

BUSINESS CASE	
Proposed Project	Seeds Sale Website
Date Produced	October 15, 2021
Background	Because of the less stressful living environment, there are also many gardening enthusiasts in the city. However, most people living in cities do not have much planting experience, and because of long winters in Canada and changeable climate condition, it is extremely to choose the suitable seeds with reasonable price. People need diverse seeds supply and planting advices
Business Need/Opportunity	Even people can buy seeds from other places, like Superstore. However, the diversity of seeds is limited and it cannot satisfy people who really love planting and gardening. Our sale website can provide customers with a quantity and diverse supply of seeds and detailed information about all kinds of seeds. Customers can search for their favorite seed types and learn related planting conditions and methods on the website.
Options	Option 1: Create the website to help people find stores that sale seeds. Option 2: Create the website can sale and introduce seeds to people.
Cost-Benefit Analysis	
Option 1	Create the website to help people find stores that sale seeds. Cost-Benefit: We only need to build to main page for our website, and do not need to store users' information because it will be a simple introduction website. But we need a lot of market research to know and look for cooperation with local stores sale seeds. As the website creators, we only need to focus on the market research to finish the project.
Option 2	Create the website can sale and introduce seeds to people. Cost-Benefit: For creating sale website, we need to build a huge database to finish our Model. The users' information, seeds information and sale history should be stored correctly and Model-Controller part need to be connected perfectly. There is less market research to do, we only need to assure seed supply for our website (for example: one or two seeds companies at local). Most of details of seeds can be found from internet. But the website will be more functional and helpful for our users.
Recommendation	
The option 2 is recommended by our team. The high cost and high benefit can steel our team.	