**Title of the Project**: **iCATERYou**: Online Reservation Website for Catering Services in Iloilo City

**Name of the Product**: iCATERYou

**Target Market**: Event Planners, Busy Professionals, Families, Entrepreneurs, Catering Owners

**BACKGROUND OF THE STUDY**

In Iloilo City, event planning and catering services play a crucial role in various social and corporate occasions such as weddings, birthdays, conferences, and family gatherings. However, many individuals and businesses face challenges in finding reliable, quality catering services that cater to their specific needs and preferences. Traditional methods of booking, such as relying on word-of-mouth or manually searching for caterers, can be time-consuming and often lack transparency in pricing and service quality.

With the increasing reliance on digital platforms for convenience and efficiency, there is a significant opportunity to streamline the catering booking process. **iCATERYou** seeks to address these challenges by providing an online reservation platform that connects customers in Iloilo City with trusted catering service providers. The platform aims to offer a wide range of catering options, making it easier for users to find, compare, and book services based on their event requirements.

By facilitating seamless online transactions, providing transparent pricing, and ensuring service quality, **iCATERYou** aims to become the go-to platform for catering services in Iloilo City, making event planning more accessible and less stressful for its users.

**PROJECT CONTEXT**

In recent years, the demand for convenient and efficient food service solutions has significantly increased, particularly in urban areas like Iloilo City, where social events, corporate gatherings, and family celebrations are frequently held. Catering services have become a vital part of these events, offering tailored menus and professional food handling. However, the traditional methods of booking catering services through phone calls, physical visits, or manual reservations—are often time-consuming, inefficient, and prone to miscommunication.

To address these challenges, iCATERYou is proposed as an online reservation platform specifically designed for catering services in Iloilo City. The goal is to digitize and streamline the process of booking catering services by providing a user-friendly website where customers can browse menus, customize orders, schedule event dates, and receive instant booking confirmations. Likewise, catering service providers can manage reservations, update offerings, and communicate directly with clients through the platform.

**STATEMENT OF THE PROBLEM**

1. How can iCATERYou improve the catering booking process in Iloilo City to ensure it is user-friendly, transparent, and effective in meeting the expectations of both customers and catering service providers?
2. How can iCATERYou build trust and credibility with its target market to overcome hesitation in booking catering services online, especially when dealing with high-stakes events like weddings and corporate functions?
3. What solutions can iCATERYou offer to address the problem of limited access to diverse catering options in Iloilo City, catering to different event sizes, budgets, and cuisine preferences?

**GENERAL OBJECTIVE**

To develop a web-based reservation platform for **individuals**, **businesses**, **catering services**, and **event planners** in Iloilo City to **easily discover**, **book**, **browse menus**, and **access high-quality** catering services that **meet** their **specific needs**, **preferences**, and **budget** for various events.

**SPECIFIC OBJECTIVES**

1. **Simplify Booking Process**: Enable customers to easily browse menus, check availability, and reserve catering services for event without needing to visit in person.
2. **Real-Time Availability**: Offer up-to-date information on service availability, ensuring customers can book catering services that fit their event schedule.
3. **Provide a Diverse Range of Catering Options**: To offer a variety of catering services, including different cuisines, event types (weddings, corporate events, parties), and budget options, catering to the needs of individuals and businesses in Iloilo City.

**SIGNIFICANCE OF THE STUDY**

The development of **iCATERYou** is a response to the increasing demand for digital transformation in the local service industry, specifically in the catering sector of Iloilo City. This study is significant as it addresses the inefficiencies of traditional booking methods by introducing a web-based platform that streamlines the reservation process and enhances user experience.

**For Customers / Event Organizers**

This system offers a more convenient, faster, and transparent way to find and reserve catering services. It allows users to compare providers, customize their orders, and receive booking confirmations—all within a few clicks. This saves time and reduces the likelihood of miscommunication or booking errors.

**For Catering Service Providers**

Local caterers, especially small and medium enterprises, benefit from increased visibility and operational efficiency. Through the platform, they can manage bookings, display services, and communicate with clients effectively. This can lead to higher customer retention, better resource planning, and business growth.

**For the Local Economy**

By promoting local catering businesses and helping them adapt to digital trends, the project contributes to economic development in Iloilo City. It encourages entrepreneurship and supports the modernization of traditional industries through technology.

**For Future Researchers**

The project can be used as a case study or capstone model for students in IT, business, or entrepreneurship courses. It exemplifies how digital solutions can be designed with a user-centered approach to address specific local challenges.

**SCOPE AND DELIMITATIONS**

**SCOPE**

The iCATERYou project focuses on the development of a web-based reservation platform specificallydesigned for catering services operating in Iloilo City. The system aims to automate and simplify thereservation process by offering the following features:

* **User Registration and Login** for both customers and catering service providers.
* **Service Listings** with details such as available menus, event packages, pricing, and provider profiles.
* **Online Reservation System** that allows users to select a date, customize their orders, and book catering services in real-time.
* **Dashboard for Catering Providers** to manage bookings, update menus, and respond to inquiries.
* **Customer Reviews and Feedback** to help others make informed choices.
* **Notification System** to alert users and providers of reservation status via email or system messages.
* **Admin Panel** for overall system management, including user monitoring and content moderation.
* **Inventory** that involves tracking of the ingredients, supplies, and resources that caterers need to fulfill bookings. Catering services must ensure that they have sufficient quantities of food items, supplies, and equipment to meet the demands of each event.
* **Scheduling** involves organizing and managing reservations, event dates, and catering service timelines. Proper scheduling ensures that caterers have enough time to prepare, deliver, and serve at various events. It also helps avoid overbooking or conflicting bookings.
* **Generate Receipt** will include the essential details such as **customer information**, **event details**, **catering service costs**, and **payment information**.

**DELIMITATIONS**

Despite its wide range of features, the system has some limitations due to technical, financial, and time constraints:

* **No Integrated Online Payment System**: The initial version does not support direct payment through the website; transactions are expected to be completed offline or through manual methods.
* **Geographical Limitations**: The platform is designed specifically for catering businesses and customers in Iloilo City and may not support services outside this area.
* **Limited Customization for Events**: While menu selection is available, highly detailed event customization (e.g., seating arrangements, on-site services) is not supported.
* **Dependent on Internet Access**: Users must have a stable internet connection to access the platform, which may limit usability in some areas.
* **Manual Verification for Providers**: Catering businesses are approved manually by the admin before being listed, which may cause slight delays in activation.

**OPERATIONAL DEFINITION OF TERMS**

1. **iCATERYou**

* Refers to the proposed online platform developed to facilitate the reservation of catering services in Iloilo City. It enables users to browse, book, and communicate with catering service providers through a web-based interface.

1. **Online Reservation**

* The process of booking or scheduling catering services through the internet using a website or digital platform, rather than through traditional walk-in or phone-based methods.

1. **Catering Services**

* Refers to businesses or individuals that prepare, deliver, and serve food and beverages for events such as weddings, birthdays, corporate functions, and other gatherings.

1. **Users**

* Individuals who access and use the iCATERYou platform, including event organizers or clients seeking catering services, as well as the catering service providers who offer their menus and availability.

1. **Service Provider**

* A registered catering business or individual offering food and beverage services through the iCATERYou platform. Providers manage their listings, respond to inquiries, and confirm bookings.

1. **Client/Customer**

* An individual or organization using the platform to search for, inquire about, and book catering services for an event.

1. **Booking System**

* The feature within iCATERYou that allows clients to select a service provider, choose a menu or package, set the event date and time, and confirm the reservation.

1. **Iloilo City**

* The specific geographic location where the iCATERYou platform operates, focusing on local catering service providers and customers based in or around Iloilo City.

1. **User Interface (UI)**

* The part of the website that users interact with, including navigation menus, forms, buttons, and display elements designed for ease of use and efficient booking.

1. **Web-Based System**

* A system that is accessible through a web browser and requires an internet connection, as opposed to a mobile app or desktop software. iCATERYou is a web-based system.