UGANDA CHRISTIAN UNIVERSITY

A Centre of Excellence in the Heart of Africa

COURSE: BSIT AND DEIT

COURSEUNIT: DATABASE DESIGN AND DEVELOPMENT

GROUP SIX

REPORT OF FIELD FINDINGS

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A SIMPLE REPORT OF OUR FIELD FINDINGS CARRIED OUT ON MARCH 24, 2024.

CASE STUDY: CITY SIDE HOTELS AND APARTMENTS LIMITED.
LOCATION: MUKONO CENTRAL DIVISION, MULAGO VILLAGE OFF KAMPALA-JINJA HIGHWAY.
OWNER: CITY SIDE.
CONTACTS: info@traveleruganda.com www.traveleruganda.com +256702942214.
POINT OF CONCENTRATION: DATA COLLECTION, STORAGE AND MANAGEMENT.

Brief Background.
It is situated on the premises of what used to be Daira hotel. It is a hospitality business with accommodation, bar and restaurant, gardens and a tour and travel program. They offer both on-site and offsite services such as preparing meals for other institutions.

Services offered.
  ➢ Accommodation.
  ➢ Bar and restaurant (both on-site and off-site).
  ➢ Gardens for private functions such as parties.
  ➢ Conference rooms.
  ➢ Tour and travel services.
  ➢ Car hires.

Stakeholders of the Business. (Names withheld for security purposes)

Stakeholder	Involvement.S
Owner/shareholders	Initial investors.
Government	Collection of taxes from the institution.
Board of directors (includes all chief managers such as CEO, CFO, etc.)	Policy makers for the institution.
Nvch cvdManagers.	Manage the day to day activities of the institution.
Employees.	Carryout the day to day activities of the restaurant.
Suppliers.	Source of supplies necessary for the institution to function.
Customers	Consumers of the institution's end products and services.
Local community where the institution is located	Source of work force, supplies, customers, etc.
Creditors eg Banks and financial institutions. (They work closely with Housing finance Bank).	Source of finances. Source of financial security.

Data collection Methods.
The data they collect is collected in terms of revenue, expenditure and details of people taking part in the processes. Initially data was collected and stored manually but of recent they employed the use of quick books for financial data. They also put up a website (www.traveleruganda.com), where the customers are able to make bookings for car hires, tour bookings and accommodation reservation. The website has a backend database management system which captures all the data collected from the customers who visit the site and all staff members. The rest of the data is still collected manually.

Persons responsible for data collection.
➢ Finance Manager.
   Responsible for financial data.

➢ Head caterer.
   Responsible for data collected from restaurant related activities.

➢ Reservations manager.
   Responsible for data collected from customer reservations.

Existing tools.
➢ Quick books.
   For financial purposes.

➢ Website.
   For reservation and database management.

Advantages of existing tool.
➢ Creating opportunities (website)
➢ Improved data collection from manual to an improved way.
➢ Improved the services of the business.
➢ Source of customer feedback which has helped the institution to improve its services.

Challenges of existing tools.
➢ Failures to capture all required data.
➢ Inability to capture all customer's preferences on one system. The existing website does not offer restaurant related services making it hard to extend the service to customers off-site.

Staff.
They offer on-site staff training on a case to case basis in order to get effective services from all the staff members. They also carryout induction processes in order to build the capacity of the staff.

Customer privacy.

Customer privacy is the priority of the business. This is ensured through the different tools in place such as the online database management system which captures data from customers and is only accessed by an authorized personnel.

General challenges.

- Few systems with proper functionality online and the available good ones are so expensive.
- Inability to capture all customer preferences on one system.
- Competition from existing institutions.

Future prospects.

- Focus on having a complete solution to serve clients both online and offline.

This has been tackled through upcoming solutions that are being worked on, however, they are still on a continuous search for the best solution.

Problems faced while in the Field.

- We were not able to collect all the data we needed as some data was technical and needed the technical staff who were not available at the moment it being a Sunday.

Conclusion.

Our interaction with the general manager was a good and peaceful experience. He was willing and provided us with all the information needed and offered to extend support in the processes to follow.