

KABARAK UNIVERSITY TOWN CAMPUS

PROPOSAL DOCUMENT FOR A

BUTCHERY ORDER AND DELIVERY APP **IN NAKURU COUNTY**

BY

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**DECLARATION AND APPROVAL**

**Student Declaration**

This proposal is our original work and the information and data given in the report is authentic to the best of our knowledge, it has been presented as part of the fulfillment for a degree in Kabarak University Town Campus or any other university.

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# **DEDICATION**

This work is dedicated to God Almighty whom has enabled us to be alive, healthy and humble. It is through God that we have made it this far in our pursuit of academic studies all through the years.

Moreover, we also dedicate this to our Families for their support for our welfare that our parents and our Sisters and fellow brothers may they be blessed abundantly

**Butchery order and delivery app**

**Chapter 1**

**1.0 introduction**

The online meat ordering system provides convenience for the customers. It overcomes the disadvantages of the traditional queuing system. This system increases the takeaway of meet than visiting. Therefore, this system enhances the speed and standardization of taking the order from the customer. It provides a better communication platform. the user’s details are noted electronically.

The online meat ordering system set up menu online and the customers easily places the order with a simple mouse click. Also with a meat menu online you can easily track the orders, maintain customer's database and improve your meat delivery service. This system allows the user to select the desired meat items from the displayed menu. The user orders the meat items. The payment can be made online or pay-on-delivery system. The user’s details are maintained confidential because it maintains a separate account for each user.

People are forced to work for longer extra hours, hence they do not have time to visit the butchery because when they get home they are tired and hungry thus most of them end up eating food without meat or just avoid meals because they will be lazy to go to the butchery. Due to this issue, people tend to limit their movements around the city unless it’s a really important task.

With the issues mentioned, it makes it very difficult for the people to have decent meals when working with the busy schedules they have. With that observation we have decided to come up with the system, a mobile and web application that will allow people to order Nyama Choma and meat deserts online and get it delivered in time, which has offered meat services where the customers will choose their meat of choice online then place the order. After which the tracker is activated immediately as they start preparing your order till when it’s delivered at your door step. After placing their orders, they give directions to where the meat should be delivered then they make payments on delivery.

**1.1 project background**

The traditional meat order method is not efficient enough for butcheries to deals with crowded situation in their butchery. The traditional meat order methods can be classified into 2 categories which are paper based and verbal base. For paper based meat order method, the waiter will record down meat that customers order and pass the order. This is the method that implemented by most of the butcheries in Kenya. In addition, this method is considered efficient if butcheries are not crowded, but however it will arise a lot of human errors while butcheries are overcrowded with customers such as meat serve not in sequence, missing of meat order paper, mistake in record down the food name and etc.

Second, verbal base meat order method is even worse than paper base meat order method. Because, verbal base meat orders method requires employees to remember all the customers’ meat order by relying on their memory and then employees will reach the meat order message to the waiter in butchery physically. Verbal base meat order method contains the weaknesses such as causing the employees unable to memorize all the order during the butchery is crowded with customers and the problems that mentioned above. Thus, this kind of weaknesses will do a great impact to the butchery’s profitability.

As a conclusion, this proposal is written to propose an efficient meat order system to enhance and improve the existing traditional method order management system and provide convenience, availability and integrity to custom

**1.2 problem statement**

For those butchery which are using traditional method for meat ordering processes, there is a problem that can’t be eliminated. Because the entire manual process which involve waiters, pen and paper can be time consuming and at times slow in delivery of meat yet the customers want their meat served on time. In Nakuru we have a middle class especially people who have decent jobs and successful in their careers, but they don’t have time to look for a good place to get meat. This technology for ordering using a mobile application has not been properly utilized when it can enable the working class have their meat delivered to their homes during without leaving their homes.

In the traditional methods customers will overcrowd the butchery waiting to be served. Therefore, it will cause the butchery not be able to serve their customers sequentially according to the customer order sequence especially in peak hour, so customers would complaint to the butchery in turn it will affect the customer relationship with the business.

With new technologies that are coming up, these issues can be comfortably resolved. With more knowledge coming up on mobile application development, technologies such as GPS and trackersbeing wide spread, the evolvement of mobile networks and internet connectivity, the ability to integrate different application platforms, and with people now embracing the whole online mode

of transaction, all these factors, and a lot more integrated can come up with a very suitable solution for online meat service and delivery.

**1.3 objectives**

**1.3.1 main objectives**

To develop an efficient meat ordering application for both the mobile application and the web based platform that enables customers to order meat online and get it delivered wherever they are.

**1.3.2 specific objective**

1. To design a system that reduces paper work in butcheries
2. To implement a system that enablesbutcheries to have a good customer services
3. To establish a system that create order in the butchery which is convenience for the employees to perform their duties within the butchery
4. To create a system which enables customers order online through their phone and get it delivered then make payment

**1.4 project `justification**

To increase efficiency by shortening the purchasing time and eliminating paper work like receipts through online transaction.

The system reduces congestion in the butchery premises because customers are able to order online without having to come to the butchery

The system reduces time wastage and increases efficiency of the staff by enabling the butchery staff to know what items the customers want in advance.

The system enables customer satisfaction by speeding up meat delivery and eliminating long queues

* 1. **project scope**

our research is being undertaken in Nakuru town.it takes a period of three months to complete the proposal and the system. Through the research, we discovered that butcheries are usually overcrowded especially during the wee hours and on the other hand people too busy undertaking their routines that they have no time to go to the butchery.

To respond to those heart issues we set out to design and create a system that enables customers order meat and have it delivered instantly at their convertor their homes

1. **System Requirements**
2. **Software Requirements**

1. xampp/wamp

2 window 10,7,8

2. **Hardware Requirements**

1. Laptop Specification

RAM: 4GB

PROCESSOR: 2.0GHZ.

OPERATING SYSTEM: Linux / Windows

RAM: 4GB

HARDDISK: 100GB

# **2.0 CHAPTER TWO: LITERATURE REVIEW**

## 2.1 Introduction

This chapter will discuss how the online meat ordering and delivery system is different from other past systems and how it can be used to promote local and international business. This chapter provides an overview of previous research on knowledge sharing and intranets. It introduces the framework for the project on development of a meat ordering and deliver system that comprises the main focus of this research described in this project proposal.

All the worldwide ,the food delivery already account for the $83 million ,the one percent is form total food market and including the percent 4 percent restaurant and fast food chains ,in many mature countries ,this number of growth rate will continually to increase at 3.5 percent in the next 5 years by far ,the traditional category that waiting for the restaurant to bring the food to the customer has stand 90 percent but almost three –quarter are still hide some disadvantages or problem need to handle it such as website costs , security and fraud ,however all current ordering application have more or less problem that cause different groups of people to encounter some problems when using their application

**2.2 General overview related to main concept**

The main aim of the system is to develop an efficient meat ordering application for both mobile application and the app platform that enables customers to order meat online and get it delivered wherever they are .the present online ordering food economy allow users to apply a single tap of their mobile phone to order from a wide array of restaurants

Mullany (2016) studies planning ahead for optimal app experience is the first way to understanding which features are most valuable for users to care about, and this step is aim to guarantee this mobile application is worth to open. (M 2016)

In another study, Freemans (2014) state that in most conditions, the user’s sense of enjoyment has directly functioned to trigger the further ordering Food Impulse. The particularity of visual optimization will play the important role for user have healthy and enjoyment way to use it, it should be designed in way that is familiar to the users such that they can order without any training or experience (Freemans 2014)

**2.3 To design a system that reduces paperwork**

An ordering system is referred to a set of detail methods that is being used in handling the ordering system meat ordering can be computerized or done manually .this helps the customers to order their meat themselves which is known as self –ordering system the customer self ordering system can be defined as computerized system that is being used by customers to place their own orders in the butchery and allow the orders to be tracked ,in order to prepare and deliver the meat to the customers (Juggernaut- Powering on Demand Apps, 2016),

The usage of self -ordering technology is proven to benefit most of the investors, both locally and globally looking at the global /international perspective it reports that most of the Americans hate waiting for an order ,there for they prefer online ordering customer prefer this because of due to the speed and convenience in making transaction and minimize miscommunication (Odesser –torpeey 2008)

**2.4 To implement a system that enables butcheries to have a good customer services**

In other study, Mishra (2017) state that online ordering process eliminates many problems in the tradition orders, for example, the staff in the butchery or waiter may unable comprehend what the customer ordered for, may be because of difference accents or background interfered; so the waiter may end up serving what customer has not ordered which can lead to misunderstanding between the customers and the waiters , so customers prefer online ordering which can be inform of text massaging the internet or butchery this prefer this due to the speed and convenience in making transaction while minimize the miscommunication he also mentioned that self –activated terminals are more likely to serve as ordering innovation in the future as we entering the digital arena .the implementation of alternative ordering can increase check size free up counter staff that need to serve customers and take money handling out of service equation (Mishra 2017 )

**2.5 To establish a system that creates order in the butchery**

Demand for user to select online delivering food system (Beltis, 2016). And the team needs to focus on the efficient and simply functional demands for user to make them more convenience, and it could play the most important way to decide the successful system maintenance (Hirschberg, 2016). Thus, in order to meet the customer demands, there is following strategic and research is most of customers' expectation in the food ordering and delivery System (Project, 2016):

So, the more effective design is aim to make sure that system accurately matches the demands or Intention of users, and as the food delivery take their own place through the rapidly spreading around the world. And the next is that communicate value in messaging, which is described system should contain the reminder if the systems have some features shift, at the least, those messages may give some value for this open APP, and the exchange between values is crucial to receive the new customers, even sometimes, remaining the existing user is cheaper way. Finally, adjusting inside of app design could as visual sense to affect customer satisfaction and the main elements is contain about pictures, Words, colors, icons and negative space. (Prabhu, 2016).

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**2.6 to create a system which enables customers order online**

Formal statements of user requirements it is include the expectation of users and identifies the requirements are mandatory. 'Uberification of Everything 'Article pointed out most of user would like use meat -delivery system owing to buy their times and save their effort, the reason is that a great deal of online restaurants giving the customer different discount and offer available (prabhu 2016)

In recent years, the traditional online food delivery tend to the development direction of Open table, basically, they are “top-down”, starting from the street sweeping, collecting a large amount of catering business resources, improving online service content and gradually attracting consumers to use online mode to order, however, in the absence of traffic, the lack of existing consumer online ordering habit to develop under the premise of small sales of merchants, some businesses are short-sighted and pay less attention to Online ordering and information maintenance, consumer will not come back, (Bhatnagar 2006)

Sinha (2017) also illustrate psychological customers are not ready to pay for expensive food transportation costs. (Door Dash edits 20% more butcheries listings in the butchery menu, so customers will not be "starved of Stickers").on the contrast, it will also be a problem if spent a lot of money on Hiring delivery driver. These costs continue to grow as the company grows. (Sinha 2017)

Lora.S (2016) has proven that remove the rashness increase customer loyalty, Improve restaurant branding, increase flow of orders and minimizes errors during processing orders are more important technology that the system are desirable to have, in some case, the right direction ordering system software is the solution to allow user apply and enjoy a steady flow of online orders. (Lora .S 2016)

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## 2.5 Regional Literature Review

Meat is an integral part of our lives and an important part of our socializing. Selling meat has become a popular business as more and more people, especially the working class, look for ways to ease their lives.In today’s digitalize world, online/mobile ordering for meat takeaway serves a huge potential in the market. Online ordering offers convenience to both the butchery and their end customers. It can optimize the ordering experience in a very good way (kaufaris 2002)

Saving time and costs with only a few clicks, customers are able to view the menu and pre-order their meat from anywhere. butchery staff, on the other hand, can handle takeout orders efficiently. Studies show that online meat ordering system is one of the best ways to increase the number of meat orders that your butcheries receives. It is also a cost-effective way to reach out to larger customer base to accelerate sales. It will also minimize human errors that can affect people on order details because there is a record on the system and application. This can help the people who are working in offices and need meat during their busy schedule to have it delivered to their homes. (Doney 1997)

The Online meat ordering system has not been fully utilized in Kenya and especially in Nakuru and it is a gap that needs to be filled. Most of the people are used to going to the butchery to place an order and wait for meat to be served, but with the help of an online ordering application it can save time and deliver what they want. The person can be able to view the menu and place an order on the application minutes and be delivered to their home.

## 2.6 Analysis and Comparison

Of the three systems, the GPS tracker is the strongest system. This system has tried to cater for a wider base of customers by putting in place both the online and the telephone ordering system. This means that the customers have options to choose from. By dividing the system according to geographical location, the system handles the orders in terms of regions and therefore easier to triangulate the location of the customer. The fact that the system offers multiple payments also helps it to build up as the strongest. The latter certainly the weakest. As much as the system has tried to go online in terms of offering Menus and the available butcheries, all the core processes pretty much remain just manual. It only offers the telephone mode of placing orders and manual giving of directions. (Cheung 2001)

## 2.7 Strengths

## The system is very suitable for meat ordering butcheries due to providing ability for customer to place order anywhere and everywhere and also minimized the time require during the order processes. Customers do not need to physically go to the butchery for meat ordering instead of just using their mobile device to place an order via the internet, then they are delivered to. Without waiting in long queues

## 2.8.0 Weaknesses

## The main weaknesses of the system will be internet connection depended. The system will not be operating without the internet connection. Because customer have to place order via the internet as a medium and the data send to the butchery database for further process, the customer will not be able to access the web service if no internet connection available.

## Also a meat delivery can be delayed. It’s due to improper road directions leading to wrong places or serving the ones at the counter rather than the one who ordered online. Sometimes it’s difficult to get your balance once you have given out your payment.

## There is also the problem of connectivity to the Internet Service Provider (ISP) and when it is under maintenance it will doa great impact to the butchery that relies on the online order system for their business.

## The other challenge occurs when a customer has ordered a meat and takes long to be delivered or not delivered at all. It’s due to improper road directions leading to wrong places or serving the ones at the counter rather than the one who ordered online.

## Sometimes it’s difficult to get your balance once you have given out your payment.

## 2.8.1 Identification of Gaps

All these systems have an almost similar way of determining the location of the customer. That is, either by word of mouth or manually keying in to the system. A few years ago, making payments online using credit cards was considered a very fancy and trendy affair until when cybercrime came to an all-time high. At this day and age, it is not safe at all to give your financial card details online because everyday people learn newer techniques of hacking systems. The new system improves accuracy to some degree with the improvement of technology by day and saves time, pay via m-pesa (mobile money transfer method) or cash on delivery and there is definitely a better approach that can be put in place. (LEE 2002)

**2.8.2 The conclusion of literature review**

This literature review contain a wide range of academic areas of study, app design, user requirement, the negative problem, the online ordering trends of the markets. And those researches could give the team some suggestion to build usability, simple, and more practical app with navigational information, the teams understand the most main ideas are needed to increase the apps memorability, recall how autonomous operate when they open a function and allow users have a better experience to solve inconvenient problems. apart that from that simplicity and memorability principles also allow the team To consider the layout of app design, for example, in our design, we decide the New online delivering application should have suitable image contrast rate, Special color background and some special page icon, through understanding About the main elements that affect the app design, the team considers that it May be minimizing time form app selection. Whereas, through common issues and the development trend in the markets, The team could learn the mobile screen limitation may illustrate that the small Size has a negative effect for users to use it. To overcome this problem, the Team want to add the new function to show the different restaurants in the Map, ensure that users have their own positions among restaurants, this Design may reduce the unnecessary steps during checking restaurants Process. And it has also increase the user loyalty. And some common issues Also reflect some online food ordering with lacking of some specification Design and personalization, specially, as for university environments, the Group of university students have demands than the rest of others, and they May choose online food more diversity and flexible timetable, as busy study Pressure, they have higher demands the accurate of system information. And The team could combine the app design integrity and human-based Management aspect with history of emerging technology to build new real Time user’s feedback ordering food system. To achieve that, the team learn about how follow the trend of online ordering System development and use the innovative method to attract customers in The simplicity, usability, memorability, and reduce general app vulnerability. And the team based on some extensive or relevant literature associated with The concept, trends, problem and feature of the online food delivery of mobile App, ensure that into the first-generation prototype and second-generation Prototype, and minimal the layout and design was kept it consistent for user to Apply it regularity. The next step is that what the team design should focus on Which areas are the good designs or system in the existing system and in order To take the advantage of the existing system that have a meal plan and Preparation system. (Mulany 2016)

**3.0 CHAPTER THREE METHODOLOGY**

**3.1 INTRODUCTION**

## This chapter will cover the details and explanation of methodology that is being used to make this project complete and working well. As such, it will enumerate the research design to be employed in the study. The method I will use to achieve the objective of the project that will accomplish a perfect result.

## 3.2 METHODOLOGY

The key issue in this study is to determine how online ordering system operates in Kenya .A decision is made as to whether to use a survey or a census. A survey is adopted because it focuses on a segment of the population, whereas a census focuses on total population. A survey is used where a population is very large and we cannot take a census..

Methodology also covers the validity of the research, Instrument validity is the degree to which research results obtained from the analysis of the data actually represent the phenomenon under study (Mugenda Mugenda, 1999). To ensure instrument validity content validity will be tested. According to Orodho (2005), validity is the degree to which the results obtained from the analysis of the data actually represent the phenomena under study. Validity is concerned with the question, “Am I measuring what I intend to measure? The researcher will develop appropriate instrument to promote validity of the data collected. Validity, according to Borg and Gall (1989) is the degree to which a test measures what it purports to measure. According to Borg and Gall (1989) content validity of an instrument is improved through expert judgment. As such, the researcher will seek assistance of the assigned supervisor, who, as an expert in research.

Methodology also measures the reliability and validity of the study on the research carried out

Mugenda and Mugenda (2003) define reliability as a measure of the degree to which a research instrument yields consistent results after repeated trial. Reliability of the instruments will be ensured through a pilot study. A pilot study comprising 10% of the study’s respondents will be conducted within the Nakuru town district dispensaries find out if the respondents could answer the questions without difficulty. They will be asked to evaluate the questions for relevance, comprehension, meaning and clarity. To improve the reliability of the instrument, the researcher will critically assess the consistency of the responses on the pilot questionnaire in order to make judgment on their reliability. The results obtained from the pilot study will assist the researcher in revising the questionnaire to make sure that it covers the objectives of the study (Fraenkel & Wallen, 2000).The Cronbach Alpha reliability test will be performed on the piloted instruments to determine their Alpha strengths. Kathuri and Pals (2003) recommends a Cronbach Alpha test score of 0.7. Cronbach Alpha appropriateness is because of its ability to handle multiple responses of the items.

**3.2 data collection method**

The study will use content analysis for data presentation. Mugenda and Mugenda (2003) define content analysis as a technique for making inferences by systematically and objectively identifying specified characteristics of messages and using the same to relate trends. Data collected will be rationalized using various control measures, including checking for completeness and consistency before the data entry process. Questionnaires will be sorted out and each questionnaire given a unique identification number before data entry. These numbers will be entered and used as a check out for any inconsistencies in the data. The study will collect both qualitative and quantitative data. Responses in the Lickert scale will be assigned numerical values to make quantitative analysis possible. Qualitative data obtained from the open ended items will be analyzed thematically. The responses will form the themes for analysis in line with the study variables and objectives. SPSS (Statistic Package for Social Sciences) version 24 will be used for data entry and analysis. Quantitative data will be analyzed using descriptive statistics (percentages and frequencies). Analysis of data collected will be compared with the theoretical approaches and documentations cited in the literature review.

Data will be analyzed using descriptive statistics, scaling method; particularly the use of a five point Lickert scale will be used to determine the weight of the perception of the respondents rated as Strongly agree (5),agree (4), neutral (3),disagree (2) and Strongly disagree (1). A score of 5, 4, and 3 was taken to indicate agreement therefore taken as apositive indicator. Low and very lowwill be taken as negative indicator. After data analysis, the results of the study will be presented in form of tables, bar graphs and pie charts.

Questionnaire consist of three sections where part 1 identifies factors influencing customers trust in online shopping ,part 2 illustrates the respondents experience with internet and online shopping lastly part 3 is the respondents profile and demographic , here the respondent profile was put under last section ,mainly to gain truthfulness from the respondents and induce more participation

**3.2.1 Primary data collection**

To collect information for the study from customers primary research is used, structured questionnaire was used as instrument for collecting primary data the responses were recorded using nominal scale and likert scale the data collected was thus quantitative in nature the questionnaire was protested before final use

The summary of the construct of the study includes

Perceived security – does the website implements security measures to protect its online shoppers, does the website has the ability to verify online shoppers identity for security purposes , does the website usually ensures that transactional information is protected from being accidentally altered or destroyed during transmission on the internet ,does the the website feel secure about the electronic payment system

Perceived privacy - does the personal information that I provide on this website is secure, the monitory information that I provide on this website is well protected, this website does not ask for irrelevant personal information

Propensity to trust – it’s easy for me to trust a person /thing my tendency to trust a person /thing is high, trusting someone or something is not difficult

**3.2.2 Secondary data collection**

It’s collected from libraries, various journals magazines, proceeding s of seminars, conferences and online sources

**3.3 Area of the Study**

The study is conducted at one of the butcheries in Nakuru County, where we examined their operations of daily activities

## 3.4 Population of the Study

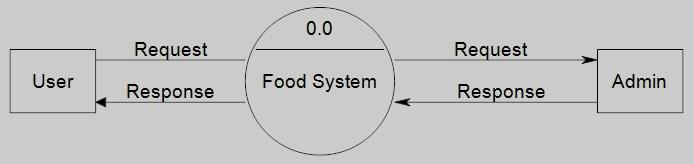
A research population is generally a large collection of individuals or objects that is the main focus of a research investigation. In order to identify the target population, the researcher needs to ask the question “who will benefit from this investigation?” as it is for the benefit of the population that the investigation is done. The research population should be well defined, noting the common binding characteristic to avoid ambiguity when collecting data (Singleton, & Straits, 2010). However, due to the large sizes of populations, researchers often cannot test every individual in the population because it is too expensive and time-consuming. Population is the entire group under study as specified by objectives of the research; it is the universe from which the sample is to be selected (Booth, Roberts & Sikes, 2011). The study target 37 staff members in the butchery of Nakuru County.

The study conducts a census of all the 37 staff members in the butchery, Nakuru County in kenya . A census is undertaken because of the small number of members in the population.

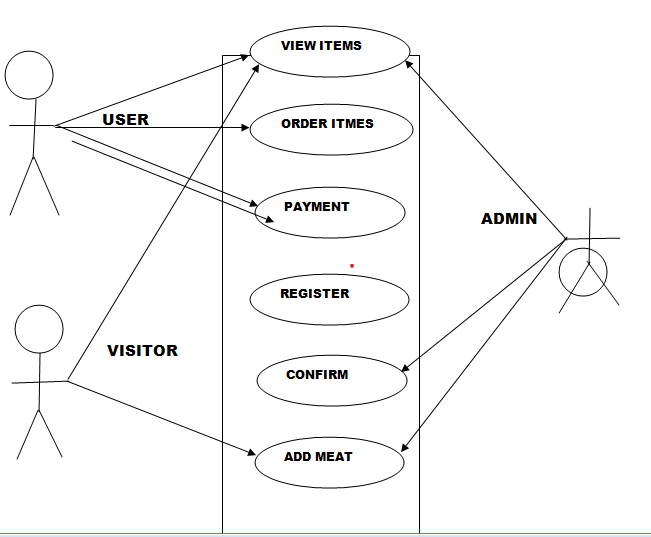
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**3.5 system design**

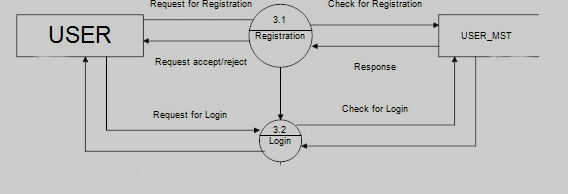
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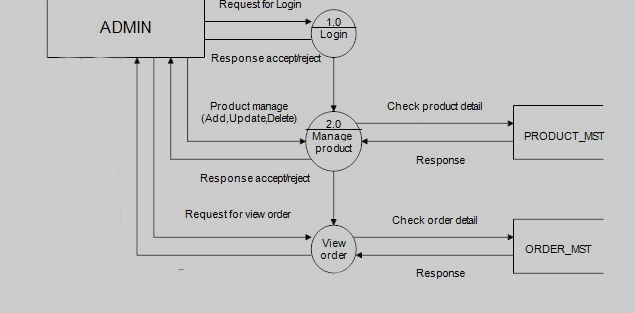
**3.5.1 Context diagram**

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**3.5.2 Data flow diagram**

**Data level diagram for user**

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**3.6 system analysis**

## System analysis and design is an interdisciplinary development technique to understand what the user needs and how to provide it. Having fully defined the scope of the system an iterative approach is adopted which allows analysts to modify and addresses on the strength of results obtained during the design process. A number of different methods are currently used in industry. The document led waterfall approaches historically been advocated as the best practice in system design. A linearly iterative process is used to work through the requirements, analysis, and design and. implementation stages with feedback loops to re-assess progress throughout the system development life cycle (SDLC).

## The System Development Life Cycle, "SDLC" for short, is a multistep, iterative process, structured in a methodical way. This process is used to model or provide a framework for technical and non-technical activities to deliver a quality system which meets or exceeds a business’s expectations or manage decision-making progression. This system is the one I see fit to use as a guide in developing the system. It has the following phases of design and management that is: Planning, System analysis, Design and Implementation.

## Planning- This is the first phase in the systems development process. It identifies whether or not there is the need for a new system to achieve a business’s strategic objectives. This is a preliminary plan (or a feasibility study) for a company’s business initiative to acquire the resources to build on an infrastructure to modify or improve a service.

## Systems Analysis and Requirements- The second phase is where I will work on the source of the problem or the need for a change. In the event of a problem, possible solutions are submitted and analyzed to identify the best fit for the ultimate goal(s) of the project. This is where teams consider the functional requirements of the project or solution.

## Systems Design:-The third phase describes, in detail, the necessary specifications, features and operations that will satisfy the functional requirements of the proposed system which will be in place. This is the step for end users to discuss and determine their specific business information needs for the proposed system.

## Development- The fourth phase is when the real work begins—in particular, when a programmer, network engineer and/or database developer are brought on to do the major work on the project.

## Integration and Testing-The fifth phase involves systems integration and system testing (of programs and procedures) normally carried out by a Quality Assurance (QA) professional to determine if the proposed design meets the initial set of business goals.

## Implementation-The sixth phase is when the majority of the code for the program is written. Additionally, this phase involves the actual installation of the newly-developed system.

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