GALAXIA WEBSOLUTIONS INC.

**eStore Project**

Business Requirements Document

*Version 1.1.3*

*10/09/2012*

Written by:

Mostafa Hashimi, Senior Manager

## Business Context

RDA’s Pet Food was founded in 1976 by Ali Ahmed Hussain. Ali started selling pet food to the community. In 1983, Ali switched from selling pet food to exclusively selling pets and renamed the company to RDA Pet Store. Business grew steadily through the 80’s so RDA moved to a larger store location in Riyadh.

In 2008, RDA Pet Store generated 3M SAR in revenue. RDA would like to expand its business to include Internet mail order customers. RDA wishes to leverage the Internet as a sales and marketing tool to expand its market to the entire KSA. RDA plans to expand its store revenues. In addition RDA, is launching the eStore project to expand its customer base to Internet customers in the KSA.

## Product Description

In addition to visiting RDA’s store location, customers may now visit RDA’s eStore web site to browse RDA’s products, maintain account information and purchase pets using their credit card. RDA store employees check eStore for new, unfulfilled orders and fulfill them by removing the animal from inventory and shipping it to the customer.

## Financial Forecast

Increase revenue by 25%, 33% and 50% over the next three years. eStore must generate additional annual revenue of 775,000 SAR (2013), 1.163 MSAR (2014) and 1.662 MSAR (2015)

## Constraints

## RDA is ready to pay between 200,000 SAR and 300,000 SAR for the requested application.

## Do not increase RDA’s fixed costs significantly

* Currently, the RDA store has 4 fulltime employees at an annual cost of 300,000 SAR. The current staff must be able to fulfill the eStore orders using part time labor during peak periods. The additional labor shall not exceed 30,000 SAR annually. In 2012, RDA plans hiring an additional fulltime employee at a loaded cost of 50,000 SAR to support the increased volume of business.
* RDA does not have a technical staff. eStore must not require fulltime support of a technical resource. System support and maintenance for eStore must not exceed 50,000SAR annually.

## Deploy eStore V1.0 by the 01/04/2013 busy season

* + 50% of RDA’s annual business occurs in the spring. eStoreV1.0 needs to deploy by 01/04 to in order to maximize RDA’s return on its investment. If the project misses this window of opportunity, it may be more prudent to temporarily halt investment in the web site and attempt to hit the 2014 spring season.
  1. **The solution must integrate with RDA’s existing back office system.**

RDA uses Great Accounting to run its financials.

## Use technology that is readily available and current; technology that has “easy to find” skills

Occasionally, RDA will need to improve eStore. eStore must be able to find local talent at a rate less than 100SAR/hr who can quickly and efficiently repair and enhance the eStore application.

## Size and Performance Goals

eStore needs to bring in SAR3.75M in 2013. Using this as a starting point for our assumptions…

* SAR3.75M in orders annually
* Average SAR100 per order
* 37500 orders annually
* Average 102 orders per day
* Marketing campaigns usually cause spikes in orders and visitors
* If we suppose spikes can be 6 times the average day, therefore spike at 612 orders in a single day
* Spike appears in a 6 hour window, therefore peak at 102 orders in a single hour

eStore must be available 23 hours every day with a maximum scheduled maintenance outage between 4-5 AM.

1. **Documentation**

eStore will be provided with an admin manual.

1. **Help Desk**

None

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Feature Report

*Version 1.0*

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1. **eStore Use Case**



1. **Feature list**

A: very important; B: nice-to-have, C: can live without

|  |  |  |
| --- | --- | --- |
| Feature | Effort | Priority |
| User browses products | 16 W | A |
| User uses cart | 6 W | B |
| User orders products | 8 W | A |
| User manages own account | 8 W | A |

|  |  |  |
| --- | --- | --- |
| User browses order history | 8 W | C |
| System administration | 8 W | A |
| User authentication | 2 W | A |
| User and admin track order | 6 W | C |
| Credit card payment | 8 W | A |
| Billing application | 20 W | A |
| Interface with Great Accounting | 8 W | A |
|  | **Total effort: 98 W** |  |