

Bayside Bicycles – Preliminary System Information

You are the interviewers from SS Consulting. You have been provided with the following project brief from Andrew Rogers, the owner of Bayside Bicycles.

My name is Andrew Rogers, and I am the owner of Bayside Bicycles. It is a successful bicycle retail and repair business, and has been providing bike rentals on a limited basis. VicTourism and Get Fit Victoria have just started a very successful joint advertising campaign highlighting the fun and fitness benefits of bike riding, which has resulted in a dramatic increase in the rental side of my business. I have a system to manage the sales and repair side of business, which I am very happy with. However, the manual system we are using to manage the rentals is not coping with the increase in the rentals side of the business. I would like an IT system to deal with this aspect.

I would like to automate the booking process, so that customers can make a booking on-line via a web site. I also want a system for the bike service process so that the rental bikes are always serviced on time, and we know exactly what is available for rental. I would also like to start some sort of reward system for repeat customers, and would like reports on things like profitability, peak periods, etc.