**Rodzon Marketing Corporation**

# 1. Company Profile

## 1.1 About Rodzon Marketing Corporation:

Rodzon Marketing Corporation is a private company that was founded in 1977. It specializes in wholesale and/or general merchandise field in the market. Located at Barangay 65, Lakandula st, Pasay City, Philippines, the company is known for their flagship product, Ludy’s peanut butter.

Now, with almost 37 years of experience in the industry, RMC has acquired and introduced more and more products to its customers. Currently, their line of products include, Ludy’s peanut butter, Sourcere’s Fluffy and Melo marshmallow products, and other varieties of processed - food products.

## 1.2 Board of Directors

|  |  |
| --- | --- |
| Name | Position |
| *Mr. Pedro Tianzon* | President |
| *Mr. Bonifacio Tianzon Jr.* | Delivery Manager |
| *Mr. Carmelo Tianzon* | Purchasing Manager |
| *Mr. Wilfredo Tianzon* | Sales Manager |
| *Mr. Angelo Tianzon* | Accounting, Finance, and I.T. Manager |

## 1.3 Focused Departments

### Finished – Goods Inventory (Storage)

This is the department that handles and stores the finished products (produced by the production department). Not only that, this is also the department that is responsible in storing all other kinds or varieties of processed - food that the company distributes and/or sells to its customers and other warehouses nationwide. The most important function of this department is to track the flow of finished goods coming in and out of its warehouses (storage facilities).

**Sales Department**

This is the department that records all the sales order made by customers. Not only that, it is also the department that checks and updates a customer’s records.

**Logistics Department**

This department is responsible for collecting and delivering the ordered goods to the customer.

**Accounting Department**

This department is responsible for collecting payments made by the customer to the company.

## 2. Contact Information

|  |  |  |
| --- | --- | --- |
| Name | Role | Contact Information |
| Nerez, [Carlos](http://projects2.apc.edu.ph/wiki/index.php?title=Hannelou_J._Rebollos&action=edit) Daniel B. | Project Manager | cbnerez@apc.edu.ph |
| Santos, [John](http://projects2.apc.edu.ph/wiki/index.php?title=Julius_Allen_A._Cainglet&action=edit) Michael S. | Documenter / Programmer | hssantos@apc.edu.ph |
| Elep, [Paul](http://projects2.apc.edu.ph/wiki/index.php?title=Alphard_P._Jagape&action=edit) Carlo V. | Documenter / Programmer | pvelep@apc.edu.ph |

## 3. Stake Holders

|  |  |
| --- | --- |
| Name | Role |
| Nerez, [Carlos](http://projects2.apc.edu.ph/wiki/index.php?title=Hannelou_J._Rebollos&action=edit) Daniel B. | Project Manager |
| Santos, [John](http://projects2.apc.edu.ph/wiki/index.php?title=Julius_Allen_A._Cainglet&action=edit) Michael S. | Documenter / Programmer |
| Elep, [Paul](http://projects2.apc.edu.ph/wiki/index.php?title=Alphard_P._Jagape&action=edit) Carlo V. | Documenter / Programmer |
| Mr. Jose Eugenio Quesada | Professor / Adviser *Asia Pacific College* |
| Mr. Pedro Tianzon | President *Board Member Rodzon Marketing Corporation* |
| Mr. Bonifacio Tianzon Jr. | Delivery Manager *Board Member Rodzon Marketing Corporation* |
| Mr. Carmelo Tianzon | Purchasing Manager *Board Member Rodzon Marketing Corporation* |
| Mr. Wilfredo Tianzon | Sales Manager *Board Member Rodzon Marketing Corporation* |
| Mr. Angelo Tianzon | Accounting, Finance, and I.T. Manager *Board Member Rodzon Marketing Corporation* |

# 4. Project Objectives

## 4.1 Short Term

**1. Real – time inventory management**

Dynamic inventory management can be observed.

**2. Central Database**

Data and information would be stored in a database. By storing these to it, it would be more secure and free from unwanted threats/attacks. Moreover, it would also lessen data anomalies and redundancies.

**3. Real - time data availability**

Data and/or Information is available, anytime.

**4. Easy Report Generation**

Reports can be generated electronically. Reports can now be processed and produced in a fast and efficient way.

## 

## 4.2 Long Term

**1. Increase company profit and lessen expense**

With a new automated system, manual labor would cost less, thus generating more income and revenue to the company.

**2. Efficiency at its best**

Work done in the company would be more efficient and fast while manual labor would be lessen with the introduction of the new system.

# 5. Success Factors

## 5.1 Short Term

We can say that the project is successful if we meet the following requirements:

1. If the project was able to help the efficiency of work and make transactions easier and faster.  
2. If the data was more reliable for the users of the system.  
3. If it was able to track down transactions easily (inventory).

## 

## 5.2 Long Term

We can say that the project is successful for a long term if we meet the following requirements:

1. If the project will be able to attract more people to use the proposed system.  
2. If it will generate enough revenue to the maintenance of the system.  
3. If its customers are satisfied with the new system (since the proposed system, an ordering system, would mainly focus on the company’s customers).

# 6. Business Requirements

## 6.1 Background, Business Opportunity, and Customer Needs

Rodzon Marketing Corporation lacks I.T. solutions in their company. To keep up with the rapid development of technology, the company wants a web – based ordering system to be used mainly by their customers (retailers). By creating an improved and automated ordering system, their company will be more efficient in terms of work done and its customers would spend less time on ordering their products.

The main business opportunity in this project is to create an automated ordering system because customers waste too much time going to the office just to order products that would supply their businesses’ needs. This old process is continuously being done at present because the company, as said earlier, lacks I.T. solutions.

By having their own web - based ordering system, it will be more efficient and/or faster to order products from them. The time wasted by their customers in ordering their products would be (greatly) minimized once the system is completed and implemented. Lastly, the system can also help in monitoring the finished goods inventory from their warehouse (Pasay Warehouse).

## 6.2 Business Objectives and Success Criteria

|  |  |
| --- | --- |
| BO – 1: | Automated Ordering System |
| BO – 2: | To supply the customer(s) with finished goods in the least amount of time. |
| SC – 1: | To implement the system that will benefit both the customers and the company. |

## 6.2 Business Risks

|  |  |
| --- | --- |
| RI – 1: | Finding employees and customers to use the ordering system |
| RI – 2: | Implementing the system might draw some unsatisfied employees mainly because they resist to use it (the system). |

# 7. Vision of the Solution

## 7.1 Vision Statement

For the company, the company’s employees, and its customers, to have a fast and efficient ordering system. The proposed Rodzon Marketing Corporation Ordering System is a web - based system to be used mainly by their customers. In the customer side, this would enable them to easily order products from the company while on the company side, they can monitor the customer’s order status as well as their finished – goods inventory.

Through this system, it will give both the company and its customer less time to transact with one another. In extension to that, it can increase output of their finished product(s) and in turn, increase sales.

## 7.2 Major Features

|  |  |
| --- | --- |
| FE – 1: | A web – based ordering system. Can be accessed by customers (ordering) and company employees (verifying). |
| FE – 2: | An Order form where the customer selects the products he/she wants to order. |
| FE – 3: | A Delivery Form that collects delivery information. |
| FE – 4: | A payment form that collects payment information. |
| FE – 5: | All Sales Orders made by customers are verified before delivery (mainly with the use of the order status) by a company employee or a system admin. |

## 7.3 Assumptions and Dependencies

|  |  |
| --- | --- |
| AS – 1: | Delivering the products; Capability to accept finished goods |
| AS – 2: | Delivery time varies on the location and other factors of the customers/retailers |
| DE – 1: | Coincide the new ordering system with the existing Intranet based application system of the company |

# 8. Business Context

## 8.1 Stakeholder Profiles

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder | Major Value | Attitudes | Major Interests | Constraints |
| Company | cost savings; efficiency; Marketing exposure | willing to use or operate the system | cost saving return of investments exceeds expectations | None identified |
| Staff/Employees | Efficient; use of staff’s time | Resist change | Job preservation | Training for the staff in using the Internet and Intranet based system |
| Customers/Clients | efficient in ordering the finished products | cooperative to use the system, but sometimes it can unpredictable | easy to use; efficiency; cost saving; simplicity | Access to use the system through web portal |

# 9. Event Table

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Event no. | Description | Trigger | Source | Use Case | Response | Destination |
| 1 | Customer’s registers to the system | Registration of the customer | Customer | Customer registers to system | Company adds the customer's information | Company / System |
| 2 | Customer's ordering system | Customer makes an order | Customer | Customer uses ordering system | Company stores the order list of the customer | Company / System |
| 3 | Company's Fulfillment of Sales Order | Company fulfills the customer's order form | Sales Representative | Company fulfills sales order | Company completes the order of the customer | Company |
| 4 | Company's Delivering Ordered Goods | Company delivers the ordered goods | Logistics Department | Logistics department delivers ordered goods | Customer receives the ordered goods | Customer |
| 5 | Customer's Payment | Customer receives ordered goods | Customer | Customer pays for ordered goods | Customer's pay for ordered goods  . | Company |
| 6 | Company updates customer’s payment records | The delivery and payment has been made by the customer | Sales representative | Sales representative updates customer’s records | Updates customer's payment records and order status. | Company |

# 10. Use Cases

## 10.1 Brief Format

**1. Customer registers to system**

- The customer goes to the company’s web page, fills – out the required fields and then clicks the submit button. Once the customer finishes his or her registration, his or her credentials would then be verified. After which, the customer has access to the system.

**2. Customer uses ordering system**

- The customer can now select the products he or she wants to order. Then he or she would be asked where these ordered items would be delivered. Lastly, he or she would proceed to the payment form where payment details are filled up. After this process, a sales order would be created.

**3. Company fulfills sales order**

- Company, with the help of sales representative, receives sales order from customer and verifies customer’s payment records. After verification, the company now fulfills or completes the ordered items made by the customer.

**4. Logistics department delivers ordered goods.**

- After fulfilling the sales order, the company forwards it to the logistics department. Ordered goods are now ready to deliver the to the customer’s delivery address.

**5. Customer pays for ordered goods**

- Customer receives ordered goods from company and then prepares payment for the ordered goods.

**6. Sales representative updates customer’s records**   
- After delivery has been made by the company and payment has been made by customer, the company’s sales department now updates customer’s payment records and changes order status for that particular sales order to “delivered”.

## 10.2 Casual Format

**1. Customer registers to system**

Main Success Scenario: The customer goes to the company’s web page, fills – out the required fields and then clicks the submit button. Once the customer finishes his or her registration, his or her credentials would then be verified. After which, the customer has access to the system.

Alternate Scenario:

* If the system fails to add customer to database or an error occurs, the customer should quickly inform the company about the error or problem in order for their I.T. technicians to fix the problem.
* If credentials are invalid, the customer should quickly inform the company in order for them (the company) to update its database. After this, the customer should now have access to the ordering system.
* If customer have valid credentials but cannot access the ordering system, the customer should report to the company about the problem. There might be a problem with the system.

**2. Customer uses ordering system**  
  
Main Success Scenario: - The customer can now select the products he or she wants to order. Then he or she would be asked where these ordered items would be delivered. Lastly, he or she would proceed to the payment form where payment details are filled up. After this process, a sales order would be created.

Alternate Scenario:

* If the customer experiences any errors while using the entire ordering system, he/she should quickly report the persisting problems/errors. The I.T. technicians of the company should fix the ordering system afterwards.
* If the orders not been sent to company, the system should prompt an error (orders not sent) and the customer should quickly inform the company about the error.

**3. Company fulfills sales order**  
Main Success Scenario: Company, with the help of sales representative, receives sales order from customer and verifies customer’s payment records. After verification, the company now fulfills or completes the ordered items made by the customer.

Alternate Scenario:

* If customer has a record of outstanding balance to his/her name, the company has the capability to hold fulfillment and delivery of the ordered goods.

**4. Logistics department delivers ordered goods.**  
  
Main Success Scenario: After fulfilling the sales order, the company forwards it to the logistics department. Ordered goods are now ready to deliver the to the customer’s delivery address.

Alternate Scenario:

* If delivery date is unavailable, the company should contact the customer immediately and inform them that the delivery schedule has been adjusted due to some factors.
* If there is lack in delivery trucks / personnel, the company should sales more trucks and hire more delivery personnel in order to cope with the demand(s) made by their customers.

**5. Customer pays for ordered goods**  
  
Main Success Scenario: Customer receives ordered goods from company and then prepares payment for the ordered goods.

Alternate Scenario:

* If customer did not made/issue payment but received ordered goods, the company should add a record to the system that payment has not been made with this specific customer, having this specific sales order number.
* If customer returns ordered goods, then no payment should be charged on the customer and items should be brought back to the warehouse. Company should also update system that this customer having this sales order number denied acceptance of the goods. This sales order number’s order status would now have a value of “returned”.

**6. Sales representative updates customer’s records**  
Main Success Scenario: After delivery has been made by the company and payment has been made by customer, the company’s sales department now updates customer’s payment records and changes order status for that particular sales order to “delivered”.

Alternate Scenario:

* If payment hasn’t been made by the customer then company should add a record that the customer hasn’t yet paid for the order goods under this particular sales order number.

## 10.3 Fully – Dressed Format

1. **Customer registers to system**

Primary Actor**:** Customer

Stake Holders and Interests**:**

* *Customer*:
  + Needs valid credentials in order to access the system.
* *Company*:
  + Wants its customers to use their web – based ordering system for faster purchasing transactions.

Preconditions:  
- Customer is identified.

Success Guarantee (Post Conditions):  
- Customer has valid credentials to access the system.

|  |  |
| --- | --- |
| **Main Success Scenario (or Basic Flow)** | |
| Actor Intention | System Responsibility |
| 1. The customer goes to the company’s web page, fills – out the required fields and then clicks the submit button. |  |
|  | 2. System verifies customer’s credentials. |
|  | 3. System validates customer’s credentials. |
| 4. Customer receives confirmation that his/her credentials were accepted. |  |
| 5. Customer now has a valid username and password to gain access to the system. |  |

Extensions (or Alternative Flows):  
  
\*a. At any time, system fails:  
\*b. If credentials are invalid:   
\*c. If customer have valid credentials but cannot access the ordering system:   
2a-3a. The system should prompt the customer that his or her credentials haven’t been added yet to the system.   
  
2-3. In addition to that, the customer should quickly inform the company about the problems / errors encountered while using the system. The company would then report this to their I.T. technicians and they should fix the problems in the system.

5b. The customer should quickly inform the company in order for them (the company) to update its database. After this, the customer should now have access to the ordering system.

5c. The customer should report to the company about the problem. There might be a problem with the system.

1. **Customer uses ordering system**

Primary Actor**:** Customer

Stake Holders and Interests**:**

* *Customer*:
  + Needs to access web – based ordering system in order to do transactions and sales.
* *Company*:
  + Wants its customers to use their web – based ordering system for faster purchasing transactions.

Preconditions:  
- Customer is logged in and identified.

Success Guarantee (Post Conditions):  
- System generates a sales order

|  |  |
| --- | --- |
| **Main Success Scenario (or Basic Flow):** | |
| Actor Intention | System Responsibility |
| 1. Customer selects products he/she wants to sales. |  |
|  | 2. System records list of products ordered |
|  | 3. System redirects customer to delivery form. |
| 4. Customer fills out delivery form |  |
|  | 5. System records delivery information. |
|  | 6. System redirects customer to payment form. |
| 7. Customer selects his/her preferred payment method. |  |
|  | 8. System records payment information |
|  | 9. System sends sales order to the company. |

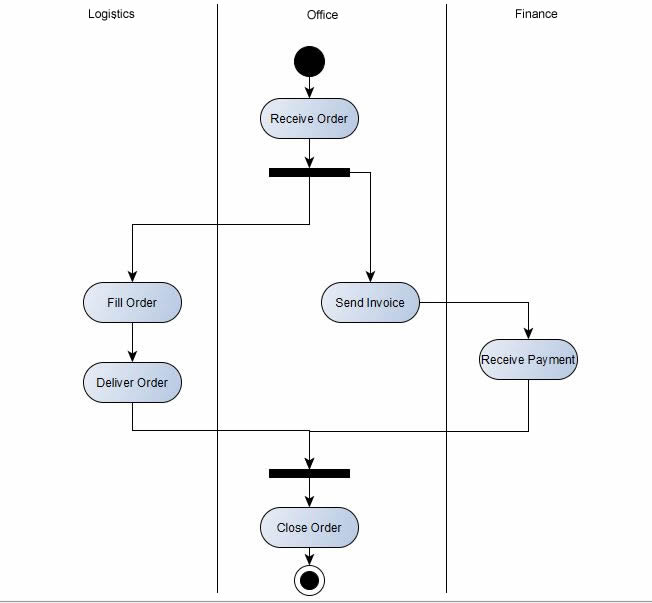
Extensions (or Alternative Flows):  
  
\*d. If the customer experiences any errors while using the entire ordering system:  
\*e. If the orders has not been sent to company:

1d-9d. He/she should quickly report the persisting problems/errors. The I.T. technicians of the company should fix the ordering system afterwards

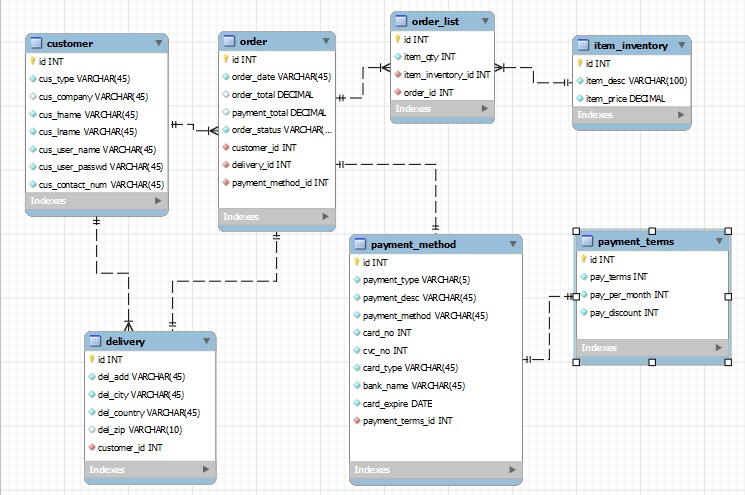
9e. The system should prompt an error (orders not sent) and the customer should quickly inform the company about the error.

# 11. Activity Diagram

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# 12. Entity Relationship Diagram (ERD)



# 13. Data Dictionary

## customer

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Column** | **Type** | **Null** | **Default** | **Comments** | **MIME** |
| Id | int(11) | No |  |  |  |
| cus\_type | varchar(45) | No |  |  |  |
| cus\_company | varchar(45) | Yes | *NULL* |  |  |
| cus\_fname | varchar(45) | No |  |  |  |
| cus\_lname | varchar(45) | No |  |  |  |
| cus\_user\_name | varchar(45) | No |  |  |  |
| cus\_user\_passwd | varchar(45) | No |  |  |  |
| cus\_contact\_num | varchar(45) | No |  |  |  |

### Indexes

| **Keyname** | **Type** | **Unique** | **Packed** | **Column** | **Cardinality** | **Collation** | **Null** | **Comment** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PRIMARY | BTREE | Yes | No | id | 0 | A | No |  |

## delivery

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Column** | **Type** | **Null** | **Default** | **Links to** | **Comments** | **MIME** |
| id | int(11) | No |  |  |  |  |
| del\_add | varchar(45) | No |  |  |  |  |
| del\_city | varchar(45) | No |  |  |  |  |
| del\_country | varchar(45) | No |  |  |  |  |
| del\_zip | varchar(10) | Yes | *NULL* |  |  |  |
| customer\_id | int(11) | No |  | customer -> id |  |  |

### Indexes

| **Keyname** | **Type** | **Unique** | **Packed** | **Column** | **Cardinality** | **Collation** | **Null** | **Comment** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PRIMARY | BTREE | Yes | No | id | 0 | A | No |  |
| fk\_delivery\_customer1\_idx | BTREE | No | No | customer\_id | 0 | A | No |  |

## item\_inventory

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Column** | **Type** | **Null** | **Default** | **Comments** | **MIME** |
| id | int(11) | No |  |  |  |
| item\_desc | varchar(100) | No |  |  |  |
| item\_price | decimal(10,0) | No |  |  |  |

### Indexes

| **Keyname** | **Type** | **Unique** | **Packed** | **Column** | **Cardinality** | **Collation** | **Null** | **Comment** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PRIMARY | BTREE | Yes | No | id | 0 | A | No |  |

## order

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Column** | **Type** | **Null** | **Default** | **Links to** | **Comments** | **MIME** |
| Id | int(11) | No |  |  |  |  |
| order\_date | varchar(45) | No |  |  |  |  |
| order\_total | decimal(10,0) | No |  |  |  |  |
| payment\_total | decimal(10,0) | No |  |  |  |  |
| order\_status | varchar(45) | No |  |  |  |  |
| customer\_id | int(11) | No |  | customer -> id |  |  |
| delivery\_id | int(11) | No |  | delivery -> id |  |  |
| payment\_method\_id | int(11) | No |  | payment\_method -> id |  |  |

### Indexes

| **Keyname** | **Type** | **Unique** | **Packed** | **Column** | **Cardinality** | **Collation** | **Null** | **Comment** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PRIMARY | BTREE | Yes | No | id | 0 | A | No |  |
| fk\_order\_customer1\_idx | BTREE | No | No | customer\_id | 0 | A | No |  |
| fk\_order\_delivery1\_idx | BTREE | No | No | delivery\_id | 0 | A | No |  |
| fk\_order\_payment\_method1\_idx | BTREE | No | No | payment\_method\_id | 0 | A | No |  |

## order\_list

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Column** | **Type** | **Null** | **Default** | **Links to** | **Comments** | **MIME** |
| Id | int(11) | No |  |  |  |  |
| item\_qty | int(11) | No |  |  |  |  |
| item\_inventory\_id | int(11) | No |  | item\_inventory -> id |  |  |
| order\_id | int(11) | No |  | order -> id |  |  |

### Indexes

| **Keyname** | **Type** | **Unique** | **Packed** | **Column** | **Cardinality** | **Collation** | **Null** | **Comment** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PRIMARY | BTREE | Yes | No | id | 0 | A | No |  |
| fk\_order\_list\_item\_inventory1\_idx | BTREE | No | No | item\_inventory\_id | 0 | A | No |  |
| fk\_order\_list\_order1\_idx | BTREE | No | No | order\_id | 0 | A | No |  |

## payment\_method

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Column** | **Type** | **Null** | **Default** | **Links to** | **Comments** | **MIME** |
| id | int(11) | No |  |  |  |  |
| payment\_type | varchar(5) | No |  |  |  |  |
| payment\_desc | varchar(45) | No |  |  |  |  |
| payment\_method | varchar(45) | No |  |  |  |  |
| card\_no | int(11) | No |  |  |  |  |
| cvc\_no | int(11) | No |  |  |  |  |
| card\_type | varchar(45) | No |  |  |  |  |
| bank\_name | varchar(45) | No |  |  |  |  |
| card\_expire | date | No |  |  |  |  |
| payment\_terms\_id | int(11) | No |  | payment\_terms -> id |  |  |

### Indexes

| **Keyname** | **Type** | **Unique** | **Packed** | **Column** | **Cardinality** | **Collation** | **Null** | **Comment** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PRIMARY | BTREE | Yes | No | id | 0 | A | No |  |
| fk\_payment\_method\_payment\_terms1\_idx | BTREE | No | No | payment\_terms\_id | 0 | A | No |  |

## payment\_terms

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Column** | **Type** | **Null** | **Default** | **Comments** | **MIME** |
| Id | int(11) | No |  |  |  |
| pay\_terms | int(11) | No |  |  |  |
| pay\_per\_month | int(11) | No |  |  |  |
| pay\_discount | int(11) | No |  |  |  |

### Indexes

| **Keyname** | **Type** | **Unique** | **Packed** | **Column** | **Cardinality** | **Collation** | **Null** | **Comment** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PRIMARY | BTREE | Yes | No | id | 0 | A | No |  |

# 14. Sample Prototype

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