Marketing and Sales Requirements Specification

Version 1.0

The introduction of the Software Requirements Specification (SRS) provides an overview of the entire SRS with purpose, scope, definitions, acronyms, abbreviations, references and overview of the SRS. The aim of this document is to gather and analyze and give an in-depth insight of the complete Marvel Electronics and Home Entertainment software system by defining the problem statement in detail. Nevertheless, it also concentrates on the capabilities required by stakeholders and their needs while defining high-level product features. The detailed requirements of the Marvel Electronics and Home Entertainment are provided in this document.Table of Contents

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# Executive Summary

## Project Overview

This document provides a description of the requirements for Sales and Marketing. Sales include operations and activities involved in promoting and selling goods or services while Marketing includes the process or technique of promoting, selling, and distributing a product or service. Marketing and sales rely on documents such as proposals and marketing collateral to generate leads and ultimately win business. Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of business management.

Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment. Marketing and sales helps companies to increase the sales of their products, introduce improve and new technologies. A good marketing plan can be the way on how to connect to existing customer and attract new ones. It can also help to determine the customers you should target, how to reach them, and how to track the results so you learn what works to increase business.

## Purpose and Scope of this Specification

Software Requirement Specification (SRS) will provide complete description of Marketing and Sales. This document is intended to decompose all of the requirements of Marketing and Sales System into function and sub function details. This document will be part that will be use in developing the proposed system and as input to the design activities.

This document is intended for the users especially the seller and customers to understand and make sure the coverage of the requirements. This document also will be the baseline for requirements.

The purpose of the Marketing and Sales is for promoting sales number and profit. We can do plans such as give and posting promotions and other plans to boost selling products and get back profit. The other purpose is to tell and show to consumers on how your product or service fits into their day-to-day life. It is also for business to understand on how to reach more customers and increase the sales of a company

In scope

The following are the scope of the system:

* **Promotes the system or organization**
* **Facilitates easy shopping online anywhere with free shipping (have minimum amount)**
* **Provides information about the products in categories**
* **Promoting of products**
* **Increase customer satisfaction**
* **Product availability**
* **Record Sales**
* **Record purchases**
* **Search for products**

Out of Scope

The following items in phase 3 of Project A are out of scope:

* **Cant check the transactions**
* **Cant view the overall income**
* **The product cannot be changeable when once confirmed**
* **Cannot reserve products**
* **The order cannot be cancel once confirmed**

# Product/Service Description

Marketing and sales services help business sell products to customers. The 4-E Home Appliances is a web-based system. The product that marketing and sales offer is a home appliance. The customer should sign in first before to check out their order or create an account if the customer has not an account already. The customer can view or search a product even if he/she is not signed in. The customer can add products to his cart and check it out anytime he wants. The customer can also chat the seller if he has questions or inquiries about the product, during checkout process, the customer should fill in the information such as name, detailed address, method of payment and phone number.

This system facilitate other functions such as allowing the shop’s staffs to add, update and delete products from the database, enable customers to view the available products and the shop’s staff can view ordered products. As a part of their overall strategy, organizations also apply many sales and marketing strategies to survive and complete in a dynamic and competitive market place.

## Product Context

This project is related to others because the system that will developed is like other online shopping system like offering on-sale products or discounted products, free shipping (if the customer get the minimum of price of orders) or just a shipping with a shipping fee so the customers doesn’t need to go out and will just wait for the products to deliver. Customer will see how much they are saving and think they are getting the good deal and prevent customers from shopping around at competitors.

## User Characteristics

There are five types of users that interact with the system: users of the system such customers, merchant, administrator, sales and marketing agent and marketing specialist. Each of these three types of users has different use of the system so each of them has their own requirements.

The customer includes the people who will purchase the things. It will save the attributes of product sale. Can use the system if they want to buy or order items from 4-E home Appliances online. The customer is able to use search bar to search a product that they are looking for, add to cart the products and check it out.

Merchant includes the people who upload their products on the web.

Administrator will be the system admin class that will maintain the overall web store.

Sales and marketing Agent that will act on behalf to negotiate sales of products or services.

Marketing Specialist who will brainstorming and developing ideas for creative marketing campaigns. Assisting in outbound or inbound marketing activities.

## Assumptions

The test data will be used for providing the demo for the presentations. It is assumed that the user is familiar with an Internet browser and familiar with handling the keyboard and mouse.

Since the application is a web-based system, there is a need for the Internet browser. It will be assumed that the users will process decent Internet connectivity. It is assumed also that the users must understand on how to use the system.

## Constraints

* The developed system should run under any platform (Unix, Linux, Mac, Windows etc.. ) that contains a web browser which supports PHP, JavaScript and AJAX.
* The main constraint here would be the checking the genuineness of the buyer, which is not always possible. There can be security risks involved.
* The browser should be at least Netscape navigator v 4.0 or Google Chrome.
* Total available memory for programming, logic, tables etc. as specified in this document should not be exceeded.

## Dependencies

* The 4-E Home Appliances’ database should be accessible in real time.
* The 4-E Home Appliances’ database will be modified to identify accounts.

# Requirements

* The system must implement information confidentiality and integrity by ensuring that the entire customer’s information is kept away from unauthorized personnel.
* The systems graphical user interface should be simple, which allows customers to navigate through without experiencing any difficulties in viewing the various products that the site offers, the means of payment, and how the order can be traced.
* The system should have effective search mechanism that can help the customers to easily find and choose the products that he or he/she wishes to order.
* The system should have customer service like chatting services in case that the customer have issues.

## Functional Requirements

This section provides requirement overview of the system. Various functional modules that can be implemented by the system will be –

### Description

#### Registration

If customer wants to buy the product then he/she must be registered, unregistered user cannot go to the shopping cart.

#### Login

Customer logins to the system by entering valid user id and password for the shopping.

#### Add To Cart

Customers can add to cart the item or products that they want to order.

#### Payment

For customer there are many type of secure billing will be prepaid as debit or credit card, online banking, GCash, PayPal or can be cash on delivery.

#### Log out

The customer can log out their account after they ordered.

#### Technical Issues

This system will require an Internet server and which will be able to run PHP application. The system should support some commonly used browser such as Google Chrome etc.

## User Interface Requirements

The systems user interface will be the point of interaction between the user and the system. Each part of the user interface intends to be as user friendly as possible. The fonts and buttons used will be intended to be very fast and easy to load on web pages. The user interface for the software shall be compatible to any browser such as Google Chrome or Mozilla which user can access to the system.

## Usability

For the system to have usability characteristics, its graphical user interfaces will be design in a simple way where customers can easily view products, make orders and even make payments without experiencing any difficulties in using the system.

## Performance

* Good working pc with all the requirements.
* Works for medium size information databases
* Should not be overloaded
* The response time for menu changes will not be more than 5 seconds.
* The time for searching products will not be more than 5 seconds.
* The time taken to update the database or to get information from the database will not be more than 5 seconds.
* The time taken to prompt the message box will not be more than 5 seconds.

### Capacity

Include measurable capacity requirements (e.g., the number of simultaneous users to be supported, the maximum simultaneous user load, per-user memory requirements, and expected application throughput)

### Availability

The system should be available at all times, meaning the user can access it using a web browser, only restricted by the down time of the server on which the system runs.

### Latency

Include explicit latency requirements, e.g., the maximum acceptable time (or average time) for a service request.

## Manageability/Maintainability -SKIP

### Monitoring

Include any requirements for product or service health monitoring, failure conditions, error detection, logging, and correction.

### Maintenance

Specify attributes of the system that relate to ease of maintenance. These requirements may relate to modularity, complexity, or interface design. Requirements should not be placed here simply because they are thought to be good design practices.

### Operations

Specify any normal and special operations required by the user, including:

* periods of interactive operations and periods of unattended operations
* data processing support functions
* backup and recovery operations
* safety considerations and requirements
* disaster recovery and business resumption

## System Interface/Integration -SKIP

Specify the use of other required products (e.g., a database or operating system), and interfaces with other systems (e.g., UWHires package interfaces with PubCookie and ODS, HEPPS system interfaces with Budget system). For each interface, define the interface in terms of message format and content. For well-documented interfaces, simply provide a reference to the documentation.

Outline each interface between the product and the hardware or network components of the system. This includes configuration characteristics (e.g., number of ports, instruction sets), what devices are to be supported, and protocols (e.g., signal handshake protocols).

### Network and Hardware Interfaces -SKIP

Since the application must run over the internet, all the hardware shall require to connect internet will be hardware interface for the system. As for e.g. Modem, WAN – LAN.

### Systems Interfaces

Example systems interface requirements:

1. System1-to-System2 Interface

The <external party> will create and send a fixed length text file as an email attachment to [System2mail@u.washington.edu](mailto:heppsmai@u.washington.edu) to be imported into the System2 system for payroll calculation. This file must be received on EDIT day by 4:00 PM in order to be processed in the EDIT night run. The requirements below document the file specifications, data transfer process, and specific schedule. This file is referred to as "FileName" in this document.

File Structure and Format

* 1. The FileName file is a fixed length text file.
  2. The FileName file is an unformatted ASCII file (text-only).
  3. The FileName file contains a batch totals record and several detail records.

File Description: Batch Totals Record

* 1. The batch totals record can be placed at the beginning, in the middle, or at the end of the file.
  2. The batch totals record contains the following:

Record Type (value: XA)

Process Type (value: A)

Batch Number (3 digit number assigned by Payroll Dept)

Origin Code (AIG)

Total number of detail records

Total deduction amount

File Description: Detail Records

* 1. The FileName file contains a row for each record meeting xxx criteria.
  2. Each row in the FileName file contains the following fields, comma-delimited and encased in double-quotes where the data includes commas or spaces:
* Employee Id
* Record Type
* Process Date (MMDDYY)
* XYG Number
* Element Code
* Amount
* Amount Sign
* Year Flag
* Total Amount
* Total Amt Sign

## Security

### Protection

Factors that will protect the system from malicious or accidental access, modification, disclosure, destruction, or misuse are the following:

* The system must automatically log out all customers after a period of inactivity.
* The system should not leave any cookies on the customer’s computer containing the user’s password.
* Sensitive data will be encrypted before being sent over insecure connections like the Internet.

### Authorization and Authentication

## Data Management

Specify the requirements for any information that is to be placed into a database, including

* types of information used by various functions
* frequency of use
* data access rules
* data entities and relationships
* integrity constraints
* data retention
* valid range, accuracy, and/or tolerance
* units of measure
* data formats
* default or initial values

## Standards Compliance

Specify the requirements derived from existing standards, policies, regulations, or laws (e.g., report format, data naming, accounting procedures, audit tracing). For example, this could specify the requirement for software to trace processing activity. Such traces are needed for some applications to meet minimum regulatory or financial standards. An audit trace requirement may, for example, state that all changes to a payroll database must be recorded in a trace file with before and after values.

## Portability

The application is HTML and scripting language based. Therefore, the end-user part is fully portable and any system using any web browser should be able to use the features of the system, including any hardware platform that is available or will be available in the future. The system shall run on PC, Laptops, and PDA etc.

Please accomplished this documentation with correct information, and make an assumption that you are working for a specific organization with the assumed requirements, listed in this paper.