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## Business Case: Laborerr

1.0 Introduction/Background

Laborerr is a company that offers freelance services. The company functions as a platform for freelancers to host their services. The company is looking to expand its service to an online medium to serve more customers throughout Iraq and Kurdistan, They are exploring ways to transform their company into a digital company.

2.0 Business Objective

Laborerr objective is to make a website to host its marketplace. The website will increase profitability by providing access to their marketplace to any freelancer and customer across the country rather than having to visit Laborerr's office. The website will broaden Laborerr’s reach as it can be accessed by anyone in iraq. It will make it easy for customers to browse their options.

3.0 Current Situation and Problem/Opportunity Statement

Laborerr currently provides freelance services through social media sites such as Instagram and facebook, and also through physical offices throughout the country. While these mediums have served the company well throughout its infancy, the company has grown considerably and now wants to invest in an independent website to host its growing catalogue ocf freelancers.

4.0 Critical Assumptions and Constraints

· Lack of freelancers: There may not be enough freelancers to populate the website.

· Payment methods: Multiple payment providers need to partner with us.

· Quality assurance: It is difficult to make sure that every freelancer adheres to quality standards.

. bad marketing strategy: Attracting users should be by using a good marketing strategy.

5.0 Analysis of Options and Recommendation

There are three options for addressing this opportunity:

1. Do nothing: Have the company continue doing business from the office
2. Outsource the creation of the website to a third party.
3. Build the website in-house.

We decided to tackle the challenge ourselves, the 3rd option is what we are going with.

6.0 Preliminary Project Requirements (features)

1. Train developers on coding using html, css, and javascripts.
2. 3 PCs with economic features
3. Use GitHub or GitLab to manage and track changes in the code.
4. Using Discord for communication and Notion for managing the project
5. Provide snacks and set relaxation space

7.0 Budget Estimate and Financial Analysis

It is expected for the entire project to cost 0 dollars. As the developers are working to attain a grade instead of money

8.0 Schedule Estimate

The project should be completed by May 27th in time for the project presentation in class. The project preparation started on February 23rd, that means that the project has three months to be completed.

9.0 Potential Risks

There are certain risks associated with this project . Since we are dealing with payment transactions, credit card theft is the foremost risk.