

Original BBQ Hut | Root Technologies Ordering System Proposal

Introduction:

After a careful examination of the task to be accomplished, Root Technologies has developed the following proposal which encompasses most, if not all, of the financial and technical aspects of the project.

As previously noted, Root Technologies will work with the children of the client as requested by the client. Root Technologies will construct:

1. A website for the client, with the dual purpose of advertising and allowing customers to place an order online.
2. A database that will store all the necessary information about these orders.
3. All physical infrastructures required for the project, including a specialized computer, strategically placed screens to relay order information to packing staff and cashiers, and networking equipment to link all the other peripheral devices.

Root Technologies will also handle cost-free maintenance for a period of 6 months after completion of the project, with additional maintenance plans being discussed in Section II: Pricing.

Benefits to Original BBQ Hut

Online ordering now accounts for 30% of all daily take-away ordering where available and as more people become exposed to the service, this percentage keeps growing. Thus, with our proposed system, BBQ Hut can increase sales by tapping into a whole new client base.

In addition, customers using the proposed system would not be required to endure lengthy wait-times standing in line, waiting to place their order. As a result, more customers will be encouraged to patronize your establishment during peak times.

Traditional advertising campaigns such as banners and flyers as well as television, newspaper and radio advertisements tend to be extremely costly over time. According to the Rochester Institute of Technology, social media campaigns, such as what will be done as part of our service, will give the same results, with a lower marketing budget.

Technical Data

A) The Website

- Many people will be able to view the website at once.
- The website will contain features such as animated transitions, and several other guaranteed to entice potential customers.
- It will also contain pertinent information about the food available as well as pictures of the food on the grill, etc.
- The ordering system will present the food much as it is on the current physical order menu, with customers being able to select items on the menu to add to their order. They will also be able to edit their order afterwards by accessing the website.

B) The Database and its Local and Online Components

- Any orders placed will be sent to a database that is attached to the website, and will have a unique number attached to the order.
- This number will be visible with to the packers, and after they have packed the order, they can press a button to print a label with the order on it, so that the boxes containing the requested food can be labeled.
- Upon pickup, the cashier will be able to mark that order as having been collected in the database from their station.

C) The Physical Infrastructure

- Pre-existing network Infrastructure such as the modem and router would continue to be utilized.
- Network Cabling will be used to connect the router to the specialized PC that will pass video signals to displays near the cashier and packers.

Pricing

1. Web: \$12,032
 - Site Design: \$2000
 - Site Development: \$10,000
 - Hosting Setup: \$32

2. Local System: \$4,000
 - Design: \$1,000
 - Development: \$2,000
 - Implementation: \$1,000

3. Hardware Infrastructure: \$14,100
 - Cabling: \$1,000
 - Screen(s): \$6,600
 - Specialized Computer: \$5,000
 - Label-Maker: \$1,500

Additional Items: 6-months free Maintenance (see Notes)

Total Services: \$16,032

Total Hardware: \$ 14,100

Total: \$30,132

Notes:

- Maintenance can be handled by Root for a fee of \$100 per visit after the 6-Month period.
- Additional Hosting Fees apply on a monthly basis.