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MC DONALDS DATABASE SYSTEM PROJECT

submitted to faculty guide - Dr. Vinay Kumar Singh

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ACKNOWLEDGEMENT

I HAVE A GREAT PLEASURE IN PRESENTING MY PROJECT ENTITLED MC DONALD. I TAKE THIS AN OPPORTUNITY TO EXPRESS MY GREATEST GRATITUDE TO ALL WHO CONTRIBUTED THEIR VALUABLE TIME AND ASSISTED ME IN MY PROJECT.

I WOULD LIKE TO THANK MY FACULTY GUIDE *DR. VINAY KUMAR SINGH* FOR THIS APPROVAL AND ALSO FOR HIS VALUABLE GUIDANCE & SUPPORT IN COMPLETING MY PROJECT OF MC DONALD.

LAST BUT NOT THE LEAST I THANK THE MC DONALD EMPLOYEES WHO ASSISTED US IN SHARING THEIR DATABASE INFORMATION WITH US.

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DECLARATION

*WE STUDENTS OF ABV-IIITM, STUDENTS OF 4TH SEMESTER 2015
HERE BY DECLARE THAT WE HAVE ACCORDINGLY
COMPLETED OUR PROJECT ON MC DONALDS IN THE YEAR
2015.*

*THE INFORMATION SUBMITTED IS TRUE AND
ORIGINAL TO THE BEST OF MY KNOWLEDGE.*

INTRODUCTION

- **Grand Opening;** McDonald's opened its doors in India, the 95th country, in 1996 and was the first country to serve non-beef and non-pork items. Its authority on non-beef and non-pork products still remains unchallenged
- **Ownership;** McDonald's India is a **locally owned** company managed by Indians
- McDonald's is managed in India by
 - Vikram Bakshi, under Connaught Plaza Restaurants Pvt. Ltd in Northern and Eastern Region (Headquartered in New Delhi) through a joint venture
 - Smita Jatia, under Hardcastle Restaurants Pvt. Ltd. in the Western and Southern Region (Headquartered in Mumbai) which is a DL (Development Licensee)
- **McDonald's Philosophy;** McDonald's philosophy of QSCV (Quality, Service, Cleanliness and Value) is the guiding force behind its service to the customers in India
- **Vendor Development;** McDonald's spent more than 5 years (from 1990 onwards) on developing the first **beef-less** and **pork-less** menu in McDonald's history.
- McDonald's pioneered the establishment of **Cold Chain** across India which helps maintain freshness and nutrition in every product
- **The Scorecard;** The first McDonald's restaurant in India opened on October 13, 1996 at Basant Lok, New Delhi
- **Today,** McDonald's has **242** restaurants operating in India serving over 5, 00,000 customers' everyday and has completed more than 10 years of unparalleled in the country.
- Every McDonald's burger has **nine different ingredients**, which are sourced, from 35 suppliers across the country before it reaches the consumer
- McDonald's practices **Vegetarian** and **Non-Vegetarian Segregation** right from

processing to serving and uses 100 per cent vegetable cooking oil

- The **Happy Price Menu** competitively priced at Rs.20 was unveiled in April 2004
- **McDelivery™**, McDonald's **Home Delivery Service** was successfully launched in April, 2004
- **McAloo™ Tikki, Veg Surprise and Pizza McPuff™** developed in India are now being exported to the countries in the Middle East .

DESCRIPTION

OUR DATABASE CONSISTS OF THE IMPORTANT ENTITY –SETS AND RELATIONSHIP SETS OF A TYPICAL MC DOALDS RESTAURANT. THESE ARE DESCRIBED AS FOLLOWS:-

ENTITY - SETS

1. **MC-STORE** : THIS ENTITY SET CONSISTS OF THE ENTITIES THAT ARE THE MC DONALD STORES IN OUR COUNTRY. IT HAS THE ATTRIBUTES LIKE MC_STORE ID, MCADDRESS, MC_ADDRESS_ID, MC_EMPLOYEE_COUNT etc.
2. **MC EMPLOYEE-** THIS ENTITY SET CONSISTS OF THE ENTITIES WHICH ARE THE EMPLOYEES WORKING IN THE MC DONALDS RESTAURANTS.IT HAS THE ATTRIBUTES LIKE EMPLOYEE_ID, CONTACY NO, DOB, AGE etc.
3. **MC ITEMS-** THIS ENTITY SET CONSISTS OF THE ENTITIES WHICH ARE THE ITEMS SERVED IN THE MC DONALD RESTAURANT. IT HAS THE ATTRIBUTES LIKE CALORIE VALUE, NAME ,STORE_ID,PRICE etc.
4. **MC ORDER-** THIS ENTITY SET CONSISTS OF TEHE ENTITIES WHICH ARE THE PARTICULAR ORDERS OF

THE CUSTOMERS. IT HAS THE ATTRIBUTES LIKE ORDER_ID, MC CALORIES, MC_COST, ITEMS COUNT etc.

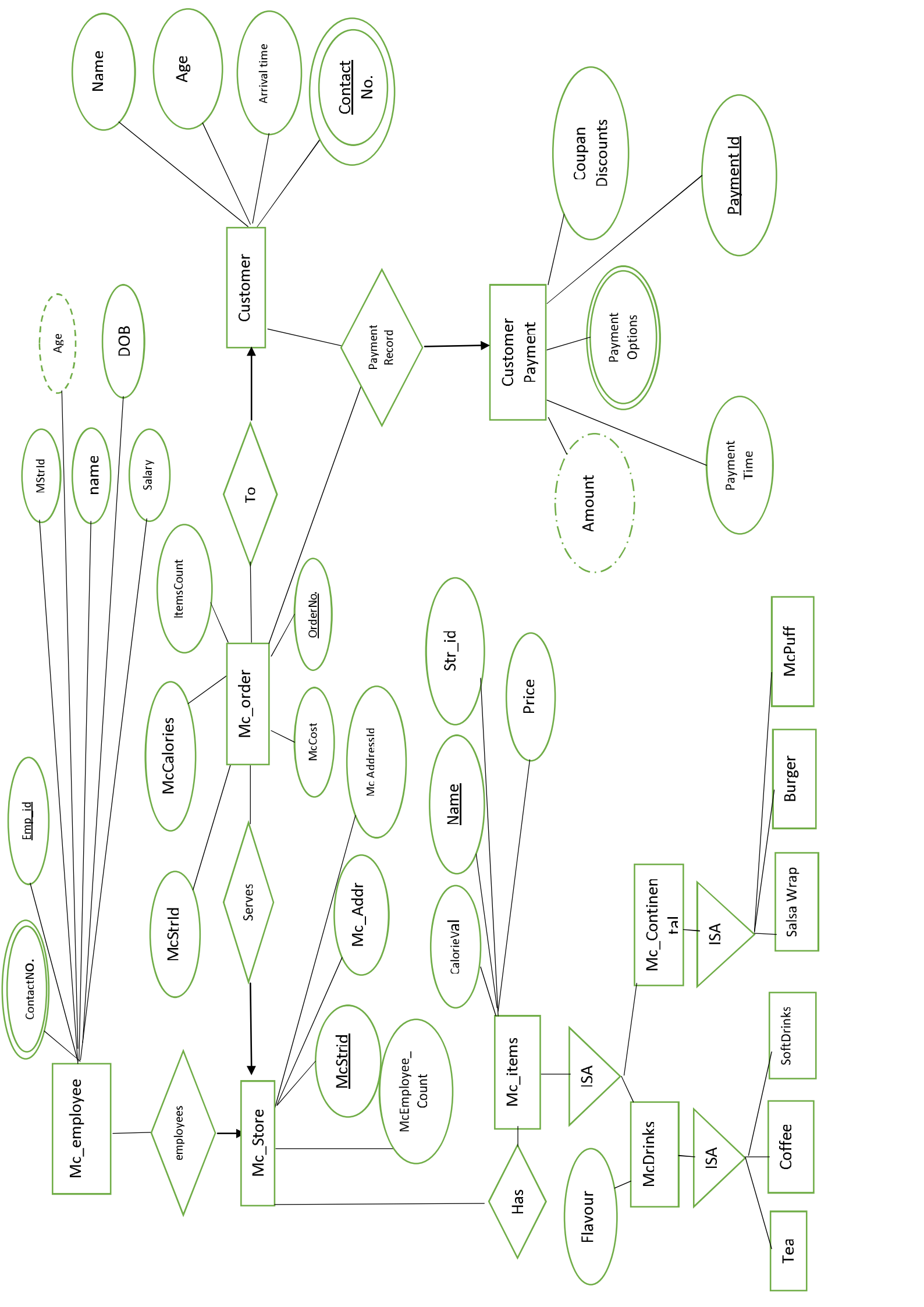
5. **CUSTOMER**- THIS ENTITY SET CONSISTS OF THE ENTITIES WHICH ARE THE PEOPLE COMING IN THE MC DOANLDS RESTAUARNTS . IT HAS THE ATTRIBUTE LIKE NAME , AGE, ARRIVAL TIME , CONTACT NO etc.
6. **CUSTOMER PAYMENT** –THIS ENTITY SET CONSISTS OF THE ENTITES WHICH ARE THE PAYMENTS RELATED TO A COMBINATION OF A CUSTOMER AND A ORDER. IT HAS THE ATTRIBUTES LIKE PAYMENT ID, AMOUNT , DISCOUNT COUPONS, PAYMENT OPTIONS etc.

RELATIONSHIP SETS

1. **employees**- THIS IS THE RELATIONSHIP SET BETWEEN THE ENTITY SETS MC-STORE AND MC-EMPLOYEES.
2. **serves**- THIS IS THE RELATIONSHIP SET BETWEEN THE ENTITY SETS MC-STORE AND MC ORDER.
3. **to** - THIS IS THE RELATIONSHIP SET BETWEEN THE ENTITY SETS MC ORDER AND CUSTOMER.

4. has- THIS IS THE RELATIONSHIP SET BETWEEN THE ENTITY SETS MC-STORE AND MC ITEMS.
5. payment record - THIS IS THE RELATIONSHIP SET BETWEEN THE ENTITY SETS CUSTOMER AND CUSTOMER PAYMENT.

the er diagram of the mc Donald database involving the aforesaid attributes and the relationship sets is given on the next page which involves several features such as generalization and derived,multivalued and composite attributes.



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