



BBI Project Concept Note

Template and Worked Example — 2026–2027

BBI 6416 Business IT Individual Project I (Proposal) · Due: Week 2 (Wednesday 30 September 2026, 11:59 pm)

This concept note is completed before you start writing the proposal. It gives a short, structured picture of the product you intend to build and the business it serves, and it must be approved by your supervisor before you write Chapter One. Keep it to one or two pages. Write in full sentences; do not leave headings empty.

How to use this template

- **Part A** is the form you submit. Delete the grey guidance text and replace it with your own content.
- **Part B** is the feasibility matrix — score your top three ideas and submit the scores with the note.
- **Part C** is a completed example so you can see the expected depth. Its case is illustrative and the idea is not available for selection — do not copy it.

Part A — Concept Note Form

Student name		Reg. No.	ICT/02/____/2023
Programme	Bachelor of Business Information Technology (Senior)	Date	
Phone / e-mail		Supervisor	

1. Project Title

Format: [Product Name / Function]: Case of [Organisation]. Be descriptive — “Credit-Sales and Customer Debt Platform for Small Shops: Case of ...”, not “Shop System”.

2. Case / Context

Who is your first customer? Name the organisation, where it is, what it does, how many staff and customers it has, and who your contact person is. Explain why it is a suitable pilot — you must be able to observe its process and interview staff.

3. Brief Background

One paragraph. Start with the business practice or industry trend (globally / in the region), narrow to Somaliland, then to the case. 80–150 words, with at least one cited fact.

4. Problem Statement

What is wrong right now at the case, who is affected, and what does it cost the business? Use the pattern: The Ideal → The Reality → The Consequence. Quantify where you can: hours lost per week, unpaid debts, double bookings, stock-outs, lost customers. 80–150 words.

5. Objectives

5.1 General Objective — one sentence: “To design and develop ... that ... for ..., thereby ...”.

5.2 Specific Objectives — three to five, each starting with an action verb (To develop, To automate, To integrate, To generate, To evaluate). At least one must produce a business output (report, alert, receipt, dashboard); at least one must be about testing/evaluation with real users.

- i.

- ii.

- iii.

- iv.

6. Product & Market

Think like a founder. Answer each row in one or two lines.

Question	Your answer
Who has this problem besides your case? (market — how many similar organisations in Borama/Hargeisa/Somaliland)	
Who would pay, and how? (subscription per month, one-off licence, per-transaction fee, free for customers / paid by the business)	
What do they use today, and why is yours better? (paper, Excel, WhatsApp, an imported system — name them)	
What measurable business result will the pilot show? (e.g., closing the day in 10 minutes instead of 60; debts recovered)	
Could this become a startup after graduation? What would version 2 add?	

7. Proposed Methodology and Tools

Draft only — you will justify these in Chapter 3. Name the stack you will learn. Plain PHP pages are not accepted; if you choose PHP it must be Laravel.

Item	Your choice
Platform (web / mobile / desktop / web + mobile)	
Front end (e.g., React/Next.js, Blade, Razor, Flutter, HTML/CSS + Bootstrap/Tailwind)	
Back end language & framework (e.g., Node.js/Express, Django/Flask, ASP.NET Core, Laravel)	
Database (e.g., PostgreSQL, MySQL, MongoDB, SQL Server)	
Integrations (e.g., SMS gateway, e-mail, PDF invoices, charts, maps, WhatsApp)	
What is new for you in this stack, and how will you learn it?	
SDLC model (draft) and requirement collection methods (draft)	

8. Feasibility Statement

Answer honestly in 3–5 sentences: Do you already know the stack, or what is your learning plan? Has the case agreed to give you access? What accounts, services or devices are needed? What is the biggest risk to finishing, and what is your fallback?

9. Supervisor Decision (office use)

☐ Approved	☐ Approved with changes	☐ Resubmit	☐ Rejected — choose another idea
Comments:			
Supervisor signature: _____		Date: _____	

Part B — Feasibility Matrix (score your three ideas)

Score each idea from 1 (poor) to 5 (excellent) on every criterion. The highest total is usually — not always — the one to take forward. Submit this table with your concept note.

Criterion	What 5 looks like	Idea 1	Idea 2	Idea 3
Problem clarity	You can state the business problem in one sentence, name who suffers it, and put a number on the cost.			
Case access	You know a contact person; you can visit, observe and interview within two weeks.			
Market / sellability	Many similar organisations have the same problem and would plausibly pay for a solution.			
Originality	Not a repeat of last year's saturated domains — or, if it is, a clearly different product, customer and business model.			
Stack stretch	You will learn a modern, employable stack (not plain PHP) and you have a realistic plan to learn it.			
Buildable by May 2027	Three to five modules; no bank/telecom contracts or hardware you cannot get.			
Literature available	You can find at least five academic papers or documented systems on the topic.			
Total (max 35)				

Part C — Worked Example (for guidance only — not available for selection)

1. Project Title Deyn — Credit-Sales and Customer Debt Platform for Small Retailers: Case of Nasteex Wholesale, Borama (illustrative case)
2. Case / Context Nasteex Wholesale is a family-run shop in Borama market that sells rice, sugar, oil and household goods to about 150 regular customers, most of them small kiosks and households who buy on credit (deyn) and pay weekly or monthly. Credit is recorded in two paper notebooks kept at the counter; payments arrive as cash or by Zaad/e-Dahab. The owner, who is the contact person, has agreed to observation of the counter during two market days and to interviews with himself and his two sales assistants.
3. Brief Background Trade credit is one of the most common sources of short-term finance for micro and small enterprises, and weak record keeping makes it hard for them to recover what they are owed (in the real note, one cited source goes here). In Somaliland, where mobile money is used by the large majority of adults, shops receive payments digitally but still record credit on paper. General-purpose point-of-sale systems exist, but they are priced for larger stores, assume a card-payment economy, and do not handle the informal weekly-credit relationship that small Borama retailers depend on.
4. Problem Statement Ideally, the shop would know at any moment how much each customer owes, how long the debt has been outstanding, and which customers are over their limit, and customers would receive a clear statement of what they owe. In reality, credit sales are written by hand in two notebooks; entries are sometimes missing or unreadable, mobile-money payments are not matched to the notebook, and the owner spends about two hours every Friday adding up balances. Disputes with customers over amounts are frequent. The owner estimates that roughly one-tenth of credit given each year is never recovered, and he cannot tell which customers are profitable. The consequence is lost money, lost time and damaged customer relationships.

5. Objectives

General: To design and develop a multi-shop web and mobile-friendly platform that records credit sales and payments, tracks customer balances and limits, and sends automatic statements and reminders, piloted at Nasteex Wholesale, thereby reducing unrecovered debt and weekly reconciliation time.

Specific: (i) To develop a sales and payment module that records credit sales and matches mobile-money and cash payments to customer accounts; (ii) To implement customer credit limits with alerts when a sale would exceed them; (iii) To generate customer statements and send payment reminders by SMS; (iv) To provide an owner dashboard showing outstanding debt by age, top customers and weekly collections; (v) To evaluate the platform through functional testing and a four-week user-acceptance pilot, comparing reconciliation time and disputes before and after.

6. Product & Market

Market: hundreds of wholesale and retail shops in Borama and Hargeisa sell on weekly credit. Revenue: a monthly subscription per shop (target US\$5–10), free for the shop's customers. Today they use paper notebooks and Excel; the product is cheaper than imported POS systems and built around local credit practice. Pilot result to measure: Friday reconciliation time and number of disputed balances. Version 2: a customer-facing app to check balances, and credit scoring that could support micro-lenders.

7. Proposed Methodology and Tools

Platform: responsive web application usable on a phone at the counter. Stack: Next.js (React) front end, Node.js API, PostgreSQL database, Tailwind CSS; an SMS gateway for reminders; PDF statements; Chart.js for the dashboard. New for me: React, Node.js and PostgreSQL — I will build on the JavaScript from Internet-Based Programming. SDLC (draft): Agile, because the owner's feedback after each sprint will change the design. Requirements (draft): observation of the counter, interviews with the owner and assistants, review of three months of notebook entries, and a short questionnaire to ten other shopkeepers to test the market.

8. Feasibility Statement

I know HTML, CSS and basic JavaScript; I have scheduled React and Node.js tutorials for October–December and will build a small practice app before the proposal defense. The owner has given verbal permission and a written letter will follow. The SMS gateway needs a paid account; the fallback is WhatsApp click-to-chat messages. The biggest risk is matching mobile-money payments automatically; the fallback is manual entry with a reference number.

Effective: 24 September 2026.