



Business Case

By:

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(1). Business Analysis.

Task 1 - Current Business Requirements

Tongariro Cinemas is an independent cinema located in Newton, Wellington. Since February 2023, they have been seen the need to update their antiquated systems and attract people back to theatres. As such, we have been approached to produce a Requirements Analysis Report for Tongariro Cinemas. Listed below is an overview of the business requirements for the new system as they stand currently;

- Foremost, the budget for any system upgrades or overhauls must be within \$50,000/ NZD. This includes softwares, licensing, purchase of new devices, costs of development, and any other hardware that may be required in the overhauling of outdated systems. This sum specifically eschews costs related to existing staff upkeep, utility bills, premises leasing, and any other such expenses not directly related to the overhauling of the system.
- Tongariro Cinemas has expressed the desire to have a website created for the company. As there is no existing website, this will need to be designed and created from the ground-up. Additionally, the website must allow for integration of modernised systems from within the complex. This means that the films listed, bookings, prices, and other customer-facing information must be able to be managed directly by Tongariro Cinemas staff members. Finally, customers themselves must also be able to make bookings online, therefore the website must be capable of database integration and manipulation. Direct purchases and payments will still be made in person, using eftpos.
- Tongariro Cinemas has specifically stated that the purpose of such an overhaul is to allow for complete digital integration of the cinema complex. This means that old systems (such as manual bookkeeping and analogue storage solutions) must be completely reworked in order to integrate with newer, modern systems. An additional challenge is that, as mentioned, many systems must be capable of integrations with the Tongariro Web Application. As a lot of integral systems (such as a digital system for booking) are currently absent, these modernisations can be made in tandem with development of the website, improving the ability for them to be more easily integrated.
- As there are few members of staff, and Tongariro Cinemas currently employs volunteers as part of their workforce, a reduction and optimisation of workflow are a crucial part of the overhaul. As the majority of systems are analogue and operated manually, there is great potential for reduction of total workload, as well as substantial possibility of partial automation. Once the initial "culture shock" of moving from an analogue system to a digital system has passed, and staff have undergone sufficient training to utilise it, ANY digital system would likely be leagues above what is currently in place at Tongariro Cinemas.

Task 2 - Current Business Processes

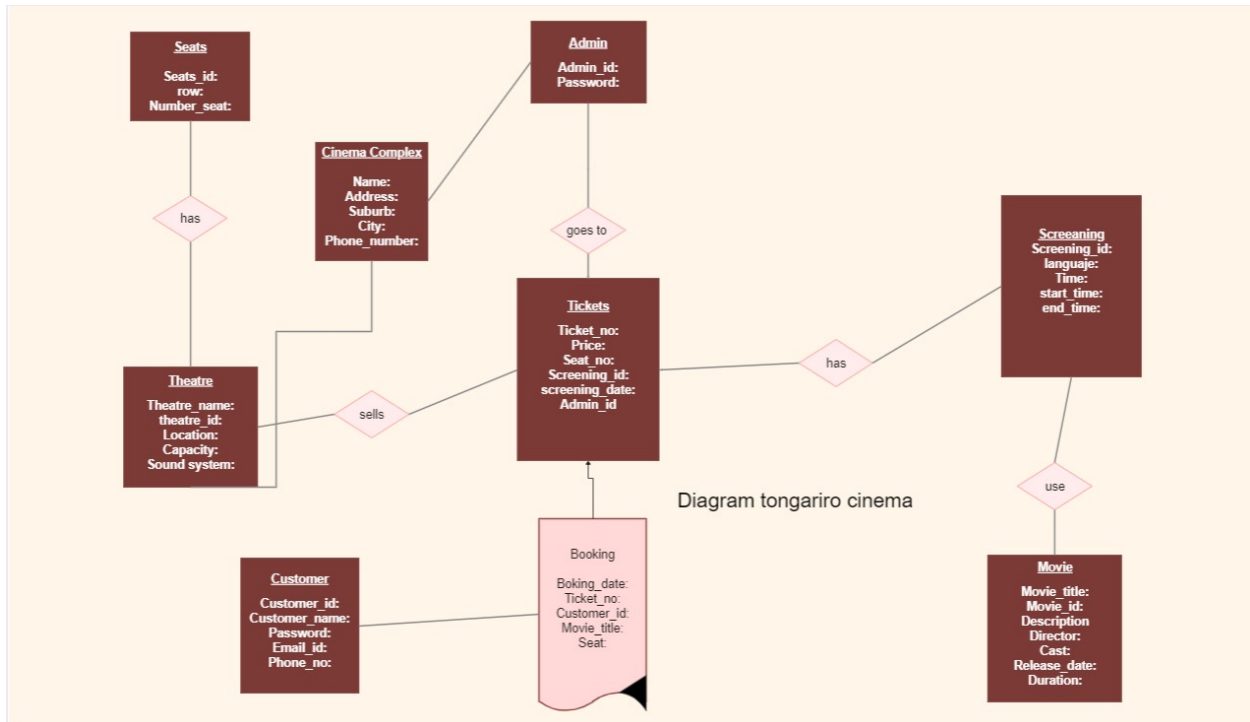
Identified and include short descriptions.

At Tongariro Cinemas, there are a variety of tasks and activities that must be undergone in order to ensure functioning of the business. Currently, as many systems are not modernised, the majority of these are performed by hand, in ways that could be seen as ineffectual in the modern age. In order to combat this, the way Tongariro Cinemas conducts business must be overhauled alongside the systems that are being replaced. Business processes that Tongariro Cinemas must undergo include;

- The organisation of film screening times. Currently, this is performed manually, and recorded in a ledger, whereas within the new, overhauled system, screening sessions will be directly modified digitally, and will easily be transferrable to the Web Application.
- The booking of individuals to see film screenings. This is recorded in a similar fashion to the screenings times, and comes with a whole host of issues in its current iteration. The overhauled version will include a fully-digital booking system that will record not only the bookings of customers, but their seat number, film screening time, status on whether they have paid, and other information necessary all within a database within Tongariro Cinemas.
- The licensing and rights to screen films. Currently the process of acquiring licensing for the screening of films must be an arduous, and borderline impossible prospect for Tongariro Cinemas. Without a digital system in place, it could be imagined that Tongariro Cinemas may be entirely incapable of acquiring such licensing. Whatever the case, this necessity will be substantially streamlined and made significantly easier through the adoption of a digital system.
- The management of customer proceeds, expenses, and taxation - in short, finances. All financial activities are, once more, fully analogue at this stage, meaning that - in addition to the logistical hurdles that come with a fully document-based system in terms of administration, customers are also inconvenienced as there is no eftpos available - making the cinema (*as it stands now*) cash-only. In the modern age, this is obviously not suitable, so the modernisation of business finances, both from an administrative standpoint, and a customer-facing position are imperative for the success of Tongariro Cinemas.

Task 3 - Context Diagram

Show external entities and interactions

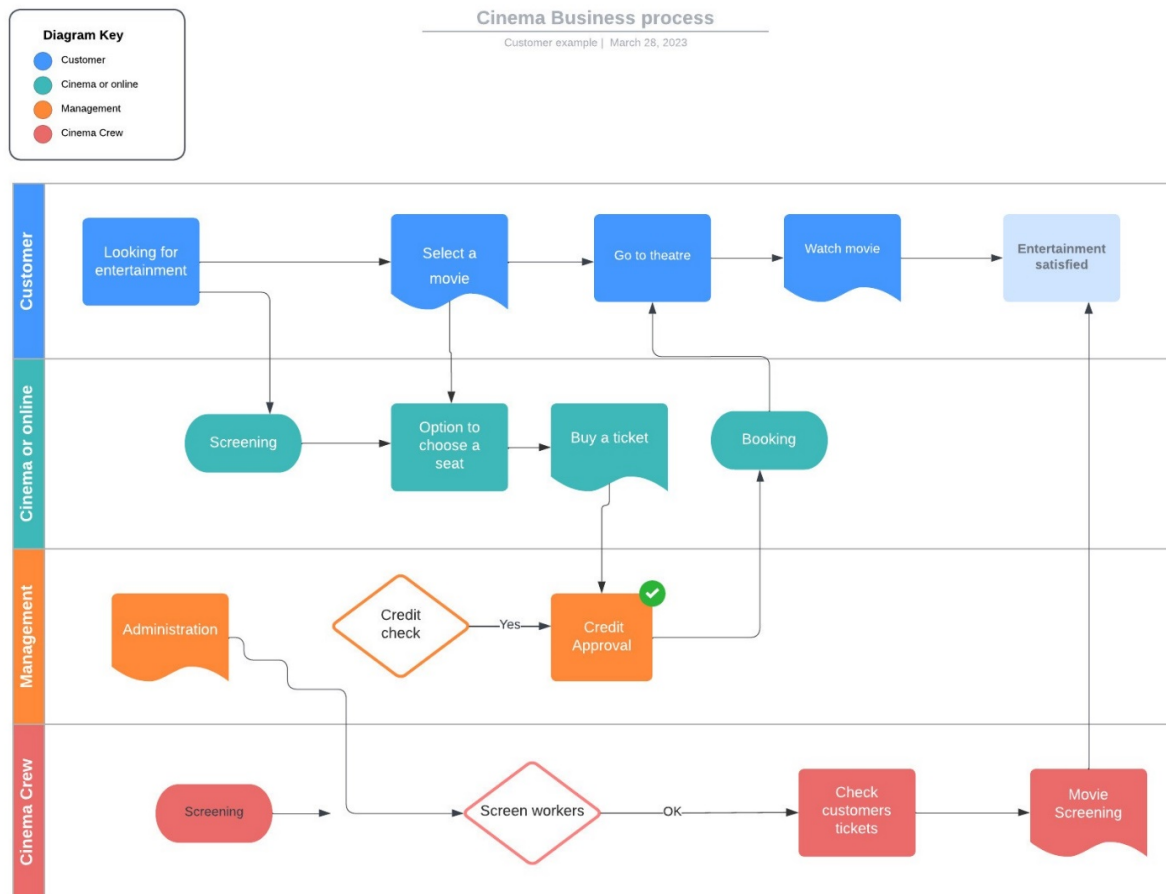


The entity of the movie ticket ordering system is represented by this ER diagram. The main components of this ER diagram for movie ticket ordering are the data items and relationships. An online ticket ordering system's entity-relationship diagram shows database tables and relationships for things like movies, customers, theatres, and screens. The primary components of the online system for purchasing movie tickets are the movie ticket website, the customer, the film, the booking, the film performance, the theatre, the screen, and so forth. A primary key and a unique key are both assigned to every entity.

In this case we having add the food elements as the coffee shop is a lease by a catering company.

Task 4, 5 - Activity Sequence Diagram

Describes one key business processes, correct notation (BPMN)



This example is about cinema business process and the interaction with the customer. Because we want to model the interaction between the customer and the movie screening and how is made the process of business.

We start with our main key for our business process 'the customer' who get the first quarter of our diagram, the customer is looking for something simple just entertainment, our management should have ready the weekly screening for the theatre and the customer to choose the movie, after they chose the film they can choose the seats, and finally pay. Later it pass for a process of validation. For the end we have our cinema crew who they are on the day of the screening, putting movie, cutting ticket and directing people to their seats as ones that clean the cinema as well, that help for the customer had a great time in there.

Task 6 - Stakeholder List

Internal Stakeholders:

- Tongariro Cinema Limited (Primary)
- Manager and Staff
- Board Members
- Chairman and Secretary
- Admin/Secretary/Finance Person

External Stakeholders:

- Customers (Secondary)
- Moriarty Catering Company
- Xero Accounting Software Provider

Potential Stakeholder:

- Social Media Users

The Stakeholders in this case scenario are:

1. **Tongariro Cinema Limited:** They are the primary stakeholders as they own and operate the cinema complex. Their primary objective is to upgrade their system to attract more customers and improve their operational efficiency.
2. **Customers:** They are the secondary stakeholders as they are the ones who purchase movie tickets and food items from the cinema complex. They expect high quality service and facilities from Tongariro Cinemas.
3. **Moriarty Catering Company:** They are the tenants of the cafe within the cinema complex. They are interested in the success of Tongariro Cinemas as it affects their business.
4. **Manager and Staff:** They are the employees of Tongariro Cinemas and have a direct interest in the success and growth of the business.
5. **Board Members:** They are the unpaid members of the board of directors who oversee the operations of Tongariro Cinemas. They are responsible for setting policies and making strategic decisions.
6. **Chairman and Secretary:** They are paid positions on the board of directors and have a significant influence on the decision making process.
7. **Admin/Secretary/Finance Person:** They are responsible for managing the financial and administrative functions of Tongariro Cinemas. They play a crucial role in the day-to-day operations of the cinema complex.

8. **Xero Accounting Software Provider:** They are the external stakeholders who provide accounting software to Tongariro cinemas.
9. **Social Media Users:** They are the potential customers who could be attracted to Tongariro Cinemas through their increased online presence. They have an indirect in the success of the cinema complex.

Task 7 - List of business needs/business requirements

Business Needs:

- To improve the overall customer experience of the cinema system.
- To increase ticket sales and revenue through better marketing and promotions.
- To streamline the process of booking tickets and purchasing concessions for customers.
- To improve inventory management and tracking of concessions and other products.
- To have real-time analytics and reporting for better decision-making.
- To integrate with popular payment gateways to offer seamless transactions to customers.
- To provide a more user-friendly and intuitive interface for customers to use.
- To ensure that the cinema system is secure and compliant with data protection regulations.
- To ensure the system can handle an increasing number of users and transactions.

Business Requirements:

- The cinema system should have an updated and modern user interface that is easy to navigate and use.
- The system should integrate with popular payment gateways, such as PayWave, Paypal or AfterPay to offer seamless transactions to customers.
- The system should be able to handle a large number of users and transactions without any issues or downtime.
- The system should provide real-time analytics and reporting for better decision-making by the management team.
- The system should have improved inventory tracking and management of concession stands.
- The system should be secure and comply with data protection regulations to protect customer information.
- The system should be scalable to handle an increasing number of users and transactions over time.
- The system should provide a loyalty program to incentivise customers to return to the cinema.
- The system should provide personalised marketing and promotions to customers based on their movie-watching preferences.

Task 8 - Scope of Project

First iteration

The first iteration of the current business requirements project aims to identify the current processes and features of the business and evaluate their effectiveness. The project scope includes defining the current state of the business, identifying areas for improvement, and developing recommendations for enhancements to existing processes and systems.

1. Ticket Sales Process - This includes an evaluation of the current ticket sales process, including the effectiveness of current ticketing systems, methods for generating and validating tickets, and the overall customer experience.
2. Movie Showtime Process - This includes an evaluation of the current movie showtime process, including the effectiveness of scheduling and managing movie showtimes.
3. Marketing and Advertising Process - This includes an evaluation of the current marketing and advertising process, including the effectiveness of promoting upcoming movies and events, partnerships with local businesses and organisations, and gathering customer feedback.
4. Loyalty Program - The cinema should have a customer loyalty program that rewards frequent patrons with special perks such as free tickets, concessions, or reserved seating.
5. Software and Hardware Functionality - This includes an assessment of the existing software and hardware system process. If it's too old, slow, or lacks sufficient storage, a full upgrade will be required.
6. Financial Management Process - This includes an evaluation of the current financial management process, including the effectiveness of tracking revenue and expenses, forecasting ticket sales and revenue, handling payroll and taxes, and other financial processes related to staffing and operations.

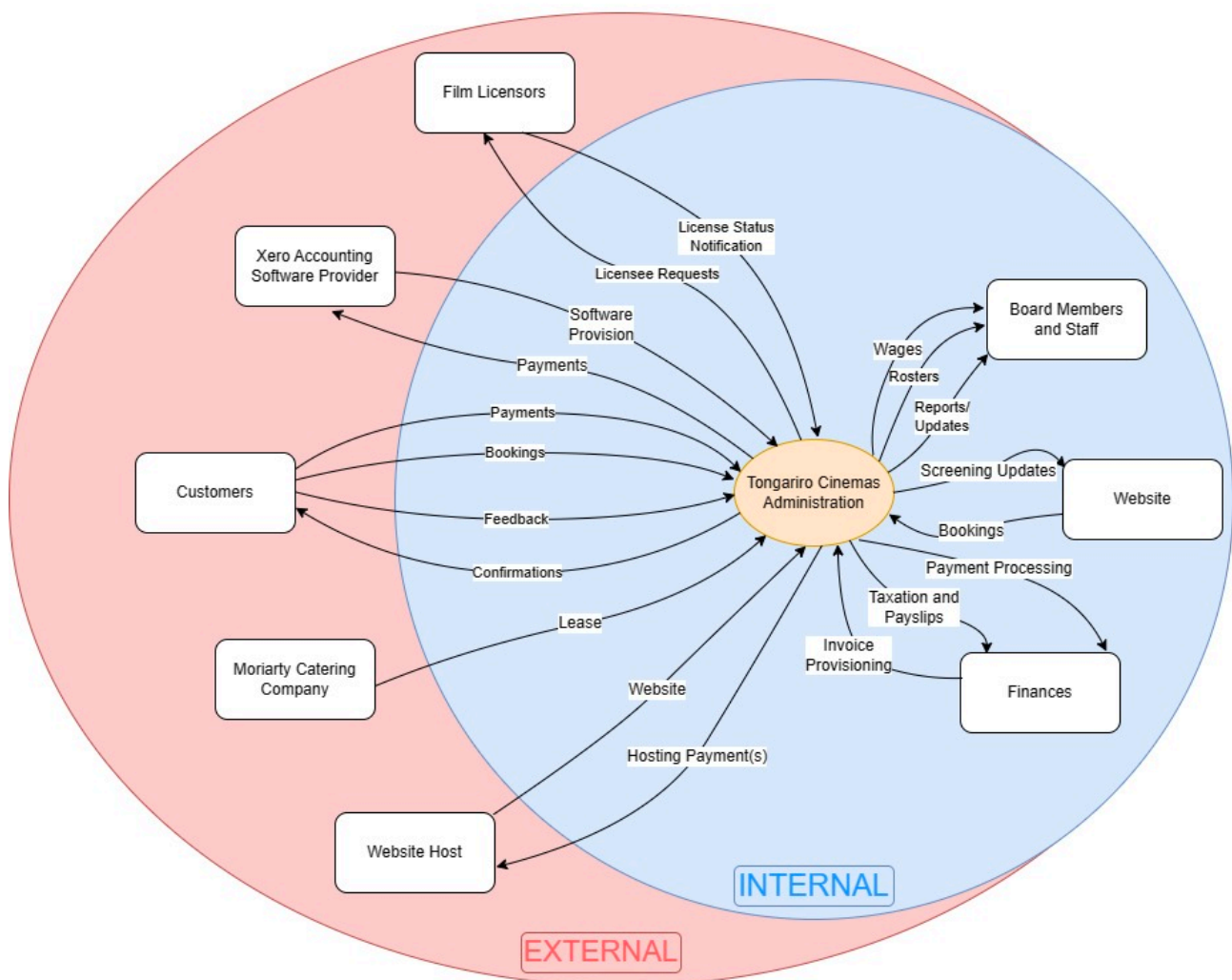
Based on the findings of this first iteration, the project team will develop recommendations for enhancements and improvements to existing processes and systems. These recommendations will be used to guide subsequent iterations of the project, in which the team will work to implement and test the recommended changes to improve the overall effectiveness and efficiency of the cinema business.

(2). Define Future State of Business Case.

Task 1 - Context Diagram

Shows external entities and interactions.

Business Context Diagram for Tongariro Cinemas



Task 2 - Future Business Processes

Identified and include short description

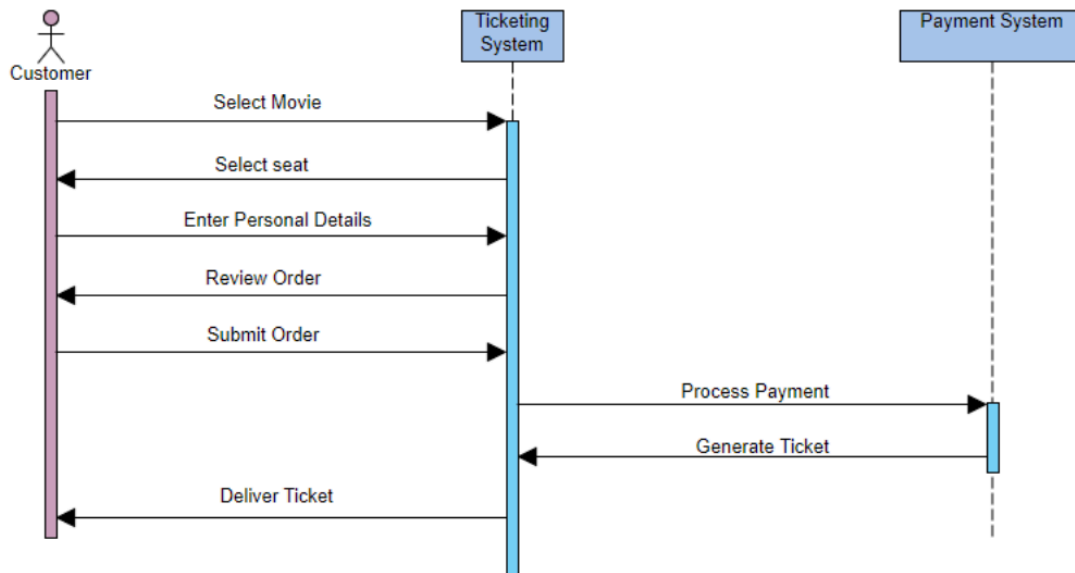
The future business processes project aims to develop a set of innovative business processes and features for the business to stay ahead of the competition and enhance the overall customer experience. The project scope includes defining new processes and features that leverage technology and innovation to create a more engaging and immersive cinema experience for customers.

The project will cover the following areas:

1. Advanced Ticket Sales Process - new ticketing technologies, such as mobile ticketing, self-service kiosks and online ticketing to enhance the convenience and ease of purchasing tickets.
2. Personalised Movie Experience - exploring the use of data analytics and AI to personalise the movie experience for customers, such as personalised recommendations based on viewing history and customer preferences.
3. Interactive Movie Events - use of live events, interactive screenings and special movie related exhibits to create a more engaging and memorable movie experiences for customers.
4. Innovative Marketing and Advertising Process - such as social media campaigns, influencer marketing, experiential marketing to promote upcoming movies and events to reach new audiences.
5. Upgrading of Current System and Staff Training - replace all software and hardware to newly updated technologies and each employees should have their own device to increase productivity and to reduce wait times with that one computer the Manager currently uses. Training sessions to be provided for all employees for the business to operate in a smooth manner.
6. Sustainable Cinema Operations - exploring new ways to operate the cinema business in a more sustainable and environmentally friendly manner such as using renewable energy sources and reducing waste by utilising non paper tickets.

Task 3 - Activity Sequence Diagram

Describes one business process within the project scope



The diagram shows Tongariro Cinema's ticket sales process. Involving a customer purchasing a ticket for a movie through a ticketing system and paying them for using a separate payment system. Thus, the sequencing diagram shows the order in which these activities take place, with the customer, ticketing system and payment system represented as objects and the interactions between them shown as arrows.

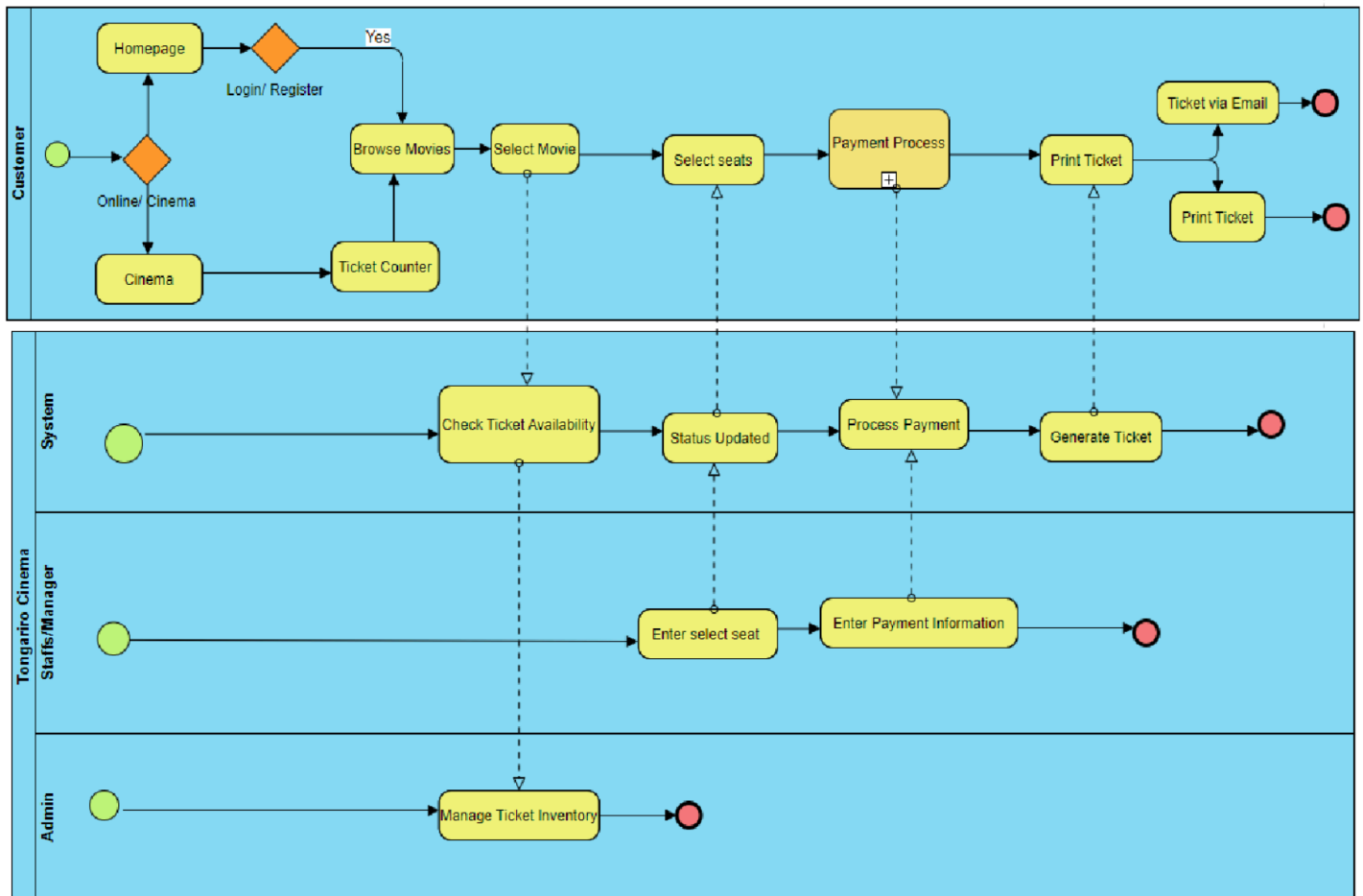
Steps involved in this ticket sales process includes:

1. Customer choose movie they want to watch
2. Customer selects the seats they want to purchase
3. Customer enters their personal details for the ticket purchase
4. Customer reviews their order before submitting it
5. Customer submits order
6. Payment system process the payment for the order
7. Ticketing system delivers the ticket to the customer

Task 4 - Activity Sequence Diagram

Uses correct notation (BPMN)

The BPMN diagram depicts Tongariro Cinema's ticket sales process for both online and in-store sales.



The process begins when the customer decides to purchase a ticket, either online or in-store.

1. **Browse Movies:** The customer browses the available movies and showtimes.
2. **Select Movies:** The customer selects the desired movie and showtimes.
3. **Check Availability:** The system checks the availability of the movie and the number of available seats for the selected showtime.
4. **Select Seats:** The customer selects the desired seats and the system updates the availability status.

For online sales, if customer chooses to purchase tickets online, they enter their payment information online and the system processes the transaction.

For in-store sales, if customer chooses to purchase tickets in-store, they go to the ticket counter, and the sales agent enters the selected seats and payment information into the system.

5. **Process Payment:** The system processes the payment and confirms the transactions.

6. **Print Ticket:** The system generates the tickets and either prints them for in-store sales or sends them to the customers email for online sales.

7. **End:** The process ends when the tickets are printed or emailed to the customer.

The online and in-store sales process may differ slightly in terms of the user interface and the payment process; however, the underlying activities are essentially the same.

(3). Define Business Solutions.

Task 1 - Options evaluated along at least 3 criteria

Business Problem

The business problem in this case is that Tongariro Cinema Limited is currently operating manually, which is not efficient and can lead to errors. They also want to attract more people back to the movies.

Goals and Objectives

The goals and objectives for this project is to modernised he cinema's system, to increase efficiency and attract more customers through online marketing using social media.

Tongariro Cinema Current System

Tongariro Cinema Limited current system is manual, with only one computer or reporting, Xero accounting software and email. The system lacks automation, modernisation and online presence.

Task 2 - Business Solution Recommendation

1. **Website Modernisation:** Create a website for the cinema and allow social media to provide a better user experience and to attract more customers.
2. **Online Booking System:** Develop an online booking system that aligns within-theatre bookings. The online booking system can help reduce the workload of the administration staff and provide convenience to customers.
3. **Upgrade the Current Computer System:** Providing new computers to replace old ones to support the new system. Ensure that the new computer is fast enough to meet the requirements of the new system.