**Original Kayak Adventures**

Sewald Kayak Adventures worldwide (SKAW) offers guided dog sledging and bear glacier tours along the Alaskan glarier.

**Background**

Two years ago, SKAW was founded by a couple who are level 2 Sea kayak instructors named Trent gold and Hannah Gold. This couple has varied experience exploring the state’s numerous creeks and tributaries. The couple got this idea of starting their own company when they resigned their previous jobs as a sales representative and web designer. As per their plans, Trent would build SKAW and Hannah would work as a freelancer into web designing. The income would be invested into SKAW. Due to the experience into kayaking they are convinced that the ecotourism market will expand greatly, and wanted to share their knowledge with others who enjoy nature and kayaking. In order to promote their business, SKAW uses regional magazines for advertising and has a Web site, which hannah designed. Their customers find the website to the attractive, informative and user friendly. However, Hannah is unsure if the website and their advertisements are effective to attract their new business. At this time, no other kayak rental firms operate within 50 miles of SKAW’s location.

The good news is the plans are working out very well where the bookings are going good. SKAW has rented some office space in nearby marina and it’s also used by Hannah for her Web design business. Over the weekends and holidays, Hannah takes care of the rentals wherein Trent gives lessons and reserves the tours.

Mac Utter, a nature related intern, handles telephone inquiries and reservations. SKAW’s inventory includes 20 rental kayaks of various types, eight car-top carriers, and a large assortment of accessories and safety equipment. Based on customer requests, Hannah is considering adding a selection of books and videos about kayaking and ecotourism.

**Phase 1 Planning**

SKAW has three main business segments: camping/sledging, classes, and guided tours. Interested customers generally make advance reservations for the services provided by the company but space is available for last minute customers as well. The rentals that come will be split evenly between reservations and walk-in customers. The booked reservations are put together in a loose-leaf binder, with separated tabs for different tabs.

Hannah also created a SQL database to record reservations. In her free time, she enters the reservation date, the reservation details, kayak type and the customer information into a table which is sorted by reservation date. Every day, she prints a reservation list. For quick reference, she also displays service availability on a wall-mounted board with color-coded magnets that show the available or reserved status of each rental kayak. In addition to the database, she uses an inexpensive accounting package to keep SKAW’s books.

Although the company database handles the basic information, the founders have noticed few drawbacks. For example, reservations for guided tours or instruction sessions sometimes conflict with trainer’s availability. The team also would like to get more Information about rental patterns, customer profiles, advertising effectiveness, and future business opportunities. Trent and Hannah have talked about updating the system, but they have been too busy to do so.

**Assignments**

1. 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.

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

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

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?

5. Derive the classes as per the above mentioned scenario