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**Initial Problem Statement**

Our client, Klaus Brewing Company, has a few needs that they want to be implemented into their business. Their current client management program needs to be further completed and fortified. An ideal approach for the client would be that the client management program should have the ability to allow customers to feel as though they are the priority and to reward loyalty overtime. Second, the company would like to take advantage of the client information to also send advertisements and deals to their loyal customers. Third, their order processing system is out of date. They are able to receive orders, but they do not have the ability to track orders. The client would like an order processing system that tracks customer’s orders and eventually assigns it to the customer via the customer management program.

Our client will need a complex system that tracks orders and assigns it to a customer via an established client database. The system would also have to analyze these orders in a way to assist the company in creating a loyalty program for recurring customers as well as allow the company to send exclusive deals to their loyal customers.