Madonna’s Web

Business Case

Madonna’s Resort and Events Center

Gutierez St. Poblacion, Malvar, Batangas

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Table of Contents

1. **Executive Summary**3

1.1 Issue3

1.2 Anticipated Outcomes3

1.3 Recommendation3

1.4 Justification3

**2. Business Case Analysis Team**4

**3. Problem Definition**4

3.1 Problem Statement4

3.2 Organizational Impact4

3.3 Technology Migration4

**4. Project Overview**5

4.1 Project Description5

4.2 Goals and Objectives5

4.3 Project Performance6

4.4 Project Assumptions6

4.5 Project Constraints6

4.6 Major Project Milestones7

**5. Strategic Alignment**7

**6. Cost Benefit Analysis**8

**7. Alternatives Analysis**8

**8. Approvals**9

1. Executive Summary
   1. Issue

Madonna’s Resort only uses Facebook page for online contact and promotion, pen & paper and excel sheets when people are booking or reserving on them. When the need arises for promoting their Facebook page, they will be required to pay for subscription, or their promotion will be limited. Another issue is during pen & paper, there are times that the paper is misplaced or forgotten to write down.

* 1. Anticipated Outcomes

The project anticipates a functional online reservation and booking website for the Madonna’s Resort by the end of June 2023. It will be implemented within the resort, making use of the website. The proposed system should include all the functionalities of online reservation and booking eliminating the use of pen & paper and excel sheets.

* 1. Recommendation

As a solution to the issues listed, it is recommended that a website that is multi-functional with a focus on online reservation and booking should be produced. The project will alleviate the main pain points of their booking and reservations, as well their promotion of Madonna’s resort by having the website. This affects their issues and will improve the online interaction and booking & reservations performance as they have complete control of the website.

* 1. Justification

Shifting away from pen & paper and excel sheets would give a better user and staff experience for Madonna’s resort. The time that a customer will make a reservation on the website will be efficient and less time consuming as it is system automated and would only need to do fewer interactions for the customer to get them reserved in the resort.

The cost of the project is low due to the project being a project-based learning which is the client, Madonna’s Resort, would only need to pay for their monthly subscription when they upload it online.

1. Business Case Analysis Team

Table 1 shows the team of professionals who will work on creating the plan and their respective roles on the project:

|  |  |  |
| --- | --- | --- |
| Role | Description | Name |
| Project Manager | Manages the project team. | Princess Nicole Ricafort |
| Project Team Leader | Provides support in overseeing the project’s completion. | Denzel Mana-ay |
| Project Team Member | Manages the documents and system designs | Dennyson Castillo II |
| Project Team Member | Manages the Teams codes and GitHub repository | Janred Esguerra |
| Project Team Member | Acts as a support in other members’ work | Neil Gareth Lavarias |
| Executive Sponsor | Provides executive support for the project. | Micheal James Gnilo |

## Table 1: The Business Case Analysis Team

1. Problem Definition
   1. Problem Statement

Madonna’s Resort and Events Center is a resort and events center which provides booking and reservation in their facilities, swimming in public or private pool, and having an event hall for company outing activities or organization activities. The resort is newly opened in Malvar, Batangas. They started creating the resort during the start of pandemic, way back 2020. Currently, they are using Google forms to be manually encoded by their staff and spreadsheets that they sometimes use whenever the form is inaccessible which sometimes causes conflicts in the reservation of facilities and date.

There is a difference between the reservation and booking. The reservation is for the entrance fee of the individual on the resort who wants to use the pool and event center, while bookings are for the cottages and rooms of the customer.

* 1. Organization Impact

The implementation of the system will help improve the overall performance the Madonna’s resort staff since it will prevent more human errors and have their work more efficient when they are encoding the data of their customer during reservations and bookings.

* 1. Technology Migration

The system will be developed by HTML, CSS, and JavaScript for the frontend development; For the backend development, Django with built-in SQL, and Python, are used. This programming language and framework are what the website is composed of. In terms of data migration, since Django has a built-in database, it will be easy to export the data as there is an added feature for the staff of Madonna’s.

1. Project Overview
   1. Project Description

The project aims to develop a system which is a website that will help Madonna’s Resort on reservations, as well as blog and photo gallery. As an overview of these tools, reservations are done through filling out a form on the website and will redirect to a page that will produce a receipt which will then the customer can used to make a down payment on Gcash since it is included in the receipt. This will then be transferred to the database that which admin and staff of the resort whose logged on the website can check, confirm, edit, and remove the receipt depending on the circumstances. Logging in on the website is only exclusive for the admin and staff of the resort and there is no redirection for the login page on the home page; It is provided only via a link. Blog is where the admin and staff post details and advertisements for the resort. They can add, edit, and delete posts on the blog and have complete control with no limitations to what they can publish. Only the admin and staff of the resort can publish a post. The photo gallery is where the resort can post their latest pictures and are categorized so that ease of sorting can help both the resort and customer see what they need to look at. It is configured through their account on the website that they can add and edit, which is similar to blog but is purposed for photo gallery.

Doing this project will improve the efficiency and effectiveness of Madonna’s Resort by providing them a website that combines all they needed that helps them track their changes better and publish what they want as they have control with no limitations on the website.

* 1. Goals and Objectives

The project aims to improve the reservation and advertisement of the resort by providing an interactive and responsive website that can provide a reservation management system.

For the team to achieve these, their specific objectives are:

1. Keep track of reservations and booking data of customers in real-time using a single medium.
2. Reduce cases of conflicts in schedules to 0.
3. Reduce cases of unauthorized writing on the booking records by 70%.
4. Compute sales with 100% accuracy.
5. Generate monthly sales reports, sales per booking and reservation, and transactions reports.
   1. Project Performance

To measure the performance of the proposed project about developing a website for the Madonna’s Resort and Events Center, the following measures can be considered:

* Data accuracy: Measured the accuracy of sales report by using the sales report feature included in the system.
* Cost Savings: Measured by comparing the cost of maintaining the system versus the subscription on different platforms like Facebook and Google.
* Process Improvement: This can be measured by comparing the efficiency and effectiveness of the system versus the multiple platforms they used.
  1. Project Assumptions

Here are the preliminary assumptions for the proposed project:

1. The managing of the system, as well handling customer reservation is only accessible within the employees of Madonna’s resort and Events Center
2. The developers who will work on this project are computer science students in Asia Pacific college thus the students are already knowledgeable and experienced in development and testing environment for the system.
3. There is no cost in development of the project as it is project-based learning included in the curriculum of the school thus the only cost that will be needed will solely for the maintenance of the system once deployed.
4. The Django framework that has been used in development has no cost and is an open-source framework which contributes to resolving the problem that Madonna’s Resort encounters.
5. This project has full support of the project sponsor, Madonna’s Resort, and Asia Pacific College. Which means any necessary project approvals and permissions will be obtained promptly.
   1. Project Constraints

Below are the preliminary constraints for the proposed project:

1. Available monetary resources that the team can use to make the system go online and be published in a cloud web services platform.
2. Available resources, such as developers, for maintaining and improving the system.
   1. Major Project Milestones

To guide the team’s progress in completing the project, the following milestones and deliverables for this project have been identified:

1. Look for a client during the subject, SNTSDEV, which results in finding Madonna’s Resort and Events center.
2. Interviewed to collect ideas about the resort so that it would contribute to developing the system in alignment of what the client wanted.
3. Identified the problem of the business so that the pain points would help the team to produce the system better.
4. Conducted project pitch which are documentations, SWOT analysis, and a prototype to help the team visualizing the project and how to improve in alignment of the client’s problem.
5. Develop the system during the subject, SCSPROJ, with the features resolving the problems that the client had on the platforms they are currently using.
6. Found a website online hosting platform that the team and the client can use and complete the hand-off and close out.
7. Strategic Alignment

By aligning the Madonna’s Web project with the overall strategic goals and objectives of Madonna’s Resort and Events Center, the business will be able to maximize the value of the project and ensure that it is contributing to the success of the business.

**Madonna’s aims to have a website that helps in their difficulties in reservations and advertising.**

The project aligns with this goal by improving the efficiency and effectiveness of the online interactions of the business and helping enhance through resolving the limitations they had when using their existing multiple platforms.

**Madonna’s aims are to have more control and features that they can use to improve their online interactions.**

The project aligns with these goals as admin and staff of the resort will have control on how they want to propagate and advertise the website.

1. Cost Benefit Analysis

The cost-benefit analysis will help determine the potential benefit of Madonna’s Web system in comparison to the cost incurred. The primary benefit of this project is the improvement of efficiency and accuracy in booking and reservations, computation of sales, and advertising. The system will allow for faster response times, leading to improved customer satisfaction and reduced operational costs.

1. Benefits:

Below are the identified benefits that the project can bring once fully implemented:

* Improved admin and staff online interaction as they have control and no limitations to what they can do since the system has provided and resolved the need and lacking features than the multiple platforms they used.
* Improved customer booking and reservations, as the system has this feature that is improved solely for business.
* Improved efficiency and effectiveness of Madonna’s resort resulting in better productivity and less human errors.
* Improved visibility into the work of the resort staff, enabling managers and owners to monitor the progress of the system and identify potential issues like human errors.

1. Costs:

* Development and implementation cost zero as it is a project-based learning and the framework used in developing the system is free.
* Maintenance cost less as the client only needed to provide the system a subscription fee for the chosen online cloud web hosting site for the project to be deployed online.

1. Alternatives Analysis

An alternative analysis for the Madonna’s Web project could include the following options:

**Option 1: Do nothing (status quo)**

In this option, the business would continue to use the platform and tools to maintain reservation and advertisement.

**Pros:** No upfront and disruption to existing platforms and tool.

**Cons:** Potential for ongoing costs and difficulties on the platform and tools they used which would lead to conflict of reservation, difficulty in reserving and advertising, and computation of sales.

**Option 2: Creating a website through hiring of developers**

In this option, the business will create the website that will resolve the difficulties and limitations they had on the existing platform they are using.

**Pros:** Improved efficiency and effectives, have more direct control and create into their liking.

**Cons:** Possible increase cost due to the business needing to hire a team of professionals to create their website

**Option 3: Use of website builders**

Multiple reasons for not selecting this option are that it is free but have limitations; It has multiple subscription tiers, and the maintenance cost is higher than creating or hiring developers; Lack of features even when subscribed which can be a disadvantage to the business if the feature, they want is lacking on the website builder.

1. Approvals

The project approval should come from the project sponsor – Micheal James Gnilo, the owner of Madonna’s Resort and Events Center.

Approved by the Project Sponsor:

Micheal James Gnilo Date: April 2023

Owner, Madonna’s Resort and Events Center