1.2 Background

- **Client's Business:** Our client's business represents a network of restaurants. They currently rely on busy employees, families, and individuals seeking convenience and ease and social media for marketing. Our system acts as an intermediary, facilitating connections through our service, which delivers food from restaurants to customers. This saves customers time and effort while helping restaurants increase profits and customer satisfaction.

- **Existing System:** Currently, customers contact the restaurant directly to place an order. The restaurant then prepares the order and delivers it to the customer's home. However, the problem is that not all restaurants, especially small and medium-sized ones, offer this service. Even when available delivery is often limited to locations near the restaurant branch. Which limits success in reaching new customers . However, this necessitates significant costs to open numerous branches to cover all areas.

- **Business Goals** :The client's business relies on customers who value convenience, ease, and timesaving when it comes to food delivery. The existing system, with its limitations in terms of availability and geographical coverage, can sometimes lead to customer frustration.

  Alignment of the New System:

  1. **Reliable Delivery:** The new system ensures timely and accurate delivery of orders, reducing customer wait times and minimizing errors.

  2. **Customer Satisfaction:** The system enhances customer satisfaction by offering a wider range of restaurant options and ordering experience.

  3. **Easy Ordering:** The system provides a user-friendly interface for customers to place orders, customize their meals, and track the delivery process.

  4. **Feedback and Reviews:** Customers can provide feedback and reviews on their orders and restaurants and help to maintain quality standards.

  5. **Increased Efficiency:** The system streamlines the ordering and delivery process, reducing time and effort for both restaurants and customers.

  6. **Scalability:** The system is designed to handle a growing number of restaurants and customers, ensuring its long-term viability and ability to meet increasing demand.