Business Process Model for Utensil Selling App

This document explains the business process flow of a utensil selling application.

**1. Product and Process Design**

In the utensil selling app domain, 'Product and Process Design' refers to creating and refining utensil product offerings and defining the operational workflow. This includes deciding the range of utensils (e.g., cooking pots, pans, cutlery) and designing the app's backend processes for inventory management, order handling, and supplier coordination.

# 2. Co-engineering

Co-engineering represents collaborative work between the utensil supplier and the app's operations team. For example, suppliers may work with the app's product team to customize utensils for customer needs, such as ergonomic designs or eco-friendly materials.

# 3. Suppliers

Suppliers provide the utensils or raw materials (if custom manufacturing is done). They are integrated into the app's system so that stock levels, delivery schedules, and pricing are updated in real-time.

# 4. Vendor Supply

Vendor Supply refers to the actual process of delivering utensils from suppliers to the app's storage or directly to customers. In the utensil selling app, this includes vendor contracts, order requests, and bulk purchasing agreements.

# 5. Manufacturing

In some cases, the utensil selling business might have its own manufacturing setup. This stage involves producing utensils according to customer demand or seasonal trends. Even if the app is purely reselling, 'Manufacturing' in this model can be replaced by 'Procurement and Assembly'.

# 6. Design Coordination

Design Coordination ensures that utensil designs meet both functional and aesthetic customer expectations. For example, ensuring all images, descriptions, and packaging match the product design agreed with suppliers.

# 7. Customers

Customers are the end-users who browse utensils on the app, place orders, and receive the products. The app must maintain a user-friendly interface, offer product recommendations, and provide reliable customer support.

# 8. Customer Order Fulfilment

This involves ensuring that once an order is placed, it is processed, packed, and delivered to the customer efficiently. In the utensil selling app, this process is supported by inventory tracking, courier partnerships, and return/refund policies.

# 9. Production Planning & Control

Production Planning & Control in the utensil selling app means aligning supplier deliveries, warehouse stock, and customer demand forecasts. The app should monitor fast-moving utensils and manage restocking schedules.

# Conclusion

By following this business process model, the utensil selling app can ensure seamless coordination between suppliers, manufacturing/procurement, and customer delivery, resulting in improved efficiency and customer satisfaction.