Business Case

*Villamin Wood and Iron Works System*

Villamin Wood and Iron Works

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# Executive Summary

This section should provide general information on the issues surrounding the business problem and the proposed project or initiative created to address it. Usually, this section is completed last after all other sections of the business case have been written. This is because the executive summary is exactly that, a summary of the detail that is provided in subsequent sections of the document.

Issue

The issue that arises as a business problem for our client is the decline in sales following the recent pandemic which caused our client to shut down their business for more than 5 months. Not only that but after the pandemic, other businesses started to adapt with innovative technologies and marketing opportunities as businesses were able to cope with changes that benefited the growth of their sales and market through integrating online tools which our client has not maximized and thus resulting to their decline in sales and lack of customer reach.

The project was created to address the issue in their current business process. Their business process consists of manual methods in terms of taking orders, monitoring inventory and recording of sales. This may be a common problem especially now after the pandemic as most businesses adapted to new methods incorporating the use of technology for their benefit. For this reason, the Villamin Wood and Ironworks company is looking to address those problems in order to innovate and improve their business.

**Anticipated Outcomes**

This section should describe the anticipated outcome if the proposed project or initiative is implemented. It should include how the project will benefit the business and describe what the end state of the project should be.

Once the project has been implemented, this will by leading to more customer interaction with their business as the online store will add credibility and improve the customer’s online experience and it will also lead into more sales as more orders can be processed at a time with the help of the ordering system.

The project’s end state will be operated and monitored by the client and will run smoothly as they continue to incorporate their products online and cater to the customer needs faster and in a more convenient manner.

## Recommendation

This section summarizes the approach for how the project will address the business problem. This section should also describe how desirable results will be achieved by moving forward with the project.

The team addresses the business’ problem by creating a system or an ordering system which will help the business improve. In a matter of time and client decision, the system may be upgraded, and more features could be added apart from the general features that are needed for the first deployment of the system. This system will be beneficial to the Villamin Wood and Iron Works business with the use of mobile devices or web browsers, customers will be able to quickly access well-organized item listings, increasing convenience for both companies and consumers. Also, this system contains example designs of the items and customers will be able customize their design that was given by the business. This eliminates the need for customers to physically visit the store, and transactions can be done online to save time and effort instead of having to go into the business physically.

## Justification

This section justifies why the recommended project should be implemented and why it was selected over other alternatives. Where applicable, quantitative support should be provided and the impact of not implementing the project should also be stated.

Applying the system created for Villamin Wood and Iron Works will increase the possibility of expanding their customer reach and increase product sales in comparison to their initial use of Facebook Page. This ordering system will help customers order their desired products even when they are at home or at their workplace. It will provide easy communication between the customer and the client, and an easy transaction for the products or items, this will help Villamin Wood and Iron Works gain more customers and increase their sales continuously without errors or problems. However, this system will not replace their initial page in Facebook, but rather it will help the system to be more advertised and seen by other potential customers.

# Business Case Analysis Team

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Descriptions** |
| Mabelle Aspeli | Project Manager | The person in charge makes sure the group works well together and finishes their work on schedule. |
| Leigh Curtis Camara | Team Leader | The person in charge of supporting the project manager and guiding the other team members to complete the project within the given constraints. |
| Sofia Emmanuelle Villamin | Stakeholder | The person in charge of communicating with the client for the needed information in the project. |
| Nathaniel Sison | Team Developer | Works closely with the stakeholder and team leader. In charge of developing and implementing the project. |
| Dale Joshua Domingo | Team Secretary/Developer Support | Works as the support and with assisting the team’s developer. Also, in charge of supporting and assisting the team leader. |
| Ludwig Marco Angeles | Team Secretary Support | Works closely with the team’s secretary, also works as a substitute whenever the secretary is busy helping the developer. |

# Problem Definition

## Problem Statement

This section describes the business problem that this project was created to address. The problem may be process, technology, or product/service oriented. This section should not include any discussion related to the solution.

The project’s business client, Villamin Wood, and Iron Works, owned by Mr. Manuel Villamin Jr., is a manufacturing enterprise where products are made to order. The company has been operational since 1983, in its span, the company’s estimated profit is 600,000 per year. The problem started when the lockdown happened due to the pandemic, which the company did not anticipate that their profit would decrease by 30%. Since then, they started to use and create their own Facebook page to help increase their clientele.

However, Villamin Wood and Iron Works’ Facebook page became outdated, and not knowing how to create an advertisement and on how to improve their page to help them market the company towards customers, other competitors covered their page.

## Organizational Impact

This section describes how the proposed project will modify or affect the organizational processes, tools, hardware, and/or software. It should also explain any new roles which would be created or how existing roles may change as a result of the project.

There are no new roles required for this project. But existing roles will have to tend for the project to work as intended. The following are the existing roles and their responsibilities:

1. Store Manager
   1. Manage the product’s availability.
      1. Managing the list of stocks.
      2. Tend to the customers’ orders.
   2. Monitor business performance through Dashboard.
2. Store Owner
   1. Edit the website.
      1. Managing the System’s Database.
   2. Monitor business performance through Dashboard Reports.

## Technology Migration

This section provides a high-level overview of how the new technology will be implemented and how data from the legacy technology will be migrated. This section should also explain any outstanding technical requirements and obstacles which need to be addressed.

Villamin Wood and Iron Works operates in a Paper and Pen when documenting their sales and list of goods. The System Proposed by MLNSD will transition their current operations digitally in PHP and SQL. In the process, the team will continuously coordinate with the client to achieve the output desired. In line with coordinating with the client, the team created a Form for the client to fill if they have concerns, and if there are any details for the team. An interface is prepared in the system for the client to import new products. This will enable them to modify the product listing displayed independently. As of May 2023, the client has provided the 16 of their products lists that has been then migrated to the system manually in preparation for the initial deployment.

# Project Overview

This section describes high-level information about the project to include a description, goals and objectives, performance criteria, assumptions, constraints, and milestones. This section consolidates all project-specific information into one chapter and allows for an easy understanding of the project since the baseline business problem, impacts, and recommendations have already been established.

The project created for Villamin Wood and Ironworks upon their request is an online store to help improve their current business process which is why an ordering system was developed by the team. Part of the goals and objectives of this project is to boost the number of customers and improve the time it takes for transactions to be completed.

As the project progresses there will be a list of project assumptions, constraints and milestones along the way. However, the preliminary list which the team will build upon is provided below.

## Project Description

The project, which is an Ordering System, will consist of features created to benefit both the client and their customers and will be implemented to address the business problems of the client. Utilizing the features of the online store will help to solve the business problems.

The key features are as follows:

* + Ordering System – To provide a convenient and faster way to process and create orders.
  + Customer Sign-up/Log-in – To have accounts that can interact with the online store.
  + Admin Dashboard – To be able to monitor the sales and inventory.

## Goals and Objectives

The business goals and objectives supported by the project created by MLNSD are prominently observed as requested by the client (Villamin Wood and Iron Works) which is to boost the number of customers and to increase sales with the help of an online store. The project addresses those objectives by developing the online store with an ordering system and having the ability to manage stocks and view reports on the dashboard. Listed below are the specific objectives of the project:

* + To boost the number of customers by creating a convenient alternative for their Facebook page through our systems which minimizes the amount of clicks it takes to order by 2 clicks.
  + To create features for the system such as the add-to-cart and check-out feature which will improve the time it takes for transactions to complete from the previous 2-3 days and now can be accomplished within 1-2 days.

## Project Performance

A quantitative criterion to gauge the project's performance will be used to assess its success. The following criteria will be used to gauge the project's success using KPI:

* + Budget Plan - The team will look for inefficiency and waste to guarantee quality control in project management procedures. They will also monitor the construction of the project to ensure that the budget will not exceed.
  + Milestones – The team will track project progress to make sure the project is going according to plan and schedule for the project development.
  + Productivity – The productivity of the team will be monitored while they carry out their tasks and responsibilities and monitor the progress of the assigned work.
  + Team Satisfaction - The team will make sure that every team member increases productivity and does their work satisfactorily.
  + Client satisfaction - The team will offer a Client Satisfaction Survey evaluation to gauge the project's effectiveness and efficiency.

## 

## Project Assumptions

This section lists the preliminary assumptions for the proposed project. As the project is selected and moves into detailed project planning, the list of assumptions will most likely grow as the project plan is developed. However, for the business case there should be at least a preliminary list from which to build.

1. There will be communication between the team and the company if there are any complications that occur upon deployment.
2. The business and the team will discuss any additional resources.
3. Additional features or changes will be added depending on the discussion and agreement between the team and the client.

## Project Constraints

This section lists the preliminary constraints for the proposed project. As the project is selected and moves into detailed project planning, the list of constraints will most likely grow as the project plan is developed. However, for the business case there should be at least a preliminary list from which to build.

These are the following constraints pertain to Villamin Wood and Iron works:

* + It is necessary to purchase if there are any additional requirements within the allocated budget and time limit. The group will guarantee to effectively accomplish the targets to meet the undertaking goals, and the group will guarantee to effectively accomplish the requirements.
  + The software that will be used is necessary to be compatible with our IT platforms.
  + To avoid conflict, any additional requirements should be discussed prior to the deadline.

## Major Project Milestones

This section lists the major project milestones and their target completion dates. Since this is the business case, these milestones and target dates are general and in no way final. It is important to note that as the project planning moves forward, a base-lined schedule including all milestones will be completed.

According to the milestone schedule below, the project plan will be submitted and approved. After the project plan is approved, resources will be assigned to it. Any schedule adjustments that may affect milestones must be approved by the Project Sponsor. The project plan will include a thorough schedule.

|  |  |
| --- | --- |
| Deliverable | Completion Date |
| MVC Infographic | September 25, 2022 |
| Project Charter Plan | January 1, 2023 |
| Statement of Work | January 24, 2023 |
| Project Vision and Scope | January 19, 2023 |
| Activity List | February 23, 2023 |
| Work Breakdown Structure | May 3, 2023 |
| Quality Management Plan | February 15, 2023 |
| User Project Review | February 13, 2023 |
| Test Case | February 13, 2023 |
| Quality Management Plan | February 15, 2023 |
| Software Requirement Specification | February 17, 2023 |
| Business Case | April 13, 2023 |
| Stakeholder Analysis | April 13, 2023 |
| Stakeholder Management Strategy | April 13, 2023 |
| Cost Management Plan | May 3, 2023 |
| Schedule Management Plan | May 3, 2023 |
| Scope Management Plan | May 3, 2023 |
| Work Package Solution | May 3, 2023 |

# Strategic Alignment

All projects should support the organization’s strategy and strategic plans in order to add value and maintain executive and organizational support. This section provides an overview of the organizational strategic plans that are related to the project. This includes the strategic plan, what the plan calls for, and how the project supports the strategic plan.

By ensuring that the Ordering System is in line with Villamin Wood and Iron Work's strategic goals and objectives, the team MLNSD will optimize the project's value and guarantee its contribution to the company's long-term success.

**Villamin Wood and Iron Works aims to deliver superior craftsmanship and innovative solutions in the fields of woodworks, ironworks, glass fabrication, and aluminum works.**

A flexible, scalable ordering system that can support the development and growth of the company in the future. The ordering system allows customers to customize orders based on their specific requirements. This flexibility is crucial, as it aligns with the company's commitment to delivering unique, tailored craftsmanship. The system should enable customers to choose from a range of options, such as design elements, finishes, sizes, and materials for iron, glass, and aluminum works.

**Villamin Wood and Iron Works aim to exceed customer expectations and enhance the functionality and visual appeal of their products.**

By aligning with this goal, an ordering system is a customer-centric approach that enhances the customer experience and provides convenience. The ordering system is designed to be user-friendly and intuitive and includes features that make it simple for clients to place orders and track progress.

**Villamin Wood and Iron Works strive to become the preferred choice for clients seeking premium manufacturing services.**

By aligning the ordering system with the strategic goals of the company of becoming the preferred choice for premium manufacturing services, the ordering system will enhance the overall customer experience by allowing customers to easily navigate through the process. Incorporate features such as real-time order tracking and customization. Lastly, by improving operational efficiency to optimize the workflow and automate processes within the ordering system to minimize errors, reduce lead times, and improve overall operational efficiency.

# Cost Benefit Analysis

Many consider this one of the most important parts of a business case as it is often the costs or savings a project yields which win final approval to go forward. It is important to quantify the financial benefits of the project as much as possible in the business case. This is usually done in the form of a cost benefit analysis. The purpose of this is to illustrate the costs of the project and compare them with the benefits and savings to determine if the project is worth pursuing this project will have on the company.

As the objective implies, 50% of customer reach is targeted for this project's success, assuming that most of those customers purchased a product, we could safely say that there will be at least a 15% increase in sales. Villamin Wood and Iron Works’ income in the year of 2021 was PhP 300,000. If 15% was increased from the new customers, 45,000 will be added to their income. This table is not final, and this is introduced for the client’s approval:

|  |  |  |  |
| --- | --- | --- | --- |
| Benefit | | Cost | |
| Benefit | Income | Product | Cost |
| Increase in Sales | PhP 45,000 | WebHosting (GoDaddy) | PhP 5,988 |
|  |  | SSL Security (GoDaddy) | PhP 7,999 |
|  |  | Domain Registration (GoDaddy) | PhP 998.82 |
|  | **PhP 45,000** |  | **PhP 14,985.82** |

# Alternatives Analysis

All business problems may be addressed by any number of alternative projects. While the business case is the result of having selected one such option, a brief summary of considered alternatives should also be included—one of which should be the status quo, or doing nothing. The reasons for not selecting the alternatives should also be included.

There are other alternatives that the team has put into consideration for the Business's concern. Listed are those alternative solutions alongside with why the team did not lean towards it:

* Focus on the current business process.
  + Though the company and its employees have grown accustomed to their current practice, this method could impose a threat compared to their competitors. As other competitors innovate their way through online platforms, they also increase their chances of attracting customers, and have a well-documented process. If the company were to disregard innovation in marketing, they might find it more difficult to market what they are selling and rely only on what was written.
* Enhance the company's Facebook page.
  + The client already has a Facebook page, but this limits them from customizing their page in a way that may help them introduce their company to the mass public.
* Sell products through available ecommerce websites.
  + Competition is high and could lead to more cost due to marketing.

# Approvals

The business case is a document with which approval is granted or denied to move forward with the creation of a project. Therefore, the document should receive approval or disapproval from its executive review board