

System Request and Cost-Benefit Analysis for Cowboy Hotel

System Request - Cowboy Hotel Conference Room Booking System

Project Sponsor:

Jaime Bradson, Hotel Manager, Cowboy Hotel

Business Need:

This project's goal is to design and implement an automated and user-friendly system for managing conference room bookings and event planning at the Cowboy Hotel. The current manual process is inefficient, error-prone (e.g., double-booking), and limits revenue potential due to underutilized conference facilities. A dedicated system is required to streamline operations and enable effective marketing of the newly constructed conference rooms.

Business Requirements:

1. A standalone system for conference room bookings, separate from the existing hotel room booking software.
2. Features to prevent double-booking and ensure real-time availability updates.
3. User-friendly interface for efficient data entry, accessible by multiple staff members (Josephine Leon and future hires).
4. Reporting capabilities for tracking bookings, revenue, customer preferences and possibly others (t.b.d)
5. Compatibility with existing hardware (Windows 11 and Office Professional 2014) and future scalability.
6. Remote access for Jaime Bradson from his office.

Business Value:

- **Tangible Benefits:**
 - **Revenue Growth:** Projected annual revenue increase of 140,000 from conference room bookings.
 - **Cost Savings:** Reduced labor costs and errors (e.g., minimized double-booking penalties).
- **Intangible Benefits:**
 - Improved customer satisfaction due to seamless booking experiences, reduced customer frustration.
 - Enhanced staff efficiency and reduced administrative workload.
 - Better data management for strategic decision-making.

Special Issues or Constraints:

- Development budget capped at \$56,000.
- Existing hardware limitations (only one computer in use; two additional computers planned).
- Urgency due to current manual processes causing operational inefficiencies.
- Emphasis on simplicity and ease of use for staff with minimal technical training.

Cost-Benefit Analysis for Cowboy Hotel Conference Room Booking System

Category	Year 1	Year 2	Year 3	Total
Benefits				
Increased Revenue	\$100,000	\$140,000	\$180,000	\$420,000
Cost Savings (Labor/Errors)	\$15,000	\$20,000	\$25,000	\$60,000
Total Benefits	\$115,000	\$160,000	\$205,000	\$480,000
Development Costs				
Software Development	\$56,000	—	—	\$56,000
Operational Costs				
Hardware (2 Computers)	\$3,000	—	—	\$3,000
Software Licenses/Maintenance	\$5,000	\$5,000	\$5,000	\$15,000
Training & Support	\$2,000	\$1,000	\$1,000	\$4,000
Total Operational Costs	\$10,000	\$6,000	\$6,000	\$22,000
Total Costs	\$66,000	\$6,000	\$6,000	\$78,000
Net Benefits (Benefits - Costs)	\$49,000	\$154,000	\$199,000	\$402,000
Cumulative Net Cash Flow	\$49,000	\$203,000	\$402,000	—