**Mobilization of Products Via Amazon Logistics**

**Milestone: Project Proposal**

Group 6

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**Proposal:**

As online shopping is booming, retailers are forced to maintain same products at various warehouse locations so based on the customer location, the item can be shipped quickly and easily. With increased number of customers, increase number of addresses, increase number of products, the efficiency of the product reaching the customer has significantly decreased on the months for Amazon. A customer in our proposal is any person who is searching in our catalog of items, interested in an item, places the order for it and pay for it. Logistics who we chose to support is via Amazon as our primary logistics partner but as ancillaries also have all the standard shipping company connections. Depending on the loyalty of the customer, incentives or one time offers can be given to the customer to attract their attention which increases product sales. Our project will model the efficient way to attract the customer into buying the product from our market and have their item reach them fastest and cost-effective way.

**Theory:**

Focusing on keen customer satisfaction would be our first and foremost priority in building confidence and trust in our company. Those customers spreading the word and social media advertising will be our source of increasing the number of customers, type of products to be sold, and according to the region maintain enough products to mobilize the orders instantly when the orders are placed.

Company will consist of the following departments: customer care, order management, warehouse management, marketing team, IT team. Each department will work to satisfy the main moto of the company to make the customer satisfied with service received and build network. Customer details consisting bit of personal information will be stored which consist of age, gender, shipping address, customer preferences, search history. These sets of data will help the database filter and suggest their interest of products and attract the customer to buy the products and having the items ship to them the fastest way possible to decrease the timeline of having the product move from the warehouse to the customer location.

The proposal will need to have a database and multiple servers to withstand multiple requests from various locations and process requests without any hassle or delays. The database should have the capability to store customer interests, age, gender, and search preference so next time the customer browses new products suitable for their interests are presented. The same set of data can be used to suggest a new incoming customer who could possibly have the same set of interests and preferences. The database will need to store and record data based on the timeframe as to what type of items are being ordered in which regions so that the respective warehouses can maintain sufficient stock and mobilize the products with less effort, increase efficiency, and cost effective to the customer and internally to the company. Each time a new customer is created in the database, the system should be able to link preference and auto suggest increasing the interest of the customer. Time to time, this data is pulled to analyze the trend to our internal marketing team to possibly propose new features or new departmental additions to increase and grow our company.

**Ancillary Items:**

1. Database and servers are to be multi-node and multi-output devices.
2. A customer can create an account and browse but no orders can be created.
3. A customer can influence number of new customers nor have no influence at all.
4. A product can be introduced into our database newly but it’s not necessarily a new product in the market.
5. A customer can order multiple items and not all items can be within the same warehouse.
6. The logistics team can use own or other shipping methodologies to have the product mobilized and reach the customer within a short period.
7. At times due to natural calamities, mobilization of products maybe not be possible from one warehouse and in that case would need to be mobilized from other warehouses which would mean the company would need to digest those additional costs to keep the customers satisfied.