hardware:     - Extra server: $1200   + Extra staff:     - $60,000 * Total Cost: $129,435 |

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| **RISKS**  Describe the risks to the project, such as extra costs and more work than anticipated. |
| Technology:   * Cloud service is unavailable or underperformance * API service is unavailable   Organizational:   * Change in management (requiring fewer developers)   People:   * Lack of developers due to virus outbreak   Requirements:   * Client changes all the requirement   Estimation:   * Scope of projects on payment gateway integration is underestimated   Tools:   * Software tools no longer supported   Legal:   * Legal issues on copyrights |
| **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. |
| The project is planned to be completed in 6 months. Below are the defined milestones:  1st Milestone (3 months)   * Front-end shopping cart   + Customer login logout   + Product listing   + Product filtering and searching   + Price comparison   + Cart   + Payment means integration   + Order status tracking UI   2nd Milestone (1 month)   * Content management system (CMS)   + User login logout   + Backend UI system on product details   + Site settings   3rd Milestone (0.5 month)   * Order management system   + Order request   + Order status   + Delivery process   4th Milestone (0.5 month)   * Web UI/UX enhancement   5th Milestone (1 month)   * Hardware/software review * Buffer for ad-hoc requirements |
| **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? |
| Following cost will arise if not doing the project:   1. High human resource costs and processing time on handling orders 2. Less profits due to outdated website and less order handling ability 3. Less opportunity to increase the market share in the industry |
| **RECOMMENDATION**  Sum up and recommend why the project is a good idea. |
| The sudden appearance of the pandemic has seemingly changed the aspect of how customers interact with their regular businesses. With the option of physically walking into the store made impossible, everything was forced to go online. The trend of e-commerce has suddenly become clear, and now almost all well-known businesses have a website of their own. Creating a website with the bare minimum functions can be easily made, but what we need at this point of the cycle is look, feel, and uniqueness. Something we have and others don’t. Our project, “AllinOne website,” selects the best qualities from other websites in the current market and combines those components into one website. Our website provides a subscription to secure customer loyalty, price comparison to express our commitment, and a range of payment methods for the diverse population. All of these are planned to increase the company’s popularity and market share. |

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