

BUSINESS CASE

FLEEKY HUB

**FLEEKY CURTAINS
A. MABINI STREET,
OLIVARES HOMES SOUTH BIÑAN CITY LAGUNA,
4024**

4/8/2023



TABLE OF CONTENTS

1.	EXECUTIVE SUMMARY	3
1.1.	Issue	3
1.2.	Anticipated Outcomes	3
1.3.	Recommendation	3
1.4.	Justification	4
2.	BUSINESS CASE ANALYSIS TEAM	5
3.	PROBLEM DEFINITION	5
3.1.	Problem Statement	5
3.2.	Organizational Impact	6
3.3.	Technology Migration	6
4.	PROJECT OVERVIEW	7
4.1.	Project Description	7
4.2.	Goals and Objectives	7
4.3.	Project Performance	7
4.4.	Project Assumptions	8
4.5.	Project Constraints	8
4.6.	Major Project Milestones	9
5.	STRATEGIC ALIGNMENT	9
6.	COST BENEFIT ANALYSIS	10
7.	ALTERNATIVES ANALYSIS	10
8.	APPROVALS	11



1. EXECUTIVE SUMMARY

Fleeky Hub is a Local online retailer of curtains and draperies. By offering a wide selection of curtain colors, materials, and styles at an affordable price, we aim to provide our clients with an easy and simple purchasing experience. The project proposed will be simple to use and offer each consumer a stress-free buying experience.

Fleeky Hub's business strategy is based on an online shopping platform such as Shopee, which has seen drastic growth in recent years due to most of businesses transitioning to an online platform as well as the demand for online purchasing. Online shopping has seen a significant trend due to the COVID-19 pandemic. Utilizing this upward trend, Fleeky Hub gives clients the ability of purchasing their curtains from the convenience of the clients' respective homes. Our web shop is available 24/7, allowing customers to shop at their convenience.

1.1. Issue

There were multiple issues that arose during the pandemic and post pandemic on the business of Fleeky Curtains, since the employees of the business are all members of the family there are times when some of them have different schedules and personal agendas due to some them are still studying, and this has been a pain point in their business since when there is a depletion in terms of the staff the processing of orders and customer services would be gravely affected. Another problem of Fleeky Curtains was the processing the clients' orders, since they are using a traditional method of manually encoding order information to the system, which becomes a problem since the processing of customer information becomes redundant and time consuming.

1.2. Anticipated Outcomes

The outcome of the project will help them open their market to different channels. Having their own domain and their site will lose their dependency to other e-commerce sites which was also stated that they are having challenges in terms of their commission rates as per customer purchase at the e-commerce site. With the help of the project, it will lessen the costs of the business and stabilize production and growth of the sales. This will also be a place to lead the customer in purchasing their likes and needs.

1.3. Recommendation

Add feature that guests customers can also make their purchases at the site rather than creating an account in the first place. It would be better also to add a friendly viewing experience when it is accessed via mobile phone.

Fleeky Hub's features and functionalities streamline various tasks, automate repetitive processes, and provide tools for efficient management of tasks and workflows. As a result, employees can complete their tasks faster and with increased accuracy, leading to improved productivity and reduced processing time.

Furthermore, the integration of Fleeky Hub allows for the digitalization of manual processes. The platform enables the automation of tasks that were previously done manually, such as data entry, scheduling, and reporting. This not only eliminates the risk of errors associated with manual processes but also increases the overall efficiency and accuracy of the operations. The digitalization of processes also enables real-time tracking and monitoring of tasks, providing managers with better visibility and control over operations.

In addition, Fleeky Hub offers a wide range of features that can help create a better working environment for the client's employees. For example, it provides collaboration tools that facilitate communication and coordination among team members, helping to streamline workflows and improve overall team productivity. It also offers reporting and analytics features that provide insights into team performance and allow for data-driven decision making. These features can lead to a more organized, efficient, and collaborative working environment for the employees, enhancing their job satisfaction and overall well-being.

1.4. Justification

Not only the group will provide the platform to its client to help its daily operations, but also to establish a means where the client's business can invite or encourage other potential customers in patronizing their product and even have the potential to touch other markets that they previously do not reach for a greater yield.

As local stores leverage several types of software, social media, and modern technologies to market their products, integrating Fleeky Hub can be the most effective approach. This will centralize the web marketing process for Fleeky Curtains, while also providing an opportunity to utilize the features integrated by Fleeky Hub to monitor customer behavior towards their products. Such monitoring will aid Fleeky Curtains in identifying profitable products and making informed decisions about their production strategy.

By integrating Fleeky Hub into their marketing efforts, Fleeky Curtains can streamline and optimize their online marketing processes. The platform offers a range of features that can help manage and track marketing campaigns, analyze customer data, and provide valuable insights into customer behavior. This information can be utilized to gain

a deeper understanding of customer preferences, purchasing patterns, and product performance.

With these insights, Fleeky Curtains can make data-driven decisions to optimize their production strategy. They can identify which products are performing well and adjust their production schedule accordingly. For instance, if certain products are in high demand, Fleeky Curtains can allocate more resources to produce them and ensure sufficient stock is available. On the other hand, if certain products are not performing well, production can be adjusted or discontinued to avoid excess inventory.

2. BUSINESS CASE ANALYSIS TEAM

Name	Role	Responsibility
Pallas Dale Fontiveros	Project Team Leader	Manages the overall progression of the Business Case and project team
Neil Albert Garcia	Project Manager	Provides support in overseeing the project's completion
Bryan Gel Fabellore	Project Team Member	Provides support in documentation of the project
Joshua Timothy Roxas	Project Team Member	Provides technical support in the project
Gabriel Luis Antonio Perez	Project Team Member	Provides support in handling documentations of the project

PROBLEM DEFINITION

2.1. Problem Statement

With family members often occupied with their own commitments at work, school, or home, managing a business can become challenging in terms of time management.

Running a business requires considerable time and effort, including tasks such as marketing, operations, finance, and customer management. However, when family members have their own individual responsibilities and schedules to attend to, it can be challenging to allocate sufficient time to the business. Competing priorities and busy schedules may result in limited availability to focus on the business and its various aspects.

Having a limited number of employees means they are bound to achieve less activities:

1. Delayed response to customer inquiries that frequently asks on the following:

- a. Availability (how many products are on-hand)
 - b. Actual photos of the product.
 - c. The size and fabric.
- 2. Staffs/employees has difficulties in knowing the following:
 - a. If there is any new or ongoing confirmed order.
 - b. Status update of the ongoing order.
 - c. The details of the orders.
- 3. Seldomly encodes information as it takes too long to manually record on the following:
 - a. Sales and expenses
 - b. Customer information
 - c. Customer order
 - d. The availability of raw materials inside the inventory
- 4. Inconsistent recording of sales and transactions of customers, alongside with its order details and customer information, that leads to:
 - a. Inaccurate reading of business profit and loss
 - b. Unreliable reports

In summary, while having a limited number of employees can pose challenges in managing business activities, proactive measures such as implementing technology solutions and optimizing processes can help mitigate these challenges and lead to improved productivity and success in the long run.

2.2. Organizational Impact

The staff of Fleeky Curtains will still have its organization structure as is. The project will aid the workload of the staff in completing their tasks. Moreover, the completion of the website and hosted online will divert the customers of Fleeky Curtain as they may also order at the created website. The adjustment that will occur when this project is presented to Fleeky Curtains is the added responsibility for the admin, packager, and sewer to manage the task updated on the website.

2.3. Technology Migration

Since the proposed project is brings significant changes to the overall operation and process of Fleeky Curtains, the data and information migration will happen manually when it comes to the inventory and account management for the preliminary stages of

usage of the project, Fleeky Hub. The new technology implemented for Fleeky Curtains will eliminate the need for their legacy technology through automation that addresses one of the main outstanding technical requirements of the client.

3. PROJECT OVERVIEW

3.1. Project Description

The project will be an e-commerce platform specifically designed for Fleeky Curtains' needs to cater to their clients efficiently. The website itself will be a User-friendly interface in where the customers of Fleeky curtains would be able to purchase their products in the comforts of their own homes. The proposed project would address the problem of Fleeky Curtains in the order management side of the business, the project will improve the order processing side by creating a customer information database, and the customer would be prompt to create their own account while using the website.

3.2. Goals and Objectives

Goals	Objectives
Generate higher yield or profit for the client's business (Fleeky Curtains)	Automate or digitize the encoding process of the staff of Fleeky Curtains
Reach other markets and cater to more demographics	Create a website that enables customers to browse, select, and make purchase products offered by Fleeky Curtains
Plan	
Establish the website and its payment gateway active and be hosted in a domain so that the business will be open to other market and broaden their targeted demographic alongside with the help of the staff of Fleeky Curtains	

3.3. Project Performance

1. Resource utilization of the business: Currently they are allocating 50% of their sales per month on the utilization in acquiring the raw materials for the next batch. If the profit from the sales increases at least 5%, this will greatly improve the reallocation of their respective resources for material acquisition and necessary items.
2. Process Efficiency: This indicates the movement of the staff and the regular completion of tasks given to the staff. If they acquire less than the average completion time from the point where the customer confirms his/her order up until the last task the staff to do. Moreover, if they can increase further the number of orders per day.

3.4. Project Assumptions

In creating a website for Fleeky Curtains, targeting the customers and their market should be considered on the following assumptions:

1. Consumers will be interested in buying curtains online and will trust the website to deliver high-quality items and customer service.
2. There is a substantial market demand for curtains and window coverings to meet the website's business strategy and revenue targets.
3. When compared to other online and physical merchants, the website will be able to provide comparable prices.
4. The website will have access to a trustworthy and cost-effective supply chain for obtaining curtains from manufacturers and suppliers.
5. The website will be able to recruit and keep a strong team of web developers, designers, and marketing specialists to establish and operate the website.

3.5. Project Constraints

The constraints and limitations with the proposed project have been established since the preliminary stages of its development, and one main constraints throughout the project is within the matter of financial support, as the client is only willing to spend little to no money at all when it comes to the development of the proposed project.

1. Stakeholder constraints: Fleeky Curtains may encounter limits imposed by stakeholders such as consumers, partners, or investors. These stakeholders can have certain demands or expectations that must be fulfilled in order to guarantee the project's success.
2. Organizational constraints: Fleeky Curtains may have constraints when it comes to its organizational structure or culture that could have an impact to the expected success of the project. For example, communication issues or conflicting priorities could impact the ability to complete the project on time and within budget.

3. Financial constraints: Fleeky Curtains may have a restricted budget for the project, which may limit the resources available for development and marketing.
4. Resource constraints: Fleeky Curtains may have limited employees, equipment, or resources available for the project, which may impair the project's quality or scope.
5. Regulatory constraints: Fleeky Curtains may be required to follow rules and standards that affect the design, development, and marketing of its products and services.
6. Technical limits: Fleeky Curtains may suffer technological constraints such as restricted access to certain technologies or limitations in the available resources, hardware or software.

3.6. Major Project Milestones

The project Summary Milestone Schedule is presented below. As requirements are more clearly defined this schedule may be modified. Any changes will be communicated through project status meetings by the project manager.

Summary Milestone Schedule – List key project milestones relative to project start.	
Project Milestone	Target Date
• Project Start	04/06/2022
• Complete Solution Design	06/21/2022
• Complete Diagram Designing	11/11/2022
• Solution Simulation	01/24/2023
• Complete Solution Simulation and Testing	02/10/2023
• Deploy Solution	02/24/2023
• Project Complete	02/27/2023

4. STRATEGIC ALIGNMENT

Fleeky Curtains also considers how the developers will craft the project. The business owner acknowledges their role as developers and adjusts accordingly based on the skills and capabilities. With their expectations set by the business, the developers are aware on what they are looking for and align the output based on the suggestion given by Fleeky Curtains as

they know more better on how the market plays and the psychology of consumerism and its behavior. If any suggestions are raised by the developers, the business owner will respond and provide any further information that will suffice in aligning to the objective of the project.

5. COST BENEFIT ANALYSIS

The proposed project is expected to provide a greater yield for the client as the planned web e-commerce application is made to invite new and potential customers since the client's business, Fleeky Curtains, is now more accessible and discoverable to the market and masses.

	Without Fleeky Hub Project	With Fleeky Hub Project	Gains
Monthly Sales	~50k Philippine Peso	>50k Philippine Peso	>2-5% Net Sale
Order Preparation	~5 minutes	<5 minutes	Reduction of task
Customer Inquiries	~20 minutes	<20 minutes	Opportunity to complete another task
Development Costs	None	500 Philippine Peso	Efficiency
Total Profit (month)	~50k Philippine Peso	>50k Philippine Peso	New market space and broad targeted audience

6. ALTERNATIVES ANALYSIS

Throughout the duration of the project development, the team has considered other alternatives in addressing the client's business problems and requirements. The table below shows the following alternatives that the team considered:

Alternative Projects	Summary of Alternative	Reasons for not selecting
<ul style="list-style-type: none"> Program or Application 	The alternative is supposed to solely aid the client in their operations but does not touch the customer-side of the client.	Though it is feasible, it was not viable as the idea was so centered towards the client operations only. It won't help the client garner more customers which is significant in providing a solution for the client

7. APPROVALS

The project approval should come from the owner of the business and project sponsor, Mitzi Garcia, as well as the Project manager and co-owner Neil Albert Garcia.

