** MINISTRY OF EDUCATION AND TRAINING**

**FPT UNIVERSITY**

Capstone Project Document

Capstone Project

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| **Group 1** | |
| **Group member** |  |
| **Supervisor** |  |
| **Ext. Supervisor** |  |
| **Capstone Project code** |  |

-Ho Chi Minh City, 09/2013-

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***ACKNOWLEDGEMENTS***

We wish to thank various people for their contribution to this project: Our teachers for their advices and participant in the final review, our friend for the valuable technical support.

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# Report No. 1 Introduction

## Project Information

* Project name:
* Project Code:
* Product Type:
* Start Date:
* End Date:

## Introduction

**Business outline:**

Football Pitches Booking is a B2B2C website that allows customers to place booking online. At the same time, it helps the stadium owners with advertising football stadiums, hiring and managing reservation. In addition, the website enables its admin to manage information of those customers and stadium owners.

**Limitation of existing system:**

For customers: Existing system just provides customers with address and contact information of stadium owners, then customers have to contact with the stadium owner to book space. They have to call each stadium owner individually to check whether the field is available or not. Moreover, the current system does not have either functions to make statistics of customers' habits or some smart functions like offering options/suggestion to customers, which is time-consuming and inconvenient to customers.

For the stadium owners, sometimes they make mistakes in management such as duplicate reservation, which leads to bad result: they could lose their customers as well as profit. Beside the management is executed manually, they do not have tools to optimize the timing to utilize the fields, this has bad impact on profit. Sometimes customers cancel their reservation, the stadium owners will suffer the loss. Apart from cancellation, the website does not have functions to create events to appeal customers to take part in.

For the Web masters, the shortage of functions of the website is the obstacle to persuade stadium owners to pay for the services.

**Benefit:**

Football Pitches Booking makes the reservation easier and save time for customers. Once they have booked, they don’t have to worry there will be a duplicate reservation caused by stadium owners' mistake. The website's smart functions help users to find the appropriate field by searching stadium around customers' position, comparing price among stadiums. The benefits to customers are saving time, getting more information and enjoying discount or voucher from the stadium owners.

This system helps stadium owner to manage their field easily, reduce the implement process of business operations, save time and costs. The automatic system helps to prevent the risk of duplicate booking and to minimize the loss caused by reservation cancellation. The self-arrangement and self-timing offered to customers makes the utilisation of field possible, reduce the dead time and increase profit for the stadium owners. Furthermore, stadium owners can use the website as a channel to advertise their services as well as communicate with their customers; hence, they can win more customers and gain more prestige through rating-feedback functions. Analyzing and evaluating the feedback to make the business plan more reasonable.

For the webmaster, with many smart and outstanding functions of the new system, they have more chances to increase the profit by attracting stadium owners to use this service.

## Role and Responsibility

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Full Name** | **Role** | **Position** | **Contact** |
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Table 1: Roles and Responsibility