

## **Capstone: Project Proposal**

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

Poonam Pawar

1429329

Trine University

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**Name and/or type of Company/Organization**

<b>Name</b>	Serve On Door (SOD)
<b>Website</b>	<a href="http://www.serveondoor.com">www.serveondoor.com</a>
<b>Motto</b>	We are here to serve you.
<b>Type</b>	Online request based service provider
<b>Region</b>	Warsaw and other Kosciusko County cities.
<b>Services</b>	Airport Transport/ Grocery Delivery/ Home maintenance

**What is the specific business problem or need the company has and why is it important?**

Serve on Door (SOD) is a company intended to provide various home services to nearby families. The company is based in Warsaw, Indiana. There are many local vendors, mechanics, plumbers, carpenters, janitors, and other service providers, who operate within their network. SOD will bring all the local service providers into the same organization. As a customer or consumer, a service request can make from SOD website, and the SOD will coordinate and provide the services directly to the customers. With the frequent increase in population and nearby businesses, SOD can bring more local businesses to new customers on a regular basis.

SOD is very important for the local community as it can connect local service providers directly to the customers. The current scope of the SOD will provide below services:

Transport facilities to the nearby major airports, and bus stations.

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.

**What is going to be your solution (e.g. an ordering system, website, app, etc.)?**

SOD is operated via website **www.serveondemand.com**. SOD will have multiple options to request for services based on service type which will include grocery delivery, transport request, and household services. The website will also have options to book services for future dates and specific time.

**What value will this bring to the business? (Increase sales, decrease costs, etc.)**

With earlier customer to business interaction in Warsaw, all local companies and small vendors were highly depended on customer's knowledge to bring business to them. With the inception of SOD, all customers need to visit **www.serveondoor.com** to find the solutions for most of the required services. The intention of the business is also to provide services on optimal rates. 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. SOD will open new doors for new local business by giving them the platform to lure more customers and increase in local business.