CSE3CAP/CSE5IDP Project Proposal Template

Project Title: *Social Enterprise Catering Management System*

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Executive Summary:

The project seeks to enhance operational efficiency and service delivery of a budding catering social enterprise at Whittlesea Community Connections (WCC). Primary business problems are the lack of specialized features in Square for managing complex catering orders and limited resourcing to invest in a custom system. By leveraging Square's Developer and API capabilities, students will develop customised catering management solutions to help improve future inventory management, production scheduling, and customer interactions.

Background:

WCC is launching a new catering social enterprise in July 2024 as part of the Whittlesea Food Collective. WCC has previously invested in Square as a payments solution for other Food Collective services. Square offers limited functionality for catering especially with regards to advanced ordering, production and inventory management. The primary drivers for this project are the limitations of Square's standard offerings, the high cost of custom platforms like FoodStorm, and the opportunity to leverage Square's Developer and API capabilities

Objectives: *(key functional requirements)*

- **Order management**: improve accuracy and efficiency of order processing through tracking, customisation and automated notifications.
- **Inventory & production management:** streamline production and reduce waste through integrated inventory management to improve operational efficiency and resourcing.
- **CRM functionality**: personalise client experiences through preferences and order histories to improve satisfaction and facilitate future engagement in marketing campaigns.
- **Reporting:** monitor KPIs to identify trends and improve data-driven decision making.

Constraints and Limitations:

High preference for integration with Square and minimal upkeep/maintenance.

Scope (A list of prioritised, must-haves, nice-to-haves and optional outcomes)

Must haves:
• Order management including order placement, processing and scheduling.
• Production management including standardised recipes and workflows.
• Inventory management including tracking, forecasting and expiration/waste management.
• Automated alerts & notifications for order, production and inventory management.
• Basic CRM functionality including secure customer database with order history & preferences for recurring customers.
• Minimum spend feature.
• Basic reporting (sales & orders).
• Training sessions for staff on using the new system.
• Post-migration support and troubleshooting.

Optional:
• Customer feedback system.
• Ability to generate and send out invoices via Square.
• Custom menu pricing based on group sizes and ingredients.
• Custom label templates for meals and dietary requirements.
• Production pricing for individual recipes based on specific ingredients & previous invoices.
• Build supplier profiles and place manual orders (back-end only).
• Custom user roles and permissions for volunteers.
• Custom reporting integrated with PowerBI.
• Integrate with marketing tools like Mailchimp.