# CTIS259 Term Project

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# WHY WE CHOOSE THREE COMPETITIVE ADVANTAGES

We choose three competitive advantages, which are Rewarding System, Online Ordering, and Eco-friendly System.

The reason why we choose Rewarding System as a competitive advantage is that introducing a rewards system based on consumer spending may increase repeat business and encourage customer loyalty. By providing awards, discounts, or exclusive benefits, you show your consumers that you appreciate and cherish them and influence their decision to use your coffee shop rather than one of your rivals.

As our second competitive advantage, Online Ordering adds online buying options that make things more convenient and accessible while also considering the shifting preferences and routines of consumers. Customers may quickly explore our menu, personalize their orders, and select their preferred pickup or delivery choices when they buy online. By reaching out to people who prefer the convenience of ordering online, we will not only increase customer satisfaction but also broaden our prospective client base.

Thirdly, choosing an Environmentally Friendly Strategy with a concentration on food-saving techniques demonstrates our dedication to ethical and sustainable business operations. We may lessen our impact on the environment and appeal to customers who value businesses that embrace sustainability by putting into practice tactics like sensible portion control, reducing food waste, and adopting sustainable packaging.

# COMPETITIVE ADVANTAGES WITH THE EER RELATIONSHIPS AND STORIES

## Rewarding System

In our reward system, every customer who orders an item of more than 200 TL can take advantage of free coffee on our menu; Each customer cannot take more than one reward in a day. One customer can take each reward (it cannot be shared with more than one customer). Each reward must be taken by a customer (if there is an award, there should be a customer to take it, we won't make a rewarding coffee if there is no winner). Each customer can choose many items on the menu from our website or in person. Orders must be even online or in-person, but not both at the same time. Both online and in-person orders have orderid, number of orders, order date, and total cost of the order. Although, we need the customers' address for online orders.

## Online Ordering System

As a competitive advantage, we have an online ordering system to provide orders to customers in the easiest way. Each item on our menu can be chosen by many customers at the same time (for example: considering a customer and his/her friend, each of them can order the same item). Each order can be taken by many employees because there may be some part-time employees. Every employee can take many orders during the day. Each order(item) must consist of at least more than one product. Each product can consist of many orders (items).

## Ecofriendly System

We are trying to use recyclable products such as paper glass or paper pockets instead of plastic ones; we are going to categorize each product by name and id to put them in a specific place, and at the end of each month, we try to recycle the recyclable products instead of throwing them out. In order to prevent food waste, we order the most appropriate amount of ingredients according to the products we will produce monthly by using the order history we keep in the database. We order 200 liters of milk monthly according to the coffee and desserts containing milk given by our customers. So, we use an efficient amount of milk and not make food waste and make a profit. products can have many ingredients, and each ingredient can be of many products. For this, we keep the ingredient amount, ingredient name and ordered product amount, and product id data.

# THE EER DIAGRAM