**Optimizing Business Efficiency: Promoting and Implementing an Online Ordering System for 2838**

**By**

**Mauricio**

**Mayo**

**Jaballa A.**

**Jaballa R.**

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Abstract

The purpose in this study explores and promotes the development of an online ordering system for "2838," a milk tea and shakes business located near a school. In today's digital era, online platforms have transformed business operations, improving processes and customer experiences. This research focuses on integrating digital solutions into "2838," catering to its school-aged clientele.

Using qualitative and quantitative methods, our group’s research examines the feasibility and effectiveness of implementing an online ordering system in "2838." The study aims to identify benefits like improved efficiency, enhanced customer engagement, and expanded market reach.

Furthermore, Addressing challenges such as technological infrastructure and user adoption, our findings offer insights and recommendations for businesses like "2838" seeking to leverage technology effectively.

This study contributes to discussions about optimizing business operations through digital innovation. It offers practical implications for food and beverage businesses aiming to meet the needs of their target markets. Customers can conveniently view all products on the site and place orders simultaneously.

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**Chapter 1**

#### **1.1 Introduction**

In the dynamic realm of the food and beverage industry, our business situated on 9th St. East Tapinac aspires to thrive by expanding through multiple franchises and drawing in potential franchisers. While envisioning this growth, our foremost challenges lie in securing the necessary capital and crafting effective marketing strategies to stand out in the competitive market.

To tackle these challenges head-on, our focus extends beyond mere problem-solving to the development of a comprehensive plan aimed at elevating our brand presence. This capstone project, "Optimizing Business Efficiency: Promoting and Implementing an Online Ordering System for 2838," is not just about addressing the immediate hurdles. It's a strategic exploration into innovative methodologies, ensuring that our business operations are not only efficient but also aligned with contemporary consumer trends.

As we delve into this initiative, we envision creating a seamless online ordering experience for 2838, enhancing customer satisfaction, and fortifying brand loyalty. This project stands as a testament to our commitment to adaptability and excellence in navigating the challenges of the ever-evolving food and beverage landscape. Through a blend of innovation and strategic marketing, we aim not only to meet industry standards but to set new benchmarks for success.

#### **1.2 Background of the Project**

Optimizing Business Efficiency: Promoting and Implementing an Online Ordering System for 2838 Tea and Café, aims to modernize the operational processes of the café by introducing an innovative online ordering system. This initiative is prompted by the recognition of the growing significance of digital platforms in the food and beverage industry and aims to address operational challenges such as manual order processing and long wait times.

By leveraging technology to streamline operations and enhance customers satisfaction, the project seeks to offer customers a convenient and personalized ordering experience. Additionally, the implementation of the online ordering system serves as a strategic marketing tool, allowing the café to engage with customers, foster brand loyalty, and expand its market reach. Ultimately, the project is aligned with the goal of optimizing business efficiency and setting new standards of excellence in service delivery and market competitiveness for 2838 Tea and Café.

The implementation of the online ordering system at 2838 Tea and Café not only boosts operational efficiency but also foster sustainability by minimizing paper usage. This transition to a digital platform reflects the café’s dedication to environmental responsibility, resonating with modern consumer values and promoting greener business model. This addition underscores the broader societal and environmental implications of the project, emphasizing its alignment with contemporary business practices and values.

#### **1.3 Significance of the Project**

**Customers/Consumers**  
 Experience by offering them a well-organized and user-friendly platform. This system enables students to easily place orders and navigate through available options. It enhances convenience and efficiency in the ordering process, ultimately contributing to a smoother user experience.

**Business Owner**  
 Can save time and expenses by streamlining their order processes and inventory management through promoting and implementing an online ordering system. This system can provide a higher level of focus on customers and help increase profits.  
**Marketing Team** Can leverage data from promoting and implementing an online ordering system to enhance their marketing campaigns and personalize their sales strategies on customer ordering patterns and preferences.

#### **1.4 Statement of the Problem**

Introducing an online ordering system at 2838 aims to address current inefficiencies, including manual order processing, extended wait times, and limited customer outreach. These challenges impact operational effectiveness, customer satisfaction, and hinder business expansion. Implementing a customized online ordering system is crucial for optimizing efficiency and enhancing the overall customer experience at 2838.

**1.4.1 General Problem**

The general problem addressed in this capstone is encountering issues such as manual order processing, long wait times, and limited customer reach. These challenges hinder efficient business operations and can negatively impact customer satisfaction and overall profitability.

**1.4.2 Specific Problem**

1. What challenges does 2838 face in reaching and serving customers beyond its physical location without an online ordering system in place?

2. How does the reliance on manual order processing methods impact operational efficiency and customer satisfaction at 2838?

#### **1.5 Objectives of the Study**

**1.5.1 General Objectives**

To enhance operational efficiency and improve the overall customer experience by implementing a tailored online ordering specifically designed for 2838.

**1.5.2 Specific Objectives**

1. Implementing an online ordering system to automate and streamline the order processing procedure, reducing manual intervention, errors, and processing time.

2. Improving customer experience through a seamless and user-friendly online ordering platform, leading to faster orders, enhanced accuracy and greater satisfaction.

3. Utilizing the online ordering system to reach a broader customer base beyond the immediate vicinity of 2838.

#### 

#### **1.6 Theoretical/Conceptual Framework**

* **Technology Benefits Businesses**:

The study explores how online ordering systems contribute to smoother business operations.

* **Understanding Technology Use**:

This understanding helps predict if businesses will adopt online ordering systems.

* **Improving Business Processes**:

The focus is on discovering how online ordering systems can simplify tasks like ordering, managing inventory, and communicating with customers.

* **Customer Preferences**:

Identifying what customers prefer when ordering online guides the design of online ordering systems.

1.6.1 Non-Computer Science Concepts

**Customer Relationship Management (CRM)**

Building strong relationships with customers to keep them coming back.

**Marketing and Promotion Strategies**

Using social media to promote the online ordering system and engage customers.

**Supply Chain Management**

Managing inventory effectively to avoid shortages or excess stock

**Legal and Regulatory Compliance**

Ensuring adherence to data protection laws and online transaction regulations.

**Change Management and Training**

Providing comprehensive training programs to facilitate smooth transitions and adoption of new systems.

**Customer Support and Feedback Management**

Establishing effective support channels and utilizing customer feedback to drive improvements.

1.6.2 Computer Science Concept

**Database Management Systems (DBMS)**

These systems help businesses organize and manage their data efficiently, which is important for keeping track of orders, customers, and inventory

**User Experience (UX) Design**

Designing the online ordering system with user-friendly principles ensures customers can navigate it easily.

**HTML**

Known as HyperText Markup Language in computer science, is a language used to create the structure and content of web pages. It uses tags to define elements such as headings, paragraphs, and images.

**CSS**

Cascading Style Sheets in computer science, is a language used to control the appearance and layout of HTML elements on a web page. It allows developers to specify colors, fonts, spacing, and other visual properties of elements.

1.6.3 Paradigm of the Project

1.6.4 Summary of Similarities and Concepts

**Technology Integration for Efficiency**

Using online ordering systems helps streamline operations and reduce costs across various industries

**Focus on Customer Needs**

Successful businesses prioritize understanding and meeting customer preferences through online ordering systems.

**Streamlined Processes**

Automation and streamlining of internal processes are vital for efficiency gains with online ordering systems.

**Continuous Improvement Mindset**

Businesses that embrace continuous improvement and adaptability are better positioned to succeed with online ordering systems.

**Strategic Promotion**

Effective marketing and promotion strategies are essential for driving adoption and usage of online ordering systems.

**Employee Training and Change Management**

Providing adequate training and managing change effectively are crucial for successful implementation and adoption of online ordering systems by employees.

**1.7 Scope and Limitations**

1.7.1 Scope

* This research is about making another way for customers to order from "2838," a milk tea and shakes shop near a school. We're going to set up an online system where customers can see what's available and order through the website.
* We'll ask customers questions and look at data to see what they like and how well the online system works. We want to know if it helps the shop run better and if customers like it.

1.7.2 Limitations

* This study only looks at "2838" and the people near the school. It might not work the same way for other shops or groups of customers. Sometimes, the online system might have problems with the software or keeping things safe.
* Resource and time constraints may limit the depth of data collection and analysis, potentially overlooking certain customer behaviors or market dynamics. Self-reported data from surveys and interviews may introduce biases despite efforts to minimize them.
* In the end, this research will give us some ideas about how online ordering can help shops like "2838," but we need to remember its limits.