Team 5: Business Case I

| **Application Name** | Circular Pie |
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| **Type of business model** | Manufacturer, Advertising |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  Customers and local businesses  **Who are our most important customers?**  Frequent customers , those who value convenience, quality, and variety in their dining options and are willing to pay for these benefits. |
| **Groups of internal stakeholders, business users** | **Do we need a product development group?**  Yes, to build and develop the application/platform.  **Do we need a sales group?**  Yes, they play a crucial role in promoting and selling the products to customers.  **Do we need a finance group (accounts payable, receivable)?**  Yes, a finance group is essential for managing the financial aspects of the business, including budgeting, forecasting, accounting, and financial reporting.  **Do we need a customer support team?**  Yes, the customer support team will be responsible for answering customer inquiries, resolving any issues that may arise, and providing information about products and services.  **Do we need an advertising management group?**  Yes, an advertising management group can be responsible for creating and executing effective advertising campaigns, to reach target customers and generate awareness of the shop  **Do we need a Resource Management group?**  Yes, a resource management group helps verify material stocks, collaborate with restaurants and manage inventory. |
| **Value propositions** | **What value do we deliver to the customer?**  We provide a platform to the customers where they can customize and order pizzas.  **Which one of our customer’s problems are we helping to solve?**  Our platform provides the convenience of customizable pizza online which can be delivered within 30 minutes.  **We wish to solve the following problems:**  - Assured Food Quality  - Authenticity  - Customer Support  **What bundles of products and services are we offering to each**  Selling a product - Selling best quality pizzas with customized ingredients  **Customer Segment?**  Those who value convenience, quality, and variety in their dining options and are willing to pay for these benefits.  **Which customer needs are we satisfying?**  Providing pizzas on a reasonable rate, instant customer support, high quality ingredients, authentic spices, variety of doughs |
| **Key resources** | **What Key Resources do our Value Propositions require?**   * Product Team for UI, Backend Development and Hosting * Customer Support Team for handling Customer Queries * Sales Team for Advertising   **Our Distribution Channels?**  Services are offered on the web platform with advertising on social media.  **Customer Relationships?**  Customers interact with the product and consume the service through the website and they can connect with the customer support team for queries and complaints.  **Revenue Streams?**   * Pizza Sales * Advertising on the website * Future Scope: Subscriptions packages (offering free delivery and discounts) |
| **How the system is used** | **What are the main system use scenarios for the External Customers?**   * Customize and order their choice of pizza * Add or Remove Promo Codes * Make Payment through a secure gateway * Future Scope: Track delivery, Subscriptions   **What are the main system use scenarios for the Internal Users?**   * Add/Remove Promotional or Ad Campaigns * Update Menu and Price * Collect User Data for Analysis and target Ad Campaigns |
| **External Interfaces (data feeds)** | **Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.**  Yes, payment gateway and customer data tracking for target ads. |
| **Revenue generation, Revenue streams** | **Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.**   * Pizza Sales * Advertising on the website * Future Scope: Subscriptions packages (offering free delivery and discounts) |
| **Key Partners/Suppliers**  **(Stakeholders)** | ***Stakeholder – the party who is involved in or affected by your project***  Product Development Team, Advertising and Sales Team, Customer Success, Finance Team, Business Team, Resource Team, Partner Restaurants |
| **Expected Benefits to the Customer** | convenience, quality, variety, time-saving and a seamless ordering and delivery process. |
| **Known Prototypes** | Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements.  [Marinara Pizza](https://www.marinarapizza.com/)  [Bleecker Street Pizza](https://bleeckerstreetpizza.com/) |
| **Front-end Technology** | Javascript, CSS, HTML |
| **Back-end, Database Technology** | MySQL, Python, Java |