Institute of Technology Australia

**Problem Statement**

e-Commerce Website for

Bazaar Ceramics.

**Prepared by:** Gonzalo Soto

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| **Version History** | | | |
| **Version** | **Date** | **Revised by** | **Reason for Change** |
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# **Problem Statement**

Bazaar Ceramics experiences incremental costs for running the business, the root of this costs lies on an outdated and inefficient workflow.

## **Ideal**

* Increase sales on the national and international market.
* Offer a new and refresh image to their customers.
* Improve communication with their customers.
* Reduce marketing costs.
* Keep brochure constantly up to date.
* Capture sales metrics.
* Showcase their entire catalogue.
* Streamline the order process.
* Sell products directly online.

## **Reality**

* Gallery and international gallery costs are untenable.
* Walk-ins customers are the major source of sales.
* Outdated and error prone manual order forms.
* Unsaleable items are being produced due to untimely and inaccurate sales figures.
* Catalogue on paper magazines, journals and brochures are hard and costly to maintain.
* Competitors are moving forward to Online Sales.

## **Consequences**

* Detrimental effects on ROI.

## **Proposal**

* E-commerce website to showcase, promote and sell their products on national and international markets