

Everyone's Smart University

Project (Spring 2021)

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INTRODUCTION

"Online hotels Management System" is a web application. This system is developed to automate day to day activity of a hotels. hotels are a kind of business that serves people all over world with ready made reservations. This system is developed to provide service facility to hotels and also to the customer. This hotels management system can be used by employees in a hotels to handle the clients, their orders and can help them easily find free rooms or place orders. The services that are provided is apartment ordering and reservation management by the customer through the system online, customer information management and waiter information management, menu information management and report. The restaurant menu is organized by categories of menu items. Main objective builds the system this is to provide ordering and

reservation service by online to the customer. Each menu item has a name, price and associated recipe. A recipe for a menu item has a level, preparation instruction sand associated. With this system online, ordering and reservation management will become easier and systematic to replace traditional system where are still using paper. To resister a reservation online, the customer has to become a member first then he can access the later part of the site. this project to facilitate customer for make online ordering and reservation. The option of becoming member was only an attempt to avoid (to some extent) placing the fake bookings. The project is developing because; many restaurants have a lot difficult to manage the business such as customer ordering and reservation table. If the customer book an order and later wants to cancel the order, he is permitted to do this only within a specific time period. By using manual customer ordering is difficult to waiter keep the correct customer information and maybe loss the customer information. The customer is also given with the facility to view the status of the order and if the order is ready then he can go and get it.

Literature review:

1- Accounting for Flexibility and Efficiency: A Field Study of Management Control Systems in hotels.

While some field studies have suggested that management control systems can be used simultaneously to make organizations more efficient and more flexible, the contingency literature has found it difficult to address this issue in the absence of a clear and comprehensive typology for analyzing more processual uses of management control systems. This paper distinguishes between enabling and coercive uses of management control systems. Coercive use refers to the stereotypical top-down control approach that emphasizes centralization and preplanning. In contrast, enabling use seeks to put employees in a position to deal directly with the inevitable contingencies in their work.

2-Service failure and recovery strategies in the hotels sector: An Indo-US comparative study (2007)

The purpose of this research is to explore the reasons for service failure in restaurants. The paper aims to give insights into customers' perceptions and response regarding service failure and recovery and to try to draw a parallel between consumers in a developing economy like India and the same in a developed society, such as USA.

Methodology:

Keys to Success

1. Keep developing new customers.
2. Using Customer-Relationship Management to keep customers.
3. Through making advertisements to make the marketing of the products and brand.
4. Build the first-class marketing channel.
5. Employ and Train workers to first-class.
6. Establish the first-class learning organization and business culture.
7. Establish long-term partnership with suppliers.
8. At the mature stage, using expansion strategy and build branch.

The hotel is going to develop into a name-brand with unique service characteristics and establish a leisure resort leading with the flower health care. The hotel will offer customers with honest care and comfortable enjoyment to make customers to enjoy first-class service and environment, it has some medicinal and health care functions, it can also enhance the people's physique and prolong people's life. The hotels will lead the catering trend of 21st century.

Start-up	
Requirements	Unit: SAR
Start-up Expenses	
Legal	10,000
Rent	8,000
Facilities	50,000
Marketing, sales and promotion	10,000
License	3,000
Other	50,000
Total Start-up Expenses	131,000
Start-up Assets	
Cash required	
Start-up Inventory	60,000
Other Current Assets	50,000
Long-term Assets	10,000
Total Assets	120,000
Total Requirements	251,000
Start-up Funding	Unit: SAR
Start-up Expenses to Fund	131,000
Start-up Assets to Fund	120,000
Total Funding Required	251,000
Assets	
Non-cash Assets from Start-up	0
Cash Requirements from Start-up	120,000
Additional Cash Raised	0
Cash Balance on Starting Date	120,000
Total Assets	120,000
Liabilities and Capital	
Liabilities	
Current Borrowing	0
Long-term Liabilities	50,000
Accounts Payable (Outstanding Bills)	0
Other Current Liabilities (interest-free)	0
Total Liabilities	0
Capital	
Planned Investment	
Parents	100,000
Other	0
Additional Investment Requirement	0
Total Planned Investment	100,000
Start-up Expenses	131,000
Total Capital	31,000
Total Capital and Liabilities	120,000
Total Funding	251,000

Financing

1st. Main source: The owner's money, relatives and friends. The individual person will be regarded as the investor, they may not directly take part in the operation and management of the company, but they will enjoy the stock dividends.

2nd. Apply patent of the product and develop technology: The hotels will take Institute of vacation Science and Technology of SUST university of science and technology as the technical background.

3rd. Keeping good reputation, caring about the preferential policies released by the government: Good credit and social reputation are valuable for a business. With a good reputation, the hotels could attract many social investors.

Management Summary

The Management team of the hotels will initially consist of a hotel manager and other employee the hotel must need at least 5 years experiences on the hotel management and he is in charge of overall management and with the development of the institute, we are going to expand our management team such as specialist financial clerk and etc.

Personnel Plan

hotel will be responsible for all employees. The hotel will train outstanding employees, improve their abilities, stimulate their potential, enhance their cohesion to make them better serve customers.

We will adopt the idea of employee-centered management, we will arrange the most appropriate work to them based on their competency, expertise, interests. We will take the characteristics and values of employees into account, using scientific training and motivational management approach, through a comprehensive employee development and business culture to fully mobilize employees and bring up their enthusiasm.

The following is the forecast personnel expenditures for the first three years

Personnel Plan

Unit: SAR	YEAR 1	YEAR 2	YEAR 3
Manager	100.000	110.000	125.000
Financial employee	55.000	60.000	65.000
Skill worker	40.000	40.000	45.000
Cleaner	35.000	35.000	42.000

Basic Management Principle

HR is a kind of strategic resource. Creation of human resource is the source of the business profits. To stand out of the crowd, it is necessary to have a large number of talents to work for the business. The restaurant will train employee to be excellent, enhance their capabilities, motivate their potential abilities, enhance their coherence to better serve the company.

Result and discussion:

The most of business running process is very similar between technical and nontechnical start-ups. During the process of developing this business idea, I learned a lot. Based on the articles, books and seminars, I absorb much knowledge how to develop a business idea. I learned how to get a business idea, how to recognize and get potential customers, and how to prepare a market analysis. It could be very hard to start up doing a business, however, from all experiences I get in the Master project, I could avoid many mistakes. Besides, these valuable could make me a successful entrepreneur in the future.

Reference:

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- 3- David M. Townsend ,Lowell W. Busenitz, Jonathan D. Arthurs