HRJ Farmer's Inc.

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Purpose, Scope, and Objectives

* Book Domain Name
* Design and develop the website
* Host website
* Promote website to potential customers
* Accept Payments through website
* Maintain website
* Update website and technology as and when required

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Executive Summary

* Provide an online platform the connect all entities in the fresh produce market value chain a place to connect, communicate, provide quotation, buy and sell their products.
* All-inclusive site that offers these parties a place to connect with each other allowing them to lower overhead, decrease cost, expand their market, increase sales and profits,

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Keys to Success

* Promote information flow between each party with the value chain.

* Facilitate market coordination between each party within the value chain

* Reduce and eliminate unnecessary transaction costs.

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Mission Statement

"To generate a profit by providing an online platform that allows all enterprises in the fresh produce value chain a place to connect, communicate, provide quotations to buy and sell their products in an expanded market"
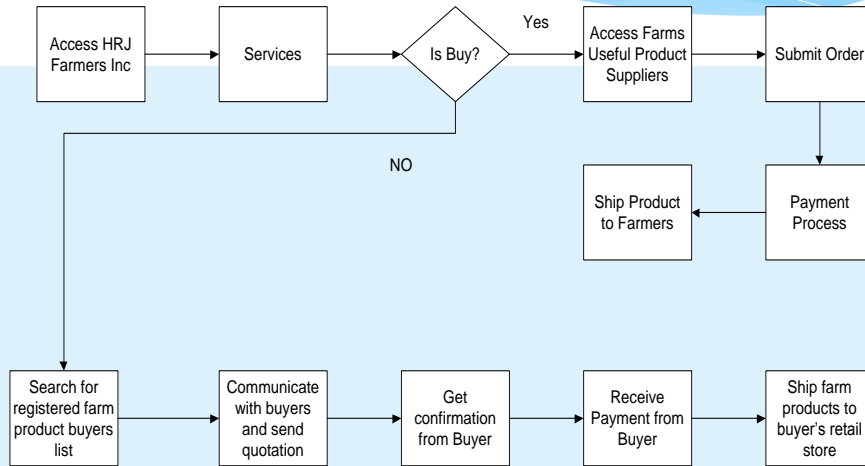
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Market Background

* Perishability

* Seasonality

* Weather variability

* Traditional distribution channels
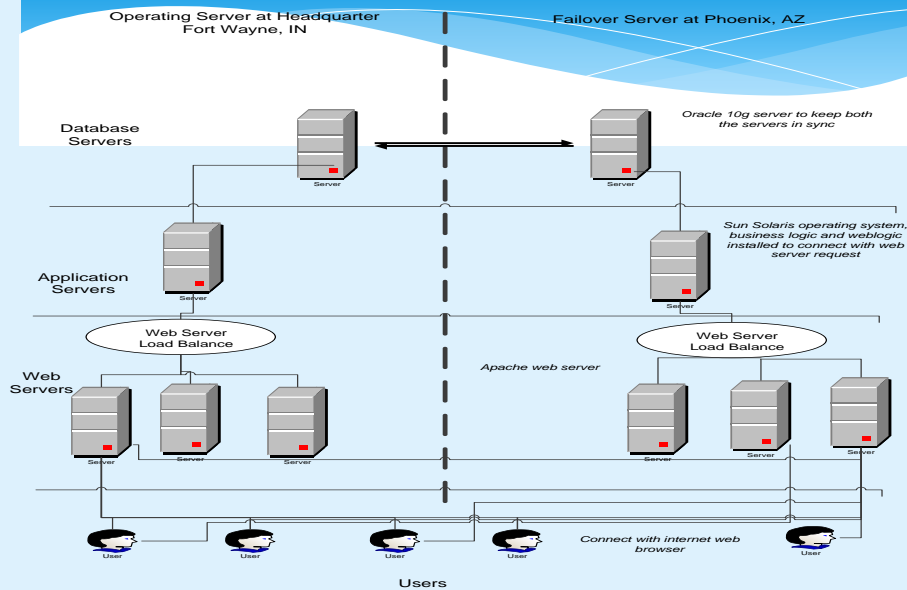
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HRJ Farmers Inc. High Level Logical Flow Diagram
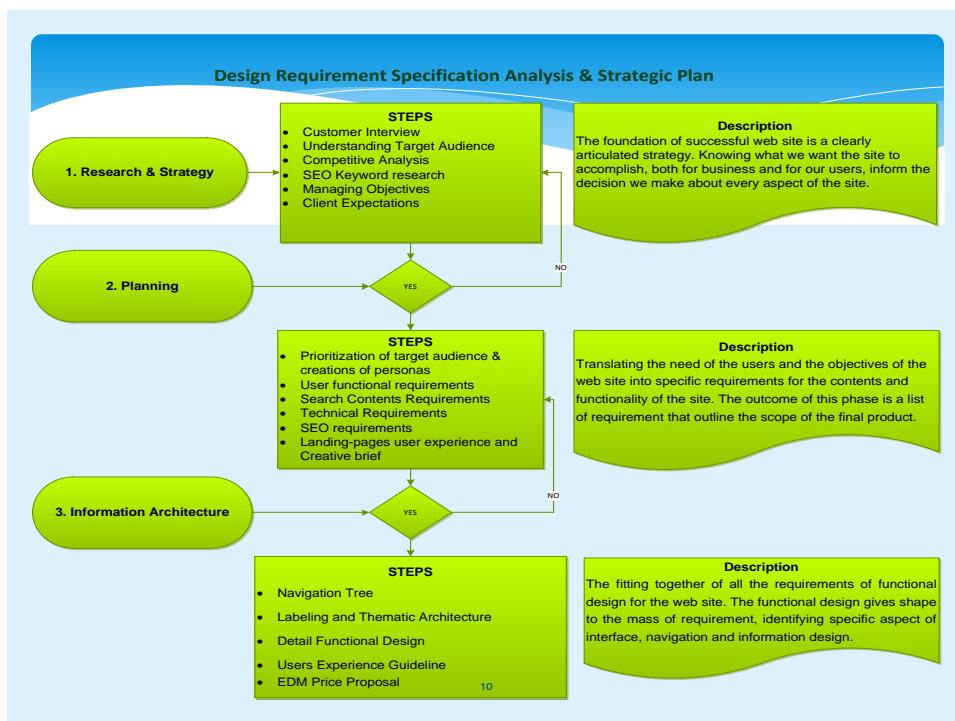
```
Access HRJ        →   Services   →   ◇ Is Buy? ◇  ─Yes→  Access Farms      →   Submit Order
Farmers Inc                                               Useful Product
                                                          Suppliers
                          │                                                         │
                          │ NO                                                      ↓
                          │                          Ship Product  ←──  Payment
                          │                          to Farmers          Process
                          ↓
Search for         →   Communicate  →   Get           →   Receive       →   Ship farm
registered farm        with buyers       confirmation     Payment from      products to
product buyers         and send          from Buyer       Buyer             buyer's retail
list                   quotation                                            store
```

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HRJ Farmers Inc High Level IT Infrastructure Diagram

Operating Server at Headquarter Fort Wayne, IN

Failover Server at Phoenix, AZ

Database Servers

Oracle 10g server to keep both the servers in sync

Application Servers

Sun Solaris operating system, business logic and weblogic installed to connect with web server request

Web Server Load Balance

Web Servers

Apache web server

Web Server Load Balance

Server

Connect with internet web browser

Users

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HRJ Farmers Inc. 1.0.0.0.0

- **Project Management 1.1.0.0.0**
  - Project Manager 1.1.1.0.0
  - E-Commerce Site Manager 1.1.2.0.0
  - Business Management Specialist 1.1.3.0.0

- **System Engineering 1.2.0.0.0**
  - E-Commerce Site Engineering Management 1.2.1.0.0
  - E-commerce Site Design 1.2.3.0.0
    - System Architecture 1.2.3.1.0
    - System Requirement 1.2.3.2.0
    - Functional Analysis 1.2.3.3.0
    - Risk Analysis 1.2.3.4.0
  - Planning 1.2.2.0.0
    - Site Construction Plan 1.2.2.1.0
    - Verification & Test Plan 1.2.2.2.0
    - Quality Plan 1.2.2.3.0
    - Procurement Plan 1.2.2.4.0
    - Database Management Plan 1.2.2.5.0

- **Business Strategic & Control 1.3.0.0.0**
  - Business Foundations 1.3.1.0.0
    - Business Plan Analysis 1.3.1.1.0
    - Business Design 1.3.1.2.0
    - Investment & Revenue 1.3.1.3.0
    - E-Commerce Site Design & Development 1.3.1.4.0
      - Research & Strategy 1.3.1.4.1
      - Design Analysis 1.3.1.4.2
      - Information Architecture 1.3.1.4.3

- **Testing & Development 1.4.0.0.0**
  - Functionality Test 1.4.1.0.0
  - Performance Test 1.4.2.0.0
  - Equipment & Control test 1.4.3.0.0
  - System Reliability Test 1.4.4.0.0
    - Development & Research Test 1.4.4.1.0
    - Technical Support 1.4.4.2.0
    - Software Validation 1.4.4.3.0

- **Feedback & Analysis 1.5.0.0.0**
  - Feedback Data Collections 1.5.1.0.0
  - Customer Support 1.5.2.0.0
  - Operation Feedback Support 1.5.3.0.0
  - Training and Documentation 1.5.4.0.0

Design Requirement Specification Analysis & Strategic Plan

1. Research & Strategy

STEPS
- Customer Interview
- Understanding Target Audience
- Competitive Analysis
- SEO Keyword research
- Managing Objectives
- Client Expectations

Description
The foundation of successful web site is a clearly articulated strategy. Knowing what we want the site to accomplish, both for business and for our users, inform the decision we make about every aspect of the site.

2. Planning

YES / NO

STEPS
- Prioritization of target audience & creations of personas
- User functional requirements
- Search Contents Requirements
- Technical Requirements
- SEO requirements
- Landing-pages user experience and Creative brief

Description
Translating the need of the users and the objectives of the web site into specific requirements for the contents and functionality of the site. The outcome of this phase is a list of requirement that outline the scope of the final product.

3. Information Architecture

YES / NO

STEPS
- Navigation Tree
- Labeling and Thematic Architecture
- Detail Functional Design
- Users Experience Guideline
- EDM Price Proposal

Description
The fitting together of all the requirements of functional design for the web site. The functional design gives shape to the mass of requirement, identifying specific aspect of interface, navigation and information design.

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Risk	Risk Factor	Control Method/Mitigations
Experience E1-Client Business Model	Must have a good understanding of clients business model	Extensive study of clients business processes to understand how our business model can complement theirs
E2-Technology	Understanding and applying available technologies to deliver services	Team meeting to address the issue and if the change can be avoided. If not adjust scope, budget and schedule to fit the new requirement. Review
E3-Marketing	Making potential cliental aware of our services	Carry a user survey to identify user needs and expectations. Have project team meetings and discuss possible change to lure users to the site.
E4-Training	Both HRJ Farmer employees and clients knowledge of available tools	Employees training will be scheduled as needed. Client training will be available in various formats such as FAQ or Telephone
Budget B1-Marketing	Being able to afford various forms of marketing to promote business	Utilize social networks like Facebook, Twitter, industry forums, etc. to manage cost
B2-Technology	Being able afford available the best technology available	Inform project manager. Cut / reduce unnecessary expenses. Readjust budget allocation
Technology T1-Data Security	Protecting date base information from inappropriate parties	Dedicated host server responsible for security SSL certificate provider
T2-User Data Privacy	Protecting client information from inappropriate parties	Dedicated host server responsible for security. SSL certificate provider
T3-Service	Utilizing available technology to provide service	Provide user friendly format for clients to use website, and have physical service options available in case of an emergency
T4-Communications	Utilizing available communication sources to connect with clients	Having open lines of communications for clients to contact us
T5-Performance	Speed of technology that clients interface with.	We have specified a server that could perform at normal speed, with double the predicted levels of traffic
Team Factor TF1-Human Resources	Have the appropriate number of qualified personnel to manage all aspects of HRJ Farmers Inc.	Provide plan that outlines team member responsibilities for each aspect of business

HJR FARMERS RISK ANALYSIS MATIX

Severity of Consequence	Impossible	Improbable	Remote	Occasional	Probable	Frequent
Catastrophic					T5	T1
Critical			T4,E2	E1,E3	B2	T2
Marginal	TF5	TF6		B1	T3	
Negligible				E4		

Security Threats

* Customer credential alter/destroy
* Shopping cart information alter/destroy
* Alter/Modification of order data
* Alter/Modification/destroy of Payment information
* Theft of customer's personal information
* Unauthorized access to website
* Fictitious emails to individuals from HRJ website
* Transmit user to other website
* Virus attack on HRJ Farmers website
* Spread heavy traffic to HRJ website to make website operation slow or unusable

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Security Threats

* Theft of customer's personal information

* Unauthorized access to website

* Fictitious emails to individuals from HRJ website

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Plan to Defeat Security Threats

* Virus protection tool at server and client side
* Access control and authentication protection with appropriate firewall and proxy server setting
* Cryptography technology to convert client information to cipher text format
* Enable secure socket layer for payment process
* Monitoring tool for abnormal behavior on the website
* Regular data backup
* Educational information for first time and regular customer to access website
* Enabling digital certificate for the website

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DigiCert Advantages

* Unlimited Free Reissues
* 2048-bit SSL Secure Sockets Layer with TLS Encryption
* Compatible with all major browsers
* Solid vetting to ensure strong Authentication
* Secure Site Seal
* Phone, Email, and Chat Support
* Compatible with Apache, IIS, Tomcat, Exchange Server, and other servers
* Compatible with Linux, Windows, and other operating systems

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Payment Process
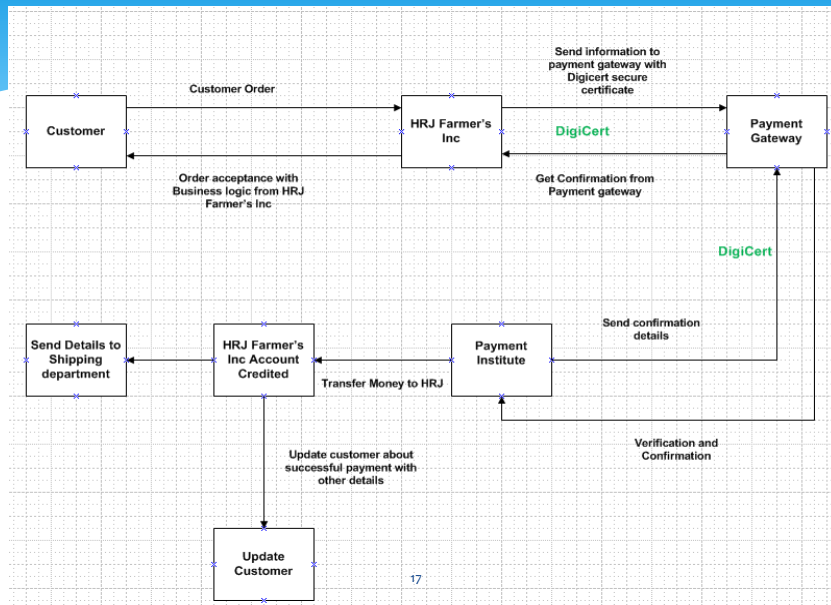
Marketing Strategy

* Brand Leveraging
* Permission Marketing
* Affiliate Marketing
* Viral Marketing
* Social Network Marketing
* Mobil Marketing

Firm Related Factors

* Firm value chain
* Core competences
* Synergies
* Technology
* Social and legal challenges

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Industry Related Factors

* Barrier to entry
* Power of suppliers
* Power of customers
* Existence of substitute products
* Industry value chain
* Nature of intra-industry competition

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Achievements and Future Plan

* Achievements

* Future Plans

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www.hrjfarmers.com

* Shopping Cart and Purchase
* Contact Us
* Product Search
* Sort Product
* Send Recommendation to Friend
* Site Map
* Reports
* User Accounts login and see order history
* Product Return Feature
* Email notification for order confirmation
* Access HRJ Farmers Inc. from order confirmation link

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