Deliverable #2: Client and business domains, questionnaire

Systems Development

Green Team - Vanier College

There are no previous works, either for design or implementation which were used

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# Deliverable #2: Client and business domains, questionnaire

## Executive Overview

We have researched how competitive the restaurant industry is, especially when the restaurant is located near Montreal; the second city with the highest number of restaurants per capita. Even though the restaurant Louis & Jacob is surrounded by a competitive environment, customers love to host parties there and are attracted to special meals which happens on a specific day of the week.

Their website shows an overview of the restaurant. It has a simple user interface for customers to reserve a table, see the menu and glance at the promotions. It also has a clip showing the insides of the restaurant, giving the customers a preview of the experience.

Their speciality are tartares and since they offer several types of tartare, that gives them an edge over Calvi, a restaurant nearby, who offers only one type of tartare.

The problem remains that they need to track their wine inventory effectively. Writing on pen and paper to do this task requires time management especially for their big stock of wine. With our system, we will remove the paperwork and allow the owner of the restaurant to contribute his time elsewhere.

We have some unclarities related to how the client wants the system to be used, by whom and how frequently. Whether he wants it to be an automatic process when a wine is used/sold or a manual entry is still a mystery. That is why in the next meeting with the client, we will get confirmation with his answers to our formal questionnaire.

**Business Domain**

A restaurant is a business that prepares and serves food and drinks to customers. The restaurants industry is divided by two groups: those that prepare and serve food and those that produce and distribute food, equipment, and services needed by food providers (Vault). The first group are the employees who keep track of the inside of the restaurant (Vault). The front employees include the bartenders, wait staff, hosts, and busboys (Vault). In addition, the end employees include chefs, cooks, managers, and dishwashers (Vault). As for the second group, the producers and distributor of food include equipment suppliers and food and beverage suppliers (Vault). Salespeople inform the owners and managers of the latest supplies and appliances (Vault). They also try to convince restaurants to purchase their product (Vault). The food suppliers may represent a farm or a food production corporation (Vault).

In 2018, the annual sales of food services and drinking in Canada places a total of $72.1 billion. It has increased up to 5.2% since 2017 (Statistic Canada, 2019). Throughout 2018, This increase in sales occurs simultaneously with the growth Canadian economy and low unemployment (Statistic Canada, 2019). To add, menu prices in all restaurants went higher in the year of 2018. The prices for food from restaurants went up to 3.8% and prices for alcoholic beverages went up to 3.4% (Statistic Canada, 2019).

Today, consumers are growing numb to impersonal ads (Winthrop). Leading brands are investing more than ever in a local restaurant marketing strategy at the community level (Winthrop). Restaurants initiating the right strategy partnerships can drive consumer trust, loyalty, and enhance brand awareness (Winthrop). In Montreal, many restaurants are partnering with companies to allow customers to order online. This allows companies to promote the restaurants using ads. For instance, UberEATS launches food delivery service in Montreal and partnered with over hundreds of restaurants (Wilton, 2017). It has many benefits for the customers, the restaurants and the UberEATS (Wilton, 2017).

Montreal has the highest number of restaurants per capita in Canada and the second highest in North America is New York City (EC). Most restaurants in Montreal use many techniques to attract the customers. An example to attract customers is by collaborating on special offers with local businesses (Henderson, 2018). This technique attracts customers by collaborating with nearby entertainment hot spots to help both of the companies (Henderson, 2018).

The Constitution of Canada states responsibilities that the ten provinces empower. The only responsibility that the provinces hold is the one for applying laws and regulations related to distribution and sale of alcoholic drinks in Canada (Wiki, 2020). In each province, there is a separate agency responsible for regulating the use of alcoholic drinks (Wiki, 2020). Therefore, SAQ are the only distributors allowed for all restaurants in Quebec.

## Business Environment

Our client’s restaurant, called Louis & Jacob, is the first of its kind. Louis and his brother, Jacob, decided to open their own restaurant with their own name as the title. They chose to be unique and categorize their restaurant as “les saveurs du monde,” as said by the owner himself. The restaurant’s menu contains different sorts of food from around the world which is why they have chosen that unique category. For example, they have a “Mediterranean style grilled Morocco octopus” and they have an “Indian style shrimp curry.” These are two different meals from different parts of the world. Not only do they serve various types of meals, they also offer different choices of alcohol. The restaurant has a bar installed inside with a display of various alcohols. Food and drinks are the main business of this enterprise, however, we must not forget the customers who come! Many customers host different events at Louis & Jacob, such as birthdays, staff parties, baptisms, etc. Louis & Jacob are always friendly towards their customers and they encourage them to write their opinions online. Most of the reviews are positive with some bad reviews. However, bad reviews do not stop the restaurant from growing, as Louis expressed.

As shown on their website, they have weekly specials on two days of the week. These days include Tuesday “tartares à volonté” and Wednesday oysters for $1. On Monday & Wednesday to Friday they have drinks for $5 from 4pm to 7pm (Louis et Jacob, 2019). The website plays a big role for the business, seeing that it is modernized with the design and simple to use. They have special menus for special events which they post on their website, for example a menu for Valentine’s Day. These specials attract customers to present themselves to the restaurant Louis & Jacob.

Louis & Jacob is situated near other restaurants, giving them competitors, for example the following restaurants Sterling Steakhouse, Calvi, and Monza. Calvi would be described as their main competitor, as seen on their website they offer a Valentine’s Day menu as well. They also offer a beef tartare plate however, not a plate similar to the one Louis & Jacob offer. At the Calvi restaurant they offer only beef tartare. However at Louis & Jacob, they offer individually salmon, tuna, shrimp and beef tartare. Many customers present themselves to Louis & Jacob on Tuesday’s for their “tartares à volonté.” Since Louis & Jacob have a speciality and various types of tartares, they will attract customers to try them.

## Client Description

The name of our client is Louis Vincent De Paul. He runs a restaurant at Centropolis in Chomedey, Laval called Louis et Jacob. The restaurant has an inventory for wine. Currently, they do the inventory for the wine on paper. The client uses Microsoft Word to write the menus of the restaurant and uses Microsoft Excel to write his wine menus. The client wants a system that can make it easier for him and his waiters to keep track of the wine. The client knows how to use a computer and knows how to use Microsoft Word and Microsoft Excel. The client and his employees can read and write well in both English and French.

## Business Problem

The problem is that the owner of the restaurant and his or her employees are having a hard time keeping track of their wine inventory. They do not know when they are out of stock until they pick up the last wine. They are only using pen and paper to know if a specific wine needs to be restocked. It is quite inefficient and does not guarantee error-free. With our new system, as a team project, we are going to provide them with a solution. Instead of counting one by one, the software would show the stock for the specified wine. That will save a lot of time.

## Open Questions

We know that the client keeps track of his wine inventory with a piece of paper, but we do not know the frequency that they check the inventory or what information they mark on the paper. We do know what the inventory tracking process entails, whether he counts the stock from zero everytime, or deducts from a known stock quantity as wine is sold. We do not know what the client’s expectations are for the inventory system, how he wants it to be used, who will use it, and for what kind of device. As per the law in Quebec, we know the client buys his wine from SAQ, but we do not know the process that he goes through to purchase an order. We know that the inventory system will have its stock added manually on reception, but do not know what the client wants for deducting stock from the system, whether it is automatic, or manual entry. If the client wants manual entry, we don’t know if they would allow wait staff to submit deductions as wine is sold. We know that the client is comfortable with both English and French, but we don’t know which language the client wants the application in.

## Formal Questionnaire

1. How often do you check the wine inventory?
2. What is the process that you go through to check the wine inventory?
3. Do you do a fresh count every time?
4. Do you keep track of your wine inventory as stock is sold/used?
5. Who will use the new wine inventory system?
6. What kind of device do you want to interact with the system?
7. How do you order wine from SAQ?
8. How do you want the wine inventory to update as stock is sold? Manually or automatically?
9. If you want an automatic system, what kind of sales hardware/software are you using now? Please note that an automatic deduction feature is most likely out of the realm of possibility for this project.
10. If you want a manual system, do you want the wine to be deducted immediately by waiter staff, or when going through the day’s/week’s sales receipts?
11. What language would you like the application to be in?

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