**System Request**

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| Project Sponsor | Karoline, owner of Sweet Karoline’s Cakes |
| Business Need | There is a need for a business system for Sweet Karoline’s Cakes in order to not only fix current problems, but to increase the revenue stream for the business. Such as:   * Low Accessibility * Inefficient Payment Process * Lack of Customer Database * Inefficient Delivery * Inefficient Pricing * Inefficient Ordering Process * Uncoordinated Communication * Social Media Exposure |
| Business Requirements | The capabilities the system would need to provide consist of:   * A way of organizing and keeping track of customer orders. * Provide secure payment options * A process of ordering and/or inquiring for purchasing a cake. * A process of documenting/tracking customer payments |
| Business Value | The benefits of such a system:   * Keeping track of customer information allows for relationships to grow and more repeat customers to order cakes. * Keeping track of payments allows the owner to gain a better understanding of their revenue stream so prices can be easier to set. * A process for ordering online keeps all orders in a centralized location, making management easier; saving time, which can be used to bake even more cakes. |
| Special Issues or Constraints | The owner wishes that the system keep track of her purchases for her business i.e. ingredients and supplies. This is not possible within a website. |