

Capstone: Company Overview, History, Problem, and Solution

Information Systems Development and Design and Capstone Course (IS-5303)

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Company History



Company name	Serve on Door Pvt. LTD
Type of business structure	E-commerce business.
Established on	15 Dec, 2018
Website	www.serveondoor.com
Ownership/management team	Poonam Pawar (CEO)
Location	Warsaw, Indiana
Company history	Serve on Door (SOD) is a Warsaw-based e-commerce company established in Dec' 2018. Warsaw's weekend farmer's market was the inspiration behind the inception of SOD. There are many small and local vendors whose business is limited to fewer customers. SOD will give all the vendors/ sellers/ service providers a common platform to expand their business.
Products/services and target market	At the initial phase of SOD, the company will accept few requests from end-users, which includes airport transportation, grocery request, lawn maintenance, ice cleaning, and other household services. For a vendor/ seller, SOD will provide an option to advertise their service directly in www.serveondoor.com . SOD will target to lure all vendors and customers, from Warsaw and nearby Kosciusko county towns.
Objectives	SOD wants to boost the local economy by giving all the nearby businesses/ sellers/ vendors an online platform to reach to the maximum number of potential customers. SOD will also strategize the advertisement plan to increase the profits with the help of social media.
Mission statement	To develop and deliver an e-commerce organization that provides all local business and an opportunity to join us in boosting the local economy by bringing the services to the door of the customers with ease.
Vision statement	To bring all the nearby business close to the consumers so that we can reach our common goal of providing quick and effective services.

Existing Problems – How does it affect the business?

SOD is a Warsaw-based, family-owned business intended to provide all nearby families a commonplace to request for various services. There are many local vendors, sellers, drivers, mechanics, plumbers, carpenters, janitors, and other service providers, who operate within their familiar network. There are a few main limitations or problems with the existing local business structure:

- Most of the local business never gets a chance to reach to their maximum potential customer.
- Many vendors/ sellers don't have a place to sell/provide their services/goods.
- Vendors need to work hard to reach to their customers.
- Customers have limited options for service providers.
- The local economy is restricted and does not generate the ideal monetary value, employment, and customer satisfaction.

SOD will be very effective to mitigate all these problems and bring new opportunities for the local business to grow and flourish quickly. SOD will also help in increasing the employment and economic status for the working class population. The business is not limited to provide services to vendors and customers. The main idea behind SOD is to bring the local community closer where the service provider and the user can have easy and quick communication.

Proposed Solution – How will it improve the business?

SOD is intended to bring all the local business to the door of the customer. The e-commerce website will give the common platform from where the customers can check, compare, and select the most appropriate service provider for their requirements. SOD will also give the local

business a common platform to reach out to the maximum customer. The business is estimated to bring a 30% rise in the local business sales, plus at least 15% profit to the company for every service request. SOD will also get additional profit by advertisement requested by local vendors and companies to list them in the website. The current scope of the SOD will provide below services:

- Airport and bus station transport facility.
- Provide on-demand services for house cleaning, carpet cleaning, lawn maintenance, ice cleaning, and other household services.
- Grocery delivery services from the nearby store to home.

SOD will help in improving the business and user-experience because:

- SOD will simplify the user-experience as none of the users has to physically go to the vendor, rather www.serveondoor.com will be there shopping place.
- SOD can help vendors reach out to especially challenged customers, like elder people, physically challenged persons, or even customers from busy-working class.
- The service will be cost effective and quick as the customers and vendors are geographically close to each other.
- Local business and service providers can reach to the customers easily.
- Customers will have more options to choose from.
- Scope for growing the business is limitless.