**Sample Only**

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**Project Name:** BarCode

**Team Members:**

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**Section 1:** Overview

Today’s highly competitive service industry requires companies to manage their operations more efficiently. Within the entertainment sector, the managers face constantly changing conditions in the market place. Therefore, the managers of bars and nightclubs seek the assistance of computerized models for planning and controlling their businesses.

This project will provide a model, called BarCode, which assists the managers of nightclubs in making decisions. The model will also provide information to ensure that the goods and services offered are achieving the desired standards of cost, sales, and quality, for **a year on a monthly basis**. In order to build the model, the **parameters** that we are planning to use are as follows:

* Weekly expected number of customers
* Surface area of building
* Maximum customer capacity of the bar
* Cost of beverages (list of beverages-amount of stock to be held)
* Entrance fees
* Hiring costs (waitress, DJ, bodyguard, managers)
* Machinery and equipment costs (including music systems, chairs, tables, glass, sound isolation systems)
* Utility costs (electric, heating, water and etc.)
* Rent/Lease Costs (useful life of building or depreciation rate)
* Optional: Decoration costs
* Liquor License

|  |  |
| --- | --- |
| **Input Streams** | **Output Streams** |
| Customer Stream Analysis | Cash Inflow |
| Hiring Stream Analysis | Expenditure Analysis |
| Equipment Stream Analysis | Supply Chain Analysis |
| Beverage Analysis | Revenue Cost Analysis |
| Personnel Working Hours |  |

**Scenarios:**

In scenario 1 the model will be built for demographic segments with high population and growth potential. Target market will be customers with up-scale income. (ex: NY)

In scenario 2 the model will be built for urban areas, university villages and target market will be students and customers with low income. (ex: Ithaca)

**Section 2:** Budget

Tasks Person Hours

Planning

Identify the problem and analyze the business decision 5

Evaluate alternative approaches 4

Examine the formal design of the process 4

Modeling

Implementation of the model and its components 40

Documents

Midpoint Status Report 4.5

Final Report 5

User Guide 2.5

Reference Guide. 2.5

Execution

Scenario Selection 1

Observe the behavior of the BarCode 2.5

**Total 71**

**Section 3:** Team

The team members are:

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**Section 4:**  Schedule and Milestones

1. Problem definition 10/23
2. Define the parameters and structure the formal design of the model. 11/06
3. Create the model. 12/18
4. Define at least two scenarios, test and observe the

model for these scenarios. 01/08

1. Prepare the final report, user guide and reference guide. 01/15

Stage Descriptions:

1. During the problem definition stage, we analyzed the business problem regarding the decision making processes of bar managers. We identified alternative approaches for building such a model, which would work for all bar owners.

2. Once the problem is defined, we need to make a decision regarding the required parameters. Since we are creating a dynamic model, the parameters should be structured before creating the model. At this stage, we also need to determine the formal design of the model. This includes incorporating our objectives with the spreadsheet capabilities. We should illuminate the interconnectedness of each aspect of the business, and include these links in the design of our model.

3. During the formation process of the model, we will create worksheets for each aspect of a nightclub’s business, which includes financial figures, equipment analysis, personnel working hours, supply chain, and beverage analysis. We are planning to build such a model by using effective worksheet functions, which we learned during the whole semester. This will lead us to structure the relevant indicators in shaping our final analysis.

4. To test our model, we will use at least two scenarios. These scenarios will be based on the parameters defined during the second stage. Our objective at this stage will be to examine whether our model is capable of responding to initial requirements.

5. We will prepare the following documents:

* final report,
* user guide,
* reference guide.