# INTRODUCTION

The goal of this document is to provide the specifications for the analysis, new design, development and implementation of the **“Business Market”** website.

# PROPOSAL

A new web design is requested in order to support the launching of a new company called “Business Market”. The website will be an advertisement platform for companies willing to be sold. Company owners who want to advertise their companies should pay a fee, which could be for 3 months, 6 months and 12 months. This payment will be made through Paypal (Paypal system or credit card).

The new company will operate its business model through the web site, so this web site is going to be the main business tool for the company. Therefore a simple design will be made in order to make the website attractive for users.

The website should be developed under a Content Management System (CMS) and it should be easy to maintain for non-IT staff.

The new website functionalities will be similar to the ones offered by [www.businessmarket.ch](http://www.companymarket.ch) with the following updates/changes:

* There will be 6 different user profiles:
  + Seller: business owner willing to sell his business.
  + Franchise: franchiser company searching for new franchisees.
  + Expert: consultant companies offering specific services for companies. Experts could add advertisements to the platform from their customers.
  + Partner: premium user who can add advertisements to the platform based on a credit system (they buy packages of advertisements). These users will have a specific advertisement on a lateral, managed by the platform.
  + Website administrator (this user profile will be used by the company employees for daily maintenance of the platform).

(JORGE) This user profile is intended for supervising the users, the ads, the payments, etc.

* + System administrator. - Admin?

(JORGE) Yes.

* The advertisement functionality will be moderated, i.e. website administrator will validate all the advertisement before being published on the platform.
* The baseline navigation and content have will be defined in the kick-off meeting.
* This advertisement platform will have two types of advertisements:
  + Regular advertisements – What is the difference?

(JORGE) Customer will pay an additional fee if he wants to have his ad on the home screen as sponsored ad. If there are more than 4 sponsored ads on the home page, there should be a system to automatically change them after some time.

* + Sponsored advertisements
* The platform should include a search functionality and a news subscription system.
* Every advertisement will have a defined selling record.
* The new website should support for the end user the following languages:
  + German
  + English
  + Spanish
* Payment gateway integration (Paypal).
* The administrative part of the new website should support to enter the needed information in the end user languages, although it is not necessary that it should offer such languages for the daily administration work.

# DATA

Newusers / "neuer Benutzer"

* GERMAN: Name, Vorname, Adresse, PLZ/Ort, E-Mail, Telefon, Mobil
* SPANISH: Nombre, Apellido, Dirección, Código Postal / Lugar, E-mail, Teléfono, Móvil
* ENGLISH: Name, Surname, Address, ZIP Code / Place, E-mail, Telephone, Mobile

New ads / "neue Anzeige"

* GERMAN; Titel, Detailbeschrieb, Branche, Ort/Region, Verkaufspreis, Umsatz, Anzahl, Mitarbeiter
* SPANISH: Título, Descripción, Rama, Lugar/Región, Precio Venta, Facturación, Trabajadores
* ENGLISH: Title, Description, Branch, Place/Region, Selling Price, Turnover, # Employees

Customer server:

<https://pan.citrin.ch:2083/>

user: business

pwd:

(JORGE) Pwd missing.

Paypal Access:

<https://www.paypal.com/ch/webapps/mpp/home>

UserName: [info@businessmarket.ch](mailto:info@businessmarket.ch)

Passwort: 19072000JANNA

# ADDITIONAL INFORMATION

Registration flow is described on the screenshots. - Sorry I could not able to open this link. Please send me other format.

(JORGE) I don’t understand your question. Are you talking about the screenshots? If so, I am using a program called Pencil ([http://pencil.evolus.vn](http://pencil.evolus.vn/)). Please find attached the source file.