## Project Summary

This document is intended to provide a summary understanding of the high-level vision of your project goals.

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| **Company Name/ Team Name** | |
| **Company Address** | (if applicable) |
| **Company Website** | (if applicable) |
| **Telephone** | (if applicable) |
| **Company Contact/ Team member names** | Nigar Ahmadova, Fatima Arab, Anar Samadzade, Elizabeth Thomas |
| **Title** | (if applicable) |
| **Company Email/ Email address for all team members** | Nigar.ahmadova@georgebrown.ca; Fatima.Arab@georgebrown.ca; Anar.Samadzade@georgebrown.ca, Elizabeth.thomas2@georgebrown.ca |
| **Telephone** | |
| **Project Title** | BizHorizon - Operations Management Platform for Small Businesses |
| **Project Description** | **About the company:**<br><br>Small companies are looking for smart and affordable online solutions for their businesses. This project is designed to meet the needs of small businesses from various industries, including those offering services or selling products. It is flexible and can be used by many sectors, such as local pizzerias, coffee shops, boutiques, bookstores, hair salons, bakeries, photography studios, and many other small businesses.<br><br>**About the project:**<br><br>The project focuses on building a web application that provides small businesses with an easy-to-use platform where they can list their services or products, allow customers to log in, view available services or products, schedule appointments, place orders, and manage payments accordingly. Additionally, the application will feature an admin dashboard for small businesses to manage bookings, orders, and customer information. |

| **Problem/ Opportunity Assessment *** | *Please describe current state problem/opportunity that describes the nature and extent of the problem (factual, quantified, concise), or that outlines a chance for advancement or progress.* | |
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| | 1. Lack of online presence: | Many small businesses do not have a digital platform, which limits their ability to reach existing customers or attract new customers. |
| | 2. Lost income opportunities: | Customers often prefer online shopping, booking, and payment options. Businesses without these features may lose potential customers. |
| | 3. Payment difficulties: | Many small businesses lack the infrastructure to accept digital payments, resulting in delays or requiring manual processing. |
| | 4. Inefficient booking/ordering: | Without an efficient online system, scheduling appointments or placing orders can be inconvenient and time-consuming. |
| | 5. Reputation: | Customer reviews and feedback are crucial for developing a business's reputation. Without an online presence, customers may lose trust in the business and choose competitors instead. |

| **Desired Project Outcomes/** | *Define how this project shall address a business need, e.g. the business problem or opportunity described above; describe what the beneficiary must be able to do / receive from* |
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| Requirements* | *the solution* | |
|---|---|---|
| | 1. Online presence | Enable small businesses to set up an online platform where customers can browse services and products. |
| | 2. Increase in revenue | Online booking and the convenience of easy payments attract more customers. Moreover, the app can offer promotions (free shipping, referral programs, special packages for new members, coupons), discounts (birthday discounts, seasonal discounts, time-limited discounts, senior/student discounts, clearance sales), or loyalty programs (rewards programs, cashback program, exclusive membership) for its users to increase sales. |
| | 3. 24/7 real-time availability | The application will allow customers to book services or place orders anytime, anywhere, ensuring small businesses do not miss opportunities due to limited availability. |
| | 4. Payment integration | Allow small businesses to accept payments through the app using secure payment gateways. |
| | 5. Data-driven decision making | The admin dashboard will provide insights (customer info and preferences, bestsellers, customer feedback and reviews) into the most popular services or products and the best booking items. This data helps small businesses make strategic decisions. |
| | 6. Flexible controls by admins | Small businesses can easily update their services, modify bookings or availability, and send notifications (welcome emails, newsletters, payment notifications, ordering/booking notifications, info about promotions, sales, and discounts, surveys) to customers. This enables businesses to respond quickly to customer needs. |
| **Key Deliverables to be produced by students*** | *Define the boundaries of work that you expect to receive from the students effort (vs. internal effort)* | |
| | 1. Front-end development | Building the user interface, including registration, product catalogue, and booking system. |
| | 2. Back-end development | Setting up the server and database. |
| | 3. Payment integration | Implementing a secure payment system. |
| | 4. Admin dashboard | Developing an admin interface that allows small business owners to manage customers, appointments, and orders. |
| | 5. Documentation | Creating project documentation (user manuals and installation guidelines, documents about system structure, developer`s statement) including system architecture, user manuals, and installation guides. |
| **Desired Start Date** | Sep 12 | |
| **Desired End Date** | Nov 21 | |
| **Attachments** | *List attachments that support project description* | |
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\* Please add fields as required