Business Case 1

Business case information can be structured by completing the table below.

|  |  |
| --- | --- |
| **Application Name** | Captain Crunch |
| **Type of business model** | Freemium and Subscription Business Model |
| **Target audience of external users**  **(Customer Segments)** | For whom are we creating value?   * Every kind of users.   Who are our most important customers?   * students & office workers |
| **Groups of internal stakeholders, users** | Do we need a product development group?  No.  Do we need a sales group?  No.  Do we need a finance group (accounts payable, receivable)?  Yes.  Do we need a customer support team?  Yes.  Do we need an advertising management group?  Yes. |
| **Value propositions** | What value do we deliver to the customer?   * Tasty food with good service.   Which one of our customer’s problems are we helping to solve?   * Delivering Food at anytime from anywhere.   What bundles of products and services are we offering to each Customer Segment?   * Services provided will be online table reservations, online food order and delivery.   Which customer needs are we satisfying?   * Getting food delivered at doorstep. |
| **Key resources** | What Key Resources do our Value Propositions require?   * Human Resources : Delivery Guys. * Physical Resources : Transportation   Our Distribution Channels?   * Internet   Customer Relationships?   * Personal assistance * Self Service   Revenue Streams?   * Transaction Based revenue. * Subscription Fees. * Advertisements * Service Revenue |
| **How the system is used** | What are the main business use scenarios?  It is a Web Application that offers user to  1) Search food hubs nearby.  2) Order food and get it delivered.  3) Option to pick up the food at the restaurant.  4) To reserve a seat at a particular restaurant at certain time.  In premium  A user can get various exclusive offers given at that restaurant also there will be no delivery fee. |
| **Revenue generation, Revenue streams** | * Service Charge * Monthly subscription * Advertisements * Restaurant charge |
| **Key Partners/Suppliers**  **(Stakeholders)** | * Restaurants * Chain food supply/ Restaurant |
| **Expected Benefits** | * To deliver user with food at anytime in their comfort zone. * Allowing user to make reservation at their convenient time. * Giving various promotional offers. |
| **Known Prototypes** | Grubhub.com |