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CS22120 Project Plan

Group 6

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# Introduction

## Purpose of this Document

|  |  |
| --- | --- |
|  | Summarize key business highlights. For example, you might include a chart showing sales, expenses and net profit for several years.  Note: to replace the sample chart data with your own, right-click the chart and then click Edit Data. |

## Scope

|  |  |
| --- | --- |
|  | For example, include a timeline of the goals you hope you to achieve. |

## Objective

|  |  |
| --- | --- |
|  | If you have a mission statement, include it here. Also include any essential points about your business that are not covered elsewhere in the executive summary. |

# Overview

|  |  |
| --- | --- |
|  | Give a positive, concise, and fact-based description of your business: what it does, and what is going to make it unique, competitive and successful. Describe special features that will make your business attractive to potential customers and identify your company’s primary goals and objectives. |

## Platform

|  |  |
| --- | --- |
|  | Indicate whether your business is a sole proprietorship, corporation (type), or partnership. If appropriate, define the business type (such as manufacturing, merchandizing, or service).  If licenses or permits are required, describe the requirements for acquiring them and where you are in the process.  If you have not already stated whether this is a new independent business, a takeover, a franchise or an expansion of a former business, include that here. |

## High-Level Architecture

|  |  |
| --- | --- |
|  | Remember that location is of paramount importance to some types of businesses, less so for others.   * If your business doesn’t require specific location considerations, that could be an advantage and you should definitely note it here. * If you have already chosen your location, describe the highlights—you can use some of the factors outlined in the next bullet as a guide or other factors that are essential considerations for your business. * If you don’t yet have a location, describe the key criteria for determining a suitable location for your business.   Consider the following examples (note that this is not an exhaustive list and you might have other considerations as well):  What kind of space are you seeking and where? Is there a particular area that would be especially desirable from a marketing viewpoint? Must you have a ground-floor location? If so, must your location be easily accessible to public transportation?  If you are considering a specific site or comparing sites, the following may be important: How is the access/traffic flow? Are the parking facilities adequate? Is the street lighting sufficient? Is it close to other businesses or venues that might aid in drawing the type of customers you seek? If it is a storefront, does it attract attention or what must be done to make it attract the type of attention you need?  If signage is appropriate for your business: Are there local ordinances concerning signs that might adversely affect you? What type of signage would best serve your needs? Have you included the cost of signage in your start-up figures? |

## Description of Target Users

|  |  |
| --- | --- |
|  | For some businesses, the interior of the business site is as important as the location. If that is the case for your business, describe what makes yours work well.  How have you calculated the square footage you need? Have you done advance planning to ensure that you will get the most of your space, such as what will go where?  Are there any special requirements/modifications to the space that you will have to construct or install? Do you need landlord or other permission to do so?  If applicable, how will you display products? Does the layout have flow/features that contribute to the ambience and/or potentially help to increase sales?  Describe any special features of your business interior that you feel give you a competitive edge over similar businesses. |

# Use Case

## Use Case Diagram

|  |  |
| --- | --- |
|  | What is your target market? (Who is most likely to buy your products or use your services?) What are the demographics? What is the size of your potential customer base?  Where are they? How are you going to let them know who and where you are and what you have to offer?  If you believe that you have something new, innovative or that isn’t generally available: How do you know that there is a market for it—that people are willing to pay for what you have to offer?  Consider the market you are trying to reach: Is it growing, shrinking or static?  What percentage of the market do you think you will be able to reach? How will you be able to grow your market share?  Note: You might include a chart, such as the one that follows, to demonstrate key points about your market potential at-a-glance. |

## Use Case Description

|  |  |
| --- | --- |
|  | Is your target market segmented? Are there different levels within the same type of business, each offering a difference in quality, price, or range of products?  Is this market segmentation governed by geographic area, product lines, pricing, or other criteria?  Into which market segment will your primary business fall? What percentage of the total market is this segment? What percentage of this segment will your business reach?  Note: A pie chart is a good way to demonstrate part-to-whole relationships, such as the percentage of the target market that falls into each major segment. To change the shape of the data labels, right-click a label and then click Change Data Label Shapes. |

## Competition

|  |  |
| --- | --- |
|  | Who else is doing what you are trying to do?  Briefly describe several of your nearest and greatest competitors. What percentage of the market does each reach? What are their strengths and weaknesses? What can you learn from the way they do business, from their pricing, advertising, and general marketing approaches? How do you expect to compete? How do you hope to do better?  What indirect competition will you face, such as from internet sales, department stores, or international imports?  How will you keep abreast of technology and changing trends that may impact your business in the future? |

# UI Design

## Android

|  |  |
| --- | --- |
| Business Licenses |  |
| Incorporation Expenses |  |
| Deposits |  |
| Bank Account |  |
| Rent |  |
| Interior Modifications |  |
| Equipment/Machinery Required: |  |
| Item 1 |  |
| Item 2 |  |
| Item 3 |  |
| *Total Equipment/Machinery* |  |
| Insurance |  |
| Stationery/Business Cards |  |
| Brochures |  |
| Pre-Opening Advertising |  |
| Opening Inventory |  |
| Other (list): |  |
| Item 1 |  |
| Item 2 |  |
| Total Startup Expenses |  |

## Website

|  |  |
| --- | --- |
|  | 1. Begin by filling in the figures for the various types of expenses in the cash flow table on the following page. 2. Start your first month in the table that follows with starting cash of $0, and consolidate your “cash out” expenses from your cash flow table under the three main headings of rent, payroll and other (including the amount of unpaid start-up costs in “other” in month 1). 3. Continue the monthly projections in the table that follows until the ending balances are consistently positive. 4. Find the largest negative balance—this is the amount needed for start-up capital in order for the business to survive until the break-even point when all expenses will be covered by income. 5. Continue by inserting the amount of needed start-up capital into the cash flow table as the starting cash for Month 1. |

|  | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Starting cash | $0.00 |  |  |  |  |  |  |  |
| Cash In: |  |  |  |  |  |  |  |  |
| Cash Sales Paid |  |  |  |  |  |  |  |  |
| Receivables |  |  |  |  |  |  |  |  |
| *Total Cash In* |  |  |  |  |  |  |  |  |
| Cash Out: |  |  |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |  |  |
| Payroll |  |  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |  |
| *Total Cash Out* |  |  |  |  |  |  |  |  |
| Ending Balance |  |  |  |  |  |  |  |  |
| Change (cash flow) |  |  |  |  |  |  |  |  |

# Gantt Chart

# Risk Analysis

# References

# Document History