

Cosmic - Project Summary

Team Name	Cosmic	
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Project Title	Cosmic Booking Application	
Project Description	<p>About the project:</p> <p>Unlike the travel market, which has been greatly empowered by top-tier Tech-companies such as Expedia, Booking, and Trivago, the cosmetic related-market is one of the promising fields but there has been no technology-driven efforts to aid running this area. Hence, COSMIC's objective is to aid the small and medium-small businesses by supporting them in organizing, running their businesses and also offering them limitless opportunities such as reaching out to regular customers as well as the new customer in a more initiative manner.</p>	
Problem/ Opportunity Assessment *	<i>Please describe the 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.</i>	
	1.	Finding small businesses can be difficult when they are only marketed on a friend of a friend basis.
	2.	Cosmetic market is not saturated yet and very few applications exist in the market.
	3.	Keeping track of various business tasks is harder when you use different applications to create them(Instagram, phone call, website)
Desired Project Outcomes/ Requirements*	<i>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 the solution</i>	
	1.	Small businesses can grow by gaining traction in the app, rather than being known through mutual recommendations and engagement in social media and Google search which could sometimes be low.
	2.	A simplified business management system where owners can post and update their services and track their sales and engagement.
	3.	A booking system for clients to use, which they can filter by walk in, home services and more, depending what fits their needs.
	4.	Business can promote themselves by buying advertisement on the app
Key Deliverables to be produced by students*	<i>Define the boundaries of work that you expect to receive from the students effort (vs. internal effort)</i>	
	1.	A web-app along with a mobile app for the users to use
	2.	One application for the customer to book appointments and search for services
	3.	Second application for business owner to put their business online along with sales and management services
Desired Start Date	09/19/2022	
Desired End Date	03/31/2023	
Attachments	<i>List attachments that support project description</i>	
	1.	Beauty Industry Statistics in Canada to Make Your 2022 Glow.
	2.	Hair & Nail Salons in Canada - Industry Data, Trends, Stats IBISWorld
Reason	The above links show how untouched the beauty and salon markets are in Canada thus making a perfect project to work on.	

