Institute of Technology Australia

**Project Plan** Document

e-Commerce Website for

Bazaar Ceramics.

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# **Project Summary**

## Purpose

The main purpose of this document is to present a Project Plan for the implementation of an e-commerce website for the company Bazaar Ceramics. This plan should be used by the decision makers to decide whether proceed with the project.

## Working Title of the Proposal Project

The working title designated to this project is “***Bazaar Ceramics e-Commerce Solution”***.

## Objectives

* To automate administrative tasks
* To achieve effective sales
* To increase reach on national and international markets
* To reduce Marketing Costs

## Project Complexity

The Bazaar Ceramics e-Commerce Solution has been categorised, based on its complexity, as a Medium-High Level project.

Even though the solution relies on well-known technologies and models, for which we are fully trained to effectively handle, it is still a transactional website, where money is being transferred on daily basis in exchange for products. Its security must ensure a safe environment for this actions to occur.

## Potential Benefits

|  |  |  |
| --- | --- | --- |
| **Benefit** | **Potential** | **Measure of outcome** |
| Marketing costs reduction | High | Marketing cost will reduced over time, without recording any negative impact. |
| Reach remote markets | High | Sales figures from national and international market will increase due the new reach of sales |
| Reduction of unsalable items produced | High | Lower number of unsalable items due reports |
| Improve efficiency of administrative tasks | High | Increase accuracy, quantity and quality of the work produced in the same amount of time. |
| Reduce time consuming tasks | High | The time consumed to purchase items on the system will be significantly reduced. |
| Reduction of human resources | Medium | Less salesman will be required |
| Reduction in the cost of renting the premises | Low | Online sales overtake local sales. |

## Feasibility Statement

In order to determine the feasibility of the Bazaar Ceramics Project, five different factors will be considered and compared to the actual company’s capabilities.

For the project to be considered **feasible**, all of the five points must be met with a positive answer, or the prospective of a positive answer during the project life cycle.

1. **Economic**: Is the implementation of the project affordable by the company?
   * Yes, the project cost is AU $2500.00, which is within the budget boundaries.
2. **Infrastructure**: Is the company able to provide the tools and spaces required?
   * Yes, the company already have the infrastructure.
3. **Human Resources:** Is there an e-Commerce team available to operate the system?

* Yes, it is being hired using a role description.

1. **Development**: Does the company count with the required expertise to develop the project?

* Yes, the company counts with a developer with proved experience.

1. **Time**: Does the time required to implement the system fit with the company needs?
   * Yes, the time frame fits the needs of the company.

All of the above considered, the Bazaar Ceramics **project has been determined to be Feasible**.

## Recommendation

Since the solution fulfils every requirement presented by the client, it will improve its workflow and it will expand the business to new markets. It is highly recommended that the company invests on this solution to be implemented.

# **Business Assessment**

## Situation Assessment

Bazaar Ceramics has successfully established its presence in Adelaide as a producer and seller of ceramics products. Over the years it has expanded to national and international markets with promising results.

Despite their continuous growth, figures and reports show that in the last five years there has been a constant reduction in their Return On Investmet (ROI).

## 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

## Options Considered

### No Action

For the foreseeable future, sales figures may improve, but the margin of profit and the ROI are not likely to increase. The situation would either remain the same or worsen. Costs have kept increasing over the years and there is no sign they would stop or decrease.

Taking no action would not only have a detrimental effect on the company’s future, but it may also have damaging effects on the long term.

For the above mentioned reasons, this option is not recommended.

### **Website Builder**

Even though there are plenty of Website Builders available online, promising users they do not need any technical knowledge to use them. Most of them provide an excellent service and great tools, however, it would still require to the company to research and find the most suitable tools that may adapt to their needs.

Additionally, most users detect this kind of system and it rises concerns about its security and validity.

For this reasons, this option is viable, but not recommended.

### **Custom product**

Relying on a professional service to customise the solution to the requirements it is the most expensive, but it has a good reason.

A custom solution created by a professional ensures the system works as intended, it will follow industry standards, statutory regulations and compliance with privacy acts.

It is highly recommended for the company to take this option.

## Consultation

Several meetings with key managers were held in order to refine requirements and describe current issues. Every stakeholder agreed on an e-commerce solution will definitely benefit the company.

# **Proposed Scope**

## Scope Definition

• To implement an e-commerce website

• To promote products world wide

• To obtain sales metrics

• To reduce marketing related costs

• To refresh and update online presence

• To rely on a different source of profits other than galleries to reduce or remove cost of rent

## Assumptions

### Data

It is assumed that the organisational documentation and any other source provided by the client to extract the data needed, is accurate and reflects the real needs of the company.

### Imagery and Copyrights

Depends on the client to provide the images and content files that they wish to implement. It is assumed that the client will provide timely the files required and with their copyrights.

### Merchant Accounts

The client needs to provide a merchant account in order to interface with the Stripe and PayPal payment gateways.

### IT Infrastructure

The system will be developed according to the IT Infrastructure specifications provided by the client. Bazaar Ceramics has a Microsoft Server 2019 running Microsoft IIS 10.0. For the successful implementation of the system the IT Infrastructure must be as described by the client and in working conditions for deployment and testing.

## Constraints

### Scope

As per the initial agreement between the developer and the project sponsor, the scope of the project and its boundaries must be respected accordingly.

### Time-frame

The project must conclude by the end of March 2021, unless agreed and approved changes on the scope added to the project.

### Budget

The project considers a budget which must be paid in order to release the solution to the client.

### Privacy

Every single deliverable of the project and its results comply with the actual Australian regulation on Privacy (Privacy Act 1988).

## Scope of Work

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Inside Scope** | **Responsibility** | **Outside Scope** | **Responsibility** | **Uncertain or Unresolved** |
| E-Commerce | Developer | Website maintenance and promotion | E-Commerce team | Timeline for completion |
| Database | Developer | Database maintenance and modification | E-Commerce team | Customers and products data |
| Technical specifications | Developer | Updating technical specifications | Future developer | None |
| Testing current features | Developer,  Business owner,  Management | Testing new features | Future developer | Timeline for completion |
| Training actual operational staff | Developer | Training new staff members | Manager of marketing and sales | Timeline for completion |
| Creation of manual | Developer | Updating manual | Future developer | Timeline for completion |

## Implementation Strategy

The system will be implemented using Agile and Scrum. Weekly sprints will be defined and achieved by the developers and testers. Once a working iteration is functional for the user to test, it will be presented and tested by the client.

Sign-off of the projects is achieved when testing is performed, passed and approved.

# **Project Management Outline**

## **Governance**

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| Figure 1 – Governance |

## **Key Risks and Issues**

Major risks have been identified:

* Budget shortage.
* Time-frame miscalculated.
* Low participation of stakeholders.

Out of scope expectations.