

MAKERERE UNIVERSITY
College of Computing And Information
Sciences
A Research Report About Cake Consumers
Around Makerere University

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1 Introduction

1.1 Background

From the previously conducted research, it was discovered that much as many people do not know how to bake cakes, they very much enjoy eating them. It was discovered that many of these people's preferences are triggered by a number of factors.

1.2 Problem Statement

Cakes are widely consumed as a food or dessert. The research conducted was to find and categorise different cake consumers in Makerere University according to the reasons they consume different types of cake.

1.3 Aim and objectives

1.3.1 General Objective

To come up with a general database of cake consumers around Makerere University

1.3.2 Specific Objectives

To categorise different cake consumers according to their Halls of residence.

To find the geolocation codes for all the cake consumers.

To collect real proof from the corresponding cake consumers in form of recorded audio.

2 Research scope

The scope of this research is going to be centered around the university boundaries and will only be conducted electronically with the central repo being the google AppEngine cloud.

3 Methodology

The research carried out was based on a questionnaire that was developed using the electronic method. A software installed in a smartphone was used to collect the data from the students and then taken to the online platform to be stored.

4 Research Significance.

The information collected may be used for quite a number of benefits. Among the many benefits, the basic benefit is that the information will be used by cake distributors to target the best consumers around the University boundary. This will greatly increase their sales and reduce their wastage.

5 Conclusion

In conclusion, the research found out that most of the students consume cake as a source of food because the cakes are relatively cheap compared to other sources of food bought from restuarants.