Outdoor Enthusiasts case

Module 9.1 Assignment

* **Milestone #1** – Find your group area and introduce yourself. Include when and how you will be available during the week. Read through the case studies and, as a group, select one for your final project. Create a list of business rules for your case study, including any assumptions you make.  Using those business rules, create an initial ERD to satisfy those rules.  The deliverable this week is a Word document that has your group name at the top, members of the team, which case study was selected, business rules, and an initial ERD.

Group Area: Discord direct group.

Case Study:

Both outdoor enthusiasts, Blythe Timmerson and Jim Ford opened Outland Adventures as a sideline to their full-time careers. They hoped to cater to other people who enjoyed hiking and camping in far-off places. They thought that if they could arrange guided trips, provide the equipment needed, and develop the proper advertising, Outland Adventures might succeed. When it became apparent that they had identified a much-needed market, they quit their current jobs and devoted their full time and energy to their joint venture. When they started running Outland Adventures, they hired two guides: John ‘Mac’ MacNell and D.B. ‘Duke’ Marland. These two would organize and plan the trips, including investigating airfares, visa requirements, and vaccinations. Blythe and Jim also hired Anita Gallegos to take over the marketing aspect of the organization. Dimitrios Stravopolous is responsible for ordering trip supplies and keeping the equipment inventory current. Customers may either rent or buy their equipment outright. Mei Wong has just been hired to develop an e-commerce site where potential customers can find out about Outland Adventures, check trip schedules, and purchase hiking and camping equipment. While Blythe and Jim have been taking care of the administrative and office operations, they have recently wondered if it was time to optimize the organization. Some questions to be answered are: Do enough customers buy equipment to keep equipment sales? So far, they have conducted treks in Africa, Asia, and Southern Europe. Are there any of those locations that have a downward trend in bookings? They are a little concerned about the age of some of the inventory. Are there inventory items that are over five years old?

Proposed Business Rules for Outland Adventures Case:  
  
 **1. Customer Management Rules:**

* Customers must provide contact information to book a trip or purchase equipment.
* Customers can either rent or purchase equipment.
* Customers must complete vaccinations and any health checks needed for travel.
* Collect customer feedback regarding their equipment preferences and purchasing habits to tailor better what Outland offers since the goal here is optimizing the business.

**2. Trip Management Rules:**

* Each trip must be assigned at least one guide.
* Each trip must have defined start and end dates, a destination, and a predefined cost.
* The system must track the status of visa requirements and vaccinations for each trip.
* Trips must have a destination (Africa, Asia, etc)
* Trips may require specific equipment.
* Incorporate a system for evaluating the profitability of each trip so that it can be determined which destinations or types of trips yield the highest profit.

**3. Guide Management Rules:**

* Guides must have valid certifications, vaccinations, and qualifications to lead a trip.
* Guides’ schedules must be managed to avoid conflicts between trips.

**4. Inventory Management Rules:**

* All equipment must have a purchase date and a status indicating whether it is available for rent or sale.
* Addressing concerns about aging inventory, including a provision for regular equipment age and condition assessment to identify items needing replacement or refurbishment.
* Equipment older than five years must be flagged for review and potential replacement.
* Equipment can be rented or purchased.
* Each piece of equipment is serialized and maintains its record.

**5. Sales and Rental Rules:**

* Equipment sales and rentals must be tracked with a unique transaction ID.
* Sales and rental records must include customer details, equipment details, dates, and costs.

**6. E-commerce Website Rules:**

* The e-commerce site must provide up-to-date information about trips and available equipment.
* The site must allow users to check trip schedules and book trips or purchase equipment online.
* Ensure the e-commerce site is user-friendly, mobile-ready, and optimized for search engines.

**7. Marketing Management Rules:**

* Marketing campaigns must be linked to increasing or decreasing trip bookings and equipment sales.
* Marketing effectiveness must be evaluated to determine the return on investment.

**8. Destination Analysis Rules:**

* The database must record the number of bookings for each destination.
* Reports must be generated to identify trends in bookings per location.

**9. Financial Analysis Rules:**

* The database must track all income from trips and equipment sales/rentals.
* Regular financial reports must be generated to assess the profitability of selling equipment and trip bookings.
* Enhance financial reporting to include a detailed analysis of equipment sales versus rentals to determine the profitability of each revenue stream.

ERD:

A diagram of a computer

Description automatically generated with medium confidence