Korean Food Restaurant

Target-Organization Assessment

Version <1.0>

Revision History

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Target-Organization Assessment

# Introduction

This document is about the overall state of our organization (or our team). Based on our thoughts and some research, we have finalized into this document in which you can find some useful information about three of us. We will design a website named K-Delicus for Korean food restaurant for extending market, selling online and managing.

## Purpose

The purpose of Target-Organization Assessment to explain to the stakeholders why there is a need to change the business processes. Moreover, it also creates motivation and a common understanding among the people in the target-organization that are directly or indirectly affected. Also this document provides detail overview for the system with the functions and describes the project's target audience and its user interface. It defines how our client, team and audience see the product. Besides, it also helps the designer and developer to assist in building this website. This is the basic assessment of our organization and will give you a background insight of our organization

## Scope

Our customer is a Korean food restaurant. The project is to build a Korean food restaurant’s website. Customers can access this restaurant’s dishes without login. Besides, there are some managers (including in super admin and admin) who can manage system about products, number of visits, revenue, customer’s information.

## Definitions, Acronyms, and Abbreviations

1. Cash Based Accounting - an accounting method that enters income and expenses into the books at the time when payment is received or expenses incurred.
2. Cost of Goods - the direct costs involved in producing a product or service which usually includes labor and materials.
3. Cost of Sales - the cost of goods plus the expenses involved in selling and delivering the product or service.
4. Push Promotional Strategy - a process of maximizing the use of all available channels of distribution to "push" the product or service into the marketplace. This usually requires generous discounts to achieve the objective of giving the channels incentive to promote the product or service, thus minimizing your need for advertising.

## Overview

The content is organized in business structural way from the inside to the outside of business, from basic to complex concepts. So there are not many people know about finance, we will try to simplify the terms so anyone with the document can understand.

# Business Context

On the market, there are many companies and organizations specializing in building websites. For competing, we have to create new ideas to attract customers and have right price. , we are constantly working in order to see the true needs of the consumers for product. We are just a newcomer in the market, so we need to try hard to design a program that first meet the needs of the customers today.

# Business Ideas and Strategies in the Project Context

With the rise of technology, it cannot succeed if we do not market it. Therefore, we will run advertise on Google and use Facebook as a way to marketing our software to the user.

In order to stay in the market, we have to constantly bettering our product with feedbacks of the customer, and through customer research. Moreover, the journey to get the insights of the customer is important to us.

# External Factors

## Customers

Our work is to build a website for a Korean food restaurant. We will design website by customers’ request

## Competitors

There are many organizations that receive web design on the market today so there are many competitors.

These competitors have wonderfully both satisfy the user’s needs and creating the needs. We need to work hard to find a strategy so that we can compete fairly with long-time rivals

# Internal Factors

## Business Processes

We in the team sit together to design the feature of the product. One of us cooperating with another one clarify the design and provide the solutions to the features that we have designed. The others stay with the market and do research about the external factors so we can both improve the inside and the outside. The project will be implement parallel both front-end and back-end.

Before starting this project, we discussed with customer about request and give them advice to building the most convenient website for users. Then we will show them the process of working weekly to make it easy to unify

## Competencies, Skills, and Attitudes

We code this program on C#. For each member, the skills stay at the basic level. So with so many professionals outside, we need to constantly improve our knowledge and skills in a very short time. Our number one goal is to improve ourselves through practice, learn and do.

## Capacity for Change

The change will be done when we receive our customer’s feedback on improvement.

# Benchmarking Results

We haven’t had any benchmarking results yet.

# Performance of Target Organization

We are working individually as a small team, so the whole business scale is pretty small.