**MАRКЕТ REQUIREMENT DOCUMENT (MRD)**

Approved Product Name (if available): E-com Website “**SOSO**”

Version: MRD 0.1

Author: Group 7

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1. Website focus to show our end-users compared results of the relatable products & best prices for sale.
2. **Target ecosystem**- this is a mobile channel and treats the customers in a fashion that is optimized to that channel experience. Customers can shop, make lists, get daily deals, manage their prescriptions, and track down that elusive birthday gift – all without setting foot in the store. And the web app has useful functions while you’re accessing the Fashion Portal for Top Trends
3. **Threat**-Biggest competitive threats are falling prices and reduced sales, discount retailers.
4. **The Problem we are solving** 
   1. Ecosystem map and value proposition for each member of the ecosystem. Identify target customers and enablers.

Identified target customers enablers

1. Know Product or Service
2. Determine Your Goals
3. Analyze Past Interactions
4. Build a Customer Profile

**Types of Customers:**

1. **Potential customer** – The Potential Paul

2. **New customer** – New Neil

3. **Impulsive Customer** – Impulsive Iggy

4. **Discount customer** – Discount Dan

5. **Loyal customer** – Loyal Larry.

**Value proposition:**

1. Fast shipping/Next-day shipping
2. Free bonus with a purchase
3. Cancel anytime
4. Money back guarantee
   1. Value chain of products and services in this ecosystem

**Value chain** activities are: Inbound Logistics: the receiving and Ware housing of raw materials, and their distribution to manufacturing as they are required.

**Operations**: The processes of selling products & make money. Low maintenance cost & few shareholders.

* 1. Position within overall roadmap and current product offering and dependencies on other roadmap items

1. Product offerings will be based on seasonal sales and festivals also targeting women as they shop a lot & give them offers.
2. Prime Members will also be given full liabilities and have advantage in the free & fast deliveries.

* 1. The most common use case(s)

1. Show Product by Categories
2. Shopping Cart
3. Attractive Offers & Discount Coupons
4. Bulk orders free delivery
5. Payment through Android/Website and Cash on Delivery
6. Easy to Use the Shopping Website with Scrollers & Update options
   1. High-level story and customer/consumer experience. Vision of how we will be solving their problem

Customers no longer need to take a trip to brick and mortar stores to make

their purchase. The rise of digitalization has transformed the way companies

operate. E-commerce companies still deal in goods and services, but now this

takes place across multiple touchpoints within an online environment.

Solve Problems by using these strategies:

1. An absence of online identity verification

2. Delivering an omnichannel customer experience

3. Competitor Analysis

4. Shopping cart abandonment

5. Maintaining customer loyalty

6. The headache of product return and refund

7. The struggle of competing on price and shipping

8. A problem of data security

1. **Business opportunity & justification**
   1. Industry Trends that are creating the need for this product

1.IoT is THE Big Thing

2. Predictive Maintenance is Keeping Production on Track

3. Shifting Focus from B2B to B2B2C

4. Leveraging Supply Chain for Competitive Advantage

5. ERP Systems Are Continuing to Streamline Processes

6. Greater Visibility into Big Data is Helping Manufacturers Achieve More

7. VR and AR Are Continuing to Forge Winning Partnerships Between Man and

Machine

8. 3D Printing is Making Production Faster and Cheaper

* 1. SAM/TAM and growth rate of target market

If it is almost impossible to capture 100% of a TAM, then why is it included in

almost every pitch deck? Well, a TAM will spit out a large number, which attracts eyeballs and stimulates conversation. But the devil in this detail will be in the second- and third-layer analysis of the TAM; the **serviceable available market (SAM)** and the **serviceable obtainable market (SOM)**.The last measure is most important; it shows what is realistically being targeted to be captured by the business. It’s all about finding the tip of the iceberg.

* 1. Business model

1. The franchise business model is unlike the others, because with a franchise you can be a manufacturer, distributor or retail outlet. The type of business model you follow depends on the business you purchase, but with the franchise business model there is always the added element of the franchise company.
2. Our Business model is based all across Germany, delivering essential Items at minimum profit margin.

Franchising also incorporates the main kinds of business models within its own structure. Franchise Chat reports that you can purchase a franchise directly from the franchise company, or you can buy it from a master franchise distributor that is licensed to sell franchises in your region. Thus, you employ the manufacturer, distributor or retail outlet model within the franchise business model.

Key product features and benefits, in priority order, and form it needs to take

**Prioritize features:**

**Android** SDK for uploading an android app on google play-store and regularly updating its version as per the release.

License from MIT

1. Place features into themes to avoid choice paralysis

2. Break down product features by feasibility, desirability, and viability  
3. Score options on an Effort/Impact scale

4. Go deeper with the RICE Method

5. Use a Priority Scorecard to score features by custom criteria

6. Use the Kano Method to prioritize features by delight

7. Prioritize features by constraints

* + 1. Must Haves

Priority Order Phase 1 \* Detailed Phases Mentioned in PRD

1. Collecting Business Requirements.
2. Platform Selection for the Product
3. Cost Estimation
4. Time Estimation
5. Project Proposal
6. User Stories
7. Development Phase
8. Session & Cookie Management
9. Design of UI
10. Team Collaboration
11. Slack & Other Platforms to communicate
12. Regular Commits
13. Good Coding Practices
14. Agile Methods
15. Regular Discussions
16. Implementation of Modules
17. Orders & Categories
18. Updates
19. Releases  
    * 1. Nice to Haves

**Product Features:**

1. User friendly
2. Target Audience especially Men
3. HD Images
4. Feedback Manager
5. All In One Place
6. Loyalty Membership
7. Intuitive UI
8. Show Top Trends & Best Prices
   1. Customer interaction with key features.

Customer Interaction

* + 1. Plugins and chat bots that can reply to customer Inquiry and a dedicated
    2. Support Team to handle the problems and guide the customer
    3. Good Return Value Policy and Quality Products at Best Price.
  1. Support for brand promise

1. Brand Value always attracts the audience, hence we will have in store all branded good quality stuff so that the customer is satisfied by online shopping.
2. Our website brand will be known for its quality and consumer ratings.
   1. Additional requirements by country or region
3. Germany always values the privacy of the customers and as law abiding firm we will keep all the policy and terms available to the customers at our website
   1. Target pricing and costs
4. Pricing will depend on bulk orders and regular updates can be done as per the market rates can change
   1. Internal and external testing and interoperability requirements
5. **When we need it**
   1. Requested product delivery date(s) design-in windows, business cycle deadlines

For this our product’s delivery date will be as soon as possible under the given delivery time, have UI design and the business cycle deadline will be when people will have the need of the product most while it has the best quality and has enough quantity.

* 1. Requested time line

1. Our website is still in the Alpha phase, we have implemented the shopping Add to cart functionality & in beta phase we look forward to Testing the Application and Payment Gateways Implementation.
   1. Requested product launch date
2. **Product launch will be by June 15th 2020.** 
   1. Anticipated evolutionary development of the product

This is the Version 1.0 in which we will be a website hosted using Python Anywhere or AWS having user friendly UI.

1. **Deployment**
2. Distribution method

The distribution method will occur via direct selling the product, selling through intermediates or dual distribution.

1. Key channels We will be using the scrollers like when we are scrolling through the website, then it will give an automatic suggestion which will be similar to the product we are looking for.
   1. Early partners
   2. Developer programs
2. For the developer programs we are using Pyzo IDE & Web2Py framework, Python-Anywhere or AWS & IoT devices, SQLite Database and Bootstrap.
3. For Team Collaboration will be using git Repositories and branches.
   1. Sales training outline
   2. Go To market outline
4. For this, our main goal is to have 4 main things which are quality, quantity, customer satisfaction and having a good return policy.

1. Demonstration capabilities We will be having demo products to go and if it is not up to customer satisfaction then the return policy will be applicable under a certain period of time if a person wants to return it.
2. **Risk Assessment (High, Med, Low and Probability) and why?**
3. Market and competitive risks: The external factors that are supposed to be in a product which can increase the amount of selling that particular product are the quality and the quantity which is being provided. Quality is simply the quality of the product, however the quantity meaning how it has been presented in accordance to the competitors to higher the amount of probability of selling the product. For instance, offering one-on-one free can attract the user-base a lot for the product to kick start.
   1. Internal challenges that an ecommerce website face is mostly hacking, credit card stealing, bank information stealing, etc. are the greatest security issues

**Internal challenges**:

### Designing Systems and Processes

### Lack of Direction/Vision

### Coping with Market Competition

### Keeping Up with Market Transformations

### Reducing Dependencies on The Founding Team

### Balancing Quality and Growth

### Building Effective Marketing Strategies

### Properly Allocating Marketing Resources

### Measuring Marketing Initiatives

### Building a Corporate Brand

### Relying on Marketing for Lead Generation

1. **Reviewers and approvers** 
   1. Reviewed by Sales (regionally), and selected cross-vertical leads List your team members here and indicate if you have included their input

### Priyanka

Gathered Requirement for the UI design and time required to deploy a fully functional project

**Shaashwat**

Wrote all the documentation regarding functionality and maintenance of the project

**Avishkar**

Evaluated the market demand and planned the business operation for profit of the e-commerce website

**Priyambada**

Handled the feedback and the problems faced by the user-base

* 1. Final approval by **TBD** This should be a simple table with executive sign-off that approves the first draft and the introduction of the idea into the PAC process.

|  |  |
| --- | --- |
| System Specifications | i7 core, mac ox, Android & IOS |
| Business Requirements | Shopping Web App |
| First Draft | Approved |
| UI Design | Approved |
| Security Features | Taken Care by Framework |
| Penetration Testing | Testing Integrated, Postman Used. |

1. **Appendices**
   1. Other Reference Documents

<http://www.web2py.com/init/default/documentation>

<https://livechat-success.netlify.app/success/types-of-customers/>

* 1. List of relevant platforms

<http://www.garciac.es/>

* 1. Discarded features

Sqllite Database has overhead expenses