Marketing & Sales Requirements Specification

Version 1.0

August 28, 2018

The responsibility to communicate that information rests on the shoulders of the marketing and sales teams. Typically, marketing has a predominant role at the beginning of a potential sale. For example, a marketing team may develop a new radio campaign to help spread awareness about a product launch. A sales team works to finalize a deal by communicating directly with leads and addressing their concerns. Another advantage sales and marketing teams exploit, is collaboration. Rather than operating as independent units, strong information and idea sharing between the teams can help improve results and create a seamless experience for prospective buyers. Sales includes operation and activities involved in promoting and selling goods and services and marketing includes the process or technique of promoting, selling and distributing a product or service.

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# Executive Summary

## Project Overview

The project entitled Marketing & Sales. Because many small businesses don’t have the expertize or even need to pursue classical marketing strategy, the sales manager handles marketing duties as part of his responsibilities. The sales division takes the lead in settings strategies and decides what marketing communications it needs to support efforts.

## Purpose and Scope of this Specification

In scope

Increase sales by promoting wine products

Build brand awareness

Target new customers

Enhance customer relationships.

Increase profit

Increase the reach of company’s product at more number of customer

To achieve sales target

Monitor the sales of the business

**Out of Scope**

The following items are out of scope:

This module is for marketing and sales only

# Product/Service Description

Wine distillery objectives is to produce a high quality wines. The wines that will be created will be distributed to small store here in Nasugbu Batangas. The winery will provide an enjoyable lifestyle and adequate standard living for the employees and customer.

## Product Context

Over the course of human history, and using a system of trial, error, and careful observation, different cultures began producing fermented beverages. Mead, or honey wine, was produced in Asia during the Vedic period and the Greeks, Celts, Saxons, and Vikings also produced this beverage. In Egypt, Babylon, Rome, and China, people produced wine from grapes and beer from malted barley. In South America, people produced *chicha* from grains or fruits, mainly maize; while in North America, people made *octli*(now known as "pulque") from agave, a type of cactus.

## User Characteristics

Create general customer profiles for each type of user who will be using the product. Profiles should include:

* Adult people(18 and above)
* Admin – someone who performs routine and organizational tasks.
* May have ability to communicate by processing their product.
* Understand the flow of system that they use.
* The language that provide must be read and understand.
* Have an experience to socialize to the main manager of the product.

## Assumptions

• Customer (Assumptions about the customer needs, perceptions

• Social media is always profitable venture

## Constraints

## Describe any items that will constrain the design options, including

## • Time

## • Schedule (Date that need to be met for the strategy to succeed)

## • Data (gathering data requirements)

## • System resource constraints (limits on disk space, other hardware limitations)

## • Other design constraints (design or other standards, such as programming language or framework)

## Dependencies

List dependencies that affect the requirements.

Accounting and Finance

The sales report will give to the accounting and finance to know if the sales are improving or not. The marketing and sales needs some information also in accounting like the price of the product

Supply Chain Management Systems

The Marketing and sales module needs an inventory of the finish product information to market the product and also need some information like what is the available product

# Requirements

* Product Information

To manage the prices and availability of the product

* Sales Report

To track the product that have been sold

* Employee Information
* Inventory Information

To lists the inventory of stock group and stock items which can display in details

Priority Definitions

The following definitions are intended as a guideline to prioritize requirements.

* Product Information
  + Product Name
  + Prices of the product
  + Availability of the product
* Employee Information
* Edit Employee
* Add Employee
* Register
* Sales Report
  + Sales product
* Inventory Information
  + Stock Group
  + Stock Categories
  + Stock Items

## Functional Requirements

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Req# | Requirement | Comments | Priority | Date Rvwd | Reviewed / Approved |
| MS\_1 | The system provide the report every monthly, daily and weekly |  | 3 | 11/25/18 | Rondero, Elton |
| Ms\_2 | The system can add who can manage the entire system and also the staff belongs too |  | 3 | 11/25/18 | Rondero, Elton |
| Ms\_3 | The system manage the recent transaction. |  | 3 | 11/28/18 | Rondero, Elton |
| Ms\_4 | The system record the information of the employee |  | 2 | 11/29/18 | Rondero, Elton |
| Ms\_5 | The system should provide applicant to edit his/her profile details. |  | 2 | 11/30/18 | Rondero, Elton |

## User Interface Requirements

The user interface must be secure, convenient and extensible. Security requirements include the need to protect authorization information from unauthorized access, the maintenance of customer confidentiality. The user interface should be efficient in both speed and use.

User Confidence. User must be confident use the interface without making unintended purchases. Users have very exacting expectations of any system which involves money. It is essential that such systems provide the user with confidence in their design and implementation. Otherwise a system is likely to encounter overwhelming consumer resistance and fail to gain acceptance.

Efficiency. The user interface should be efficient in terms of both speed and user interaction. Unnecessary user interactions should be avoided. Unnecessary communications introduce both delay and additional potential failures.

Security of customer record. The user must be aware of all information that they need to give which is to be communicate to the management of the product to accept the records form them.

## Usability

The user can easily use it if they will want to explore how the process of our system will work, every objectives of it must achieve that belongs for every process and the effectiveness and also the satisfaction in a quantified context of use.

## Performance

* Software provides sales report.
* Manage the recent transaction
* Record the employee Information

### Capacity

Sales teams apply capacity planning by quantifying individual sales performance, developing sales goals based on the aggregate of the total “production capacity” then finding ways to increase that capacity through sales. It’s the process by which you measure and quantify the current capability of your sales team, compare that capacity to the sales goals you want to hit.

### Availability

The sales and marketing area of our business is the part of our business that is responsible for finding clients, making sales, and generating revenue. This is the part of your business that makes it rain cash flow. In the earlier times of our business we need to make sure sales are happening. Often this will mean us will meet with clients and close deals to generate sales. Later however, were focus needs to shift to creating repeatable and scalable selling systems that aren’t dependent on key staff.

This focus on selling systems is crucial for to build a Level Three business. Our selling systems include the following components:

* The marketing and lead generation systems to consistently generate the lead volume your business needs to generate sales.
* The lead conversion systems and team to consistently convert leads into thrilled clients.
* The tracking and reporting systems for you to reliably measure the effectiveness of your marketing and sales efforts so that you can optimize you’re selling systems over time.

### Latency

* Interaction delay-is how long the user will wait for response from the system.
* Human response time- is when a system delay becomes noticeable to a user.
* Network propagation delay-is how long it takes for a command to cross the network and get the reply

## Manageability/Maintainability

### Monitoring

One method of achieving greater sales productivity is by use of control devices to check movements and selling expenses. Such controls are necessary, but by themselves do not give the salesman means of effecting deeper market penetration. A well-prepared sales budget also provides a yardstick for measuring performance. Perhaps the commonest method of monitoring sales is with market share or participation information. The sales budget lends itself readily to this type of analysis. In addition the sales performance and make ongoing improvements of sales in the report.

### Maintenance

Maintaining our connection to the customers is vital, especially in an economy where customer loyalty is more challenging to uphold. It is important to build several maintenance strategies into our weekly and monthly marketing activities.  Even if our product or service is one that does not get purchased very often, the people who do purchase it will be keen to talk about their experience, good or bad, and share it with others. Maintenance marketing is when we organization reaches out to its customers on a regular basis beyond sales calls and problem solving.

### Operations

* Manage the product that supply
* Details for the product that the user need
* Information that give us a specific details
* Feedback for cancelation and also approval of sales
* Data for the product must also detail for sales
* Market the product that they need
* Communication for the staff to their product
* Don’t be a joy reserve

## System Interface/Integration

* **Ease of use.** Look for software with a user-friendly graphical interface.
* **Entry of sales information.** Most systems allow you to enter inventory and also the report. Many systems make it easy to enter sales manually when needed by letting you search for report.
* **Updating product information.** Once a sale is entered, these systems automatically update inventory.
* **Sales tracking options.** Different businesses get paid in different ways. For example, repair or service shops often keep invoices open until the work is completed, so they need a system that allows them to put sales on hold.
* **Security.** In retail, it's important to keep tight control over cash receipts to prevent theft. Most of these systems provide audit trails so you can trace any problems.

### Network and Hardware Interfaces

* **Hardware:** Component devices that are building blocks of computing device.
* **Software:** Any set of machine-readable instructions which directs a computer's processor to perform specific operations.
* **Network:** A computer network or data network is a telecommunications network which allows computers to exchange data.

### Systems Interfaces

Marketing and Sales system interfaces is compose of Dashboard including Sales, Products, Customer, Suppliers, and Sales Report. Sales interface will generate all the transactions including customer cash and change and some information of the company. In Product interface, wine products are displayed will all the information and also you can add, delete and update the selected wine product. Customer interface will provide all the information of the customer that bought the wine products including dates, wine name, address etc. In supplier interface will generate the suppliers of the raw materials in producing wines and also you can add new supplier and necessary information and then displayed it. Sales report generate the recommended sales report the wine distillery.

## Security

### Protection

Specify the factors that will protect the system from malicious or accidental access, modification, disclosure, destruction, or misuse. For example:

encryption

data integrity checks

### Authorization and Authentication

Specify the Authorization and Authentication factors. Consider using standard tools such as PubCookie.

## Data Management

For maintaining the data and manage it we use to build some data stored to record the data that need of the system and also the product that include for the system. The information of every client must record also and secured for it for the second time will visit our system. This record is maintained under conditions which ensure the integrity and safe keeping of the file.

## 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

If portability is a requirement, specify attributes of the system that relate to the ease of porting the system to other host machines and/or operating systems. For example,

Percentage of components with host-dependent code;

Percentage of code that is host dependent;

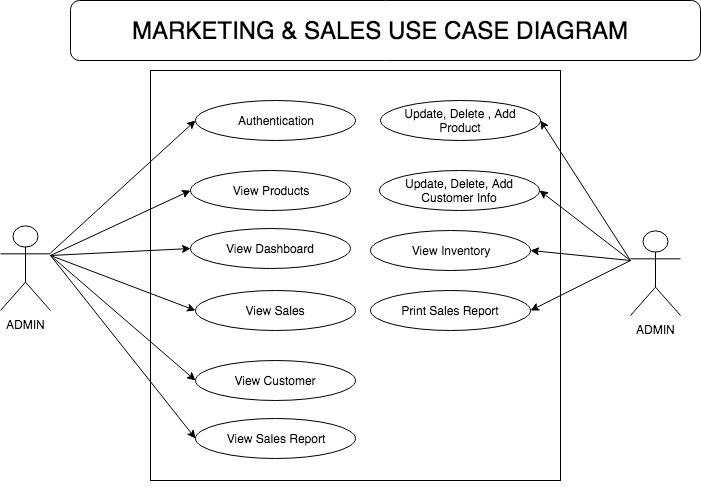
Use of a proven portable language;

Use of a particular compiler or language subset;

Use of a particular operating system;

The need for environment-independence - the product must operate the same regardless of operating systems, networks, development or production environments.

# User Scenarios/Use Cases



Use case: Login/logout

Description: The admin must login/logout to his/her account

Actor: Admin/Staff

Precondition: Their must have account

Post condition: Admin

Use case: Products

Description: The admin must view the products to manage for it by updating.

Actor: Admin

Precondition: Manage products

Post condition: Admin

Use case: Dashboard

Description: The admin must see the output

Actor: Admin

Precondition: Post condition: Admin

Use case: sales

Description: The admin must manage the product of sales

Actor: Admin

Precondition: maintain product

Post condition: Admin

Use case: Customer

Description: The admin must also manage the record of the customer for the security.

Actor: Admin

Precondition: customer security

Post condition: Admin

Use case: sales report

Description: The admin must manage the report of sales every monthly, daily, weekly.

Actor: Admin

Precondition: reports

Post condition: Admin

Use case: Update, delete and add

Description: The admin can edit the information that include and also can add for the other customer

Actor: Admin

Precondition: editable

Post condition: Admin

Use case: inventory

Description: The admin must manage the inventory for the sales and also the product to know the cost and the other details that be use

Actor: Admin

Precondition: report of inventory

Post condition: Admin

Use case: Print details

Description: The admin must print the details for the copy of the customer

Actor: Admin

Precondition: details

Post condition: Admin

# Deleted or Deferred Requirements

Identify any requirements that have been deleted after approval or that may be delayed until future versions of the system. For example:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
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|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Req# | Business Requirement | Status | Comments | Pri | Date Rvwd | SME Reviewed /Approved |
| * BR\_LR\_01 | * The system should validate the relationship between Bargaining Unit/Location and Job Class. | * April 2005: Deleted. * This requirement has been replaced by BR\_LR\_036 and BR\_CC\_33. | * Business Process = “Assigning a Bargaining Unit to an Appointment” | * 1 | * 7/13/04 | * Bob Dylan, Mick Jagger |
| * BR\_LR\_02 | * The system should validate that the supervisor indicator is correct according to job class. * Deferred to Phase 2B: 3/29/2005 | * April 2005: Deferred to Phase 2B. | * Business Process = “Assigning a Bargaining Unit to an Appointment” | * 3 | * 7/13/04 | * Bob Dylan, Mick Jagger |
| * BR\_LR\_03 | * The system should derive the bargaining unit code, union code, and supervisor indicator from the job class code and location. | * April 2005: Deleted * Replaced by BR\_LR\_16 and BR\_LR\_17. | * Business Process = “Assigning a Bargaining Unit to an Appointment”; This will eliminate the need, typically, for the user to enter the bargaining unit code, union code and supervisor indicator. | * 1 | * 7/13/04 | * Bob Dylan, Mick Jagger |

# Requirements Confirmation/Stakeholder sign-off

Include documentation of the approval or confirmation of the requirements here. For example:

|  |  |  |
| --- | --- | --- |
| Meeting Date | Attendees (name and role) | Comments |
|  | * Rondero, Elton Programmer * Cadete, Jenica Niela Asst Programmer * Zapata, John Paul Tester * Lagus, Jamaica Tester * Alday, Aicamille Documentation * Catapang Noel Documentation |  |

APPENDIX

The appendixes are not always considered part of the actual Requirements Specification and are not always necessary. They may include

Sample input/output formats, descriptions of cost analysis studies, or results of user surveys;

Supporting or background information that can help the readers of the Requirements Specification;

A description of the problems to be solved by the system;

Special packaging instructions for the code and the media to meet security, export, initial loading, or other requirements.

When appendixes are included, the Requirements Specification should explicitly state whether or not the appendixes are to be considered part of the requirements.

Definitions, Acronyms, and Abbreviations

Define all terms, acronyms, and abbreviations used in this document.

References

List all the documents and other materials referenced in this document.

Requirements Traceability Matrix

The following trace matrix examples show one possible use of naming standards for deliverables (FunctionalArea-DocType-NN). The number has no other meaning than to keep the documents unique. For example, the Bargaining Unit Assignment Process Flow would be BUA-PF-01.

For example (1):

| **Business Requirement** | **Area** | **Deliverables** | **Status** |
| --- | --- | --- | --- |
| * BR\_LR\_01 * The system should validate the relationship between Bargaining Unit/Location and Job Class.---Comments: Business Process = "Assigning a Bargaining Unit to an Appointment" (Priority 1) | * BUA | * BUA-CD-01 * Assign BU Conceptual Design | * Accepted |
| * BUA-PF-01 * Derive Bargaining Unit-Process Flow Diagram | * Accepted |
| * BUA-PF-01 * Derive Bargaining Unit-Process Flow Diagram | * Accepted |
| * BR\_LR\_09 * The system should provide the capability for the Labor Relations Office to maintain the job class/union relationship.---Comments: Business Process = "Maintenance" (Priority 1) | * BUA | * BUA-CD-01 * Assign BU Conceptual Design | * Accepted |
| * BUA-PF-02 * BU Assignment Rules Maint Process Flow Diagram | * ReadyForReview |

For example (2):

| **BizReqID** | **Pri** | **Major Area** | **DevTstItems DelivID** | **Deliv Name** | **Status** |
| --- | --- | --- | --- | --- | --- |
| * BR\_LR\_01 | * 1 | * BUA | * BUA-CD-01 | * Assign BU Conceptual Design | * Accepted |
| * BR\_LR\_01 | * 1 | * BUA | * BUA-DS-02 | * Bargaining Unit Assignment DB Modification Description | * Accepted |
| * BR\_LR\_01 | * 1 | * BUA | * BUA-PF-01 | * Derive Bargaining Unit-Process Flow Diagram | * Accepted |
| * BR\_LR\_01 | * 1 | * BUA | * BUA-UCD-01 | * BU Assign LR UseCase Diagram | * ReadyForReview |
| * BR\_LR\_01 | * 1 | * BUA | * BUA-UCT-001 | * BU Assignment by PC UseCase - Add Appointment and Derive UBU | * Reviewed |
| * BR\_LR\_01 | * 1 | * BUA | * BUA-UCT-002 | * BU Assignment by PC UseCase - Add Appointment (UBU Not Found) | * Reviewed |
| * BR\_LR\_01 | * 1 | * BUA | * BUA-UCT-006 | * BU Assignment by PC UseCase - Modify Appointment (Removed UBU) | * Reviewed |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-CD-01 | * Assign BU Conceptual Design | * Accepted |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-DS-02 | * Bargaining Unit Assignment DB Modification Description | * Accepted |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-PF-02 | * BU Assignment Rules Maint Process Flow Diagram | * Accepted |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-UCD-03 | * BU Assign Rules Maint UseCase Diagram | * Reviewed |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-UCT-045 | * BU Assignment Rules Maint: Successfully Add New Assignment Rule | * Reviewed |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-UCT-051 | * BU Assignment Rules MaintUseCase: Modify Rule | * Reviewed |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-UCT-053 | * BU Assignment Rules MaintUseCase - Review Assignment Rules | * Reviewed |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-UCT-057 | * BU Assignment Rules MaintUseCase: Inactivate Last Rule for a BU | * Reviewed |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-UI-02 | * BU AssignRules Maint UI Mockups | * ReadyForReview |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-TC-021 | * BU Assignment Rules Maint TestCase: Add New Rule (Associated Job Class Does Not Exist) - Success | * ReadyForReview |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-TC-027 | * BU Assignment Rules Maint TestCase: Modify Rule - Success | * ReadyForReview |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-TC-035 | * BU Assignment Rules Maint TestCase: Add New Rule (Associated Job Class Does Not Exist) - Error Condition | * ReadyForReview |
| * BR\_LR\_09 | * 1 | * BUA | * BUA-TC-049 | * BU Assignment Rules Maint TestCase: Modify Rule - Error Condition | * ReadyForReview |

For example (3):

| **BizReqID** | **CD01** | **CD02** | **CD03** | **CD04** | **UI01** | **UI02** | **UCT01** | **UCT02** | **UCT03** | **TC01** | **TC02** | **TC03** | **TC04** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| * BR\_LR\_01 |  |  | * X |  | * X |  | * X |  |  | * X |  | * X |  |
| * BR\_LR\_09 | * X |  |  | * X |  | * X |  |  | * X |  | * X |  | * X |
| * BR\_LR\_10 | * X |  |  | * X |  |  |  |  | * X |  | * X |  |  |
| * BR\_LR\_11 |  | * X |  |  |  |  |  |  |  |  |  |  |  |

Organizing the Requirements

This section is for information only as an aid in preparing the requirements document.

Detailed requirements tend to be extensive. Give careful consideration to your organization scheme. Some examples of organization schemes are described below:

By System Mode

Some systems behave quite differently depending on the mode of operation. For example, a control system may have different sets of functions depending on its mode: training, normal, or emergency.

By User Class

Some systems provide different sets of functions to different classes of users. For example, an elevator control system presents different capabilities to passengers, maintenance workers, and fire fighters.

By Objects

Objects are real-world entities that have a counterpart within the system. For example, in a patient monitoring system, objects include patients, sensors, nurses, rooms, physicians, medicines, etc. Associated with each object is a set of attributes (of that object) and functions (performed by that object). These functions are also called services, methods, or processes. Note that sets of objects may share attributes and services. These are grouped together as classes.

By Feature

A feature is an externally desired service by the system that may require a sequence of inputs to affect the desired result. For example, in a telephone system, features include local call, call forwarding, and conference call. Each feature is generally described in a sequence of stimulus-response pairs, and may include validity checks on inputs, exact sequencing of operations, responses to abnormal situations, including error handling and recovery, effects of parameters, relationships of inputs to outputs, including input/output sequences and formulas for input to output.

By Stimulus

Some systems can be best organized by describing their functions in terms of stimuli. For example, the functions of an automatic aircraft landing system may be organized into sections for loss of power, wind shear, sudden change in roll, vertical velocity excessive, etc.

By Response

Some systems can be best organized by describing all the functions in support of the generation of a response. For example, the functions of a personnel system may be organized into sections corresponding to all functions associated with generating paychecks, all functions associated with generating a current list of employees, etc.

By Functional Hierarchy

When none of the above organizational schemes prove helpful, the overall functionality can be organized into a hierarchy of functions organized by common inputs, common outputs, or common internal data access. Data flow diagrams and data dictionaries can be used to show the relationships between and among the functions and data.

Additional Comments

Whenever a new Requirements Specification is contemplated, more than one of the organizational techniques given above may be appropriate. In such cases, organize the specific requirements for multiple hierarchies tailored to the specific needs of the system under specification.

There are many notations, methods, and automated support tools available to aid in the documentation of requirements. For the most part, their usefulness is a function of organization. For example, when organizing by mode, finite state machines or state charts may prove helpful; when organizing by object, object-oriented analysis may prove helpful; when organizing by feature, stimulus-response sequences may prove helpful; and when organizing by functional hierarchy, data flow diagrams and data dictionaries may prove helpful.