

## **Introduction**

There is often a lack of direct contact between restaurants, and hotels, with their potential customers who are nearby or have just arrived in a given area or city and want to know what kind of restaurants and hotels can be found...

This lack of direct contact may be due to the fact that the restaurants or hotels are unknown to potential customers, who are used to eating out or having meals delivered, because these businesses have not set up a proper visibility system that would allow the general public to discover these businesses. This increases the ignorance of the existence of these restaurants or hotels by residents or by newcomers to these places. And this situation is as true for any country in general as it is for Senegal in particular.

Indeed, a restaurant or hotel manager, in order to increase his turnover, needs to be known by the general public, he needs to have an eye on his customers, he needs to know where he can find customers and where exactly these potential customers live. He needs to have the means to target and retain his future customers.

Similarly, a potential customer wants to know about all the types of restaurants and hotels in the area where they live or want to spend time, the value of their respective dining or room offerings to their customers: the quality of the offering, the main culinary specialty of each restaurant, the price, the exact location of the restaurant and hotel, as well as their surrounding assets such as beaches, downtowns, and nearby entertainment venues. They also need to know the level of cleanliness of the food and restaurant, the level of security of the hotel and the meals that these restaurants and hotels offer, the means of delivery and communication that they have, the opening and closing hours, as well as the holidays, etc....

## **Business problem:**

The problem is equally obvious: how to allow restaurants and hotels to be more visible to new potential customers in order to increase their turnover; and how to allow any potential customer to have access to all the necessary information that would allow him to feel close to the preferably hotels and restaurants from his home, if needed?

So, the main objective of this capstone project is to show how in Senegal, as everywhere else, we can set up a geolocalized contact system allowing any potential customer to easily discover any type of restaurant and hotel in the area, as well as all the necessary information that any potential customer needs to feel close to these restaurants and their surroundings.

## **Target audience of this project.**

Obviously, when restaurants and hotels want to be visible, it is for potential customers who may be in a more or less urgent need, mandatory, vital, or simply for love or desire to discover new restaurants and hotels:

They are travelers, people who have little time to prepare food or who are in a hurry to urgently take a hotel room. For example in Senegal, where every inhabitant of Dakar can order a meal, at least once a day, in a restaurant.