

## **1.1 Introduction**

Our esteemed client has a side job of that offers services of bar experience ranging from alcoholic cocktails to non-alcoholic cocktails, my esteemed client began to realize that he can be a mobile bartender offering his services on local events like Garden Parties, Weddings, and social events that a community can hold. With the rise in demand for special and artisanal cocktails the client seeks to improve customer retention, improve marketability of the business and lastly to allow the client to offer services to a wide variety of places instead of local malls.

This Project proposes the development of a website that connects users with Lukfancy Mobile Bar and Cocktail Mixing Services, this will streamline the booking process, event scheduling and the overall event Experience for both the client and the customers.

## **1.2 Needs or Problem**

There is a need/problem to maximize the potential amount of customers and efficiency to manage bookings. The esteemed Client does not reach maximum customers due to the venue and the venue's corresponding requirements on the vendor i.e. the rent of the space used to sell. Therefore there is a clear need for a centralized mobile bar services for the client and customers.

## **1.3 Goals or Objectives**

The main goal for this project is to create a website that serves as a marketplace to the client's mobile bar and cocktail business resulting in an increase in customers which will results in an increase in sales and profits . The Goals are:

- create a booking and event management platform, this will result in the benefit of having an increase in customer accrual.
- introduce a menu of at least 10 cocktails special to Lukfancy Mobile Bar this will benefit the client with marketability of the business and the stock needed to achieve the ten special cocktail flavors,
- staff training, this is for the client to have at least 5 staff to be trained in the way of mixing alcoholic and non-alcoholic beverages so that they can be on standby. This will allow the client to satisfy more customers and not be forced to cancel a lot of bookings that may be received within a day.

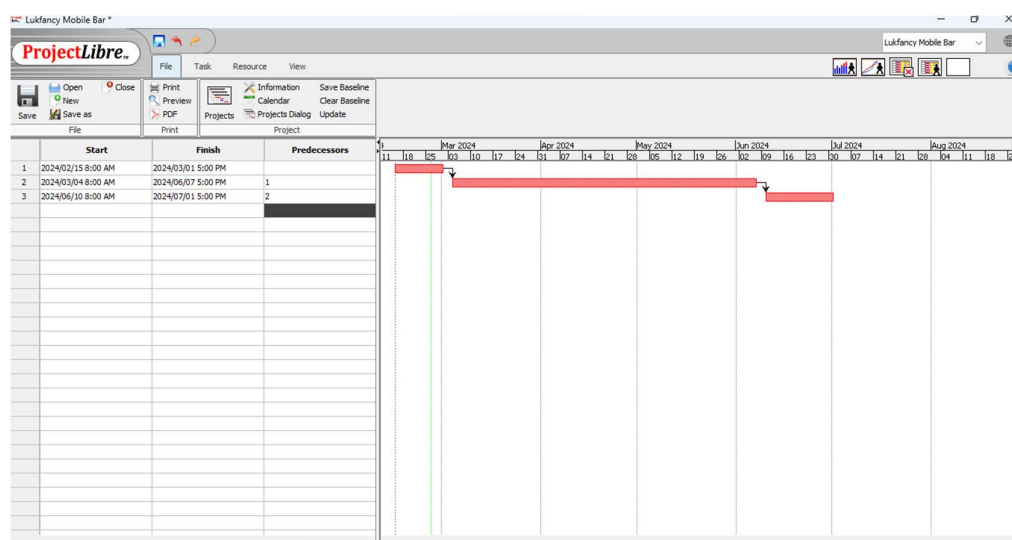
## **1.4 Procedures or Scope of work**

- Market Research: this research will help in identifying user needs ,preferences and the most important is to find whether there are competitors
- Platform design: Developing a websites wireframe and its user interface and user friendly navigation.
- Data base development: the database must store the information of user profiles such as registration , login, payments invoices for both client and customers.

- Implementation : Developing features such as search and filter, booking , messaging APIs and payment processing with Payfast implemented in the website allowing customers to pay using any banks
- Testing the website, this will allow the website developer to test the website's functions, performance and security that they are on standard.
- Marketing : execute a marketing strategy that promotes the website. This can range from YouTube adverts or renting an Advertising space on the Free Way.'

## 1.5 Timetable

	Description of work	Start and End Dates
<b>Deliverable 1</b>	<b>Project proposal</b>	<b>2024/02/15 – 2024/03/1</b>
	<b>Data Collection</b>	2024/02/15 - 2024/02/20
	<b>Data Analysis</b>	2024/02/02 -2024/02/25
	<b>Writing of project proposal</b>	2024/02/25 -2024/03/01
<b>Deliverable 2</b>	<b>Documentation and Coding</b>	<b>2024/03/01 – 2024/06/07</b>
	Planning	2024/03/01-2024/03/10
	Design and Development	2024/03/10-2024/05/25
	Testing and Quality assurance	2024/05/05-2024/05/31
	Launching and marketing	2024/05/31-2024/06/07
<b>Deliverable 3</b>	<b>Project Presentation</b>	<b>2024/06/07 – 2024/06/28</b>



## 1.6 Budget

	Description of Work	Cost
<b>Deliverable 1</b>	<b>Project Proposal</b>	<b>0</b>
	Data Collection	0
	Data Analysis	0
<b>Deliverable 2</b>	<b>Documentation and Coding</b>	<b>80</b>
	Planning	20

	Design and Implementation	20
	Testing and Quality assurance	20
	Launching and Marketing	20
<b>Deliverable 3</b>	<b>Project Presentation</b>	<b>0</b>
	<b>Total (R)</b>	<b>80</b>

I have charged R 80,00 to my Client for the coding and Documentation. Since this is a School Project I found a client for the sake of Passing it and not for Profit therefore I will only charge a measly amount of R 80.00.

### 1.7 Key personnel

Stakeholders	Name [and Company]	Contact Details
Client	Farai Lukfancy Mobile Bar	067 795 5440
Sponser	-	-
Project Manager	Kondwani Tshuma	061 483 7013
Team	-	-

### 1.8 Conclusion

In conclusion , The Development of a Lukfancy Mobile Bar provides an opportunity for event organizers to discover, book and manage mobile bar services. It allows for the client to not only sell physically and malls but to also have customers in social events ranging from: weddings, birthday parties, Sports events and so on. Lukfancy Mobile Bar connects users with a range of cocktail mixing services and Beverages. I seek approval and support for this project tp proceed as outlined .

### 1.9 Sign- off

\_\_\_\_\_  
[Name], Project Client

\_\_\_\_\_  
[Name], Project Manager

Date: \_\_\_\_\_

Date: \_\_\_\_\_