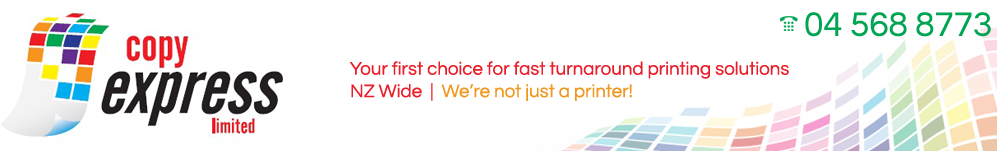
# The Client



<http://www.copyexpress.co.nz/>

**The Context**

Copy Express Ltd is a print service centre that is situated on the main street of the Lower Hutt suburb of Petone. It is surrounded by small boutique shops that attract foot traffic for casual shoppers and café diners. Copy Express focuses on providing a fast and efficient service to walk in clients (cash and on-account) and local small to medium sized businesses including Real Estate agents. They provide a design and print service that includes Business Cards, Flyers, Cards, Booklets, Commercial Printing and some photo copying.

With the aim of providing an improved service and to gain market share, Copy Express would like to adopt a Web to Print service that not only meets the modern customers’ requirements but also streamlines their business process.

# The Challenge

**To achieve the best balance between features and price;**

1. Online print ordering system for both public and corporate customers (may use a library of templates, including customer specific templates).
2. Customer management, including job histories. Job costing for specific categories of job. Web ordering, management of customer templates and work items. CRM, automated email reminders.
3. Production management, including pre-printing, printing (possible job automation, queue management etc.), post printing, invoicing and shipping.

# The Goal

* Conduct a business analysis of the functions required and desired by Copy Express.
* Survey, and conduct a selection process on market offerings to fulfil these requirements.
* Implement, customise, configure and test the selections
* Possible integration to Xero accounting required

# The Team

Chesda Reth

Helen James

Hema Pasupuleti