

MEMBERSHIP-BASED BAKERY MODEL PROPOSAL

Background:

Inspired by Costco's successful membership approach, I'm proposing a bakery that follows a similar model. This bakery will offer exclusive benefits to its members, creating a unique and rewarding experience. To access our fresh, oven-baked bread and other bakery products, customers will need to register for a membership. Members can enjoy a variety of breads, including whole-wheat, raisin, plain, and buttermilk, along with seasonal varieties like pumpkin and pineapple bread, which are available fresh but have a shorter shelf-life. The internal database will be crucial for tracking sales trends and customer preferences. This information will help us:

- Optimize Resource Allocation: By identifying which breads are popular, we can manage our inventory more effectively and minimize waste.
- Enhance Marketing Strategies: Understanding customer preferences will help us tailor our advertising and promotional efforts.
- Offer Personalized Discounts: Frequent buyers will receive customized discounts, encouraging repeat purchases and building loyalty.

Application Requirements:

1. Membership Management

- Create and maintain member profiles, including their name, contact information, and preferences.
- Track and manage membership status, including active and expired memberships.
- Apply member-specific benefits, such as discounts and special offers.

2. Sales and Inventory Analytics

- Monitor and analyze sales data by product type, period, and membership status.
- Track inventory levels for each type of bread.
- Use historical sales data to forecast future demand.

3. Track promotions

- View the type of promotions available
- View the amount of each type of promotion available
- View what products a promotion can be used on
- Update promotions inventory.

Due Diligence:

The database will handle sensitive customer information, which must be kept private. It will not store any data that infringes on copyright. All data collected and generated will be for internal use only, such as sales and inventory analysis and personalized incentives. Members will have the option to opt out if they choose.

ER-MODEL

