Business Requirements Document (BRD)

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November 2017

Version 0.01

1   Document Revisions

Date	Version Number	Document Changes
11/03/2017	0.1	Initial Draft

2   Approvals

Role	Name	Title	Signature	Date
Project Sponsor				
Business Owner				
Project Manager				
System Architect				
Development Lead				
User Experience Lead				
Quality Lead				
Content Lead				

3 Introduction

3.1 Project Summary

3.1.1 Objectives

Successful implementation of Amazon fresh and building a strong customer base.

Maintaining a good Operation Margin.

To be profitable in 5 years after Implementation.

3.1.2 Background

Amazon Fresh is the arm of Amazon that provides same-day or next-day delivery of groceries ordered online, including perishable and frozen foods. Other markets added earlier this year were Boston, Baltimore, Sacramento, Calif., and London. The expansion announced Wednesday effectively doubles the availability of Amazon Fresh from a year ago, when it was available in six U.S. markets. Amazon launched Amazon Fresh in 2007 in Seattle. It did not expand beyond Seattle until 2013.

Only Amazon Prime subscribers can order from Amazon Fresh. Consumers pay $99 annually to join Prime, which gets them access to fast free shipping options and other benefits, including streaming video and music, online photo storage and early access to select shopping deals. Prime members must pay an extra $14.99 monthly to use Amazon Fresh, but members pay no additional fee for delivery of the grocery items they order.

Amazon has experimented with different pricing for Amazon Fresh. Initially consumers paid a per-delivery fee for Amazon Fresh. In 2015 Amazon changed the model to a required $299 annually fee (on top of the Prime membership fee). The $14.99 monthly fee effectively reduces that annual amount to $180.

3.1.2.1 Business Drivers

The driving forces of Amazon Business Model are:

1: Customer Segment: amazon has large and establishes customer base.

2.Key Resources:

3.Customer relationship

4.Channel Partners

5.Key Partnership: with the size of the order it is possible to negotiate Volume Discounts.

6.Cost Structure: Variable cost is very low on internet sales,

7.Value propositions

3.2   Project Scope

3.2.1   In Scope Functionality
- o   Supply Chain
- o   Mobile Apps
- o   web apps
- o   External web apps

3.2.2   Out of Scope Functionality
- Implementing other subsidiary projects like echo dot.
- Legal factors

3.3 System Perspective

3.3.1 Assumptions

- Using existing resources and partners.
- Sharing Amazon ecommerce platform which is running profitably.

3.3.2 Constraints

- Reach: the current distribution model (whole foods and Pantry and fresh food FC) are only present in Big cities.so tapping unexplored market will be a challenge in long run of Market expansion.

- Seasonal Impacts: when a loyal customer base is made, the Business Model should strive to retain the customer. But Due to seasonality of certain groceries in certain Areas and weather condition of certain Markets, 100% commitment cannot be given to deliver the same Fresh Foods in same time which is being Delivered now.

- 299$, membership fee can form a mental block for the new customers to join Amazon Fresh

3.3.3 Risks

Risk of slow adoption

- service is disruptive to current consumer shopping habits.
    - ✓ can be managed by Reducing perceived risk, free trial, word of mouth (review)
        - E.g.: same day delivery, incentive for referral etc.
    - ✓ selecting markets with a high concentration of target

        Consumers

        Overhead expenses

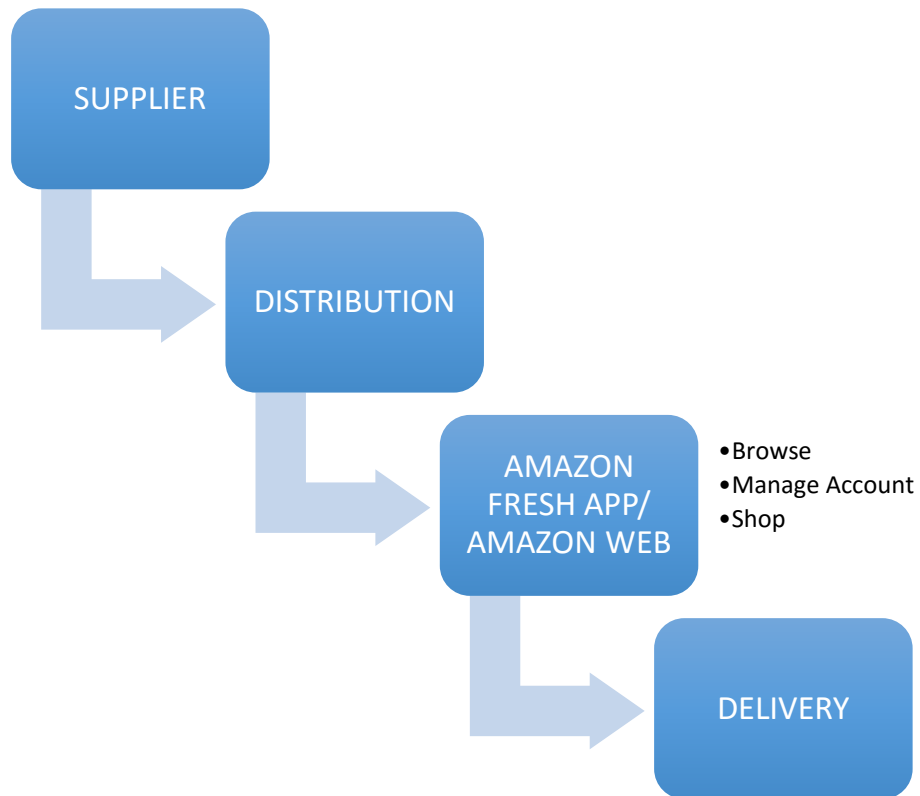- Should be controlled during expansion.

Bargaining Power

- Purchasing higher quantities

- Consistently adding new customers

4 Business Process Overview

4.1 Current Business Process (As-Is)

4.2 Proposed Business Process (To-Be)

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┌─────────────┐
│  SUPPLIER   │
└─────────────┘
       │
       ▼
   ┌──────────────┐
   │ DISTRIBUTION │
   └──────────────┘
          │
          ▼
      ┌──────────────┐   •Browse
      │   AMAZON     │   •Manage Account
      │  FRESH APP/  │   •Shop
      │ AMAZON WEB   │
      └──────────────┘
             │
             ▼
         ┌──────────────┐
         │   DELIVERY   │
         └──────────────┘
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ORDER PROCESING   WAREHOUSE PROCESS   TRANSPORTATION

ORDER PROCESING	WAREHOUSE PROCESS	TRANSPORTATION
Recieve orders via website	Recieves Orders by WC	Batch Orders by Destination and Priority Date
Batch orders	PIcks order (single/Group Order)	Choose the appropriate transportation Partner alloted to respective regions.
Routing Orders to warehouse centers	Sort and Pack Orders	Delivery Partners makes Delivery

5   Business Requirements

The requirements in this document are prioritized as follows:

Value	Rating	Description
1	Critical	This requirement is critical to the success of the project. The project will not be possible without this requirement.
2	High	This requirement is high priority, but the project can be implemented at a bare minimum without this requirement.
3	Medium	This requirement is somewhat important, as it provides some value but the project can proceed without it.
4	Low	This is a low priority requirement, or a "nice to have" feature, if time and cost allow it.
5	Future	This requirement is out of scope for this project, and has been included here for a possible future release.

5.1 Functional Requirements

Req#	Priority	Description	Rationale	Use Case Reference	Impacted Stakeholders
General / Base Functionality					
FR-G-001	1	The system should be able to check for existing customer, modify customer details and Create new customer			Development teams Infrastructure engineers
FR-G-002	1	The user should be able to do full sales order, modify and order, see transaction and cancel or Return the Order.			Development teams Infrastructure engineers
FR-G-003	2	The User should be able to Browse the product catalog hierarchically sorted by alphabetically by product name, Category, rating			Development teams
Security Requirements					
FR-S-001	1	Security is key since we are performing commercial translations and dealing with confidential data. All transactions should be secure.			
Reporting Requirements					

FR-R-001	2	The system should give weekly progress report on how are they doing in revenue, customer addition			

Usability Requirements

5.2   Non-Functional Requirements

ID	Requirement
NFR-001	the technical requirements may address the ability to set the alarm levels for high and low stocks.
NFR-002	the technical requirements may address the page display speed, compatibility with browsers and hardware platforms.
NFR-003	the technical requirements may address download or response times, application access, redundancy procedures, disk access speeds, number of users etc.
NFR-004	The system should be very much user-friendly for end users.

| NFR-005 | The final system should support high traffic loads. |