**Business Case**

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| **Project Name** | Efes |
| **Submitted To** | Carlos Peres |
| **Submitted By** | Maryia Makayeva |
| **Date Of Submission** | 03.07.2024 |
| **To The Attention Of** | Carlos Peres |

**Executive Summary**

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| In Efes Inc. reception and initial processing of client’s applications are done by managers via personal meeting in the company office. To optimize and accelerate the process we propose launching a company website to increase company income by making application processing faster hence increasing possible amount of processed applications from 15 per day to 35 and customer satisfaction rate. |

**Project Details**

**Reason For The Project**

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| Current process of communicating with clients is inefficient for its’ longevity, amount of employees involved and necessity of client’s personal presence in company office. |

**Project Scope**

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| Project includes creating user interface for website filling process, developing system to analyze received client applications and interface for managers to collect processed data. Integration with Efes Inc. client database, local banks and other in-town lenders is included in this version scope. Though customer learning and scheduled automatic payments are out of scope for this version. |

**Benefits Of The Project**

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| After project implementation amount of processed applications is supposed to double in first two months after launching, which will increase client satisfaction rate, hence boost their loyalty. |

**Alternatives Of The Project**

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| Alternative of the project might be outsourcing of the application processing which economizes time on development process nevertheless this method is much more expensive and restricts future company expansion. |

**Project Risks**

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| Project Costs:   * Website development and testing (8 team members): ~$321,000 * Integration with external systems: ~$70,000 * Website support and maintenance after project finish: ~$5,000/month   First year total cost: $421,000  Annual cost after first year: $60,000  Project Profit (first year):   * Eliminating application processing cost: ~$250,000 * Expected profit from increasing number of processed applications: ~$374,000   First year total profit: $93,000  Annual profit after first year: $845,000 |

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| Integrations with bank systems might cause delays in project realization that are not associated with team, but with bank internal systems respectively increase cost of the project. Risks might be associated with personal data security as well. As application will contain valuable personal data it may be attacked, hence implementation of a high-level data protection system is required. |

**Anticipated Project Costs And Profit**

**Project Approach**

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| The project will follow an Agile approach with frequent iterations and constant stakeholders’ participation. It will include 4 weeks sprints consisting of sprint planning, daily meetings with team and sprint retrospective. |

**Schedule**

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| Efes project is expected to be finished in 6 month by 4 weeks iterations. MVP is expected to be ready 1 month after the project launching. |

**Assessment**

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| Staying loyal to previous business system, company risks falling far behind competitors. Project will let company develop and grow in perspective as well as stay in market. |

**Final Recommendation**

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| Efes project will let Efes Inc. accelerate its’ growth and become leaders of the market by enlarging its’ client base via technologies. |