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**1.0 Background**

**Introduction**

This research is aimed at evaluating the need and relevancy of incorporating automated Information Systems within Shore restaurant in Makerere University. This will promote on spot delivery of services to customers since the information concerning the restaurants’ meals, menus, orders, opening and closing hours will be availed to consumers in real time.

The traditional manual means through which Shore restaurant operates prompts for an immediate development of an appropriate Information System that could enable electronic communication and transaction between the restaurant and its customers and within the restaurant itself.

Shore restaurant has an inefficient ordering method where it uses phone calls which are not reliable, clients visiting the restaurant to make orders, printed out menus with permanent information or details about the different dishes and prices which have to be crossed out or reprinted to make changes.

**Terms of reference**

Furthermore the following Terms have to be considered or referred to with in the restaurant and with these, the following is going to be discussed.

**System Boundary** which describes the area of study and the limits or boundaries of the study that include the geographical and logical limits. With shore restaurant at COCIS, Makerere University as our geographical area of study and their ordering system as the logical area of study.

**The Constraints** which are the factors that may restrict or limit the study. These include the technology information infrastructure, willingness of Shore restaurant and it’s customers to adapt to the new Ordering Information System and the available financial resources.

**Objectives** which are the expectations of the Shore restaurant clients from the project. The Information system is expected to be real time and instant in its operation. It is also expected to give reliable, accurate and up-to-date information to the clients and the restaurant.

**Permissions** which define the decision maker in the project. In this case, it will include the system administrator who will analyse and monitor the operation and functionality of the Information System and the restaurant management who are financing the project.

**End products** which are the deliverables of the system. The system will provide customers with updated and dynamic electronic menus and prices, real time electronic ordering methods and information about new services like dishes introduced by the restaurant.

**Study objectives**

The following are the objectives or reasons for carrying out the study at Shore Restaurant and are divided into two that is the General and specific objectives.

**General objective**

To automate the ordering system so as to support and provide on spot and real time services to customers.

**Specific objectives**

* To minimize time spent.
* To improve delivery services
* To Minimize over estimation
* To provide real time information to clients about menu for the day
* To reduce expenses incurred in case of reprinting menus to indicate changes in meals, prices and others
* To facilitate proper management of the restaurant.

**Scope of study**

The scope of study is Shore restaurant COCIS Makerere University and it’s carried out mainly focusing on the ordering methods used by the restaurant, how the menu is updated and how the clients cooperate with the restaurant. The study does not however include the human resource department, accounts department and their different food procurement methods.

**2.0 Market Assessment**

**Current Situation**

This encompasses the current ways through which Shore restaurant runs, operates or carries out its different business operations. First customers have to visit the restaurant premises to make orders, to know the different dishes, snacks, and fast foods available. He or she can place or make the order by simply having a seat at one of the tables and wait for the waiter to come to take your order, or by approaching the counter to make the order. In addition, the customer can also simply make a phone call to the person on duty.

The customer can get to know about the different prices for the meals and dishes plus the snacks available by taking a look at the printed out menu and a hand written out menu on a white board or by simply asking the person on duty. After making the order, the customer pays manually to the person on duty.

Also the manager has to manually change the prices for meals, snacks and the different dishes in case of increase or reduction in the prices. This makes people think they are being exploited or cheated by the restaurant. From this we believe to make their operations more efficient and effective by introducing an automated ordering system.

**Problems**

Shore Restaurant because of its manual way of operation is facing a number of limitations and short comings hindering it to fully, efficiently and effectively use its resources to satisfy customers which is evident with the following problems they facing.

Loss of customers which is caused by the manual change in prices. This is so because the customers are not updated in real-time or on spot by the restaurant when it makes changes to the prices. The restaurant simply manually crosses out the old prices and writes the new prices beside it and as such customers are not informed about the different changes hence they come to buy meals with less money only to leave the restaurant with a negative attitude about the restaurant.

Shore restaurant also delivers services to its customers poorly. This is evident with the delays in receiving services after making an order, misinterpretations of orders, people having to visit the restaurant to get to see the menu to get to know the different dishes and prices. This is brought about by the lack of an automated ordering system, miscommunications of orders over the phone and delays in processing the required meals.

Shore restaurant also experiences wastage of food resources due to over estimations. This is so because it is not sure about its customers’ capacity since it doesn’t have a customer tracking system and also has a poor ordering with which it could accurately estimate its customers’ capacity. This is also due to its loss of customers due to poor service delivery.

From the above problems Shore restaurant will have to improve ordering system or infrastructure and this will be achieved from the probable solution below as it will make automate the ordering system making Shore restaurant’s ordering system more efficient and effective.

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**3.0 Marketing Strategy**

**Possible Solutions**

In order to overcome the above problems we will create an automated ordering system which will be a web based application and a mobile application such that customers who may want place an order could simply go to the web site or use the mobile phones to do so. This will make the orders placed by customers accurate, menu and price updates real-time and will also bring customers and the restaurant close or improve the restaurant- customer relationship.

**Requirements**

These are the necessary or needed conditions for the system which include system, functional and non-functional requirements. The System requirements are what we agree to provide to the client and this includes both a web based and a mobile based application to facilitate ordering.

The functional requirements include the inputs the system will accept, outputs the system will produce, data to be stored by the system that other systems will use and the computations the system will carry out.

* Inputs: Meal, Price, Name of customer, Location, Time the client needs what he or she has ordered, amount paid by customer.
* Outputs: Receipt, verification message, charge.
* Data to be stored: purchases made, customer feedback, customer credentials.
* Computations: Calculating the customer balance, generating the receipt, reduction of money from the mobile or customer account.

The non-functional requirements basically include the constraints and these are:

* Operational cost such as maintenance cost of web server, cost of bandwidth offered by the telecommunication company chosen.
* Security of the system from both outside and inside intrusions. This includes setting up authentication policies that require log in passwords and usernames.

In addition, the system should also maintain privacy of customers.

* Performance of the system in terms of response time to customer requests.
* Developmental cost.

**Analysis**