2022

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# **Build Management**

## A Brief Description

The purpose of software updates and system management is to see if the code can generate the desired application and to provide developers with a shared platform to work on. As a result, Mozilla Firefox's nightly build mechanism is based on the most recent source code. And it's based on the principle of software development, in which the software is created from the most recent source code accessible. The scenario is as follows: a group of developers used to produce code (software updates), then merge it into a common repository and compile it to create a pre-release version of Firefox. This management concept is a brilliant way to manage changes in the software and systems, this concept will help to:

* Test whether the code is able to build an application or not,
* Give developers a large shared platform to work on,
* File bugs that are then solved by developers,
* Ensure optimal functionalities for the end users in the final version release,
* Collect usage statistics on each feature. (Luan, 2014)

## Firefox Distribution

Mozilla Firefox is also well known because of the extensions and themes. The Mozilla project was created with the release of Netscape browser suit source code in the year 1998. The Mozilla Foundation has developed an open source/free web browser Named as Firefox. The software license the “Mozilla Public License”, for which the custodian is Mozilla. The latest version of this license is 2.0 is free and open source. And this license is used to distribute the Firefox versions to the public. And the releasing of different versions of Firefox in every four weeks. Every four week there should be a new version of the browser.

## Advantages and Disadvantages

|  |  |
| --- | --- |
| **Advantages** | |
| 1 | This system consumes low energy also having a great battery backup. |
| 2 | It could run smoothly also on normal devices, there is no compulsion for using high level hardware devices. |
| 3 | This system is more affordable than other systems, and runs with good speed on low devices as well. |
| 4 | Mozilla Firefox is also well known because of the extensions and themes. |
| 5 | It is also a secured web browser to use. |
| **Disadvantages** | |
| 1 | There are some social apps like WhatsApp is not directly available to use, because the Firefox is still in developing stages. |
| 2 | Some big companies like Samsung declares that they do not prefer FireFox OS. |
| 3 | Either it is secured to use but still there are the compatibility issues. |
| 4 | The downloading problem is most interrupting, the problem is that the problem can not be resumed if once it is interrupted. |

# **Request For Proposal**

**“The Aussie Business Buzz (ABB)”**

## Introduction

The name of the company is “Aussie Business Buzz (ABB)”, this company used to sell a variety of technological products such as the PCs, laptops, phones, or routers. Also they used to provide the device repairing and mobile device accessories. Their business is going well, but now they wanted to control their business by using an integrated system to support the 4 different branches, this will arise the opportunities for them. They have the vision of more branches in more cities/locations to expand the business on a high level. But to control all the different branch shops is not that easy so they have a plan to use an integrated system to do that task. (Firefox, 2008)

## Project Objective and Scope

The company Aussie Business Buzz (ABB) have the mission to expand their business by launching more branches on more locations. But for now they wanted to control their business in four different locations by controlling four new store branches through an integrated system. As it is not easy to visit each branch physically. The company wanted to effectively control the business on multiple locations through integrated system. As this era is of advancements in technological field, so there are more chances of growing the business. The purpose of software updates and system management is to see if the code can generate the desired application and to provide developers with a shared platform to work on. The basic requirements list is shown below in the table and selected bidders will be responsible for the development and implementation of an effective marketing plan. This table below, contains the four fundamental requirements Customer relational database, Resource selection for Digital marketing, Stock management system, and Reports for the management at any time and location. (Luan, 2014)

## Initial Requirements

|  |  |  |
| --- | --- | --- |
| **Initial Requirements** | | |
| **Req. No** | **Requirement** | **Details** |
| **1** | Customer relational database | This database must be included all the information related:   1. The products PCs, laptops, phones, or routers, 2. The services purchased 3. The devices left in the shop for repairing, 4. Customer details, 5. Purchase history, 6. Problem report, 7. Transaction details |
| **2** | Digital marketing | Another initial requirement is a well defined digital marketing plan which will help to introduce the business with the help of different resources such as:  1) emails  2) Social media applications  3) Other advanced marketing techniques  These all details could be used in the customer relations database for getting business insights. |
| **3** | Stock management system | This stock management system will be including list of respective products (PCs, laptops, phones, or routers) for sale, different repairing parts of the products. This system will also include an automatic management of orders from wholesalers. Such that the system could provide the basic services such as:  1) It could be used for finding products on individual locations.  2) For finding products at other ABB locations when needed. |
| **4** | Reports for the management | The integrated system will help the management of ABB company to manage the working of different branches on different locations by being at any location. With the help of an integrated system the management can perform all the basic functions such as ordering stock, recruiting staff, and taking the other management decisions as well. |

## Other Requirements

There is the list of some general requirements to must be included but may not be limited to the following list:

1) Website flexibility

2) Search engine optimization

3) General account management

4) Other communications and marketing related assistance as required (Orduña, 2012)

## The Proposal Timeline

Overall the project must be completed in 8 months.

|  |  |  |  |
| --- | --- | --- | --- |
| **Schedule** | | | |
| **No** | **Task** | **Day, Month** | **Year** |
| 1 | Requesting for Request for Proposal document. | June, 01 | 2020 |
| 2 | Questions submission from bidders | July, 05 | 2020 |
| 3 | ABB responds to the bidders’ questions | July, 20 | 2020 |
| 4 | Selecting respective bidders and sending notifications to the non-selected bidders. | July, 31 | 2020 |
| 5 | Starting to negotiate | August, 05 | 2020 |
| 6 | Contact to the unsuccessful bidders | August, 31 | 2020 |

## Proposal Deliverables

Below is the list of submission elements that must be delivered in the proposal:

|  |  |  |
| --- | --- | --- |
| **Deliverable** | | |
| **No** | **Phase** | **Details** |
| 1 | Description | Details about the company that will include:  1) A general overview,  2) The names and credentials of creative team,  3) The number of experienced employees. |
| 2 | One pager narrative | This one pager must outline the company’s strengths and distinguishing capabilities as they could relate to ABB’s website. |
| 3 | Digital marketing resource | There are a number or resources that could be selected for digital marketing such as:  1) Social media ads,  2) Direct response approach,  3) Website development  The website development would be beneficial for past and all the current clients and the employees. |

## Evaluating

The bidder that will be selected must be:

1) Experienced in the marketing agency at least twenty four months of continuous experience of full time service also having knowledge about marketing capabilities from home, creative services in media planning and selection along with direct response and research.

2) Having working experience with similar consumers.

3) Agreed on receiving the competitive cost for providing services.

4) Always available to provide services like education, knowledge, experience of the company and the individual.

## Language of Proposal

The proposal must be prepared in English language, because it is the mostly known international language. But if there are words or lines in any other language, in case of any supporting documents or any printed literature, then must be used the English translation of it. The bidder will be responsible for the accuracy of translation and the accuracy of the content. (Rajbhoj, 2019)

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