I am in the process of setting up a catering venture in a third world country and require a website which provides an online presence. We require a website which allows us to get our products to our customers.

We envisage a website with 3 main users:

1. End customer – who use the site to order either online or over the phone
2. Agents – who login to check/track orders etc
3. Admin – use the system to log/track orders and much more…

We require a website and a mobile website (website optimised for portable devices), I have outlined the full functionality of the site as needed:

* End customer – page2
* Agents - pages 3 – 5
* Super admin – pages 6 – 11

I believe the site would be best in php. I also believe that there are plugins/modules which can be included to reduce development expenses and timeline. There may also be easier more cost effective solution available and I am happy to listen to suggestions

Summary

A site which:

1. Allows users to order food online (mobile optimised)
2. Allows agents to track commissions and manage commission settings
3. Allows my company to track sales, commissions etc

There may be enhancements to be made in the future but for now, these are the main features needed…

**Customers / End Users**

The site has 6 pages:

* Home
* Menu
* About us / Services
* Contact us
* Online order
* Register /Login (Future implementation)

*Home Page*

* Static page, talks about our company and mentions any special offers etc

*Menu*

* Dynamic page (obtains info from a database), displays products and prices, enable users to build up and place orders

*About us*

* Static page consisting of text and images

*Services*

* Static page consisting of text and images

*Contact us*

* Lists contact information and provide a contact form

*Register/Login*

* Login form

1. *Email address \**
2. *Password // Confirm password\**
3. *First name // Last name \**
4. *Tel number (1) // Tel number (2) \**

* *Email verification*
* Once registered, customers can list 2 default delivery addresses (home, work)

Note: login feature for end customers is a future implementation

*Menu / Online Order*

This page allows users to

1. Download pdf of menu
2. Email menu to an email address
3. Place online order (based on menu)

Discount applied based on code entered, each order is given a reference number/id (this is very important)

Note: we plan to have a team of agents helping to market the business, each agent has a reference number/code. Agents hand codes over the customers etc. If code entered a discount is applied i.e. 5% - 15% , this is further discussed in the next section.

Note: for each order, an email is sent to the agent containing order summary i.e. customer order date, order, value, customer discount, agent commission etc

Note: for email or telephone orders we have to manually upload onto the system so agents can see, we also have to update all orders online at the end of the day ie completed, cancelled etc

**Agents/Marketing Partners Features/Login**

*Agent Inquiry Registration Form*

* First name // Last name
* Email address
* Tel number 1 // Tel number 2
* State
* comments

On Approval each agent is assigned a code which they forward to customers. Customers place orders online, via email, phone etc, if they mention said code, agent is entitled to a commission

*Login*

* Agents login using email address, password
* Agents can modify commission rates, each agent has a commission of 15% on each order, they have the option of offering a discount to customers or not. There are 6 possible settings as shown below

|  |  |  |
| --- | --- | --- |
| **Options** | **Discount to Customers %** | **Agent Commission %** |
| 1 | 0 | 15 |
| 2 | 5 | 10 |
| 3 | 7.5 | 7.5 |
| 4 | 10 | 5 |
| 5 | 12.5 | 2.5 |
| 6 | 15 | 0 |

Note: commission rate can only be set by super admin (me), and can only be changed at the

start of the month for accounting purposes. Let us explore the following example, for a particular agent

Example 1 No agent code entered

Order Value: £20

Customer discount: 0% // £0.00

Agent commission: 0% // £0.00

Customer pays: £20

Agent commission: £0

Example 2 Agent code entered, agent chose option 2

Order Value: £20

Customer discount: 5% // £1.00

Agent commission: 10% // £2.00

Customer pays: £19.00

Agent commission: £2.00

Example 3 Agent code entered, agent chose option 3

Order Value: £20

Customer discount: 7.5% // £1.50

Agent commission: 7.5% // £1.50

Customer pays: £18.50

Agent commission: £1.50

On signing in, each agent has two options:

* View orders/commission
* Change commission settings

View orders/Commission

This section allows users to track order commission due, Form to search data will be helpful:

* Order number:
* Name
* Status
* date

Agent may have the option to filter results by

* Status

1. All orders
2. Completed orders
3. Uncompleted orders

* Date

1. From
2. To

System calculates information based on start to end date..

How easy would it be to implement the highlighted section above

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| DATE | ORDER NUMBER | Name | ORDER TYPE | ORDERED VIA | TOTAL BEFORE DISCOUNT | DISCOUNT APPLIED | CUSTOMER PAID | COMISSION | STATUS |
| 04/10/2014 | X21g670 | James Wright | Delivery | Email | £30 | 5% (£1.50) | 95% (£28.50) | 10% (£3.00) | Completed |
| 04/10/2014 | Gj392j0 | Andy Smith | pickup | online | £10 | 5% (£0.50) | 95% (£9.50) | 10% (£1.00) | completed |
| 05/10/2014 | Jgk205 | James Wright | delivery | telephone | £20 {N/A} | N/A | N/A | N/A | Cancelled/did not deliver |
| 06/10/2014 | T590jg0 | Coleen Allen | delivery | telephone | £60 | 5% (£3.00) | 95% (£57.00) | 10% (£6.00) | completed |

Change Commission

Current setting is option 2

* Agent commission 10%
* Customer discount 5%

|  |  |  |  |
| --- | --- | --- | --- |
| **Options** | **Customer**  **Discount %** | **Agent**  **Commission %** |  |
| 1 | 0 | 15 | select |
| 2 | 5 | 10 | select |
| 3 | 7.5 | 7.5 | select |
| 4 | 10 | 5 | select |
| 5 | 12.5 | 2.5 | select |
| 6 | 15 | 0 | select |

**Super Admin**

Provides control panel to control the system i.e.

* Manage menu i.e. add new items, amend prices etc
* Manage agents/marketing partners
* Manage orders on system
* Manage contact information
* Calculate commission

Managing Menu

Menu has several options:

1. Add item
2. Amend item
3. Delete item

*Add Item fields*

Each item consists of:

1. Title
2. Description
3. Image
4. Size
5. Price

Note: some items have multiple sizes i.e. small, medium, large, Jumbo which means 4 different prices, system should allow users to order item based on availability. One possible solution is shown below

Title: Special friend Rice

Description: Loaded with prawns, ham, chicken and vegetables - this **fried rice** dish tastes just

like the one you can order at your favourite Chinese takeaway

Size & Price

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Size** | Small | Medium | Large | Jumbo |
| **Available** | No | Yes | Yes | Yes |
| **Price** | N/A | £3.00 | £4.20 | £5.10 |

**Manage Agents**

Agents segment have several options:

1. Add agent
2. Amend agent
3. Delete agent

Form provided to help search for agents

* Name
* Id
* From date // to date {used to search for agents based on registration date}

It would be preferable to know number of agents on the system

*Add Agent*

* First name // Last name
* Email address
* Tel number 1 // Tel number 2
* State
* Commission setting (option 1 – 6)
* Bank name
* Account name
* Account number

Amend Agent

Allows editing of agent info i.e. fields shown above

Delete Agent

Enables us to disable or delete agents as and when we need to

***Manage Orders***

This section has the following features….

* Add order
* Delete/cancel order
* Amend order
* Update order status

Form to search through orders will be helpful

* Order number
* Start date // End date
* Name
* Order type: collection or delivery
* status

Search results something similar to:

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| DATE | ORDER NUMBER | Name | ORDER TYPE | ORDERED VIA | TOTAL BEFORE DISCOUNT | DISCOUNT APPLIED | CUSTOMER PAID | COMISSION | COMPANY REVENUE | STATUS |
| 04/10/2014 | X21g670 | James Wright | Delivery | Email | £30 | 5% (£1.50) | 95% (£28.50) | 10% (£3.00) | £25.50 | Completed |
| 04/10/2014 | Gj392j0 | Andy Smith | pickup | online | £10 | 5% (£0.50) | 95% (£9.50) | 10% (£1.00) | £8.50 | completed |
| 05/10/2014 | Jgk205 | James Wright | delivery | telephone | £20 {N/A} | N/A | N/A | N/A | N/A | Cancelled/did not deliver |
| 06/10/2014 | T590jg0 | Coleen Allen | delivery | telephone | £60 | 5% (£3.00) | 95% (£57.00) | 10% (£6.00) | £51.00 | completed |

*Add Order*

For orders received over the phone/email should we manually update on the backend or on the front end (pretend to be a customer)

*Delete/cancel order*

System should not delete cancelled orders

Amend Order

Make changes to order i.e. items, quantities, sizes, delivery address etc

*Update order status*

Each order should have several statuses

* Processing
* dispatched
* Delivered/collected
* Cancelled by customer
* Could not deliver/customer did not show up
* Other

Followed by a comments box

Daily Summary

System should generate a daily summary on orders i.e.

* Total number of orders
* Collection Total
* Delivery Total
* Revenue

Note: revenue should be split into 3

1. Orders Total:
2. Cancelled orders:
3. Amended Total

We would like to have this report sent out on a daily basis to the master email address

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| DATE | TOTAL ORDERS | DELIVERY ORDERS | COLLECTION ORDERS | CANCELLED ORDERS | COMPLETED ORDERS | COMPLETED  TOTAL BEFORE DISCOUNT | DISCOUNT APPLIED | FUNDS RECEIVED | COMISSION  TO BE PAID | REVENUE LESS COMMISSION |
| 04/10/2014 | 141 | 100 | 41 | 20 | 121 | £750 | £56.25 | £693.75 | £80.00 | £613.75 |
| 05/10/2014 | 130 | 100 | 30 | 11 | 119 | £900 | £90.00 | £810.00 | £90.00 | £720.00 |

Manage Commission

A system which calculated commission due to each agent based on completed orders

Form to search for agents based on

* Agent name
* Agent id

Generic display for commission similar to display below, system default option is to display current monthly comission due to an agent. I.e. if in the month of January, it shows commission due to agent for that month..

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| AGENT | AGENT ID | COMPLETED ORDERS TOTAL | COMISSION OPTION | COMISSION DUE |  |
| Daniel Smith | 2298kgh8 | £1000 | Option 2 (10%) | £100 | More info |
| John Dillinger | 9680348jl | £500 | Option 3 (7.5%) | £37.5 | More info |
|  |  |  |  |  |  |

Note: system only calculates completed order value, i.e. orders which were cancelled or not delivered, collected etc. are not included in the order value

Click on more info and a detailed breakdown of transactions is provided

NOTE: able to change dates i.e. from 🡪 to dates

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| DATE | ORDER NUMBER | Name | ORDER TYPE | ORDERED VIA | TOTAL BEFORE DISCOUNT | DISCOUNT APPLIED | CUSTOMER PAID | COMISSION | STATUS |
| 04/10/2014 | X21g670 | James Wright | Delivery | Email | £30 | 5% (£1.50) | 95% (£28.50) | 10% (£3.00) | Completed |
| 06/10/2014 | Gj392j0 | Andy Smith | pickup | online | £10 | 5% (£0.50) | 95% (£9.50) | 10% (£1.00) | completed |
| 08/10/2014 | Jgk205 | James Wright | delivery | telephone | £20 {N/A} | N/A | N/A | N/A | Cancelled/did not deliver |
| 10/10/2014 | T590jg0 | Coleen Allen | delivery | telephone | £60 | 5% (£3.00) | 95% (£57.00) | 10% (£6.00) | Completed |
| Total |  |  |  |  | £100 | £5.00 | £95.00 | £10.00 |  |