Faculty of Informatics
Masaryk University

MUNI

Process analysis
Team project for PV207

Food delivery service - FoodPack

Team:
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Contents

1 Organisation overview

FoodPack is a new Czech startup that wants to change the world of cooking and food preparation. FoodPack wants to offer its users the possibility of quick and carefree preparation of dishes without the need for lengthy and complicated purchase of ingredients. The offering consists of a continually expanding range of carefully crafted recipes and distributes all the necessary ingredients of the highest quality for food preparation to your home.

1.1 Vision

Our vision is to make sure that everyone cooks effectively, healthy and from fresh ingredients.

1.2 Mission

Our mission is to create and provide healthy food recipes to all people who want to eat healthy and to create a distribution network to quickly deliver packages of fresh and healthy ingredients for efficient cooking.

1.3 Goals and objectives

- Goal: Provide and distribute packages of fresh ingredients for home cooking of food according to our recipes.

  - Objective: Create and develop at least 3 top recipes of the month every month.
  - Objective: Ensure efficient and timely delivery.
  - Objective: Ensure storage of ingredients.
  - Objective: Ensure effective preparation of orders.

- Goal: Ensure the best local suppliers of all used and needed fresh ingredients.

  - Objective: Explore local market of suppliers and identify their offer of ingredients.
  - Objective: Verify the suitability and safety of ingredients offered from suppliers.

- Goal: Increase awareness about our company and its services.

  - Objective: Develop and integrate plausible advertising strategy.
  - Objective: Improve propagation via the internet, social networks and TV.
  - Objective: Plan and take part in food events.

- Goal: Expand to other countries.

  - Objective: Analyse market of other countries.
  - Objective: Establish new distribution centers in other countries.
  - Objective: Find new drivers for new distribution centers.

1.4 Measurement indicators

- Objective: Create and develop at least 3 top recipes of the month every month.

  - KPI: Daily counts of views, clicks, orders.
  - KRI: Total number of orders in the first two months.

- Objective: Ensure efficient and timely delivery.

- – KPI: Order response speed.
- – KRI: Success rate of deliveries per month.

- Objective: Ensure storage of ingredients.

  - – KPI:
  - – KRI:

- Objective: Ensure effective preparation of orders.

  - – KPI:
  - – KRI:

- Objective: Explore local market of suppliers and identify their offer of ingredients.

  - – KPI:
  - – KRI:

- Objective: Verify the suitability and safety of ingredients offered from suppliers.

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- Objective: Develop and integrate plausible advertising strategy.

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- Objective: Analyse market of other countries.

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- Objective: Establish new distribution centers in other countries.

  - – KPI:
  - – KRI:

- Objective: Find new drivers for new distribution centers.

  - – KPI:
  - – KRI:

1.5 Organisation structure

1.5.1 Roles and responsibilities

- **Chef** - Creates new recipes from proposed recipe ideas using specific ingredients. He is an external employee.

- **Editor** - Makes correction of recipes, adds description for recipes, prepares recipes for publishing on the web.

- **Photographer** - Takes photos of ingredients and prepared food, edits photos.

- **Logistics Manager** - Plans new routes for drivers and distribution centers, manages delivery of packages.

- **CEO** - Makes money, creates company strategy, planning, oversees and motivates employees.

- **Driver** - Safely and quickly delivers orders to customers.

- **Warehouse Worker** - Takes care of ingredients and items in distribution center warehouse, packs ingredients into packages when order comes, negotiates with suppliers.

- **Distribution Center Manager** - Makes sure shipped orders are delivered in the most effective way possible.

- **Procurement Officer** - Orders goods from external suppliers so that the warehouses are always stocked.

- **Order Manager** - Overlooks and is responsible for the order processing.

1.5.2 Departments

- **Research Development** - Prepares new recipes, recipe materials, manages chefs.

- **Testing department** - Performs feasibility check of chef's recipe. Feasibility check includes preparation testing, taste testing and cost/pricing calculation.

- **Marketing department** - Presents the company to the world, creates and manages marketing campaigns and creates customer reach.

- **Market research department** - Provides user feedback, trend analysis and estimates demand.

- **Logistic department** - Responsible for planning of routes, assigning routes to drivers and distribution centers, delivering of packages.

- **Human Resources Department** - Finding and recruiting job applicants, and administering employee-benefit programs. Manages benefits, recruitment and firing of employees.

- **IT department** - Manages web, database, online shop and blogs and is in charge of company security, solves issues and errors concerning IT in company.

- **Packaging Department** - Responsible for preparing packages, maintaining the ingredients and contents of warehouse, negotiation with suppliers.

- **Procurement** - Acquiring goods and services from an external sources.

2 Processes

- Find experienced chef. (Objective: Create and develop at least 3 top recipes of the month every month.)

- Create a new recipe. (Objective: Create and develop at least 3 top recipes of the month every month.)

- Preparation of recipe materials. (Objective: Create and develop at least 3 top recipes of the month every month.)

- Route planning. (Objective: Ensure efficient and timely delivery.)

- Find suppliers within a particular distribution center location. (Objective: Explore local market of suppliers and identify their offer of ingredients.)

- Order processing. (Objective: Ensure effective preparation of orders.)

- Customer support. (Objective: Ensure effective preparation of orders.)

- Marketing. (Objective: Improve propagation via the internet, social networks and TV.)

- Create statistics report for CEO and management. (Objective: Ensure efficient and timely delivery.)

2.1 Process "Find experienced chef"

Description   [text]

Indicators

- Indicator name

  - units [formula]
  - desired value [minimal value]

Roles

- Role name

  - Description

Data objects

- Data object name

  - Description [states]

Diagram   [BPMN diagram]

2.2 Process "Create a new recipe"

Description   [text]

Indicators

- Indicator name

  - units [formula]
  - desired value [minimal value]

Roles

- Role name

  - Description

Data objects

- Data object name

  - Description [states]

Diagram [BPMN diagram]

2.3 Process "Preparation of recipe materials"

Description [text]

Indicators

- Indicator name

  - units [formula]
  - desired value [minimal value]

Roles

- Role name

  - Description

Data objects

- Data object name

  - Description [states]

Diagram [BPMN diagram]

2.4 Process "Route planning"

Description [text]

Indicators

- Indicator name

  - units [formula]
  - desired value [minimal value]

Roles

- Role name
  - Description

Data objects

- Data object name
  - Description [states]

Diagram [BPMN diagram]

3 Implementation

[text]

3.1 Used platform and software

[text]

3.2 Implemented services

[text]

1. Service name
   - text

3.3 Implemented processes

1. Process name
   - text

3.4 Screenshots

[3-5 important screenshots from testing of the implementation]

4 Teamwork and tasks

4.1 Tadeáš Pavlík (Teamleader)

- task 1

4.2 Jiří Čechák (Business analyst)

- task 1

4.3 Tomáš Došlík (Process analyst)

- task 1

4.4 Václav Stehlík (BPM/SOA developer)

- task 1