BUSINESS REQUIREMENTS DOCUMENT

Project Details

Project Name	Project Manager	Date	Version No.
Online Retail Business Enhancement	Operations Manager	2025-05-10	1.0

1. Executive Summary

This section provides a concise overview of the project for all involved parties. It presents a high-level statement of the project's purpose and objectives.

Implementation of an integrated system to improve inventory management and customer experience for an online retail business.

2. Project Objectives

Business objectives you hope to achieve with the project. Your objectives should be specific, measurable, attainable, relevant, and time-bound.

1. Implement real-time inventory tracking and automated restocking system

2. Develop personalized customer experience through data-driven insights

3. Streamline operations through centralized system integration

3. Project Scope

This section should include: a detailed overview of project objectives, milestones, project deliverables, and acceptance criteria.

Project Objectives Overview

The project aims to enhance operational efficiency and customer satisfaction through automated inventory management and personalized customer experience.

Milestones

1. Planning and system design (Months 1-3)

Project Deliverables

1.Real-time inventory tracking system

Acceptance Criteria

1.System must comply with product safety regulations, maintain accurate inventory for financial reporting, ensure data privacy, and align with advertising standards.

2. Implementation of core features (Months 4-6)

3. Testing and optimization (Months 7-9)

4. Project Requirements

This section includes what needs to be built and any features your new project requires.

Requirement	Priority Level	Description
1. Must Have	High	Implementation of an integrated system for inventory management and customer experience enhancement.

5. Stakeholders

This section of your BRD lists key stakeholders for your project. Take the time to outline each person's roles and responsibilities.

Name	Role	Responsibilities
1. Operations Manager	Project Lead	Oversee inventory management and system implementation
2. Customer Service Lead	Stakeholder	Handle customer support and feedback integration

6. Constraints

Constraints can be anything from budget, current toolkit, technical limitations, team availability, or dependencies.

1.Must be implemented before holiday season

7. Deadlines

Specify deadlines for each phase of your project initiatives.

Phase 1: Planning and Design (3 months)

Phase2: Core Implementation (3 months)

Phase3: Testing and Optimization (3 months)

8. Cost Benefit Analysis

This section evaluates the financial and non-financial gains of the project against the associated costs. It helps in determining the project's overall value and feasibility.

Costs

No.	Category	Item	Quantity	Price	Total
1	System Implementation	Integrated Management System	1	Moderate Investment	ROI through improved efficiency

Total Cost: $Moderate investment with phased implementation

Benefits

Description	Price
Improved inventory management, enhanced customer experience, and streamlined operations	Cost-effective solution

Total Benefits: $Increased operational efficiency and customer satisfaction

9. Glossary

This section provides definitions and explanations for specialized terms and acronyms used throughout the document.

Term	Description
6-9 months	Phased implementation with focus on essential features first

10. Appendix

Include additional data, references, detailed charts, technical specifications, or other relevant information that provides further context or clarification.

Key metrics to track: Inventory Turnover Rate, Stockout Rate, Customer Retention Rate, Customer Satisfaction (CSAT)