



USAID Trade Project

Trade Portal *Business Requirement Document*

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Business Requirements

Area-Wise Business Requirements

BR#	Brief Description
General	
BR-01.	A web-based platform for Pakistani businesses to showcase their goods and services in the global market.
BR-02.	A means for TDAP to have a repository of their registered users to consolidate their business information.
BR-03.	A means of collaboration between TDAP and the domestic and international business community.
BR-04.	A provision to record information for Pakistani businesses related to certain business activities like seminars, trade shows, meetings, itineraries, delegations and others as mutually agreed.
BR-05.	An index to direct Pakistani businesses to websites containing relevant information about Pakistani trade in the local and international market including international brands.
BR-06.	A provision to include a marketing space for promotion of innovative products.
BR-07.	A provision for GSP, GSP+, ATP, FTAs, PTAs and other market access facilities as mutually agreed.
BR-08.	A specific section for WTO and associated information to assist Pakistani businesses in exporting their products and services.
BR-09.	Display of disclaimers in yet to be determined locations.
BR-10.	An intuitive portal designs so users can become familiar with it easily, with basic knowledge.
Centralized Information Display & Profile Management	
BR-11.	Profile-specific dashboards for registered users and visitors based on information provided at the time of registration.
BR-12.	A facility to register users by creating a profile to be validated by TDAP before officially registered.
Trade Opportunities	
BR-13.	A provision to provide trade leads and trade related information for dissemination to Pakistani businesses
Events & Trade Shows	
BR-14.	A facility for TDAP administrators to manage the activities related to exhibitions or trade shows being conducted in Pakistan or being organized by Pakistani authorities.
Delegation Visits	
BR-15.	A facility for TDAP administrators to review applications from local interested parties to go abroad and foreign delegations to come to Pakistan as part of a business delegation for an event or any other business related activity.
Communication and Collaboration	
BR-16.	Collaboration tools to be accessed through the portal where registered users can collaborate on various initiatives related to trade promotion.
BR-17.	A provision for email accessible to all registered users.
Knowledge Management	
BR-18.	A facility for TDAP administrators to upload, manage and maintain digital documents and archives in the portal's repository using best practice document management and basic and advanced search methodology.
BR-19.	A taxonomy that depicts TDAP's organization of their knowledge environment
BR-20.	A facility for TDAP to provide access to users to trade-related news.
BR-21.	A facility for registered users to create a mini-website to promote their businesses.
Alerts & Notifications	
BR-22.	A provision to provide automatically generated alerts, including SMS, based on user profiles
Administration and Users Level Security	
BR-23.	User level security minimally through passwords, profiles and TDAP administration.
BR-24.	A facility for TDAP administrators to manage registered users of the system
BR-25.	A facility for TDAP administrators to manage the overall content on the portal.
Miscellaneous	
BR-26.	The facility for users to have a printer friendly version of all information on the portal.
BR-27.	A facility for TDAP administrators to publish FAQs on their portals.
BR-28.	A provision for GPS through a facility such as Google Maps.
BR-29.	A provision to provide information about cities and other significant locations in Pakistan to attract foreign businesses.