



Project Name: FKE WebRefresh

Version	Description	Author	Approved By	Approval Date
2	Approval		FK	February 10, 2025
1	Initial release	CK		February 3, 2025

This document describes the FKE WebRefresh project.

Background

FKE is a little family company which has been operating in Suisse Romande since 1986.

FKE's sales have decreased steadily in the last five years despite the store's efforts to design the space to showcase the best value products on the market. The projected turnover for the coming year might not cover the company's operating costs and it is imperative to find a way to increase sales.

A market analysis has been done and shows that the market of household appliance is huge and that FK could get market shares, especially in the field of offering maintenance along with selling appliances, which the company have always been doing. All our competitors offer on-line stores where it is convenient to purchase appliances and sometime after-sales services. Our website does not offer these capabilities and many others that we envision.

Current Situation

Current website sitemap: Home, Products, Services, Contact

Outline Business Case

A modern website will increase sales and profitability

Acceptance Criteria

The RFP must be approved by FK before proceeding to the next phase.

Project Definition

Objectives

Increase sales by creating a website that would attract customers and propel us into the 2030s.

Scope

Website

Deliverable

An RFP of the website development. Use HERMES template: <https://www.hermes.admin.ch/en/project-management/outcomes/tender-documentation.html>

Additional information about requirements [CPRE Foundation Level Handbook](#) and [CPRE Requirements Elicitation Handbook](#)

Deadline

May 19, 2025