MOCK 4 ANSWERSHEET

Develop a business profile for Sewald Kayak Adventures worldwide (SKAW) .The profile should include information about SKAW’s business activities, organization, resources, customers, and potential opportunity to engage in e-commerce

Business Profile:- Sewald kayak Adventures Worldwide( SKAW)

Business Activites:-

-Guided dog sledding and bear glacier tours

-kayak rentals

-Kayaking lessons and instruction sessions

-Ecotourism services

Organizations:-

-Founders-Trent Gold and Hannah Gold

-Staff-Mac utter(nature related interm)

-Freelance web designer-Hannah Gold

Resources:-

-20 rental kayaks of various types

-8 car-top carriers

-Office space in nearby marina

-Assortment of accessories and safety equipment

-Web design business(Hannahs freelance work)

Customers:-

Demographics-Nature enthusiasts, adventure seekers, ecotourists

Psychographics-People who value outdoor experiences, environmental conservation and unique adventures

-Reservation patterns-Advance reservations and last minute bookings

Potential opportunities in E-commerce:-

Online booking and reservation system

E-commerce store for kayak rentals, accessories, and safety equipment

Digital marketing and advertising to reach a wider audience.

2. List SKAW’s main functions and business processes. Draw a model of an SKAW business process, including possible events, processes, and results.

Main functions and Busines processes of SKAW

1. Marketing and advertising
2. Reservation and Booking Management
3. Kayak rental and maintenance
4. Guided tour operations(Dog sledding and bear glacier Tours)
5. Kayaking lessons and Instruction Sessions
6. Customer service and Support
7. Financial Management and accounting

3. What types of information systems does SKAW use? Do these systems support its current and future business objectives? Why or why not?

Business Information systems are a set of interconnected information resources including software hardware networks and systems users that work together to collect, anylyze and disseminate data to facilitate decision making processe within a business or organization.

SQL database:-

A database in SL is made of a collection of tables that stores a specific set of structured data A table contains a collection of rows also referred to as records or tuples and columns also referred to as attributes. Each column in the table is designed to store a certain type of information for example-Reservation date,Kayak type,Customer information into a table which is sorted by reservation date.

4. From an object-oriented viewpoint, SKAW treats reservations as a class. Based on the background information provided, what are some properties of reservation objects

The properties of a reservation object might include a reservation number a reservation date a customer number or name that will be associated with this reservation a type of activity and kayak number that a specific kayak is booked.

5 Derive the classes as per the above mentioned scenario