**Business Case BargainHunter**

**Introduction**

| **Business Case Conceptual Structure** | **Definitions** |
| --- | --- |
|  | **Customer:**  A customer is an individual or business that purchases another company's goods or services.  Customers are important because they drive revenues; without them, businesses cannot continue to exist.  **Supplier**:  A supplier is a person, business, or entity that provides products, data or services to another entity.  **Stakeholder**:  A person with an interest or concern in something, especially a business.  Stakeholders encompass all individuals or groups who have a vested interest in the performance of the business.  **Business Model:**  The term *business model* refers to a company's plan for making a profit. *Examples: Freemium, Subscription, Advertising, etc.*  **Distribution Channel:**  A distribution channel is a path that a product or service could take on its way to market. What's a direct distribution channel? A direct distribution channel is one where a company sells directly to the consumer, usually through their website or retail store. |

**Application Name: BargainHunter**

| **Category** | **BC Section** | **Questions** | **Answers** |
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| WHAT? | **Value Propositions** | What Customer business needs are we satisfying? | Our project, "BargainHunter," aims at exchanging used items among students while also meeting housing needs through a web-based platform. This platform enables students to discover budget-friendly accommodations within their designated price range.   1. **Convenience for Students:**   The “BargainHunter” enhances the overall student experience by providing practical solutions to everyday needs while promoting financial responsibility and community engagement.   1. **24/7 Accessibility:**   With a web-based platform, students can conveniently browse and access housing and merchandise options from anywhere with an internet connection. This accessibility streamlines the process of finding suitable accommodations and products without the need for extensive physical searches or visits. |
| What value do we add to the Customers? | The value we add to the customers-   1. **Community Engagement**: The exchange of used items within the campus community fosters a sense of belonging and camaraderie among students. It encourages interaction and collaboration, creating a vibrant and supportive campus environment. 2. **Cost Savings**: By exchanging used items and finding budget-friendly accommodations, students can save money on essential items and housing expenses, allowing them to allocate their resources more efficiently towards their education and other needs. 3. **Convenience**: The convenience of accessing a web-based platform for housing searches eliminates the need for students to spend extensive time and effort searching for accommodations through traditional methods. They can easily browse available options, compare prices, and make informed decisions from the comfort of their own devices. |
| **Type of Business Model** | What type of business model do we adopt? | **Subscription & Advertising Model**   * **Subscription-Based Services**:   + Students seeking to list their used items for exchange or sale within the campus community could subscribe to premium membership tiers.   + Premium membership might offer benefits such as increased visibility for listings, advanced search features, or priority support.   + Revenue would be generated through recurring subscription fees paid by students who opt for premium membership levels. * **Advertising Brokerage**:   + The web-based platform for discovering budget-friendly accommodations could serve as a marketplace for landlords and property owners to advertise their rental properties to students.   + Revenue could be generated by charging landlords and property owners for advertising space on the platform.   + Advertising packages might include options for featured listings, targeted promotions to specific student demographics, or sponsored content. |
| **Key Resources** | What Key Resources do our value propositions require? | The key resources required to support the value propositions of our Customer portal system include:  **Key Resources:**  Technology Infrastructure, Human Capital, Community Network.  Convenience, Sustainability, Community Engagement, Financial Accessibility.  A secure database, a verification system, and a customer support which includes various options |
| What are our Distribution Channels? | Our distribution channels focus on digital platforms and partnerships to reach a broad audience within the college premises.   1. **Website**   Our website serves as a central distribution channel where the Seller and Customer can Connect for Buying and Selling.   1. **Social Media Pages**   Utilizing social media platforms such as Facebook, Twitter, LinkedIn, and others allows us to reach and engage with a broader audience. We can use these platforms to share updates, educational content, and engage with potential customers. |
| **Technology** | What technology will we use to build the product? | **Front-end technology:**  HTML, CSS, JAVASCRIPT, REACT  **Back-end technology:**  Java , Node.js  **Database:**  MySQL, MongoDB, Firebase |
| Is it a mobile or desktop application? | It is a web-application. |
| **Known Prototypes** | What are the known prototypes of your product?  Reference some known portals on the Internet that are similar to your product. You will use these prototypes for developing business, user requirements. | **List of Prototypes:**  [Facebook Marketplace: buy and sell items locally or shipped | Facebook](https://www.facebook.com/marketplace/)  <https://newyork.craigslist.org>  <https://www.airbnb.com>  <https://www.zillow.com> |
| WHO? | **External Customers** | Who are our Customers? | * Sellers (Students Working Professionals) * Buyers * Retailers * Wholesalers |
| **External Suppliers** | Who are our Suppliers?  Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc. | * Property owners * Landlords * Third-Party APIs   "The BargainHunter system exchanges data with external systems to enhance functionality:  **Housing Needs:** Interacts with real estate databases for up-to-date accommodation information.  **Used Item Exchange:** Links with external e-commerce platforms for item exchange and logistics.  **Financial Transactions:** Communicates with banks/payment processors for secure transactions.  **Delivery Services:** Exchanges data with external delivery contractors or property management systems. |
| **Internal Stakeholders** | Who are our internal Stakeholders?  Do we need a product development group?  Do we need a sales group?  Do we need a finance group (accounts payable, receivable)?  Do we need a customer support team?  Do we need an advertising management group? | Our internal stakeholders include developers, database administrators, product management teams, and quality assurance teams who are responsible for building and maintaining the customers portal system.  Yes, we will need a product development team. Our customer portal system is complex, involving multiple features and integrations, having a dedicated product development group can be beneficial. This group can focus exclusively on designing, developing, testing, and maintaining the system.  Yes, we do need a sales team. Our sales group will play a crucial role in driving revenue generation, fostering partnerships, and ensuring the financial viability and growth of the platform. Their proactive efforts contribute to expanding the platform's user base, enhancing the value proposition for stakeholders, and solidifying its position within the campus community ecosystem.  Yes, a finance group provides strategic guidance, financial oversight, and operational support to ensure the platform's financial well-being, sustainability, and success in achieving its objectives. Their expertise in financial management and analysis is essential for making sound financial decisions, optimizing resource utilization, and driving long-term value creation for the platform and its stakeholders.  Yes, a dedicated customer support team plays a vital role in enhancing user satisfaction, resolving issues, and maintaining the trust and integrity of the platform. Their proactive approach to user assistance and engagement contributes to the overall success and sustainability of the platform within the campus community.  Yes, an advertising management group plays a vital role in driving advertising revenue, fostering strategic partnerships, optimizing ad campaigns, and ensuring compliance with advertising standards. Their efforts contribute to the financial sustainability and growth of the platform while enhancing the overall user experience for both advertisers and users. |
| WHY? | **Expected Benefits to the customer** | Why do we believe our new products will be better than those already existing on the market? | We believe that our Portal system will be better than the existing solutions on the market for following reasons:   1. Market Gap Identification 2. Unique Value Proposition 3. Customer-Centric Design 4. Innovative Technology or Design 5. Quality and Reliability 6. Brand Reputation and Trust 7. Agility and Adaptability |
| Why would the Customers want to use our system? | The customers would want to use our Portal system for various compelling reasons:   1. Convenience 2. Cost Savings 3. Community Engagement 4. Access to Variety 5. Transparency and Trust 6. Safety and Security 7. Ease of Use 8. Customization and Personalization |
| HOW? | **System Use** | How will the External Customers use the system?  What is the main system scenario for the External Customers? | Here's a breakdown of how external customers will use the system:   1. **Registration and Account Creation:**   Sellers and Customers start by registering on the Portal system. They provide personal information and create an account with a unique username and password.   1. **Browsing and Searching:**  * After registration, customers can log in to the system. * Customers browse the system to search for their required products based on specialties, location, or other criteria. They can view sellers' profiles and learn more about them and reviews from other customers.  1. **Monetization Potential:** Integrating advertisements into our platform presents a lucrative revenue stream, allowing us to capitalize on the large user base and high engagement levels typically associated with online platforms 2. **Targeted Advertising**: Our platform enables targeted advertising, providing advertisers with the opportunity to reach a highly relevant and receptive audience based on user behavior, preferences, and demographics, thereby maximizing the effectiveness and value of their ad campaigns.   The main system scenario for External Customers are-:  **User Registration:**  External customers, who are likely students or individuals seeking used items or accommodations, initiate their interaction by registering on the BargainHunter platform. During registration, they provide essential details such as their email address, username, and password.  **Exploration and Search:**  After registration, external customers explore the platform to discover budget-friendly accommodations and used items available for exchange. They utilize search functionalities and filters to narrow down their preferences, including price range, location, and item categories.  **Item Listing or Accommodation Search:**  External customers who want to exchange used items create listings by providing details such as item descriptions, images, and desired exchange terms. Alternatively, those seeking accommodations use the platform to search for available housing options based on their designated price range and preferences.  **Communication and Negotiation:**  External customers engage in communication with other users to negotiate terms for item exchange or accommodation rentals. This may involve messaging features within the platform to discuss details, arrange viewings, or finalize agreements.  **Transaction Execution:**  Once negotiations are successful, external customers proceed to execute transactions. This could involve confirming item exchanges or finalizing rental agreements for accommodations through the platform.  **Review and Feedback:**  After completing transactions, external customers have the opportunity to leave reviews and feedback for other users. This contributes to the platform's community-driven feedback system, helping build trust and credibility. |
| What is the main system scenario for the Internal Customers? | The main system scenario for the internal Customers are-  **Administrative Access:**  Internal customers, such as platform administrators and support staff, access the system through administrative interfaces using secure login credentials.  **User Management:**  Administrators manage user accounts, including verifying registrations, handling account issues, and ensuring compliance with platform policies. They may also handle account suspension or removal when necessary.  Listing and Content Management:  Internal customers manage and moderate item listings and accommodation details. They ensure that content adheres to community guidelines, quality standards, and legal requirements. This involves reviewing and approving/disapproving listings.  **Premium Feature Management:**  If the platform offers premium features or subscription plans, internal customers handle the management of these features. This includes monitoring subscription plans, addressing user inquiries about premium services, and ensuring that premium features function as intended.  **Transaction Monitoring:**  Internal customers monitor transactions on the platform, ensuring that exchanges and accommodation rentals proceed smoothly. They may intervene in case of disputes or issues and provide support to users when needed.  **Feedback and Review Management:**  Administrators handle the management of user reviews and feedback. They may moderate reviews to prevent misuse or inappropriate content, and they address any disputes or concerns raised by users. |
| **Revenue Generation, Revenue Streams** | How will we make money?  Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc. | **Here are some ways we can make money:**   * **Subscription-Based Revenue:** Provides a steady stream of income from students who value premium features and enhanced visibility for their listings**.** * **Advertising Revenue:** Offers landlords and property owners a targeted platform to reach a captive audience of students seeking housing options, creating value for both parties. * **Transaction Fees (Brokerage Income):-**Charge a small fee for successful item exchanges or accommodation bookings. * **Renting:-** Offering a rental service for premium features or equipment within the platform. Users could rent enhanced search filters, additional storage for item listings, or other valuable features for a specified period. * **Leasing:** A leasing model for certain premium assets or resources on the platform. This could include leasing highlighted accommodation listings, featured ad spaces, or exclusive promotional slots to businesses seeking extended visibility. * **Licensing-**:Explore licensing agreements with other platforms or businesses that may want to use or integrate specific features or technologies developed for BargainHunter. Licensing can provide an additional revenue stream through collaboration with external entiti**es.** |