

# **New Bombay Sandwich**

**Business Requirement Document (BRD)**

**08/01/2025**

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# 1. Project Overview

**Project Name:** New Bombay Sandwich Business Improvement

**Project Owner:** Mihir Rathod

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**Date:** 08/01/2025

## 1.1 Business Background

New Bombay Sandwich is a food stall launched on December 20, 2024, in Bilimora, Gujarat, aiming to provide affordable yet tasty sandwiches. Initially located in a market area, the business faced fluctuating sales and low footfall. Various strategic changes, including menu redesign, location shift, and marketing efforts, were implemented to improve performance.

## 1.2 Business Objectives

- Increase daily sales and sustain revenue growth.
  - Improve menu appeal and pricing strategy.
  - Enhance customer footfall through location and visibility improvements.
  - Establish a quality presence to build a loyal customer base.
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# 2. Project Scope

## In-Scope:

- ✓ Menu redesign and pricing adjustments.
- ✓ Location assessment and optimization.
- ✓ Implementation of physical advertising strategies (e.g., banners).
- ✓ Enhancing operational efficiency to reduce service time.

## Out of Scope:

- ✗ Digital marketing campaigns.
  - ✗ Loyalty programs.
  - ✗ Hiring additional staff (the stall owner handles all operations).
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### 3. Stakeholders

Stakeholder	Role
Business Owner	Decision-maker, manages daily operations
Customers	Target audience, feedback providers
Business Consultant (Rishi)	Provides strategic advice and business insights

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### 4. Business Requirements

#### 4.1 Functional Requirements

Requirement	Priority
Revamp the menu design and update pricing structure	High
Relocate to an area with high corporate/school traffic	High
Implement marketing strategies (banner placement)	High

#### 4.2 Non-Functional Requirements

Requirement	Priority
Ensure high food quality and consistency	High
Maintain hygiene and safety standards	High
Provide quick service to meet customer expectations	High

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### 5. Business Process Flow

1. Customer sees the banner.
  2. Customer visits the stall and browses the menu.
  3. Customer places an order and makes payment.
  4. Stall owner prepares and serves the sandwich.
  5. Customer enjoys the meal and provides feedback verbally.
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## 6. Risk Assessment

Risk	Impact	Mitigation Strategy
Low footfall despite location change	High	Increase physical advertising, collaborate with local events
Price sensitivity among customers	Medium	Introduce budget-friendly meal combos
Competition from nearby food stalls	High	Differentiate with quality, variety, and promotions

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## 7. Success Metrics

- **Sales Growth:** Achieve a stable daily revenue of ₹1300+ per day consistently.
  - **Customer Retention:** 20% of customers should be repeat buyers.
  - **Brand Visibility:** Increase footfall through targeted advertising.
  - **Operational Efficiency:** Reduce wait times and improve service quality.
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## 8. Conclusion

This BRD outlines the strategic improvements required to optimize New Bombay Sandwich’s business performance. With better branding, targeted advertising, and improved menu options, the business can establish a strong presence and achieve sustainable growth.