

Car Dealer System Request

Sponsor

- CarMax (the dealership chain owner)
- Share Owners
- Investors
- VC Funding

Business Need

- Could create a simpler way to purchase cars
- Does not rely on humans for accurate information
- All car information can be included on sale page for each car
- Can cut employee costs for in person salesmen
- No need for commission on employees (saves money)

Business Requirements

- Design team to create ads and webpage view
- Software developers to convert these designs to a digital medium
- Server Provider (AWS, Azure, etc.)
- Scalability
- Advertisement professional to evaluate the best location for our ads
- Money to afford the new employees, ad space, and physical requirements (ex: servers, computers for developers, office supplies, etc.)

Business Value

- Moving sales to more accessible location
- Cars can be purchased at any time of day thus unlimited sales windows
- Cars can be purchased on customers time instead of salesmans time
- Ad space can increase company exposure

Special Issues or Constraints

- Process of delivering purchased cars could be patented
- Server cost could outweigh the cost benefit
- Software developers are expensive