Korean Food Restaurant

Version 1.0

Revision History

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| **Date** | **Version** | **Description** | **Author** |
| 04/10/2017 | 1.0 | Created | Minh Hiền |
|  |  |  | Thùy Dương |
|  |  |  | Đức Huy |

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Business Vision

# Introduction

Korean Food Website System has been contracted by the client to develop a website that would give the customers a chance to enjoy their food in a modern way. The website will be titled Koreanfood.vn, and will be a website that will be accessible to everybody.

Our vision states our way of thinking in doing business. As this is what prove our values, it has to be the thing that all 3 members of the group follow.

## Purpose

The purpose of this document is to detail the objectives and business goals of Korean Food Restaurant as it relates to the development of the website.

## Scope

This document will address the problems Korean Food Restaurant currently experiences and address the solution that the websitewill provide. It will detail the project stakeholders and describe the ways in which they will be affected by the implementation of the website. It will also document high-level requirements for the website.

# Positioning

## Business Opportunity

Korean Food Restaurant focusing their primary efforts in the area of Korean food. They currently hold contracts to develop an online website. One of the key goals of Korean Food Restaurant is to develop and maintain a restaurant that meets the needs of their customers, as well as the individuals who access the online website, and to do so at a considerably lower cost than other restaurant. Korean Food Restaurant will support this goal by allowing customers to easily access the website and order food with the helps of the restaurant’s staff.

## Problem Statement

Because Korean Food Restaurant is a startup company that is not popular yet and there are many already famous Korean food restaurant in the market, therefore this is a tough challenge for Korean Food Restaurant to compete with other restaurants. The website of the Korean Food Restaurant has to be unique enough to get the customers’ attention as well as the quality of the food and the service.

Moreover, the field of making a good website for a restaurant has not been considered carefully. So that, the website for Korean Food Restaurant will face many challenges as a pioneer.

|  |  |
| --- | --- |
| The problem of | Do not have a website for the restaurant |
| affects | Busy people |
| the impact of which is | Wasting customers’ time as well as restaurant’s revenue |
| a successful solution would be | Making a user-friendly website |

## Product Position Statement

Positioning statements are a way to concisely communicate to web designers what needing to do. Without this, designers are flying blind. This project is build a website for Korean food restaurant. Website will be created according to their requests and our creation.

We have been working hard to build a smart and full featured website. Since we are a startup company, we always keep in mind that in order to stay in the market, we have to effort and learn so much. We must set out responsibility and clear strategy, attract customers not only in terms of quality but also at price.

# Customer Descriptions

## Market Demographics

We want this website will become our flagship program that will bring our name on top of website making.

## User Environment

Korean food are very popular among young people and families these days. So this is the time for Korean Food Restaurant to take action and compete with many other restaurants on the market.

# Business Modeling Objective

Our website will solve the problem of having to go to the restaurant directly in order to get the food. The purpose is to help people save their quality time but still giving them a wonderful service similar to going to the restaurant directly.

# Constraints

So many choices available for users, so it is hard to marketing to them.

# Requirements

The website is user-friendly and can be ran on any browsers.