

Business Requirements Specification (BRS)

Project Title: Orum Eventos Corporativos - A mobile service event planner

Revision Notice: April 25, 2022

Release Date: April 26, 2022

Version Number: 1

- 1 1. Introduction
 - 1.1 1.1 Business purpose
 - 1.2 1.2 Business scope
 - 1.3 1.3 Overview
 - 1.4 1.4 Definitions
 - 1.5 1.5 Major stakeholders
- 2 2. References
- 3 3. Business management requirements
 - 3.1 3.1 Business environment
 - 3.2 3.2 Mission, goals, and objectives
 - 3.3 3.3 Business model
 - 3.4 3.4 Information environment
- 4 4. Business operational requirements
 - 4.1 4.1 Business processes
 - 4.2 4.2 Business operational policies and rules
 - 4.3 4.3 Business operational constraints
 - 4.4 4.4 Business operational modes
 - 4.5 4.5 Business operational quality
 - 4.6 4.6 Business structure
- 5 5. Preliminary operational concept of proposed system
 - 5.1 5.1 Preliminary operational concept
 - 5.1.1 a) operational policies and constraints;
 - 5.1.2 b) description of the proposed system;
 - 5.1.3 c) modes of system operation;
 - 5.1.4 d) user classes and other involved personnel; and
 - 5.1.5 e) support environment.
 - 5.2 5.2 Preliminary operational scenarios
- 6 6. Other preliminary life-cycle concepts
 - 6.1 6.1 Preliminary acquisition concept
 - 6.2 6.2 Preliminary deployment concept
 - 6.3 6.3 Preliminary support concept
 - 6.4 6.4 Preliminary retirement concept
- 7 7. Project Constraints
- 8 8. Appendix
 - 8.1 8.1 Acronyms and abbreviations

1. Introduction

1.1 Business purpose

The business purpose is to have a business that can run by itself without the need of its founder. Allowing others to take the lead in making the right decision toward providing excellent process service to future clients.

1.2 Business scope

a.) Orum Eventos Corporativos

b.) The business scope of the Company is to commit to quality, continuous improvement, and sustainability. Promote the development and consumption of local suppliers, offering clients excellent products and services that contribute to an improvement in the quality of life of the company in the community.

c.) Have a data system that can store files and keep track of the process of every service done and provided by the company. As a fundamental source for future services.

1.3 Overview

Orum Eventos Corporativos is a business that is in charge of hosting events for corporations. They are the primary planners whose main goal is to offer their clients excellent products and services that contribute to an improvement in the quality of life in the company and in the community, as well as respecting the environment.

The goal is to continue to expand and provide more process servers to businesses. By providing the best quality service. To do this, they will continue to reach and build relationships with many more local suppliers throughout the community. Providing local products and producing a more sustainable community.

1.4 Definitions

Sustainability, deep-dive, impact, provide, incentivize, creative, outside the box, reach out, deliverable

1.5 Major stakeholders

STAKEHOLDERS:

Are all those groups, organizations, or entities that are impacted by the activity of the company or impact on its activity, that is Board of Directors, owners, shareholders, employees, customers, suppliers, business partners, credit institutions and creditors, competitors, media, government and regulatory entities, academic and scientific centers, groups businesses of the Industry, local communities, ACs, and unions.

2. References

The Company Website Link: <https://orum.com.mx/calidad/>

Speaker: Monica Bonilla (CEO of Orum Eventos Corporativos)

Citation

Bonilla, M. (2022, February 14). Business Analysis. (J. Lopez, Interviewer)

Orum Eventos Corporativos. (2017). *Social Responsibility*. Retrieved from Orum Eventos Corporativos: <https://orum.com.mx/>

3. Business management requirements

3.1 Business environment

The business environment can be fast pace when hosting events for corporations. It requires time, precision, and great execution. Days can become long and stressful. The goal is to execute everything as planned and without issues. An atmosphere for those who can devote more time to the business having the capability to meet with clients, interact with others, work well under stressful situations, and enjoy planning.

The technical side is that the company subside an IT technician to keep everything in check.

3.2 Mission, goals, and objectives

Committed to our clients to design and structure their events and/or projects, based on a relationship of mutual trust that makes us solid strategic allies, offering personalized solutions, with sustainable products and services, of proven quality and contributing our extensive experience in the medium, to achieve the effectiveness and success of your events.

To be a market leader in event design and production. To be a benchmark in social responsibility, innovation, quality, customer service, and service guarantee.

3.3 Business model

SUSTAINABILITY: It is a working model that seeks to take responsible actions with the environment, innovation in its production, and the impact of our work in the social and economic sphere of the country obtaining benefits that will allow us to sustain ourselves for a long time without exhausting the resources own and external.

3.4 Information environment

a) project portfolio- It should allocate resources, be tactical and strategic, provide the best result. Provide the right source according to the budget, prepare ahead of time, have a back plan if anything were to rise.

- b) long term system plan- It should store and save the new and pre-existing files. Review any files/documents and look at how to improve future events. Restricted to specific employees such as project managers and employees who are part of a particular event. It should prevent some employees from editing the data and prevent deletions of any files without authorization from a higher lead as a supervisor.
- c) database configuration- data should be designed for a fast paste environment where at any given time an employee has the right resource given the circumstance.

4. Business operational requirements

4.1 Business processes

- 1.)Once a client has requested an event to be coordinated with the company
- 2.)The company will get in contact with the client.
- 3.)Discuss the type of event the client invasion and the plans the company offers
- 4.)Provide an offering that is best suited for the situation and can compete against others.
- 5.)Once the client agrees on the offering and term
- 6.)Discuss the budget and the requirement needed
- 7.)Review the plan with the teams
- 8.)Coordinate who oversees what element
- 9.)Contract suppliers and discuss the necessary information
- 10.)Allow for the team to discuss how the plan is processing
- 11.)Evaluate the process
- 12.)Keep the communication with the client throughout the planning
- 13.)Provide the process for the client
- 14.)Finalize the planning
- 15.)Be active during the event
- 16.)Keep everything in check
- 17.)After the event, make sure that everything is clear from the site
- 18.)Communicate with the client for feedback
- 19.)Evaluate with the team the planning project and review the event
- 20.)Keep data in the files for future possible collaboration

4.2 Business operational policies and rules

CODE OF CONDUCT

Our code of conduct represents the values, norms, and guidelines that serve as guide of the daily behaviors that are expected of those who integrate the company or they relate to her.

In the Company ORUM EVENTOS CORPORATIVOS, we are committed to the honesty, fairness, and respect in all interactions, regardless of circumstances.

Among our commitments are the following:

CONFIDENTIALITY

The company will protect the confidentiality of the personal records of collaborators, suppliers, and customers. All employees must act in strict compliance with all rules and regulations applicable to the non-disclosure of information privileged to any person inside or outside the company including family members, friends, co-workers, or others for whom such information is not necessary for the fulfillment of its obligations. If we leave the company we continue to have an obligation to protect individual customer information.

ASSET PROTECTION

All employees must give good use and care to the assets of the company, remembering that all are exclusively for work purposes.

BUSINESS FAVORS, IMPROPER PAYMENTS & GIFTS

It will not be allowed to request, accept or offer directly or indirectly gratuities, bribes, gifts, benefits, bonuses, or other similar from any supplier, client, or state body in order to favor them with business or to personal or company benefit. The personnel will not be allowed to receive from suppliers or clients any kind of gifts, commissions, fees, compensation, or royalties, as well as favors, discounts, invitations to meals, raffles, shows, and/or trips. are excepted attention and promotional items, with a cost less than \$50.00 or its equivalent in national currency, subject to the express authorization of the Immediate Head.

USE OF INTERNET, EMAIL, AND USE OF CELL PHONE

Abuse of Internet access for personal purposes will not be allowed. The company reserves the right to read all email communications, which will be made known to the collaborators of this provision.

The use of chats, Facebook, and social networks is restricted during business hours job.

The use of the cell phone provided by the company is for the exclusive use of the business.

The use of personal cell phones is restricted during working hours and is only will allow for emergencies.

JOB SECURITY

The company is committed to providing employees with a work environment healthy, safe, free from all recognized dangers. For this, we will implement practices of eviction in case of natural disasters or other disasters and guides on how to act. We must comply with all safety rules and practices as well as take the necessary precautions to protect our colleagues and ourselves and report any practice that threatens the safety of all.

CHILD LABOR

We abide by national laws and regulations regarding child labor. In any case, it is forbidden to make children under 16 years of age work, and the ILO provisions relating to the health, safety, and morals of young people aged 15 to 18 years. We encourage our suppliers and partners to submit to the same requirements.

EQUAL OPPORTUNITIES (NO DISCRIMINATION)

The company rejects any type of discrimination based on gender, age, ethnicity, race, religion, social class, sexual orientation, political optional, physical disability, or any other attribute.

VIOLENCE AND USE OF WEAPONS IN THE WORKPLACE

We are against any act or violent attack on the part of the collaborators, suppliers, clients or people who are visiting within our facilities, or failing that they are working in customer offices or events.

All collaborators must refrain from the use of antiresonant words within our facilities, as well as during working hours.

All employees must refrain from any deliberate form of physical contact with another person using force; destruction and sabotage of property private.

The possession or carrying of firearms or any other type of weapon is prohibited within the company or in any place where they are representing the Company. The company will take the relevant measures to protect the integrity of its collaborators when they are victims of aggression by clients or third parties, in any place where they are representing the Company.

SEXUAL HARASSMENT AND BAD TREATMENT

The company will not allow and will be inflexible in relation to hostile conduct between collaborators and the use of hierarchical power for their own benefit by intimidating, threaten, repress or psychologically, or sexually harass any subordinate.

DRUG, ALCOHOL, AND TOBACCO USE IN THE WORKPLACE

The company prohibited, at all times, the manufacture, sale, distribution, consumption, dispensing, receiving, transporting, or possessing illegal drugs or alcoholic beverages alcohol smooth. The Company reserves the right to conduct random tests to check drug use. Violation of this policy ethics is considered a foul disciplinary action and may result in suspension and, ultimately, dismissal. I know prohibit as Likewise, the consumption of tobacco in offices and closed places of the company. As well as in the places where they are representing the Company.

ENVIRONMENTAL PROTECTION

We are committed to conserving the environment and complying with the applicable environmental laws in our country, as well as how to continually seek to minimize the environmental impact of our operations. We encourage sustainable and careful use of natural resources and we are committed to reducing waste through the implementation of recycling and reuse processes.

OBLIGATIONS BEFORE THE STATE

We will comply with the tax obligations related to the payment of taxes and contributions accurately and timely. We reject any illegal payment to authorities or public officials even when they are directed to accelerate their duties or work routines.

RELATIONSHIP WITH CUSTOMERS

We work to provide our internal and external clients with total satisfaction, providing the highest standards of quality and care in each of the products and services we offer. We develop policy ethics of integrity oriented to deliver to our clients reliable and sufficient information about our products and services, necessary to make purchasing decisions.

RELATIONSHIP WITH SUPPLIERS

Relations with our suppliers will always be carried out with transparency, without generating false expectations, in a framework of respect that allows granting the same opportunities to all. We will not establish any type of relationship with contractors and suppliers who do not respect and apply labor laws and regulations, as well as with those that promote discriminatorily, forced labor, and/or the hiring of minors old. We will always respect the agreements and commitments established in the contracts.

RESPONSIBILITY TO THE COMMUNITY

We maintain a policy of social responsibility permanently, contributing and supporting the development of the communities in which we operate, through the generation of jobs and care for their social and environmental surroundings. In addition, We promote the voluntary participation of employees, partners, shareholders, customers, and suppliers to support different social causes.

PUBLICATION

The Company will adopt the necessary measures to ensure that the provisions of this Code of Conduct are communicated to employees, including the placement prominently displayed on a copy of this Code of Conduct, in the local language and in an easily accessible at all times for all employees.

RESPONSIBILITIES:

The management, the Steering Committee, the Human Resources Manager, and the Social Responsibility Committee are those responsible for:

- Comply with and enforce the provisions of this policy
- Manage the corresponding procedures and reports

Each member of our stakeholders is responsible for:

- Comply with and abide by the code of ethics of ORUM

CODE OF ETHICS:

Document-based on our business culture that responds to our values (loyalty, respect, discipline, honesty, and humility) and defines a way of working in the company based on the respect and promotion of human rights towards our stakeholders.

SOCIAL RESPONSIBILITY:

Commitment, obligation, and duty of individuals, members of a society or company to contribute voluntarily to a fairer society and to protect the environment.

4.3 Business operational constraints

Collaborators must declare any personal, economic or other interest nature that may conflict with their function within the company. Avoid incurring conflicts of interest due to:

Significant or similar financial interests in supplier companies, customers, or competitors.

Possibility of personal gain in any transaction involving the business.

Acceptance of benefits in money or kind by suppliers, customers, or competitors.

Take advantage of a business opportunity for yourself or for third parties

4.4 Business operational modes

If everything goes occurring to the plan then it follows the step before, during, and after the event.

In case, a supplier was not to provide the product/service then the company has to quickly find an alternative to fix the problem. If it becomes last minute then the company will let the client know about the problem and see what solution they provide whether it canceling the event or continuing with it knowing well that some requirements were not met. Depending on the circumstance the company providing the service finds itself. They will provide a discount to its client or provide a free service for not meeting the expectations. Allowing for the client to still refer them for any future event and keep a strong reputation with the client and the image of the company.

4.5 Business operational quality

We work under a scheme of ensuring the health and well-being of our workers.

We work under schemes of attention to the safety of our collaborators and clients.

We have open and direct communication.

We work as a team

We are honest and respectful

We live the commitment to Quality

We seek continuous improvement

We strive to provide excellent customer service

We work with integrity and responsibility

We focus on processes

We strive to live and maintain ourselves as a Socially Responsible Company

We maintain communication with our stakeholders

We strive to meet the expectations of our stakeholders

4.6 Business structure

The Orum Eventos Corporativos currently employs ten full-time employees. They also have a host of suppliers and contractors whom the company works with when planning events. Ranging from an event production such as planning family day, inaugurations, anniversaries, integration events, seniority acknowledgments, end-of-the-year party, or corporate event. Providing services such as coffee breaks and working lunch, catering, photographic set, entertainment, workshops for children, peques section/fair and skill games, and theme design.

The company serves as the key planner who is in charge of making an event possible. All services are without exception for the size, type, or duration of the event. For each and every one of the people who participate in the design, management, and production of the event.

For personnel who participate in the installation of furniture, tents, or special scenarios: boots, gloves, helmets, safety glasses, and everything necessary for physical protection.

Most of our suppliers are local, Orum promotes the consumption of products and services from companies in our community.

Through the company standard, Orum promotes the professionalization of local businesses and the people who operate them.

Work in the short, medium, and long term. Adapt to your company's payment system.

5. Preliminary operational concept of proposed system

5.1 Preliminary operational concept

Orum Eventos Corporativos will implement a software app that will allow clients to keep track of the planning event and be notified of any changes. Client will have the option to make new request, cancel, or request a planning event services. The app will help strengthen better communication between the service provider and the client by providing assurance and security for both parties. It will help prevent any delays from happening.

a) operational policies and constraints;

Constraint #1: Orum Eventos Corporativos will have a limited event capability

Constraint #2: Clients are not able to access the list of vendors.

Constraint #3: Orum Eventos Corporativos have the right to terminate a contract that has not been paid by the due date.

Constraint #4: Orum Eventos Corporativos have the right to refuse service if the client is willing to comply with the rules.

b) description of the proposed system;

For the client to view the process of the event and be able to make any request. The client is required to create a login username and password. It will help keep the client's data secure and protect their privacy. On the main page, the client has the option to request a service for an event, get a quote, make new changes, track the process of the event planning, and communicate via the application. The company will comply with the company rules by being as transparent as possible and providing better service to its client across the application. The application will allow the client to have more freedom to request service through a click of a button no matter where they are located at.

c) modes of system operation;

If the application fails to work properly or if the system shuts down. The client will be immediately notified of the problem. However, if a data breach occurs, the company will act according to its policy guideline and shut down the application to prevent any further damage and the company will inform the user of any action taken.

d) user classes and other involved personnel; and

Users:

The clients

Orum Eventos Corporativos service team

Orum Eventos Corporativos IT team

Vendors and Contractor

e) support environment.

For safety issues, the application will have a limited amount of attempts before the user gets locked out of the application and is required to verify their identity either through email, phone number, or company pin. If there is no active session during a limited time, the application will log out the user to protect user privacy and data. The client is encouraged to call the help desk and talk to an IT agent to help them resolve any issues or concerns the client may have in mind.

5.2 Preliminary operational scenarios

To access the client account. The client will need to log in and if the number of attempts exceeds then the client will need to verify their account by providing an email, phone number, or providing the company pin. This will allow the client's privacy to be secure and prevent any data breach. However, if the client needs assistance in accessing the account. The help desk number provided below the login will be able to help them for a certain time frame. Once the client is on its account the client is welcome to access any tools provided and make any request. The client can request an event service, cancel, update new requests, comment, view the planning process, and make payment to the company applicant.

6. Other preliminary life-cycle concepts

6.1 Preliminary acquisition concept

The mobile application will be available for Android and iOS. Making it available to download for free in the Apple Store and Google Play store. There will be no subscription or hidden fees.

6.2 Preliminary deployment concept

A software application deliver in the form of mobile application where client can have full access to requesting event service to rearranging any new request from the comfort of their home. n

6.3 Preliminary support concept

The technical support team will be in charge of answering and solving any concern clients have regarding the application such as technical issues.

6.4 Preliminary retirement concept

The client information will be stored securely within the cloud. If the system were to be no longer useable. A new system will take place of the old system and a new update will be implemented to allow all clients information are handled accordingly to the policy of the company without compromising any data from the client or the company. The client will be kept informed of the changes made and modified of any new features or policies.

7. Project Constraints

Money: The development of the application should be within the budget provided by Orum Eventos Corporativos. Error and mistake shall be avoid to prevent going over the budget and prevent conflicts that could potentially cause the contract to be broken.

Time: Gathering the right resources in a time manner and have the each process evaluate to avoid delay and prevent issues from arising to meet the end goal in time.

Scope: Prevent any scope creep throughout the project during each phase and create a detailed user case to avoid error and let the project stakeholders to sign off before starting a product. Let the stakeholders know of the process to prevent any miscommunication.

Location: The Orum Eventos Corporativos service are only available in the region of Jalisco, Mexico. It not intended to held events services outside of Jalisco. The client is able to request a planning service event from anywhere they are located at but the event will have to take place in the region of Jalisco, Mexico.

8. Appendix

8.1 Acronyms and abbreviations

iOS - Operating system

Corp - Corporation