Group 4

Members:

Gusti Agung Arrio Satrya Vikanda – 27023xxxxx Howell Bernadi Salim – 27023xxxxx Muhammad Abizar Alghiffari – 27023xxxxx Kaisar Tahlisul Amri – 27023xxxxx Rangga Setiadi – 27023xxxxx Alif Widyadhana Hartiyanto – 27023xxxxx

Company Description

SunibFood is a fast food chain that has been operating for 7 years. SunibFood offers many products such as Fried Chicken and hamburgers. SunibFood has been in operation since 2017. SunibFood offers high-quality food at1 an affordable price.

Business goals

Improve the efficiency and ease of the product purchase process at the store to increase customer convenience.

Current situation

Customers buy SunibFood products by visiting the physical store directly. Customers are expected to buy products according to the menu shown by the cashier or staff. After that the customer will carry out the transaction process. After making a transaction, the customer will be given an order receipt with a pickup queue number. The staff will call the queue number after the product is successfully made and packaged if the customer chooses to take it home (takeaway).

Strategic Business Goal

Offering customers the SunibFood app feature where they can order the food through pick up or delivery so they don't have to wait too long and are more efficient and also the QRIS or cashless payment feature. In addition, they can also get points through our loyalty program which aims to get repeat customers, and they can also get information on applicable promos. The application is also useful for tracking customer insight where we can see our best selling food products, and what is trending which aims to get to know our customers more to increase customer convenience.

No	As a	I Want to	So that				
1	User	Order food for pickup	The waiting line can be skipped				
2	User	See the available menu	Knows which item are out of stock				
3	CEO	Gain a strategic direction and vision based on the customer needs	Have an easier time to make a decision and maximize profit				
4	IT Developer	Build a functional system and maintain the system.	The feature and the system in the application can work functionally.				
5	Marketing Manager	Send an promotional offers through an app	Increase customer engagement easier and also increase sales				
6	Restaurant Manager	Receive feedback from the customers about the food and beverages they order	Immediately address any issue and improve operations				
7	UI/UX Designers	Design an attractive and intuitive interface for the application	User easily navigate the app and find the food product they want				

Kick off Meeting

Start date: September 26, 2024

Project Name: App Development SunibFood

Meeting Objective : To have a clear view of the timeline, communication and to establish a good relationship between the project team, stakeholders, and client of the project.

Agenda:

- Opening & Introduction (5 10 Minutes)
- Project Overview (10 15 Minutes)
- Project Scope & Objectives (10 Minutes)
- Project Timelines (10 Minutes)
- Project Needs & Requirement (10 Minutes)
- Roles & Responsibility (10 Minutes)
- Risk & Challenges (5 Minutes)
- Communication (5 Minutes)
- Question & Answer (5 Minutes)
- Closing (5 Minutes)

Action Item	Assigned To	Due Date
Assign Role and Responsibilities	Project Manager	Immediate
Define Project Scope	Project Manager and Stakeholder	3 Days
Develop Project Timeline and Milestones	Project Manager	1 Weeks
Set up Communication Channels and Tools	Project Manager & IT Teams	3 Days
Prepare Budget and Cost Estimation	Finance Team	1 Weeks
FInalize Mobile App Development	IT/Development Team	2 Weeks
Establish Payment Intergration	IT/Development Team	3 Weeks
Organize User Testing	Project Manager & Marketing Teams	4 Weeks
Conduct Risk Assessment and Mitigation Planning	Project Manager and Stakeholders	2 Weeks
Perform Data Privacy and Security Audit	IT Team & Legal Team	3 Weeks
Develop App Launch Strategy	Project Manager and Marketing Teams	4 Weeks

Date and time for the next meeting: October 1st, 2024

Business Case

1. Background

SunibFood business goal is to Improve the efficiency and ease of the product purchase process at the store to increase customer convenience. SunibFood is a fast food chain that has been operating for 7 years. SunibFood offers many products such as Fried Chicken and hamburgers. SunibFood has been in operation since 2017. SunibFood offers high-quality food at an affordable price.

2. Business Objective

Offering customers the SunibFood app feature where they can order the food through pick up or delivery so they don't have to wait too long and are more efficient and also the QRIS or cashless payment feature. In addition, they can also get points through our loyalty program which aims to get repeat customers, and they can also get information on applicable promos. The application is also useful for tracking customer insight where we can see our best selling food products, and what is trending which aims to get to know our customers more to increase customer convenience.

3. Current Situation and Problem/Opportunity Statement

Customers buy SunibFood products by visiting the physical store directly. Customers are expected to buy products according to the menu shown by the cashier or staff. After that the customer will carry out the transaction process. After making a transaction, the customer will be given an order receipt with a pickup queue number. The staff will call the queue number after the product is successfully made and packaged if the customer chooses to take it home (takeaway).

4. Critical Assumption and constraint

Critical Assumptions

• **Customer Readiness and Adoption**: It is assumed that customers will adopt the new app quickly and be willing to shift from in-store orders to app-based purchases (pickups, delivery, loyalty program).

- Clear Requirements: It is assumed that the requirements for the mobile app, payment integration, and loyalty program are well defined, stable, and understood by all stakeholders.
- Availability of Resources: It is assumed that all required resources (development team, marketing team, finance, legal, etc.) will be available and committed to the project without significant interruptions or conflicts with other projects.
- **Sufficient Budget**: It is assumed that the budget allocated for this project will be adequate to cover the entire scope, including app development, testing, marketing, and risk management.
- Third-Party Support for Payment Integration: It is assumed that third-party payment providers will be available and can be integrated into the app seamlessly without delays or technical issues.

Constraint

Business Constraint

- **Budget Constraints**: The project must adhere to a fixed budget, which limits the ability to handle unforeseen expenses. Budget overruns could affect the scope or delay the project.
- **Testing and Feedback Timeliness**: Organizing user testing and addressing feedback in time is critical to the app's success. Delays in testing or a lack of thorough feedback could lead to an inferior product launch.
- **Resource Allocation**: Limited availability of key personnel (e.g., IT developers, project managers) and potential conflicts with other ongoing projects may strain resources and affect the project's progress.

5. Analysis of option and Recommendation

There are 3 options to address this opportunity:

- Do nothing. The business is doing well, we can still operate without using these new projects.
- Using a Third Party App, Sunibfood could use a third party mobile ordering app like Grab or Gojek.
- Develop the Mobile App In House, Sunibfood could design and implement its own mobile application using mostly its own existing hardware and software.

Based on the discussion with the stakeholder, we believe that option 3 will be the best option for our business. Here is why, doing nothing and not adopting this new technology could result in miss opportunities for revenue growth and customer engagement, and for using a third party app may lead to more cost where the fee and tax for using the app will be higher rather than developing your own app.

6. Preliminary project requirement

The key feature of the SunibFood Project is including the following:

- Access the menu to view the current product catalog. The menu should be categorized (e.g., burgers, fried chicken, drinks) for easy navigation, and allow users to filter items by dietary preferences (e.g., vegetarian options).
- Ability to place an order for pick up and delivery. The app should support order customization, such as adding/removing ingredients, adjusting portion sizes, and choosing sides or drinks.
- Support payment integration, offering multiple payment options, including credit/debit cards, e-wallets, and bank transfers. Payment gateways should comply with data protection regulations to ensure customer security.
- The app should notify users of their order status in real-time (e.g., order received, in preparation, ready for pickup, out for delivery). Users must also be able to track their delivery order through a map interface.
- The app must integrate with SunibFood's point-of-sale (POS) and delivery management systems, ensuring orders are synced and handled efficiently by restaurant staff and delivery partners.
- Users must be able to create an account and log in through email or social media. The account should store order history, payment preferences, and delivery addresses for quick and easy future transactions.

7. Budget estimate and financial analysis

A preliminary estimate of costs for SunibFood is \$180,000. This estimate is based on SunibFood manager working about 24 hours per week for twelve months and other internal staff working a total of about 72 hours per week for twelve months. The customers' representatives would not be paid for the assistance. A Staff of SunibFood would earn \$50 per hour. The hourly rate for the other SunibFood members would be \$70 per hour, because some hours normally billed to clients may be needed for this project. The initial cost estimate also includes \$27.500 for purchasing software and services from suppliers. After the SunibFood project is completed, maintenance costs of \$45.000 are included for each year, primarily to update the information about the app Ask the expert feature and online articles.

SunibFood's leadership knew the project would be an investment, but they also saw the incredible potential. The benefits were clear: if the intranet could save each of their 400 employees just 40 hours per year, they could bill that time to other projects that could generate

the estimate of \$10 per hour in profits, generating \$160,000 annually. On top of that, by improving efficiency and increasing customer satisfaction, the new system was projected to bring in an additional \$40,000 each year from new business, boosting profits by at least 1%.

With a projected total benefit of \$200,000 per year, the company decision became easier. The financial analysis was promising an estimated Net Present Value (NPV) of \$234,000 and a Return of Investment (ROI) of 78% over a three year period. Even more compelling, the system was expected to pay for itself in less than a year.

8. Schedule Estimate

The Sponsor wants to see the project completed within 1 year, but there might be issues on the testing phase which might slow down the development. The newly implemented system will have a useful life of at least 3 years.

9. Potential Risk.

This Project carries several risk. The primary risk in this project is User Data Security. Risks related to breaches or violations of customer personal data can lead to reputational damage, fines from regulators, and loss of user trust. The role of IT Developer is important here to Maintain and make sure the system is clear and safe from any threat. There are some risks like customers feeling confused when using the application. The UI/UX Designer are crucial here to make sure the application is easy to use for customers.

10. Exhibits

Assume the	project is don	e in about 12 m	onths	Year	
Year	0	1	2	3	Total
Costs	180,000	45,000	45,000	45,000	
Discount Factor	1	0,94	0,89	0,84	
Discounted Costs	180,000	42,300	40,050	37,800	300,150
Benefits	0	200,000	200,000	200,000	
Discount Factor	1	0,94	0,89	0,84	
Discount Benefits	0	188,000	178,000	168,000	534,000
Discounted Benefit - costs	(180,000)	145,700	137,950	130,200	
Cumulative Benefits - costs	(180,000)	(34,300)	103,650	233,850	(NPV)
	<u> </u>	Payback	in Year 2		
Disco	ounted Life Cy	ycle Roi	78%		
		Assu	mption		
	Costs		#hours		
Project Mar	nager 1,200 hc	ours, \$25/ hour	30,000		

Staff 3,500 hours, \$35/hour	122,500
Outsourced software and services	27,250
Total project costs (all applied in year 0)	180,000
Benefits	
# Employees/Staff Member	400
Hours saved	40
\$/hour profit	10
Benefit from saving time	160,000
Benefit for 1% increase in profits	40,000
Total annual projected benefits	200,000

Project Charter

Project Title: Project Management App Development SunibFood

Project Start Date : September 27, 2024 **Project End Date :** September 27, 2025

Budget Information : The firm allocated \$180,000 for this project. The majority of the cost will be for the project labor. An initial estimate provides a total of 40 hours per week

Project Manager: I Gusti Agung (0878-6091-5236), i.vikanda@gmail.com

Project Objectives: Develop an application that can make things easier for customers in buying products on Sunibfood, Sunibfood application offer some feature where they can order the food through pick up or delivery so they don't have to wait too long and are more efficient

and also the QRIS or cashless payment feature. In addition, they can also get points through our loyalty program which aims to get repeat customers,

and they can also get information on applicable promos. The application is also useful for tracking customer insight where we can see our best selling food products, and what is trending which aims to get to know our customers more to increase customer convenience.

Main Project Success Criterion: The project should be able to bring profit around 2 year of completion

Approach:

- Using a questionnaire to determine which features are needed through the customer
- Review internal and external document from the organization
- Develop the app using an agile method

ROLES AND RESPONSIBILITIES

Name	Role	Position	Contact Information				
Howell Bernardi Salim	Sponsor	SunibFood, CEO	howell.salim@gmail .com				
I Gusti Agung Arrio	Project Manager	SunibFood,	i.vikanda@gmail.co				
Satrya Vikanda		Manager	m				
Muhammad Abizar	Team Member	SunibFood, IT	Muhammad.Alghiffa				
Alghiffari		Department	ri@gmail.com				

Rangga Setiadi	Team Member	SunibFood, IT Department	Rangga.Setiadi@g mail.com
Kaisar Tahlisul Amri	Team Member	SunibFood, Sales Department	Kaisar.Amri@gmail. com
Alif Widyadhana Hartiyanto	Team Member	SunibFood, Marketing Department	Alif.Hartiyanto@gm ail.com

Sign Off : Comments :

Project Scope Statement

Project Charter

SunibFood app development

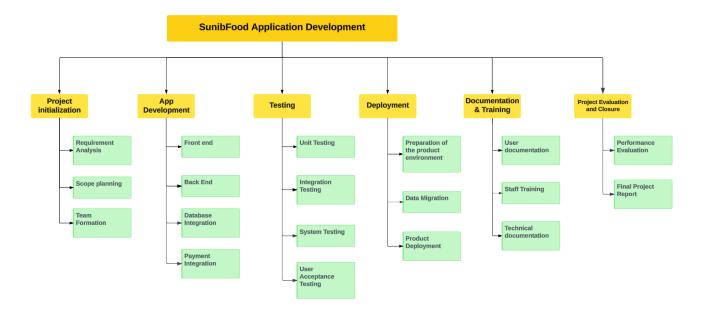
Project Scope Statement, version 1:

SunibFood application must allow customers to order food through pickup or delivery. The system must integrate with existing POS systems to handle payments through QRIS or other cashless payment methods. If further backend support is needed, the integration must ensure compatibility with existing servers. Detailed descriptions of any required enhancements or upgrades must be submitted to the CTO for approval.

Project Scope Statement, version 2:

This project requires support from the IT department to support application, database connection and payment function. Cloud storage and virtualization will be leveraged to enhance efficiency. Application testing will also be conducted to optimize the overall user experience

Work Breakdown structure



WBS Tabular Form

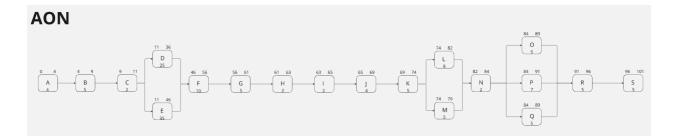
- 1. SunibFood application development
 - 1.1. Project Initialization
 - 1.1.1. Requirement Analysis
 - 1.1.2. Scope Planning
 - 1.1.3. Team Formation
 - 1.2. App Development
 - 1.2.1. Front end
 - 1.2.2. Back end
 - 1.2.3. Database Integration
 - 1.2.4. Payment Integration
 - 1.3. Testing
 - 1.3.1. Unit Testing
 - 1.3.2. Integration Testing
 - 1.3.3. System Testing
 - 1.3.4. User Acceptance Testing
 - 1.4. Deployment
 - 1.4.1. Preparation of the product environment
 - 1.4.2. Data Migration
 - 1.4.3. Product Deployment
 - 1.5. Documentation and Training
 - 1.5.1. User Documentation
 - 1.5.2. Staff Training
 - 1.5.3. Technical Documentation
 - 1.6. Project Evaluation and Closure
 - 1.6.1. Performance Evaluation
 - 1.6.2. Final Project Report

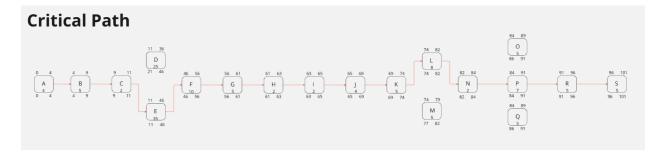
AON Table

ID	List	Activity	Predecessor	Duration (days)
1.1.1	Α	Analyzing Requirements	-	4
1.1.2	В	Planning Scope	А	5
1.1.3	С	Forming Team	В	2
1.2.1	D	Developing Front End	С	25
1.2.2	Е	Developing Back End	С	35
1.2.3	F	Integrating Database	D, E	10
1.2.4	G	Integrating Payment	F	5
1.3.1	Н	Conducting Unit Testing	G	2
1.3.2	I	Conducting Integration Testing	Н	2
1.3.3	J	Conducting System Testing	I	4
1.3.4	K	Conducting User Acceptance Testing	J	5
1.4.1	L	Preparing Product Environment	К	8
1.4.2	М	Migrating Data	К	5
1.4.3	N	Deploying Product	L, M	2
1.5.1	0	Documenting User Instructions	N	5
1.5.2	Р	Training Staff	N	7
1.5.3	Q	Documenting Technical Details	N	5
1.6.1	R	Evaluating Performance	O, P, Q	5
1.6.2	S	Reporting Final Project	R	5

AON and Critical Path

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View only

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Gantt Chart



Link: https://view.monday.com/1926101539-a337cb3f716ca1cc8bbfcdcdba49f1e7?r=apse2

Earned Value Management (EVM)

Activity: Analyzing Requirement

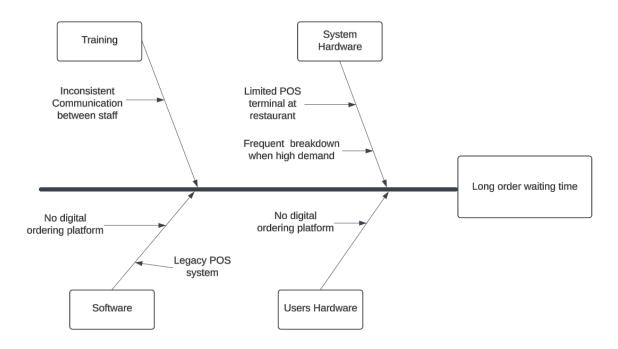
Duration: 4 days

Assumption: 3 days completed

Activity	Week 1
Earned Value	\$5,346
Planned Value	\$7,128
Actual Cost	\$1,440
Cost Variance	\$3,906
Schedule variance	-\$1,782
Cost Performance Index	371%
Schedule performance index	75%

Schedule Variance = -\$1,782 (behind schedule)
Schedule Performance Index = 0.75 (slower than planned)
Cost Variance = + \$3,906 (under budget)
Cost Performance Index = 3.71 (cost efficient)
Cost= 1782/day

Cause and Effect Diagram (Fishbone Diagram)



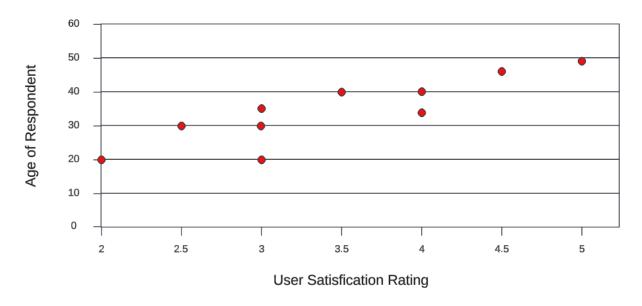
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Check Sheet

		Day												
Source	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total						
Text	8	5	4	5	5	6	4	37						
Email	3	2	2	1		2		10						
Phone call	5	4	3	4	2	3	2	23						
Total	16	11	8	10	7	11	6	69						

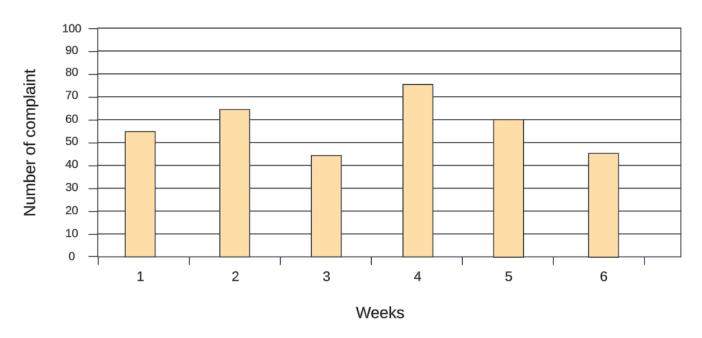
Tabel Check Sheet ini menjelaskan seberapa banyak komplain diterima dari hari senin hingga minggu, komplain ini diterima lewat Text, Email dan juga Phone Call.

Scatter Chart



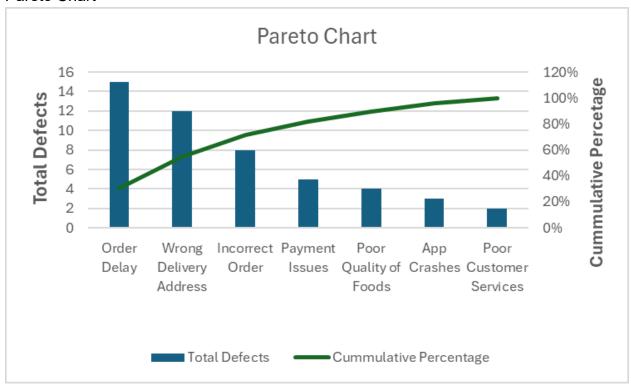
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Histogram



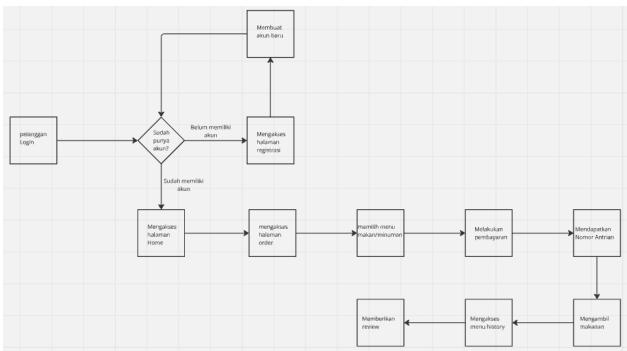
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Pareto Chart



Defect Type	Total Defects	Total Percentage	Cummulative Percentage
Order Delay	15	31%	31%
Wrong Delivery Address	12	24%	55%
Incorrect Order	8	16%	71%
Payment Issues	5	10%	82%
Poor Quality of Foods	4	8%	90%
App Crashes	3	6%	96%
Poor Customer Services	2	4%	100%

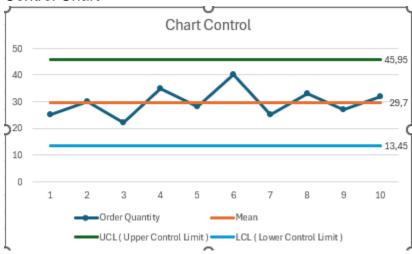
Flowchart



Link Flowchart:

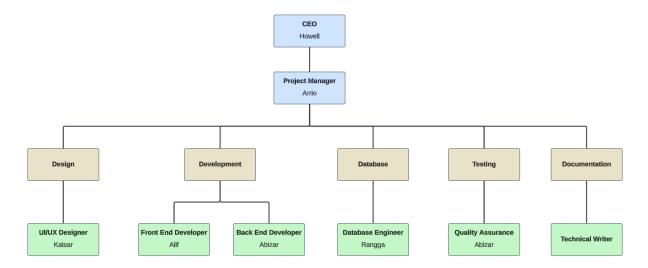
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Control Chart



Day	Total Order	Mean	UCL (Upper Control Limit)	LCL (Lower Control Limit)
1	25	29,7	45,95	13,45
2	30	29,7	45,95	13,45
3	22	29,7	45,95	13,45
4	35	29,7	45,95	13,45
5	28	29,7	45,95	13,45
6	40	29,7	45,95	13,45
7	25	29,7	45,95	13,45
8	33	29,7	45,95	13,45
9	27	29,7	45,95	13,45
10	32	29,7	45,95	13,45

Org Chart



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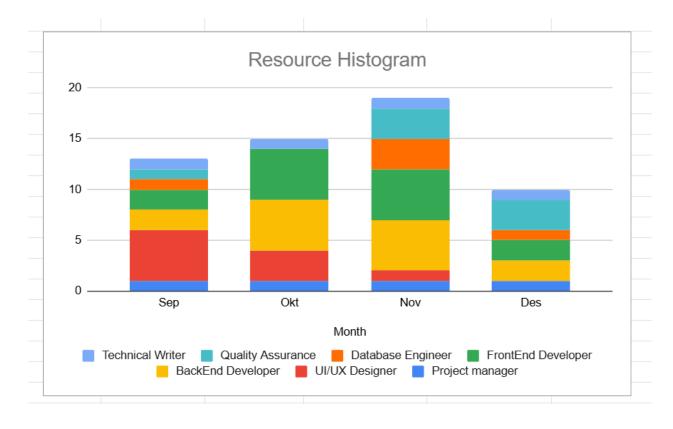
RAM

	1.1.1	1.1.2	1.1.3	1.2.1	1.2.2	1.2.3	1.2.4	1.3.1	1.3.2	1.3.3	1.3.4	1.4.1	1.4.2	1.4.3	1.5.1	1.5.2	1.5.3	1.6.1	1.6.2
CEO	R	R												R					
Project Manager	Р	Р	RP									R							
UI/UX Designer				R															
FrontEnd Developer				Р								Р		Р					
BackEnd Developer					RP	Р	Р					Р	Р	Р					
Database Engineer						RP	RP					Р	RP	Р					
Quality Assurance								RP	RP	RP	RP							Р	
Technical Writer															RP	RP	RP	RP	RP

Raci

						Roles		
	250	I 5 · · · ·	Lunnya . I				T 0 17 4	
Project Activity	CEO	Project Manager	UI/UX Designer	Front End	Back End	Database Enggineer	Quality Assurance	Technical Writer
Analyzing Requirements	Α	R						
Planning Scope	Α	R						
Forming Team	A	R						
Developing Front End	_	Α	С	R				
Developing Back End			С		R			
Integrating Database					С	R		
Integrating Payment		Α			R	С		
Conducting Unit Testing	1	Α					R,C	
Conducting Integration Testing	1	A					R,C	
Conducting System Testing	1	Α					R,C	
Conducting User Acceptance								
Testing	1	Α					R,C	
Preparing Product Environment	A	R						
Migrating Data		Α				R		
Deploying Product		A		R	R	С		
Documenting User Instructions		A,I						R
Training Staff	Al	R						
Documenting Technical Details		A,I						R
Evaluating Performance	A,I	R						
Reporting Final Project	A,I	R						

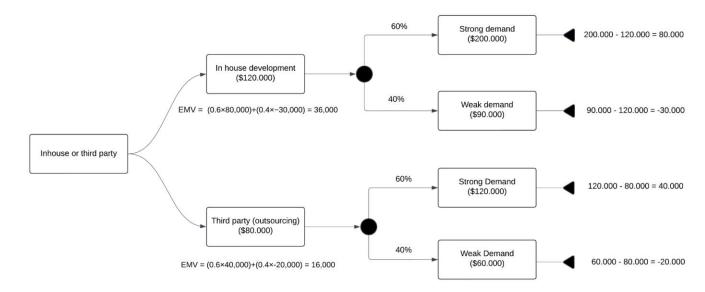
Resource Histogram



Stakeholder Communication Analysis

	Stakeholders	Document Name	Document Format	Contact Person	Due
A	CEO	Project status	Hard Copy and Meeting	Howell Bernardi Salim	End of each month
В	Project Manager	Progress report	Hard Copy and Meeting	I Gusti Agung Arrio Satrya Vikanda	End of each week
С	Back End Developer	System Requirement	Hard Copy and Meeting	Muhammad Abizar Alghiffari	Every Week
D	Database Engineer	System Requirement	Hard Copy and Meeting	Rangga Setiadi	Every Week
E	UI UX Developer	User Requirement	E-mail and Meeting	Kaisar Tahlisul Amri	Every week
F	Front End Developer	Application Prototype	E-Mail and Meeting	Alif Widyadhana Hartiyanto	2 weeks after campaign
G	Quality Assurance	Testing Report	Email and Meeting	Muhammad Abizar Alghiffari	End of each Sprint
Н	Technical Writer	User Manual and Documentation	Email and Meeting	Technical Writer	End of project phase

EMV



The **best choice** is to **use inhouse development** because it provides the highest EMV of \$36,000

Link diagram:

https://lucid.app/lucidchart/f2a6d2f7-3e71-407f-aaf5-48a400ba6735/view

Risk Register

1	o Ra	nk Risk	Description	Category	Root Cause	Triggers	Potentilal Response	Risk Owner	Probability	Impact	Status
	1	1 High	The application's system is down due to a high volume of customers making transactions on the platform			Increased traffic during peak hours	Scale server capacity, implement load balancing	Development Team	High	High	Open
	2	2 High	Delay in payment gateaway intergration	Vendor Risk	Dependency on third-party services		Start early engagement with providers or have meeting to discuss this matter more		Medium	High	Open

Link Poster:

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AOL

https://docs.google.com/document/d/1Z5mMq_G3GUBd1xVchPV5V3aVILTB92Jx/edit?usp=sharing&ouid=114733388019540551019&rtpof=true&sd=true

SunibFood

An app for delivering our food to your doorsteps

l Gusti Agung Arrio Satrya Vikanda - 2702349344 | Howell Bernadi Salim - 2702355555 | Muhammad Abizar Alghiffari - 2702372422 | Kaisar Tahlisul Amri - 2702380191 | Rangga Setiadi - 2702321661 | Alif Widyadhana Hartiyanto - 2702322771

Abstract

This project aims to enhance customer convenience by developing a mobile application that allows users to order food for pickup or delivery. The analysis and planning process contain business case , project charter, Gantt chart, AON, and critical path. Additionally, tools like EVA and EMV will be used to help identify the project's potential profits and losses. And for our methodologies we will be using literal review and also some observation. Based on the analysis we have done we concluded the results that this project will bring us up 78% profit in year 2 after launching with total benefit of \$200,000 and NPV of \$234,000. In conclusion we are sure by doing this project it will enhance our customer experience by developing a application that allows user to order food for pickup or delivery from anywhere and anytime.

Keywords: SunibFood, Business Case, Project Charter, Gantt Chart, AON, Critical Path, EVA, EMV.

Introduction

The purpose for this project is to enhance our customer experience by developing a application that allows user to order food for pickup or delivery from anywhere and anytime. The analysis and planning process for our application will be done using business case, project charter, Gantt chart, AON, and critical path. Additionally, tools like EVA and EMV will be used to help identify the project's potential profits and losses. And for our methodologies we will be using literal review and also some observation for our application.

Exhibit

Discount Ra	rte		6%		
Assume the	project is don	e in about 12 i	months	Year	
Year	0	1	2	3	Total
Costs	180,000	45,000	45,000	45,000	
Discount Factor	1	0,94	0,89	0,84	
Discounted Costs	180,000	42,300	40,050	37,800	300,150
Benefits	0	200,000	200,000	200,000	
Discount Factor	1	0,94	0,89	0,84	
Discount Benefits	0	188,000	178,000	168,000	534,000
Discounted Benefit - costs	(180,000)	145,700	137,950	130,200	
Cumulative Benefits - costs	(180,000)	(34,300)	103,650	233,850	(NPV)
		Paybac	ck in Year 2		
Disco	unted Life C	ycle Roi	78%		

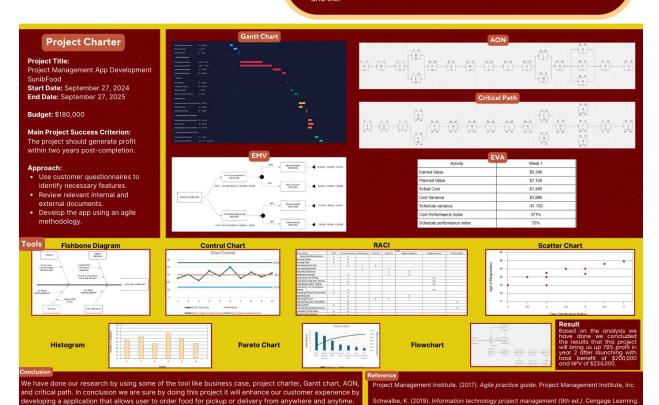
Business Case

SunibFood objective is to offers customers the SunibFood app feature where they can order the food through pick up or delivery so they don't have to wait too long and are more efficient and also the QRIS or cashless payment feature. In addition, they can also get points through our loyalty program which aims to get repeat customers, and they can also get information on applicable promos. The application is also useful for tracking customer insight where we can see our best selling food products, and what is trending which aims to get to know our customers more to increase customer convenience.

The current situation for SunibFood is that customers will buy SunibFood products by visiting the physical store directly. While it is working it is not optimized because by doing nothing and not adopting this new technology could result in miss opportunities for revenue growth and customer engagement.

The critical assumption and constraint is that the requirements for the mobile app, payment integration, and loyalty program are well defined, stable, and understood by all stakeholders. And also the budget allocation management must be on point to avoid overspending.

SunibFood aims to implement a new intranet system to enhance efficiency and customer satisfaction. The project has a preliminary cost estimate of \$180,000, covering 12 months of operation. Total Staffing cost estimate around \$152.500 and the estimated benefit is around \$200.000 of profits in terms of time saved and etc.



Power Interest grid

