Executive Report

Web Platform "La Picá de la Chabelita"

Problem

The restaurant "La Pica de la Chabelita" currently lacks an efficient system for sales management and the administration. The absence of organization and automation in data handling and administrative activities affects operational efficiency, limits the ability to expand its customer base, and hinders resource optimization. Additionally, the restaurant does not have an online sales system, preventing it from reaching a broader audience.

Solution

The proposed solution is to develop a web platform for "La Pica de la Chabelita" using modern web technologies such as Django, Python, MySQL, Bootstrap, and payment APIs. This platform will optimize internal administrative tasks through a staff control panel and provide an easy-to-use website where customers can place orders, view the menu, and make online payments.

**Key Features:**

**Order Management System**: Optimizes customer orders and reduces manual errors.

**Online Menu**: Allows customers to browse and filter menus according to their preferences.

**Payment Integration**: Secure transactions via APIs like Transbank.

**Internal Administrative Panel**: Enables staff to manage orders, update the menu, and control inventory.

**Customer Reviews and Feedback**: Encourages user engagement and continuous improvement.

Outcome

The web platform will offer a comprehensive solution for sales management, customer interaction, and internal processes. By integrating online ordering and payment systems, the restaurant will be able to attract new customers, enhance the experience of existing ones, foster loyalty, and increase sales. Improved internal management will reduce delays and errors, enhancing service quality.

**Expected Results:**

* Increased customer satisfaction due to faster and more accurate service.
* Expansion of the customer base through online visibility.
* Reduction in manual processes and operational errors.
* Increased sales due to improved order and payment management.

Next Steps

**Sprint Planning:** Define and prioritize tasks based on the requirements.

**Requirement Gathering:** Conduct detailed meetings with stakeholders to refine the necessary functionalities in the system.

**System Design:** Create the system architecture focused on usability, security, and scalability.

**Administrative Panel Development:** Focus on inventory management, order processing, and user roles.

**Customer Website Development:** Implement the web platform, integrating menu viewing, online ordering, and payment systems.

**Testing and Feedback:** Conduct tests in a controlled environment and gather feedback from users and stakeholders to refine the system.

**Launch:** Once the platform is ready, launch it and execute a marketing campaign to announce the restaurant’s new digital services.

By following these steps, "La Pica de la Chabelita" will have a robust and user-friendly web platform that addresses its current challenges.