

Storing & Retrieving Data Project

Group 56

Rita Soares	20220616
David Halder	20220632
Josephine Lutter	20220546
Lukas Stark	20220626



MARKET

Business Process Description

Since the outbreak of the COVID-19 pandemic, the number of digital solutions has increased significantly. Considering related challenges, in 2020 we developed a digital solution for the delivery of beverages called MARKET. We cooperate with various supermarkets of different characteristics and agreed contingents in Lisbon and Aveiro. Our turnover is generated by a 30% fee on every order. This income also pays our staff, drivers and other business expenses.

We are pursuing a long-term growth strategy with the goal of increasing our sales exponentially over the next 5 years by expanding into additional cities. Moreover our business concept is highly profitable, as we do not have any costs regarding rent for warehouses, material-management and procurement. Regardless of the pandemic, our app will remain highly relevant to customers of all ages as carrying drinks represents a high effort. On top of that, we remain highly competitive by offering high quality products for an affordable price in an remarkably inclusive application. Finally, our cutting edge algorithms communicate with a suitable driver already before an order is finished. This ensures minimal delivery times and a very high customer satisfaction at a very low margin of error.

Our digital solution can be obtained via any App-Store. After downloading MARKET, the consumers are asked if they would like to register only as a *user* or as a *driver* as well and then need to add mandatory information about their *location- contact- and payment-details*. Based on the *location*, available *supermarkets* are shown in the app filtered by *weekdays* and *opening hours*. This information is passed to the database to be associated with the available *items* and current *promotions*.

The database controls the availability of *supermarket items* through a stock that holds the agreed contingents with the supermarkets and the respective prices, as each supermarket that enters a partnership with us is allowed individual prices. This ensures competition on the app and thus low prices for our customers. Price updates are recorded together with the admin who triggered the change and the old price in the *log* table, to ensure traceability and to prevent fraud.

Before an order is placed a trigger makes sure that the desired supermarket is open. Then, after the desired items are chosen and an order is placed, the database triggers are executed. This updates the *payment* table, calculates the total order value and checks for the user's payment information. At this stage, a discount can be added and the service's fee will be charged. In parallel, the quantity of the *order items* are recorded and the stock is updated equivalently. Simultaneously, an *invoice* is generated that adopts all relevant information.

As soon as the driver receives the information about the *order* and *order items*, the beverages are collected from the selected supermarket and delivered to the customer's address.

After a successful delivery, the customer is able to leave a *rating* regarding the overall satisfaction of the order in the app. The personal data of our users and drivers is stored according to the GDPR standards and can be deleted upon request.

