

Define Business Solution Part 1 (3) Tasks 1,2

Task1. Options evaluated along at least three 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 modernize the cinema's system, to increase efficiency and attract more customers through online marketing using social media.

Tongariro Cinema Current System

Tongariro Cinema's Limited current system is manual, with only one computer for reporting, zero accounting software, and email. The system lacks automation, modernization, and online presence.

Task2. Business Solution Recommendation.

1. **Website Modernization:** Modernize the cinema's website and social media presence to provide better user experience and 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:** Provide a new computer to replace the old one to support the new system. Ensure that the new computer is fast enough to meet the requirements of the new system.