**Company Name:** All Sports **FlipGrid Link:** <https://flipgrid.com/s/dCiKph2yUXsQ>

The company that I will be designing a database for is called All Sports. All Sports is a small to medium sized business with its headquarters located in the heart of downtown Batavia, Illinois. This company was founded and established in 1995 by Percy Garner with his love of sports in mind. At the moment, this business employees roughly 30 full time and several part time workers. The roles within this company include executive positions comprising of Chief Executive Officer (CEO), Chief Financial Officer (CFO), and Chief Information Officer (CIO). The various other positions within the company include several sales managers, account executives, logistics personal, and warehouse workers.

Further within this company, there exists a few different departments all responsible for a variety of tasks. Some of the different departments include sales, data entry, IT, graphics, and warehousing. Most obviously, the sales team is responsible for contacting prospective customer and offering them products that we sell. At the moment, the only way customers can purchase product is by directly contacting a sales rep within the company. The data entry team is responsible for entering all important information on newly received items within the inventory management system. This team is also responsible for creating and tracking invoices received from the sales team’s preliminary orders. IT is responsible for deploying and maintaining software and hardware within the company. IT is also responsible for working with strategic business partners to ensure any and all data connections between companies is safe and secure. The graphics team is currently responsible for selectively photographing new products for use in a catalog that is selectively send out to prospective companies. Finally, the warehouse team is in charge of shipping, receiving, storing, and organizing all new and old products.

All Sports currently has 2 main locations both located in Batavia, Illinois. The primary location (HQ) is located on the west side of town while the other location is located in the east. The building located in the west is home to many of the upper executives as well as a small portion of the company inventory. The building located in the east is primarily home to warehouse logistics personal. This building is the main storage facility of the company inventory as well as the location where any and all shipments are sent and received from.

What exactly does All Sports do and how does it involve and incorporate sports? All Sports is a distribution company that sells licensed sporting goods. More specifically licensed sporting goods can range from trading cards, novelty items like bottle openers, keychains, decals, stickers, cups, footballs, baseballs, hockey sticks, and much more. All Sports carries products from almost every major sporting league including, but not limited to, the NFL, MLB, NHL, & NBA. Each of these teams can share some of the same general products, but often each team will have a subset of specialty products that only they have. All Sports has also been thinking of branching out into the entrainment field and wants to start stocking a broader selection of both entrainment branded items (Marvel, DC, etc.) as well as more generic branded products.

Why would a business that has been running for so many years suddenly want to build out a database solution? All Sports has largely been absent from the emerging ecommerce market and wants to allow customers a better and more efficient way of ordering. All Sports hopes to allow their customers to be able to view, search, and see current inventory for all the different sports teams item the business stocks. Ideally All Sports would have a way of allowing users to register, login to their account, place orders, and update their details as need be. Most importantly, the ecommerce website would serve as a catalog and allow customers to see new and old products.

**Company Information (Summary)**

* Company Name:
  + All Sports
* HQ location:
  + Downtown Batavia Illinois
* Number of Locations:
  + 2 (main HQ & warehouse)
* Establish Date:
  + 1995
* Founder:
  + Percy Gardner? (sure)
* Number of Employees:
  + ~30 (mix of full time & part time)
* What do they do?
  + All Sports is a distribution company that sells licensed sporting products
  + Sporting products range from trading cards, novelty items like bottle openers, keychains, decals, stickers, cups, footballs, baseballs, hockey sticks, and more!
  + All Sports carries products from almost every major NFL, MLB, NHL, & NBA team.
* Why do they need a database solution?
  + Looking to sell products online to customers
  + Ideally would like users to be able to create an account, login, & place orders
  + Want a place for people to see what products they actually have as well as stock status
* What kind of information do we need?
  + User information
    - email, username, passwords, & other profile info
  + Products
    - Item code (UPC)
    - Item name
    - Item description
    - Item category
    - Item sub-category
    - Item retail price
    - Item color
    - Item size