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**Project Proposal**

Project title:Restaurant Website Development

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I. Introduction

A successful website has the potential to significantly increase the audience. Modern restaurant industry has benefited greatly from technological advancements. Modern technology has influenced the restaurant business and will be crucial in the years to come.

More people desire to open restaurants because the food industry is one of the most well-liked industries in the world. However, a lack of research contributes to 70% of restaurant business failures. Any business relies heavily on marketing, and restaurants are no different. They need a website, even if their restaurant is extremely popular, unless word-of-mouth about their food is so strong that customers are waiting in line day and night to make reservations.

II. Objective

The to-do list for managing a restaurant is extensive and never-ending. The concept of adding another task is certainly unappealing to most operators, but there is one that is really crucial: a website.

A restaurant is losing out on a sizable audience if they don't have a website. Online visibility is crucial for restaurants and ultimately impacts whether or not people visit.

III. Motives

***Brand Image:***

A potential customer's initial impression of our restaurant will probably come through our website. We have control over our restaurant's reputation thanks to a website. It provides a venue for a restaurant to share its own narrative in its own words. Customers will have a clear understanding of who we are and the ambience of the restaurant as a whole. A wonderful way to demonstrate how much we value our personnel is to include management, head chefs, and other staff members' photos and biographies.

***Convenience:***

A booking widget on the website gives visitors a quick and practical option to make bookings. It will enable guests to make bookings at any time of day, allowing the host to spend more time with in-house visitors. Additionally, this can be done to control reservations and prevent overbooking.

***Affordability:***

The cost of advertising might be high. Although billboards, advertisements, and radio ads can be effective types of restaurant advertising, they can also be costly and fleeting. A website is a considerably more cost-effective and long-lasting medium for advertising.

***Keep Guests Informed:***

Visitors will check our social media pages and website to stay updated on restaurant news. A website is the ideal medium for informing customers about new menu items, specials, the location, business hours, upcoming events, and other information. Just have to be sure to always prioritize regularly verifying the accuracy of the material on our website. Giving a consumer inaccurate information is the single biggest source of frustration for them.

***Promote Other Services:***

The restaurant's whole menu should always be available on the website. One strategy to develop the brand and inform customers about the restaurant is through a website.

IV. Features of Pages

***Home:***

A website's home page is its primary web page. The home page is often found at the root of the domain or subdomain of the website.

***About:***

About page gives a broad description of the restaurant and their history.

***Menu:***

Menu page consists of a list of the food and drinks that are available.

***Gallery:***

It is a page packed of images that highlight the products and services featured on the site.

***Reservations:***

It comprises of an online reservation system that lets a prospective client reserve and pay for a service on a website.

***Location:***

Location page helps customer know about the locations of the restaurant.

V. Tech Stack

The website will use a tech stack of HTML, CSS and JavaScript.

VI. Contribution

***Building a Solid Brand Image:***

A website can aid in the establishment of a business's professional image. A website is a terrific way to introduce customers to the company, especially if we are just getting started. With the right advertising, we might even persuade customers to find us and give us a try. High-quality pictures will encourage visitors.

***Differentiate Our Business from the Competition:***

There's a chance that other rival eateries are already snatching customers by advertising on websites. A well-designed, user-friendly website will assist emphasize our strengths and possibly convince customers to choose us over rivals. Lack of a website could also imply that we are unwilling to make investments in our company.

VII. Conclusion

Although we should always begin a web or marketing project with goals, we also need to keep the user in mind when designing a website. Only when we are certain that we have what our target audience wants and that we are able to supply it for them satisfactorily will the site be able to create traffic, leads, and sales. It should be simple to establish goals for our business and users. If the objectives are incompatible, we will probably run into difficulties trying to maximize profits while failing to provide the services and experiences that our target market wants.