

Web-Based Platform for Restaurant Recognition and Promotion

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Abstract—In the digital age, small and medium-sized restaurants struggle to gain visibility and compete with larger businesses. This paper presents a web-based platform that integrates restaurant owners with potential customers, providing a service aimed at promoting restaurants through personalized recommendations, user reviews, and promotions. The platform operates exclusively on the web and caters to both restaurant owners and natural clients.

Index Terms—Web-based platform, restaurant promotion, restaurant discovery.

I. INTRODUCTION

Restaurants, especially small and medium-sized enterprises (SMEs), face challenges in acquiring visibility and reaching a broader customer base. Existing platforms focus primarily on larger chains or high-end restaurants, leaving many local businesses underrepresented. To address this gap, a web-based platform was developed to enable restaurant owners to promote their businesses and reach more customers.

The platform integrates two primary groups: restaurant owners and natural customers. Restaurants can sign up and manage their profiles, while users can browse, search, and interact with restaurants based on personal preferences.

II. ARCHITECTURE

A. System's Backend and Frontend

The platform is designed using a modular architecture to ensure flexibility, scalability, and maintainability. The architecture can be divided into three layers: the front-end (user interface), back-end (business logic), and data storage (RDBM like MySQL).

The front-end is built with modern web technologies to ensure a responsive and user-friendly interface. Users can easily access the platform from any device with a web browser, eliminating the need for mobile applications.

The back-end, implemented using Java and Python, is responsible for handling the business logic. This includes user authentication, restaurant profile updates, and recommendation algorithms.

III. FUNCTIONALITIES

The platform provides several core functionalities aimed at promoting restaurants and improving the user experience.

These functionalities are divided between restaurant owners and natural clients.

- **Restaurant Profile Management:** Owners can create and update their profiles, including menu items, contact details, and promotional offers.
- **Promotions:** Owners can create special offers and promotions to attract more customers.
- **Restaurant Discovery:** Users can browse restaurants by location, cuisine, or user rating.
- **Reviews and Ratings:** Users can leave reviews and rate restaurants based on their experiences.
- **Reservations:** Users can make reservations directly through the platform for participating restaurants.

IV. BUSINESS MODEL

The business model of this project it's focused on recognition and promotion through a web application.

- We would like to connect two types of clients
- Restaurants (Commercial Clients)
- Natural Clients (Consumers)

The main reason to create this web application it's the poor visibility of local restaurants, so the propositions falls on this p

V. POSSIBLE CHALLENGES

The platform faces several challenges, particularly in ensuring user adoption among both restaurants and customers. Future work will focus on improving the recommendation algorithms and integrating social media sharing features to increase the platform's reach.

CONCLUSION

This paper presents a web-based platform aimed at promoting local and international restaurants by offering a solution for restaurant discovery and promotion. The platform is designed to be accessible, affordable, and efficient.