PROJECT DOCUMENTATION

#### BUSINESS CASE

| **Project:** | **E-Commerce Website for SKANDA**  **by Sarasi Samarasinghe.** |
| --- | --- |
| Release: | April 2022 |
| Date: | 03rd March 2021 |
|  |  |
| **PRINCE2** |  |
|  |  |
| Author: | M. Sonali Silva (Start-up Manager) |
| Owner: | Dr. Yasas Jayaweera (Project Executive) |
| Client: | Mrs Sarasi Samarasundara. |
| Document Ref: | BusinessCase\_SKANDA |
| Version No: | 1.0 |

# 1 Business Case History

## 1.1 Document Location

This document is only valid on the day it was printed.

The source of the document will be found on the project’s PC in location.

## 1.2 Revision History

**Date of this revision**: 03/03/2022

**Date of Next revision**:

| **Revision date** | **Previous revision date** | **Summary of Changes** | **Changes marked** |
| --- | --- | --- | --- |
| 03/03/2022 |  | First issue |  |

## 1.3 Approvals

This document requires the following approvals.

Signed approval forms are filed in the Management/Specialist/Quality section of the project files.

| **Name** | **Signature** | **Title** | **Date of Issue** | **Version** |
| --- | --- | --- | --- | --- |
| Dr Yasas Jayaweera |  | Project Board | 03/03/2022 | 1.0 |
| Adithya Narasinghe |  | Project Manager | 03/03/2022 | 1.0 |
| Mrs. Sarasi Samarasundara |  | Client | 03/03/2022 | 1.0 |

## 1.4 Distribution

This document has been distributed to:

| **Name** | **Title** | **Date of Issue** | **Version** |
| --- | --- | --- | --- |
| Adithya Narasinghe | Project Manager | 03/03/2022 | 1.0 |
| M. Sonali Silva | Start-up Manager | 03/03/2022 | 1.0 |
| J. M. Pasindu Lawantha Bandara | Quality Manager | 03/03/2022 | 1.0 |
| Madapathage Don Kanishka Gimhan | Risk Manager | 03/03/2022 | 1.0 |
| S. K. Helani Sihara Jayawardena | Scheduling Manager | 03/03/2022 | 1.0 |

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### Business Case

## 3 Purpose

The major goal of the Business Case Document is to provide the essential justification for conducting the project, which is primarily based on two facts: the estimated development cost and the potential business advantages.

## 4 Reasons

* Business requirement.
* Improve the organization's efficiency.
* Technology development.
* Sales and revenue motivation.
* To balance demand and supply chain.
* Increase efficiency and productivity in the organization.
* Take on the business world strategically.
* Customer satisfaction.

## 5 Options

The most suitable option is to develop an e-commerce website that can be accessed by users through a mobile device or on a desktop computer with a web browser, and an internet connection is needed in both cases. And also to integrate the website with an online payment gateway to conduct online transactions.

## 6 Benefits Expected

* Increase the sales and revenue.
* Enhance customer satisfaction and experience.
* Expansion of the supply and services according to customer demand.
* Cost and wastage reduction.
* Strengthens data quality.
* Reduce time waste.
* Better support for High-Level Decisions.

## 7 Risks

* Exclusion in scope definition
* Estimation Issues
* Inaccurate cost estimation
* Lack of proper communication between stakeholders
* Conflicts between stakeholders and the team
* Turnover of stakeholders
* Misunderstandings among team members
* Overloading in Change Management
* Lack of Proper Change Management
* Shortage of Resources

## 8 Cost

| **Expense** | **Description** | **Basis** | **Unit** | **Rate**  **(Rs.)** | **Amount (Rs.)** |
| --- | --- | --- | --- | --- | --- |
| **Charges for the set up** | | | | | |
| Domain Purchasing | Registration of Domain | Domain Per Year | 1 | 5,000.00 | 5,000.00 |
| Purchasing a hosting service | Purchase of space for Hosting | Per Year | 1 | 8,000.00 | 8,000.00 |
| Purchasing a wordpress template. | Purchasing of a wordpress template that matches the finalised designs. | One time purchase | 1 | 12,000.00 | 12,000.00 |
| Payment gateway subscription | Subscribing to a payment gateway to get the service | Per Year | 1 | 35,880.00 | 35,880.00 |
| **Planning** | | | | | |
| Client Requirement Gathering | Understanding the Requirement & Consultation. | Per Hour | 4 | 1,500.00 | 6,000.00 |
| Other Expenses | Printouts & Photocopy | Per Copy | 100 | 10.00 | 1,000.00 |
| **Design and Development** | | | | | |
| Content Writing | Copywriting for the web pages and how to use documents | Per Hour | 20 | 500.00 | 10,000.00 |
| Web Design and Development | Creating & configuring the website based on the approved Design & Specification | Per Hour | 40 | 1,000.00 | 40,000.00 |
| Graphic Designs | Creating graphics for the website | Per Artwork | 15 | 1,000.00 | 15,000.00 |
| **Deployment** | | | | | |
| Final Review & Deployment | Final Testing and Deployment of the website | Per Hour | 15 | 1000.00 | 15,000.00 |
| **Total Estimated Cost** | | | | | **147,880.00** |

## 9 Timescales

The project is supposed to be completed in ten weeks. The system will be designed and tested within the specified time frame. All of the relevant documentation for the project procedures, on the other hand, will be prepared in parallel.

## 10 Investment Appraisal

Project Life – 4 years

Investment 300,000.00

Initial Development Cost (147,880.00)

Maintainance Cost (3 years) (146,640.00)

Additional Sales Expectation (4 years) 400,000.00



Net Profit 405,480.00

ARR = [(400,000/4) / 300,000] \* 100

= (100,000 / 300,000) \* 100

= 33.33%

ROI = (Net Profit/Total Investment) \* 100

= (405,480/300,000) \* 100

= 135.16%