

Retail Audit Application

**EXECUTIVE SUMMARY**

Power Root started in 1999 in Johor Bahru, Malaysia wanted to share the vision of great instant coffee & tea. Power Root took their products inspired by the herbs of the rainforest, Eurycoma Longifolia Jack (Tongkat Ali) and Labisia Pumilia (Kacip Fatimah) to 48 countries around the world and in 2006, to the Middle East.

Power Root (hereafter referred to as “Client”) has requested Verbanet Technologies LLC., trading as Verbat Technologies (hereafter referred as” Verbat”) to develop an application to conduct audit against retailers to improve the marketing strategy of the product by reviewing the observations of the audit and hence to enhance the product-sales.

The business objective of the client is to evaluate and improve the sales strategy by Retail Auditing and there by optimizing their business.

**THE SOLUTION**

After the initial analysis of the requirements provided by client, Verbat proposes to develop an android mobile application with the features and functionalities as described below:

The actors identified for the application are:

* Admin
* Auditors

The detailed functionalities of each actor is described below:

**Admin:** Admin uses the web application to review and monitor the audit observations. The features envisaged for the admin module are:

* Login:

Admin can login to the application with predefined username and password

* User Management:
  + Admin can manage (add / edit/ delete) the Auditors
* Master Management:
  + Products
  + Retailers
  + Add products to Retailers
  + Competitor
* Audit Schedule :

Admin can schedule auditor to periodic/recurring audits.

* + Select Auditor
  + Assign shops to Auditor
  + Specify the date and time
* Audit Analytics:

Admin can review the audit observations to conduct marketing analysis. The observations will be based on:

* + - Availability Summary
    - Price Positioning
    - Competitor Tracking
    - Planogram Compliance
    - Promotion Strategies
    - Store vise report Login
* Logout:

Admin can logout from the application.

**Auditor** : Auditor uses the android mobile application to conduct audit against retailers. Once the observations are collected, the same will be updated to the web application in real time.

* Login:
* Auditor can login to the application with predefined username and password created by the admin.
* Auditor Dashbaord:
* Auditor Dashbaord includes the below:
  + Trade Coverage
    - * Availability of the product
      * Price Positioning
      * Competitor Tracking
      * Planogram Compliance
      * Promotions and Sampling
      * Audit Findings and Recommendations
      * Audit Evidence
      * Survey Report
      * Call Audit
  + New Retailer
    - Auditors can add new retail shops which are not listed in the trade coverage using this feature.
* Logout:

Admin can logout from the application.

Note:

* *Audit findings and recommendations can be a text or audio recording.*
* *Audit Evidences can be photos.*

**Assumption**

The project solution is created from the initial understanding of the requirement. The proposed solution is based on the following assumptions for the application.

Objective:

* To develop an android retail audit application with features and functionalities are defined in the “Solution” section.

Design:

* Client to provide Verbat with the branding guidelines.
* Verbat is free to use custom made template for design, if required.
* Client shall provide licensed images and logos in specified size & format

Development:

* The proposed application front end and backend would be developed in English.
* System will be built with enough basic architecture to accommodate future additions / enhancements.
* Detailed system study is required before the start of the project.
* Admin can manage the users of the application.
* Requirements should be well defined, agreed and signed-off by the client.
* Verbat assumes that all sign-offs from Client will be provided within agreed and specified timeframe.
* Product details will accept the documents only in Excel format.
* Price Listing of the product will be its competitive price not the SRP.
* Auditors device should have an internet connectivity through out the audit session.
* Availability of the product in the Trade coverage list is restriced to the retail store.
* The client will finalize the functional requirements and prototype before the commencement of the development.
* Client will provide sample data to test the entire application.
* Testing of web application will be done in latest versions of Google Chrome, Mozilla, Edge and Safari web browsers.
* Client will procure templates, SSL certificates (if applicable)
* Client will host and manage the application on infrastructure (server / cloud) recommended by Verbat for managing database and application backup inclusive of images.
* Application and data backups are subject to the purchase of such services at an extra cost.
* During the requirement gathering phase, authorized personnel from the Client’s side is expected to be available for discussion and finalizing the HLD (High Level Design), before development commences.
* Internet connectivity is required for the functioning of the web application.

**Out of Scope**

With the ever evolving digital market, the requirement should be clear to both the parties involved. Hence the following are considered to be out of scope while creating this proposal.

* Purchase of images, fonts and domain names
* Any language other than English
* Manual data entry
* Database migration
* Content writing
* Content or image procurement or uploading or editing.
* Audit Trail
* End user testing and load testing
* Adding new features to the application other than mentioned in the solution. Such requests will be handled via change management. For Change management details, please refer section titled “Change Management”.
* Annual Maintenance of the application (Bug fixing, debugging)- For AMC details, please refer section titled “Maintenance and Support”
* Hosting Infrastructure and Maintenance (web and email hosting), unless contracted for.
* Application Deployment on the server, unless contracted with Verbat.
* Backup solution and Disaster recovery unless contracted for.
* Physical deployment onsite / installation of the application in devices and Physical connection, installation of system.
* Integration with third-party, if any, other than mentioned in the functional requirements.
* Hardware Integrations / procurement and purchase
* Procurement of SMS gateway / payment gateway / email gateway
* Integration of SMS gateway / payment gateway
* SSL Purchase and installation, if any
* Plugin/template purchases, if any
* Relevant / related software libraries
* SRP or RRP of the product listing.
* Auditor tracking.