MyLot Project

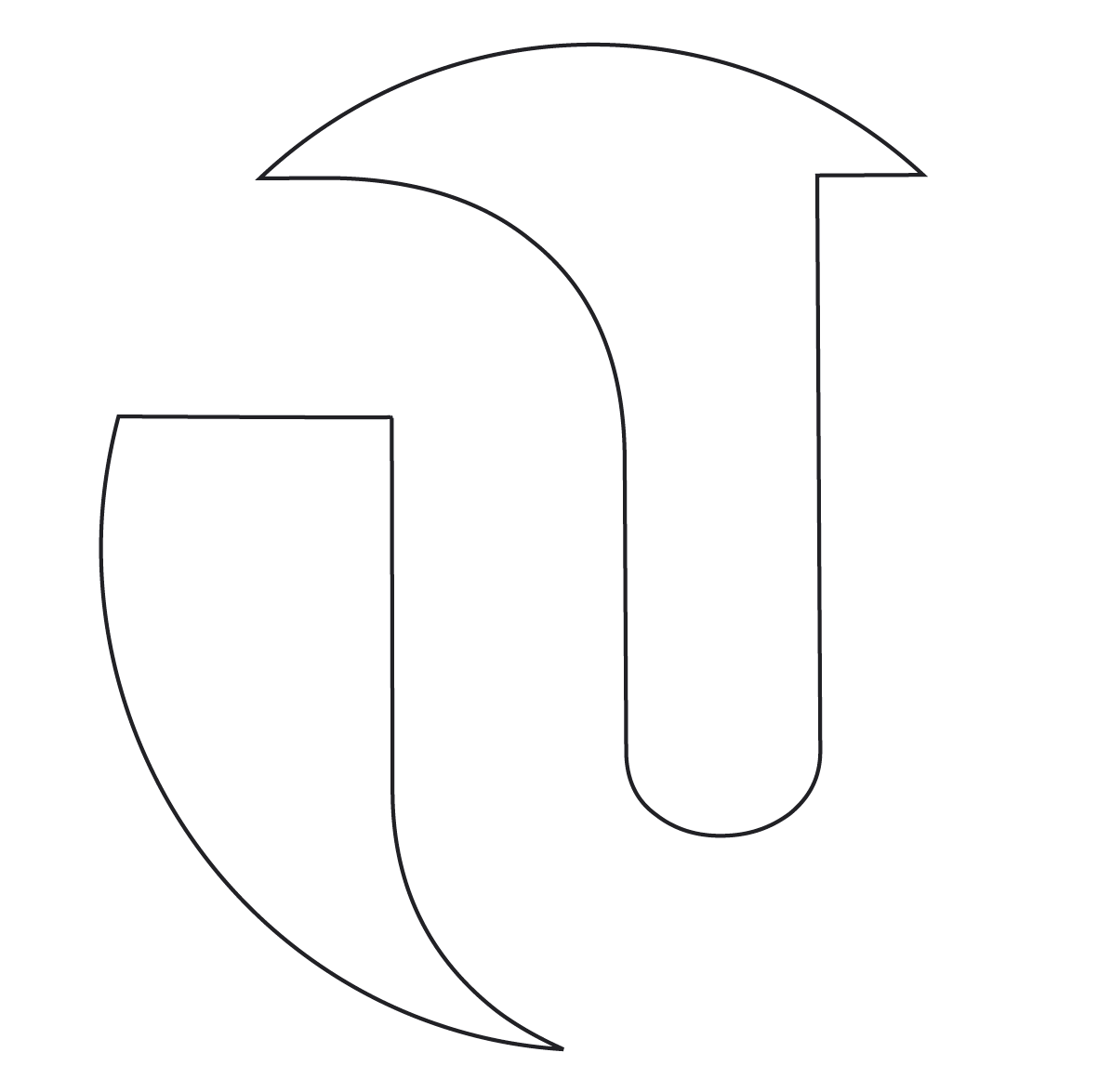
Business Case

Abstract

|  |
| --- |
| ***This document outlines the business case for the Portal Industries Ltd’s MyLot project in order to ensure that all project stakeholders share a common understanding of the business opportunity or problem that is to be addressed by the project, and the benefits and return-on-investment case for the favored solution option .*** |

Version History

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Version** | **Author** | **Description** |
| 02/04/2017 | <1.0> | Jesper Bergman |  |
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An Essential Unified Process Document

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Executive Summary

This section summarizes the business case for investing in the product outlined by the preferred solution option in the main document.

Reasons for Investing

We have identified an opportunity within the New Zealand property business sector. There is no clear sole-purposed portal for home searchers to find property for sale. Our idea to solve this is by implementing a natural gateway for real estate agents to advertise upcoming properties for sale and in effect for home searchers to only have one website to visit in order to search for their next home.

Benefits

The web application will be an attractive and engaging product with the aim of providing effective search and display of properties for sale. The user experience is central, making it a pleasure to browse around - and perhaps more important – to remove frustrations with current solutions.

Assuming the website will make its way in to popular use, different revenues can be adding to the overall income for Portal Industries Ltd.

Costs

There are a few costs that will be ongoing:

* Website hosting
* Image bank service
* Database solution (and hosting)
* Domain name
* Marketing

Timescales

We expect to launch as soon as the website is built, and an initial release is not yet scheduled. The timeline is hard to predict due to the builders being occupied by other activities.

Return-On-Investment (ROI) Profile

We expect a high ROI. New Zealand has approximately 15,000 registered real estate agents. With a business model where there is a monthly fee in order to market properties – the fee being a nominal $250/month – and consider that a third of the market will use our product:

$250/m -> $3,000/year

5,000 x $3,000 = $15,000,000/year

Risks

* Some other company launches a product before Portal
* The product doesn’t gain market growth
  + It is dependent on home searchers traffic and also on agents marketing their property
* The product’s developments doesn’t progress
* Users are not preferring a niched service and stick with current options

Constraints and Assumptions

One constraint is a physical absence from New Zealand

One assumption is that there is an existing need for a service like this in New Zealand.

Investment Appraisal

We strongly believe in this idea and are prepared to invest a few thousand dollars into this business idea.

Alternative Options

# Introduction

## Document Purpose

The purpose of this document is to establish a business case for the project by:

* Demonstrating an understanding of the opportunity to be exploited and/or the problems to be solved
* Outlining the solution options in terms of their respective benefits, costs and return on investment (ROI) profiles
* Positioning the favored solution in terms the unique benefits that it will deliver.

## Document Scope

The scope of this document is limited to:

* Outlining the business case for investing in the project.

The scope of this document does not include consideration of:

* Analysis of the impacted stakeholders and their collective needs
* Detailed project requirements
* Details of the proposed project approach and plan
* Details of the proposed technical solution.

## Document Overview

* **Opportunity Description** – outlines the opportunity that the project is intended to exploit and/or the problems it is intended to solve and the benefits associated with addressing these
* **Solution Options** – lists and briefly describes a number of solution options including the indicative costs, projected benefits and anticipated return-on-investment (ROI) profile for these
* **Product Positioning** – Positions the product that the project will produce to as part of the favored solution option, including the unique benefits associated with this solution option
* **References** – provides full reference details for all documents, white papers and books that are referenced by this document.

# Opportunity

## Business Opportunity

This section briefly describes the business opportunity being exploited by this project.

## Problem Analysis

This section describes the analysis that has been undertaken to understand the underlying root-causes of the current problems in the opportunity space.

## Problem Statement

The table below summarizes the problem that the project is intended to solve:

|  |  |
| --- | --- |
| The problem of |  |
| Affects |  |
| the impact of which is |  |
| a successful solution would |  |

## Market Demographics [Optional]

The section summarizes the key market demographics that motivate the product decisions.

## Summary of Expected Benefits

The section summarizes the business benefits that the project is expected to generate through exploiting the business opportunities and addressing the identified problems within the opportunity space.

Solution Options

This section provides an overview of the identified solution options together with recommendations on which solution option should be adopted and why.

## <Solution Option 1>

### Solution Overview

### Indicative Costs

### Projected Benefits

### ROI Profile

### Recommendation

Product Positioning

The table below summarizes the positioning for the product that will be produced by the preferred solution option:

|  |  |
| --- | --- |
| This product is for | Home searchers / home sellers |
| who require | and an inviting hub to browse through properties on the market |
| MyLot is a | Property selling website |
| that provides | A pleasant gateway for home searchers to browse available properties |
| Unlike alternatives, such as | Trademe |
| Our product | Focuses on a specific type of trading and is focusing on esthetic and user experience values |

## User Environment

The section details the business and working environment of the target users.

## Summary of Benefits and Capabilities

This section summarizes the benefits and capabilities of the product.

## Alternatives and Competition

This section summarizes the advantages of the product over alternative and competitor solutions.

## Summary of business case

This section summarizes the business case for investing in this product.

## Assumptions and Dependencies

This section summarizes the assumptions and dependencies associated with the product and its return-on-investment case.

Appendix A - References

Use this section to give full reference details for all documents, white papers and books referenced by this document

**[1]**