



COMMERCE DEPARTMENT

DPB50163: BUSINESS PROJECT

SESSION 1: 2022/2023

RESEARCH ABOUT E-MENU AT D'RAYYAN SEAFOOD

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CONFIRMATION OF FINAL REPORT STATUS

Final report for student's project for the course DPB50163: Business Project, Session 2: 2022/2023 is submitted to the Commerce Department as a partial fulfilment from the requirements of the program Diploma in Business Studies at Seberang Perai Polytechnic. By this, all members of the group project agreed to allow the Commerce Department display the final report of this project as a reference source in the future.

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APPROVAL OF FINAL PROJECT REPORT

The project report titled 'Grand Wave E-Menu' research at D'RAYYAN SEAFOOD has been submitted, reviewed and verified to meet the writing requirements as set.

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STUDENTS'S DECLARATION

"We acknowledge that this report is the result of our own group's work except for certain information and quotes where we have detailed the source"

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APPRECIATION

Good day, thank God because with his abundant grace we were also able to complete the assignments given during this course work. We have gained a variety of knowledge and experiences that are very valuable and meaningful in life as a student. In addition, we also obtained more detailed information and knowledge in this research assignment which is DPB 50163 BUSINESS PROJECT.

In this occasion, we would also like to say thanks to all parties who involved throughout carrying out this task. Especially to our lecturer Dr. Rohani M.M. Yusoff because she has given us a lot of guidance throughout this assignment. Her guidance was very helpful for us in our efforts to carry out this entrusted task. In addition, we would also like to say thanks to Miss Norhayati Binti Abdul Hamid who has given us a lot of cooperation to complete this task. In addition, we would also like to thank our team members who have helped and cooperated with us a lot by taking in consideration of the effort they have put to complete this task successfully. This speech is also addressed to all parties who have involved directly or indirectly. We really appreciate all your helps. Thank you.

ABSTRACT

The title of our study research is about Grand Wave E-Menu on D'RAYYAN SEAFOOD. This is because, D'RAYYAN SEAFOOD has experienced the problem of customers having difficulty on identifying the foods sold and also the price. The objective to be archived is to make it easy for the customer to see the menu. The objective set is to study the application that we produce can help employees at D'RAYYAN SEAFOOD RESTAURANT. Our project is carried out at 572, Jalan Sultan Azlan Shah, Taman Pantai Jerjak, 11900 Bayan Lepas, Pulau Pinang. In addition, the method used to complete this project is through questioning the owner of the D'RAYYAN SEAFOOD. The needs analysis form is a type of questionnaire made to find out if they agree about this application and what are the advantages obtained after they use this Grand Wave E-Menu application. So, through this project we have worked together to combine creative ideas by creating the Grand Wave E-Menu application.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

- Discussing about the problem of the research carried, the objective of the research, the background of the company, the scope of the research and the method of analysis on this research. In general, this research is carried out with the aim to study about D'RAYYAN SEAFOOD restaurant in Gelugor, Penang. It also aims to discuss and solve the problems faced by the restaurant. The problem is that the menu provided in the restaurant looks old and torn, customers find it difficult to make choice. Besides that, the menu does not display the price of the food sold which makes it difficult for customers to identify the price. This project's main agenda is to solve the problems faced by the restaurant.

1.2 BACKGROUND RESEARCH

- The business name is D'RAYYAN SEAFOOD which is located at 572, Jalan Sultan Azlan Shah, Taman Pantai Jerjak, 11900 Gelugor, Pulau Pinang. This business is run by Mr. Firdaus bin Abdullah himself as the owner of the shop. D'RAYYAN SEAFOOD was first established on 1st December 2016, with a capital of RM33,000.00. The business was run by Mr. Firdaus who covers a restaurant-based business that provides a variety of cuisine menus to customers. The form and type of business owned by Mr. Firdaus is a sole proprietorship. The main activity of D'RAYYAN SEAFOOD business is to offer varieties of food menus at a reasonable price along with customer service. The menu provided includes different types of cuisine with prices starting from RM5.00 up to RM10.00. Meanwhile, D'RAYYAN SEAFOOD also offers 4 different sea bass set menus with prices ranging starting from RM30.00 to RM100.00.



D'Rayyan Seafood

3.3 ★★★★★ 98 Google reviews
Restaurant

Service options: Dine-in · Takeaway

Address: 572, Jalan Sultan Azlan Shah, Taman Pantai Jerjak, 11900 Gelugor, Pulau Pinang

Phone: 019-441 7667

Order: [foodpanda.my](https://www.foodpanda.my)

Providers

Suggest an edit · Own this business?

Add missing information
Add business hours
Add website

Questions & answers
See all questions (1) [Ask a question](#)

[Send to your phone](#) [Send](#)

Reviews from the web
4.8/5 [Facebook](#) · 8 votes



1.3 DATA ANALYSIS METHOD

Need Analysis

- This study was conducted to identify whether D'Rayyan Seafood restaurant needs a product that we plan to launch regarding digital menu, "Grand Wave" to help restaurant overcome with the problems they faced. Therefore, we provide a form analysis to collect information about the restaurant in order for us create digital menu that is "Grand Wave" which can help D'Rayyan Seafood restaurant to attract more customer.

Employee Needs Analysis Form

Need Analysis Form for Owner / User	
Part A: Worker's Information	
Name: Muhammad Zikri Bin Mazlan	
Gender: Male	
Age: 27	
Part B: Background of Product Used Now	
Does D'Rayyan Seafood restaurant own a digital menu?	YES / <u>NO</u>
What do you think about the launch of "Grand Wave" digital menu for this restaurant?	I <u>AGREE</u> / DISAGREE with the proposal.
What is the problem being faced? by D'Rayyan Seafood restaurant?	Less attractive menu. <input checked="" type="checkbox"/> Cost of giving receipts. <input checked="" type="checkbox"/> Reservation of table. <input checked="" type="checkbox"/>
Are the results of D'Rayyan Seafood profit being in good condition or unsatisfactory?	<u>GOOD</u> / UNSATISFACTORY / OTHERS If you choose others, please state your reason – _____
Part C: Improvement	
Do you agree for us make improvements to help D'Rayyan Seafood restaurant?	I <u>AGREE</u> / DISAGREE If you do not agree please state your reasons – _____

Employee Needs Analysis Form

Need Analysis Form for Owner / User	
Part A: Worker's Information	
Name: Nurul Azizah Binti Mohamad	
Gender: Female	
Age: 26	
Part B: Background of Product Used Now	
Does D'Rayyan Seafood restaurant own a digital menu?	YES / <u>NO</u>
What do you think about the launch of "Grand Wave" digital menu for this restaurant?	I <u>AGREE</u> / <u>DISAGREE</u> with the proposal.
What is the problem being faced? by D'Rayyan Seafood restaurant?	Less attractive menu. <input type="checkbox"/> Cost of giving receipts. <input checked="" type="checkbox"/> Reservation of table. <input checked="" type="checkbox"/>
Are the results of D'Rayyan Seafood profit being in good condition or unsatisfactory?	GOOD / <u>UNSATISFACTORY</u> / OTHERS If you choose others, please state your reason – _____
Part C: Improvement	
Do you agree for us make improvements to help D'Rayyan Seafood restaurant?	I <u>AGREE</u> / <u>DISAGREE</u> If you do not agree please state your reasons – _____

Employee Needs Analysis Form

Need Analysis Form for Owner / User	
Part A: Worker's Information	
Name: Salina Aisyah Binti Mohd Nazri	
Gender: Female	
Age: 46	
Part B: Background of Product Used Now	
Does D'Rayyan Seafood restaurant own a digital menu?	YES / <u>NO</u>
What do you think about the launch of "Grand Wave" digital menu for this restaurant?	I <u>AGREE</u> / DISAGREE with the proposal.
What is the problem being faced? by D'Rayyan Seafood restaurant?	Less attractive menu. <input checked="" type="checkbox"/> Cost of giving receipts. <input checked="" type="checkbox"/> Reservation of table. <input checked="" type="checkbox"/>
Are the results of D'Rayyan Seafood profit being in good condition or unsatisfactory?	<u>GOOD</u> / UNSATISFACTORY / OTHERS If you choose others, please state your reason – _____
Part C: Improvement	
Do you agree for us make improvements to help D'Rayyan Seafood restaurant?	I <u>AGREE</u> / DISAGREE If you do not agree please state your reasons – _____

Employee Needs Analysis Form

Need Analysis Form for Owner / User	
Part A: Worker's Information	
Name: Nur Fatimah Binti Azman	
Gender: Female	
Age: 23	
Part B: Background of Product Used Now	
Does D'Rayyan Seafood restaurant own a digital menu?	YES / <u>NO</u>
What do you think about the launch of "Grand Wave" digital menu for this restaurant?	I <u>AGREE</u> / <u>DISAGREE</u> with the proposal.
What is the problem being faced? by D'Rayyan Seafood restaurant?	Less attractive menu. <input checked="" type="checkbox"/> Cost of giving receipts. <input checked="" type="checkbox"/> Reservation of table. <input type="checkbox"/>
Are the results of D'Rayyan Seafood profit being in good condition or unsatisfactory?	GOOD / <u>UNSATISFACTORY</u> / OTHERS If you choose others, please state your reason – _____
Part C: Improvement	
Do you agree for us make improvements to help D'Rayyan Seafood restaurant?	I <u>AGREE</u> / <u>DISAGREE</u> If you do not agree please state your reasons – _____

Employee Needs Analysis Form

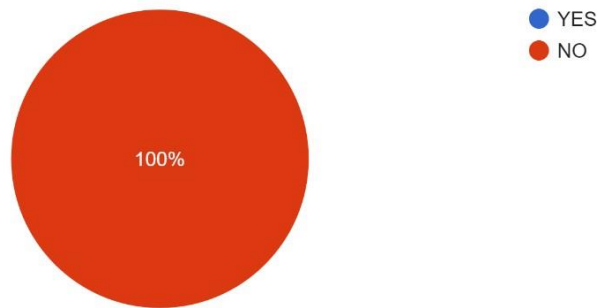
Need Analysis Form for Owner / User	
Part A: Worker's Information	
Name: Firdaus Bin Abdullah	
Gender: Male	
Age: 55	
Part B: Background of Product Used Now	
Does D'Rayyan Seafood restaurant own a digital menu?	YES / <u>NO</u>
What do you think about the launch of "Grand Wave" digital menu for this restaurant?	I <u>AGREE</u> / DISAGREE with the proposal.
What is the problem being faced? by D'Rayyan Seafood restaurant?	Less attractive menu. <input checked="" type="checkbox"/> Cost of giving receipts. <input checked="" type="checkbox"/> Reservation of table. <input checked="" type="checkbox"/>
Are the results of D'Rayyan Seafood profit being in good condition or unsatisfactory?	<u>GOOD</u> / UNSATISFACTORY / OTHERS If you choose others, please state your reason – _____
Part C: Improvement	
Do you agree for us make improvements to help D'Rayyan Seafood restaurant?	I <u>AGREE</u> / DISAGREE If you do not agree please state your reasons – _____

Employee Needs Analysis Form

Need Analysis Form for Owner / User	
Part A: Worker's Information	
Name: Nur Liyana Lisa Binti Nazri	
Gender: Female	
Age: 24	
Part B: Background of Product Used Now	
Does D'Rayyan Seafood restaurant own a digital menu?	YES / <u>NO</u>
What do you think about the launch of "Grand Wave" digital menu for this restaurant?	I <u>AGREE</u> / DISAGREE with the proposal.
What is the problem being faced? by D'Rayyan Seafood restaurant?	Less attractive menu. <input checked="" type="checkbox"/> Cost of giving receipts. <input checked="" type="checkbox"/> Reservation of table. <input type="checkbox"/>
Are the results of D'Rayyan Seafood profit is in good condition or unsatisfactory?	GOOD / <u>UNSATISFACTORY</u> / OTHERS If you choose others, please state your reason – _____
Part C: Improvement	
Do you agree for us make improvements to help D'Rayyan Seafood restaurant?	I <u>AGREE</u> / DISAGREE If you do not agree please state your reasons – _____

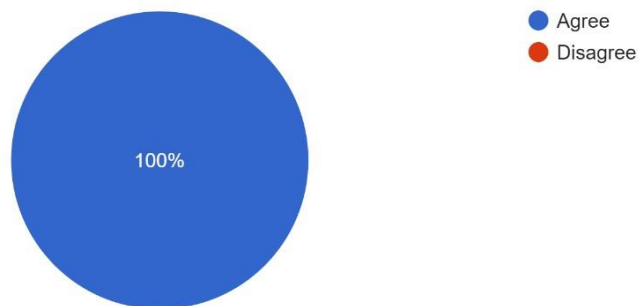
4. Does D'Rayyan Seafood restaurant own a digital menu ?

6 responses



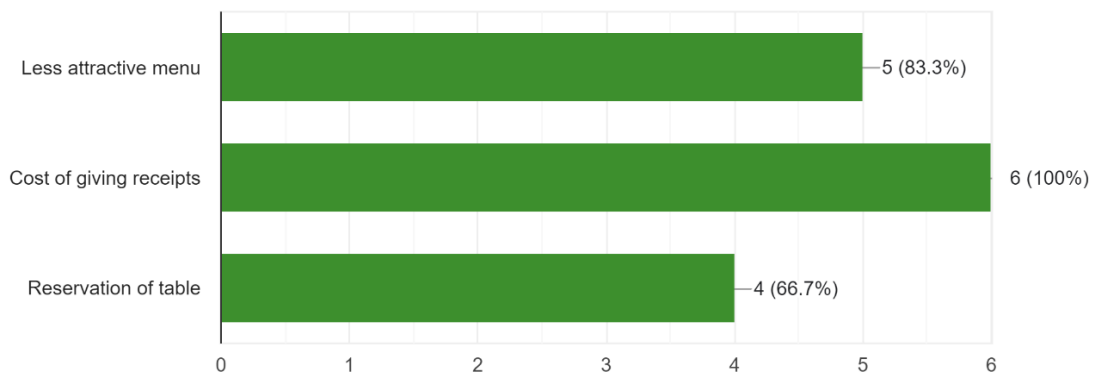
5. What do you think about the launch of "Grand Wave" digital menu for this restaurant ?

6 responses



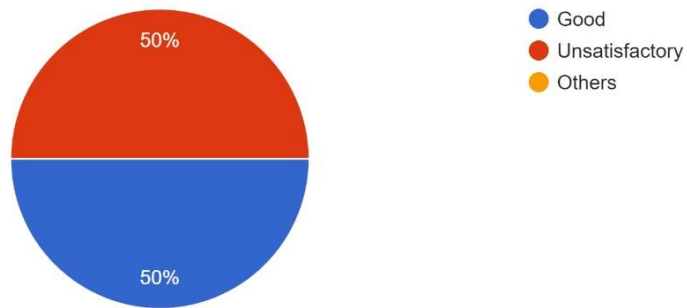
6. What is the problem being faced by D'Rayyan Seafood restaurant?

6 responses



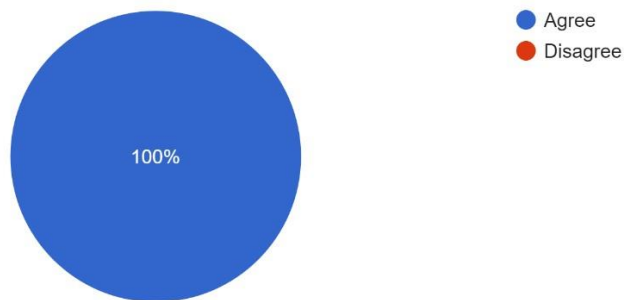
7. Are the results of D'Rayyan Seafood profit is in good or unsatisfactory?

6 responses



8. Do you agree for us make improvements to help D'Rayyan seafood restaurant?

6 responses



1.4 PROBLEM STATEMENT

- As a result of our research, there are several problems faced by D'Rayyan Seafood restaurant. One of the problems is that the menu provided in the restaurant looks old, customers find it difficult to make a choice, the menu is not displayed which makes it difficult for customers to identify the food sold and the price of the food. The menu available at D'Rayyan Seafood restaurant looks old where the colors and writing seem faded. This can lead to problems where customers will have a bad impression because the menu book looks less attractive to look at. In addition to this, customers will also find it difficult to make food choices. This is said to be because the faded colors and writing make it difficult for some customers to read the names of the dishes provided by the restaurant. The faded color of the dishes on the menu book also makes customers less interested in ordering. Apart from that, there are times when the menu is not displayed and is late to be given to customers due to lack of workers. The busy state of the restaurant also had made the waiter overlook some of the customers who have waited for a long time to be given the menu.

In addition, the financial problems faced by the restaurant operator caused him to continue using the old menu. With this, we have planned to create a digital menu called as "Grand Wave E-Menu" to help the restaurant operators to deal with the problems faced by the restaurant. This digital menu can display the dishes available in the restaurant in an attractive way and it does not require a high cost. Furthermore, this digital menu also provides convenience for customers who want to save receipts and makes it easier for customers to reserve a table.

1.5 OBJECTIVE OF THE STUDY

This project is carried out for:

- Identifying Grand Wave E-Menu to make it easy for the restaurant customers to view their food.
- Identifying Grand Wave E-Menu to help restaurants' owner to operator by reducing the cost of giving receipts to customers.
- Identifying Grand Wave E-Menu to make it easy for customers to reserve table.

1.6 JUSTIFICATION OF THE STUDY

- The company D'Rayyan Seafood was chosen as the following study because this restaurant is located in a strategic area where it is located near to bus terminal, close to residential areas, schools and also in the city center and the price of the food offered here is very reasonable. D'Rayyan Seafood restaurant has the potential and opportunity to expand widely because the food offered in the restaurant is good in quality and taste. Due to its strategic location, D'RAYYAN SEAFOOD has the potential to have customers of various ages, especially school students and customers who live nearby. The sea bass and tomyam set food menu is always the first choice of most customers, especially during the festive season and school holidays. In addition, other studies found problems with the menu that look old and less attractive, inflexible payment receipts and difficulties for customers to book a dining table. This restaurant can compete with other competitors by improving its service through the use of online applications.

In addition, this study is also to make it easier for customers to choose the menu that is the dishes prepared by the restaurant. This project will make it easier for customers to identify the dishes offered by the restaurant and through this project customers can also book a table and see their receipt via online. In this new norm the restaurant can increase profit with low cost and digitally. This project is a low-cost project because the product will be made online and D'RAYYAN SEAFOOD restaurant can solve the problems faced and can attract the attention of customers, especially the young generation. Therefore, D'RAYYAN SEAFOOD which is located in Gelugor, Penang was chosen as a study because it's potential can be maintained. Besides that, if the improvements made for the problems faced can be solved then D'RAYYAN SEAFOOD can make more profit effectively due to the results of the products that will be introduced which is "Grand Wave E-Menu" that will enable to facilitate business more efficiently and by saving costs. This restaurant has the capacity to be more successful if it has a digital menu project called Grand Wave E-Menu.

1.7 STUDY SCOPE

- The scope of the study is studied according to aspects such as the problems faced by D'RAYYAN SEAFOOD restaurant at 572, Jalan Sultan Azlan Shah, Taman Pantai Jerjak, 11900 Gelugor, Pulau Pinang. The study was conducted to show the problems found for D'RAYYAN SEAFOOD business in Gelugor, Penang. Among the problems that can be presented is that the menu looks quite old and less attractive, customers experience difficulties such as difficulty in making orders and choices, the menu is not displayed directly because it is necessary to wait for the server to come to the table to give the menu, difficulty in getting a table and also a payment receipt and lastly the company is experiencing some financial problems in upgrading customer service facilities such as the menu. Because of that we have made a few question sessions with restaurant owners and researched about the restaurant to identify what menu is offered and what causes the target to decline and there is no profit.

Therefore, a consensus was reached where an interview session with the owner and employees of D'RAYYAN SEAFOOD was conducted to find out more about their business activities through questionnaires and needs analysis. A representative from our group met with the owner, Mr. Firdaus bin Abdullah, and held a questioning session as well as an analysis of the needs to obtain the restaurant's operating procedures. Furthermore, this form was also distributed to customers of D'RAYYAN SEAFOOD to get more in-depth feedback on the premises. We also aim to identify the gap that exists between the customers and the restaurant. In addition, we have collected feedback from customers of D'RAYYAN SEAFOOD restaurant to further improve the quality of service offered. The needs analysis is a questionnaire type of form made so that we can gain knowledge whether this digital menu is needed or not by D'RAYYAN SEAFOOD restaurant and to find out the advantages that can be obtained by this digital menu.

1.8 IMPORTANCE OF THE STUDY

- The importance of this project is to help the owner to operate the restaurant smoothly and to make it easier for customers. In addition, this project is to solve the problems faced by this restaurant by introducing a digital menu called as "Grand Wave E-Menu".

1.9 SUMMARY

- This project can solve the problem faced by D'RAYYAN SEAFOOD restaurant. By the studies and research that we have made, business can be easily managed with the production of our products. Our product is a digital menu called as "Grand Wave E-Menu". This facilitates the business to run smoothly and easily to order food, reserve a table and view receipts via online.

CHAPTER 2: FIELD RESEARCH

2.1 INTRODUCTION

- This chapter discusses the theory that forms the basis for this study and reviews from past studies. Information has been obtained from research results for previous studies. The purpose of this study is to review a source of written material including the results of studies that have been done before. The effectiveness of the Grand Wave application was studied based on previous literature studies.

2.2 PREVIOUS RESEARCH

2.2.1 Research Objective 1: Identifying Grand Wave E-Menu to make it easy for the restaurants' customers to order their food.

- According to Mohamad Izwan Hafiz Jamsari and Norhaida Mohd Suaib (2016), the built module provides menu display, order, reservation, improvement, search, contact and purchase functions with usable functionality. This goal allows customers to order food at the restaurant using an ordering system that keeps up with the latest technological advancements. In addition, daily order management through a structured database for the systematic storage of required data is also provided for the convenience of the premises management.

In addition, according to Siti Masayu Rosliah Abdul Rashid and Fatimah Hassan (2020), it is important to study the extent of the practices and involvement of small traders through digital marketing activities in empowering the new norm of business in addition to reviewing post-Covid-19 business strategies in the future. This study was conducted on 75 small traders who conduct business online. The study represents a perspective from a WhatsApp group of small traders in the Tasek Gelugor and Sungai Petani areas also joined by traders from Facebook social sites in Peninsular Malaysia. The results of the survey found that all respondents conduct business digitally and even when faced with the COVID-19 crisis, respondents take full advantage of ICT use applications through the new norms of business that have been implemented.

Next, according to Nurhamizah Binti Marzukhi (2020), the Food Ordering System is a web-based system that uses QR code for customers and admins to make transactions and purchases more smoothly through online to the internet. The purpose or objective of this project is to make the use of this system easy for users to order or buy food using online by reducing time and cost for customers. The expected result for this project is to be able to manage orders by using services from the website efficiently, display menus and daily prices for customers and allow customers to place orders directly. In conclusion, with the new technology implemented in this system can help order food systematically and correctly for the future.

According to Faradillah Iqmar Omar, Nor Azlili Hassan and Umami Munirah Syuhada Mohamad Zan (2020), the convenience of Internet technology allows various marketing methods to be done digitally. Entrepreneurs are encouraged to use this facility optimally to achieve a more aggressive and innovative business quality. The results of structural equation modelling analysis show that marketing power significantly affects business performance. This explains that the dimensions that measure digital marketing affect business performance positively and help business development towards a more effective system.

According to Muhammad Thoriq Baharun (2021), most Malaysians, especially entrepreneurs, lost their source of income during this Covid-19 period. Therefore, this paper was produced to highlight e-commerce as the best alternative in the effort to find a livelihood post-Covid-19. The results of the study found that the business potential of e-commerce is a wider opportunity and market, as well as being able to maximize the achievement of entrepreneurial goals. While the main challenge that needs to be overcome for the implementation of e-commerce business is the challenge of competition between traders, knowledge, discipline problems, and the commitment of entrepreneurs.

2.2.2 Research Objective 2: Identifying Grand Wave E-Menu to help restaurants' owner to operator by reducing the cost of giving receipts to customers via online.

- According to Zulkarnain Kedah, he stated that online buyers are known for their low tolerance (Chen and Chang, 2003) for system feedback. Online shoppers only wait for eight seconds before leaving (Dellaert and Kahn, 1999) Website design should consider appearance, functionality and loading time (Weinberg, 2000). Therefore, a reliable website design should save customer transaction time. Otherwise, customers may hesitate to use the website's payment system. During information search, information quality, website design, security and payment systems play an important role in determining customers' trust in their online experience.

In addition, according to Norshahril bin Abu Talib (2005), in this modern world, users need a system or application that is sophisticated and fast. Consumers are very concerned about time in all their daily activities. Among the daily activities carried out by users are withdrawing money from the bank and purchasing goods. This includes taking food orders when in a restaurant. Therefore, the EROS system or "Executive Restaurant Order System" was developed to overcome this problem. The EROS system includes an ordering application that starts with the restaurant server taking the menu from the customer using a PDA. Then the order will be sent via wireless technology to the kitchen and the salesperson. In the kitchen, the chef will receive orders through a screen display. As a reference to customers, the EROS system provides receipts through sales people.

In addition, based on Gunther Eysenbach (2019), food purchase receipts contain information about all food and beverages purchased by individuals and households from different sources, such as fast-food restaurants, grocery stores, and convenience stores. Food and beverage purchase receipts also often include location information, time of payment linked to product purchase details, and are one useful measuring tool.

Next, according to Nadav Solomon (2022), the restaurant industry has changed, through the way employees interact with customers and how the restaurant operates. The pandemic is driving changes in consumer preferences and every restaurant is adopting new ways to receive orders and serve their customers. This includes creating new processes and new business models. It is also a smart technique to introduce new payment methods that offer convenience to customers and give a business an edge in its operational efficiency. One of them is through contactless payment. Many consumers tried contactless payments for the first time during the covid-19 pandemic and they understood the benefits. A 2020 survey conducted by The Harris Poll found that 42 percent of consumers believe contactless payments are the safest in preventing the spread of disease.

Finally, according to Brian R. Kinard (2013), research results have shown that receipts, such as drawing a "smiley face" and writing a "thank you" note on the customer's bill to express gratitude, can result in greater benefits for restaurant staff. Although this practice of modifying receipts has been supported using field experiments, limited research has examined the effectiveness of this technique based on service quality levels. Using this approach, we found from this study that adding significantly customized messages is a creative way to make customers feel more valued.

2.2.3 Research Objective 3: Identifying Grand Wave E-Menu to make it easy for customers to reserve table via online.

- According to the study of Ong, D. (2020) states that there are several methods and justifications that have been researched and have the potential to create a food and beverage menu ordering system for restaurants using code ignite. The analysis and design of this food and beverage menu information system is implemented using code igniter and the internet network which is online for the restaurant to operate more smoothly. This is to make it easier for customers to reserve a table online. This study also examines for restaurants that are experiencing difficulties in terms of preparing food and drink orders, difficulty getting a table and customers waiting too long to get the food and drink menu ordered, this product can make it easier for restaurant owners. This has also been thought to avoid customer congestion in the restaurant. To increase the launch of customers visiting the restaurant to the order system using code ignite.

Prastio, C. E. (2018) states that ordering online is an effective method in this era. The rapid development of technology and communication in the field of e-commerce. This manual method can help restaurants to order customer orders, and the reservation system to get a table online. This study also states that this online booking process is done using an android smartphone platform that connects to the internet and can book and set a booking time first then choose a table that is still available. When the customer does not come, a reservation table with a maximum time determined by the restaurant to deal with the issue and the table will be returned to the existing one. The result of the analysis and development of the self-service menu application is expected to help the restaurant in providing satisfactory service to customers and facilitate and speed up the restaurant in providing service to customers.

Next, according to Siti Ernielany Abdullah stated that the Online Restaurant Management System is the use of a network for management. This system was developed to provide service facilities to the restaurant and also to customers. The services provided are the management of food orders and table reservations by customers through online systems, customer information management and server management information. The main objective of developing this system is to provide online food ordering and table reservation services to customers. Furthermore, this project is developed for restaurant management and increasing business in the online trading system. In addition, this project is to make it easier for customers to manage online bookings.

According to Amran, S. M., & Samsudin, N. A. (2021) stated that there is a more efficient method to launch a business such as a restaurant. Therefore, by using a manual method for the process of booking a place to eat in a restaurant and causing many problems with this study, this problem can be solved by developing a system to manage dining reservations at the restaurant. This can help restaurant workers to manage dining reservations more easily and efficiently and also help the Owner more easily know how many customers have booked a meal at one time better restaurant sales time and revenue. This is able to benefit and benefit the owners by using the restaurant reservation system that was developed. Past studies use indicators such as business development and success as business indicators (Dee Nasi Ayam Pandan Indah Restaurant).

According to Subrahmanyam, K. (2021) states that the Online Table Reservation System is a solution for restaurants today to increase sales and expand their business. The method studied by Subrahmanyam, K. (2021) is the digitization of the table reservation process along with pre-ordering allocations food and parking. This can increase the scope of the business and save a lot of time with table reservations because the previous reservation is open. In addition, this system is also able to control the online menu quickly and easily that can be searched and used by customers with just a few clicks to order. Effectiveness this method is very high because this system is used through smartphones and nowadays there is no one who does not have a smartphone and also the internet.

2.3 SUMMARY

- In conclusion, we are confident that the objective we set which is to “Identify Grand Wave E-Menu to make it easy for the restaurants' customers to order their food”, to “Identifying Grand Wave E-Menu to help restaurants' owner to operator by reducing the cost of giving receipts to customers via online” and to “Identifying Grand Wave E-Menu to make it easy for customers to reserve table via online”. In this case, we found that this application will be able to help to facilitates the business to run smoothly and easily to order food, reserve a table and view receipts via online.

CHAPTER 3: METHODOLOGY/DESIGN

3.1 INTRODUCTION

- This chapter will explain about project analysis business and research findings. This research will explain about project design, project production method, analysis method and product impact. Analysis of the situation involving the analysis of the findings of the first and second level studies. In addition, financial analysis for the project that produced the Grand Wave E-Menu. The products produced will be used by customers later.

3.2 PROJECT DESIGN

3.2.1 Project Production Method

- The problem that faced by D'Rayyan Seafood gives us to create a QR barcode scanner which is named Grand Waved E-Menu. The problem in D'Rayyan Seafood is when the customer wants to order their foods. One of the causes of the problem that occurred before was when the shop is fully crowded and it will take a long time for the workers to the order. Therefore, the creation of this QR code is an alternative way to the direction of improvement to speed up the time taken to an order from customer. Usability plays a role in helping the smoothness of this QR Code.

3.2.2 Data Analysis Method

- This study will be conducted by distributing questionnaires through the Google Form method to employees at D'Rayyan Seafood shop who are involved in the use of the Grand Wave E-Menu. Statistical data from the survey will be collected and listed in the table provided. This study will help to draw conclusions about the frequency of use of the Grand Wave E-Menu.

3.2.3 Needs Analysis

The evaluation levels are as follows:

- 1- Do not agree
- 2- Disagree
- 3- Not sure
- 4- Agree
- 5- Totally agree

No.	Need Analysis Questions	1	2	3	4	5
1	D'Rayyan Seafood agree with Grand Wave E-Menu					
2	Grand Wave E-Menu can overcome the problem of customers having to wait for a long time to make order.					
3	Grand Wave E-Menu display the price each food.					
4	Agree with using Grand Wave E-Menu.					

Table 3.2.3: Needs Analysis

3.2.4 Usability Analysis

The evaluation levels are as follows:

- 1- Do not agree
- 2- Disagree
- 3- Not sure
- 4- Agree
- 5- Totally agree

Objectif 1

Identifying Grand Wave E-Menu to make it easy for the restaurants' customers to view their food.

No.	Usability analysis questions	1	2	3	4	5
1	Grand Wave E-Menu make it easy to view the menu					
2	Grand Wave E-Menu reduced the time taken to wait for the menu.					
3	Grand Wave E-Menu help customer to calculate total amount of food.					
4	Grand Wave E-Menu help customer to view the prices slowly.					

The above table shows objective 1

Objective 2

Identifying Grand Wave E-Menu to help restaurants' owner to operator by reducing the cost of giving receipts to customers.

Bil	Soalan analisis kebolegunaan	1	2	3	4	5
1	Grand Wave E-Menu helps owner to reducing the cost of receipts.					
2	Grand Wave E-Menu reduce the time by giving the receipt.					
3	Grand Wave E-Menu reduce the burden of owner.					
4	Grand Wave E-Menu helps to increase the profit by giving the receipt via online.					

The above table shows objective 2

Objective 3

Identifying Grand Wave E-Menu to make it easy for customers to reserve table.

Bil	Soalan analisis kebolehgunaan	1	2	3	4	5
1	Grand Wave E-Menu helps customer to reserved their table before they come to restaurant.					
2	Grand Wave E-Menu helps customer to get their table even though if the day is crowded.					
3	Grand Wave E-Menu reduced the time of customer to find or wait for the table.					
4	Grand Wave E-Menu helps the customer to fixed the mindset to eat here.					

The above table shows objective 3

3.3 FORM A PROJECT FLOW CHART GRAND WAVE E-MENU

Step 1: Discussion.	Project discussion with group members and with our supervisor Miss Norhayati Binti Abdul Hamid.
Step 2: Needs analysis survey.	A needs analysis survey of the Grand Wave E-Menu was conducted at the end of October 2022.
Step 3: Action Framework Development of Grand Wave E-Menu.	The development of the action framework was initiated in October 2022.
Step 4: Development of prototypes, models of Grand Wave E-Menu	The development of prototypes, models and system interfaces will begin in November 2022.
Step 5: Prototypes of Grand Wave E-Menu	The first prototype of the Grand Wave E-Menu was successfully completed in November 2022.

TABLE 1: Project flow chart of Grand Wave E-Menu

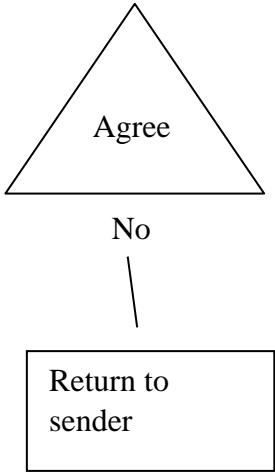
3.3.1 Step 1: Discussion of research topics among group with the supervisor.

In week 1, we had a discussion with the supervisor, Miss Norhayati Binti Abdul Hamid. Next, this discussion went face-to-face and Miss. Norhayati she gave a briefing on the report that needed to be done. Each group member needs to propose 3 research topics to be presented in the Bus-F Model, then Tinusha suggested to make a research topic at the Capati corner store because there are less men power. Also, capati corner has no menu book. Finally, there is a problem where their service which was not that much good enough. Meanwhile, Kirosha suggested to do a study at JIMAT JIMAT FRESH & FROZEN shop because the business had a problem with stock arrangement running slowly due to too many products at JIMAT JIMAT FRESH & FROZEN. In addition, there is a problem in terms of less manpower at JIMAT JIMAT FRESH & FROZEN and couriers are slow in delivering stock to JIMAT JIMAT FRESH & FROZEN. In the meantime, Sudheasha suggested to make a study title at the D'Rayyan Seafood Restaurant because this business has problems in terms of customers having to wait for a long time for the worker to take order. In addition, customers had to go back due to crowded and can't able find to a table to eat. Finally, when the worker took from a customer it took long time because they need to choose wisely. With that, our group members have chose Sudheasha's suggestion which is the D'Rayyan Seafood Restaurant and the problem is that customers have to wait a long time to order their food.

3.3.2 Step 2: Run a needs analysis review

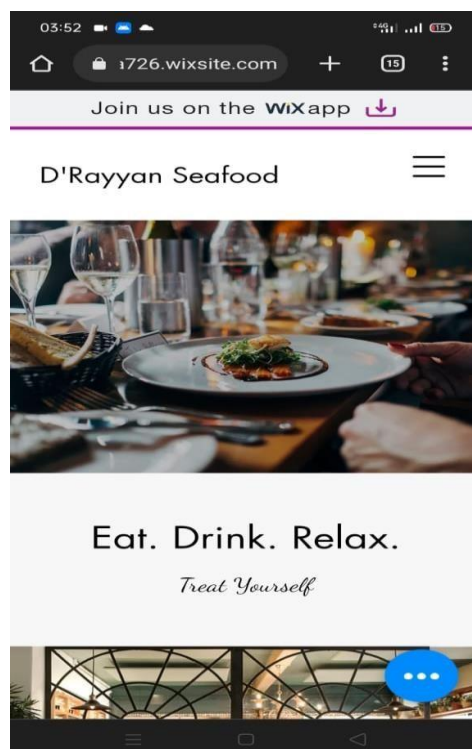
Question		Percentage	Numbers of Respondents
Name			
Gender			
Age			
D'Rayyan Seafood agree with Grand Wave E-Menu			
Grand Wave E-Menu can overcome the problem of customers having to wait a long time to make order.			
Grand Wave E-Menu display the price each food			
Agree with using Grand Wave E-Menu.			

3.3.3 Step 3: Action Framework Development of Grand Wave E-Menu

Student		Business Owner
<p>Grand Wave E-Menu will be informed to D'Rayyan Seafood to be checked.</p> <p>Review and check</p>	<p>Fill out the document support upload form and submit it to the D'Rayyan Seafood Restaurant's owner.</p> <p>Receive, Review and Resubmit</p>	<p>Check the submission Grand Wave E-Menu</p> <div style="text-align: center;">  <pre> graph TD A[Agree] -- No --> B[Return to sender] </pre> </div>

3.3.4 Step 4: Development of prototypes, models and intermediates of Grand Wave E-Menu

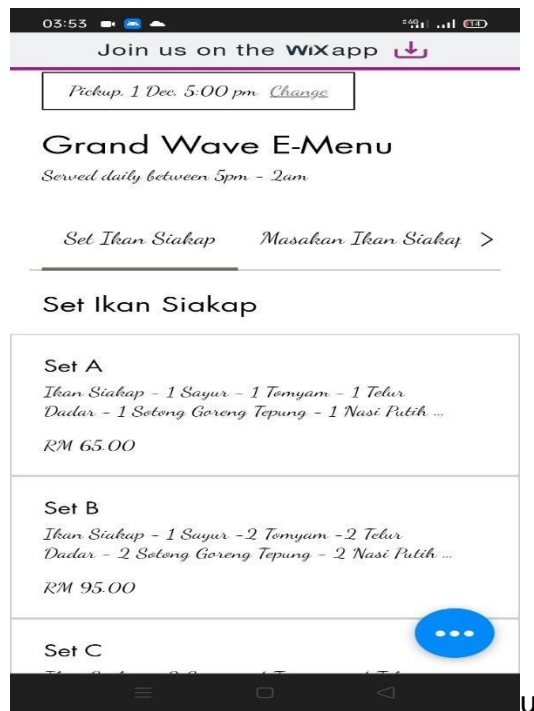
A) Grand Wave E-Menu page.



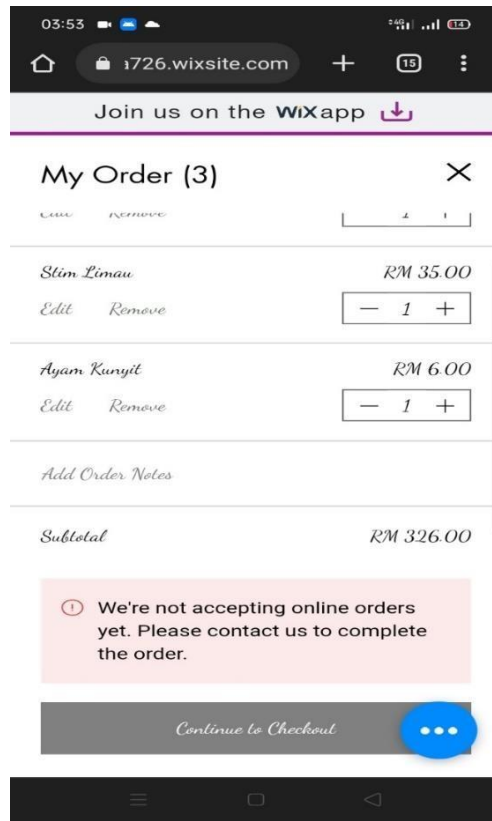
B) Second page the user needs to click payment receipt



C) Customer can view all the menu



D) At last, when customer done with adding to order, they can view total amount to pay.



SWOT ANALYSIS

This research use analysis SWOT (S is for Strength, W is for Weakness, O is for Opportunity and T for Threats). This Analysis SWOT carried out to identify about Strength, Weakness, Opportunity and Threats.

<p><u>Strength</u></p> <ul style="list-style-type: none"> • D'Rayyan is a shop of choice for people in residential areas. • The price is reasonable 	<p><u>Weakness</u></p> <ul style="list-style-type: none"> • Little harder to handle when the shop was crowded • Required large capital
<p><u>Opportunity</u></p> <ul style="list-style-type: none"> • Get increased the monthly profit • Open up job opportunity 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • Competition from others • Lacking might happen sometimes

4p's Analysis

1. Product

Menus can become a dumping ground for ideas. Some ideas work within the brand and some fight with it. The problem begins when restaurant owners and chefs start designing their menu for their ego. Now don't misunderstand and having a healthy ego is almost a requirement in this industry. We are talking about those items that are so far outside the brand identity that they just don't make sense. When you're putting items on your menu, you need to think of it as a well composed symphony instead of a mixtape of different genres and time periods. Your menu is not the place to show off a variety of menu items poorly executed. In baseball, there are basically 23 different types of pitches, but most pitchers rely only on five. It's far better to execute a few things well than a bunch of items mediocre.

2. Price

You also need to price your menu correctly. You might think this is common sense. However, common sense is not as common as you think. Your pricing should be contingent upon what it costs you to produce, market, and cover expenses. You also need to consider what your market will bear. In New Mexico, a gourmet burger in Albuquerque can go for \$10. That exact same hamburger in Santa Fe can go for \$14. Certain areas of your menu are like premium real estate. Beverly Hills and Hollywood are fairly close to each other, yet the pricing of houses is dramatically different. You also need to understand that engineering on a single-page menu is different than a multi-panel menu. You can build an amazing menu with the right products, the right pricing, and menu engineer that menu for maximum potential. Without training your team on how to make recommendations and inform the guests of what makes your chicken and waffle so incredible, you're missing sales. Great restaurants don't just train when they hire someone new; they make training a priority and a constant process. The fastest way to grow your sales is to grow your people. Developing a training plan for your team not only ensures your guest are happy, but also ensures your team stays happy. Most restaurants today struggle with attracting and retaining staff. One way to stand out in your recruiting efforts is to offer a comprehensive, multi-level training program that offers increased compensation with increased knowledge and skills development.

A phrase you hear a lot in the corporate environment is “employee engagement.” Basically, it’s the relationship between an organization and its employee. An employee who is “engaged” is enthusiastic, positive, and takes action to enhance the restaurant’s brand.

3. Place

How do we get guests to buy more of what you want? Simple: you engineer your menu. This is where the science of menu design comes into play. Certain areas of your menu are like premium real estate. Beverly Hills and Hollywood are fairly close to each other, yet the pricing of houses is dramatically different. You also need to understand that engineering on a single-page menu is different than a multi-panel menu.

4. Promotion

You can build an amazing menu with the right products, the right pricing, and menu engineer that menu for maximum potential. Without training your team on how to make recommendations and inform the guests of what makes your chicken and waffle so incredible, you’re missing sales. Great restaurants don’t just train when they hire someone new; they make training a priority and a constant process. The fastest way to grow your sales is to grow your people. Developing a training plan for your team not only ensures your guest are happy, but also ensures your team stays happy. Most restaurants today struggle with attracting and retaining staff. One way to stand out in your recruiting efforts is to offer a comprehensive, multi-level training program that offers increased compensation with increased knowledge and skills development. A phrase you hear a lot in the corporate environment is “employee engagement.” Basically, it’s the relationship between an organization and its employee. An employee who is “engaged” is enthusiastic, positive, and takes action to enhance the restaurant’s brand.

3.4 IMPACT OF THE PROJECT

1. Simple to Edit

It is much easier to edit a digital menu. With a traditional paper menu, you have to start over and print out a new menu every time a change is made. In most restaurants, menus are always changing based on the time of day, your daily specials, the availability of ingredients, amongst other factors.

2. Improve Customer Experience

Digital menus allow restaurants to improve the overall customer experience. By offering up-to-date menu items, it removes the frustration and wasted time that occurs when customers order items not currently available. It allows instant transitions when you want to change the menu, such as from breakfast to lunch to dinner.

Conclusion

In conclusion, this chapter focuses more on the design of the digital menu book of D'Rayyan Seafood Restaurant application, the processes application development, pilot study, application improvement, application effectiveness analysis as well as the costs involved in the production of this application. In addition, we succeeded in this chapter as well produce various analyzes to ensure that this application is accepted by users. We have found 3 items that need to be analyzed accurately to find out the manufacturing cost and profit of the product. Finally, we have also targeted the use of our application which consists of employees in D'Rayyan Seafood Restaurant. Restaurant that uses the digital menu book application in its daily work routine in D'Rayyan Seafood Restaurant.

Chapter 4: Research Findings and Discussion

4.1 INTRODUCTION

This chapter will explain about the analysis of the business project and the findings of the study, which is to explain about the achievement of the research objectives, product advantages, product shortcomings and problems in product production. The research conducted involved the achievement of study objectives one, two and three. Furthermore, the financial analysis for the project which is the cost involved in developing this product.

4.2 FINDINGS / TESTING

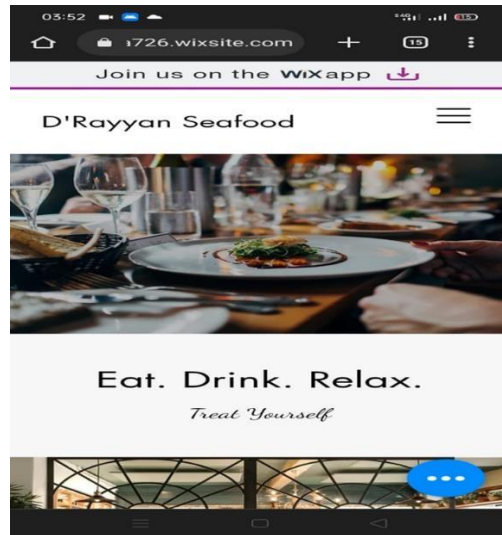
This Grand Wave E-Menu product that has been prepared makes it easy for users at D'Rayyan Seafood restaurant to view all the menu and add to order all the foods and they can view the total amount they need to pay. By this Grand Wave E-Menu workers no more to wait longer time to take an order.

4.2.1 Achievement of first objective is identifying Grand Wave E-Menu to make it easy for the restaurants' customers to order their food.

First of all, customer need to scan this QR Code.



The following picture shows that customer need to enter the page first, once they done with scan the QR code.



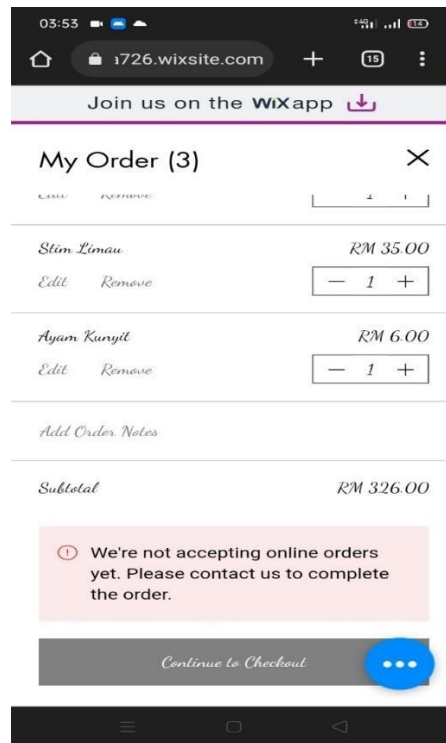
The following picture shows that cusmore need to press payment receipt



And then customer can view all the menu and and they can order the food they want.



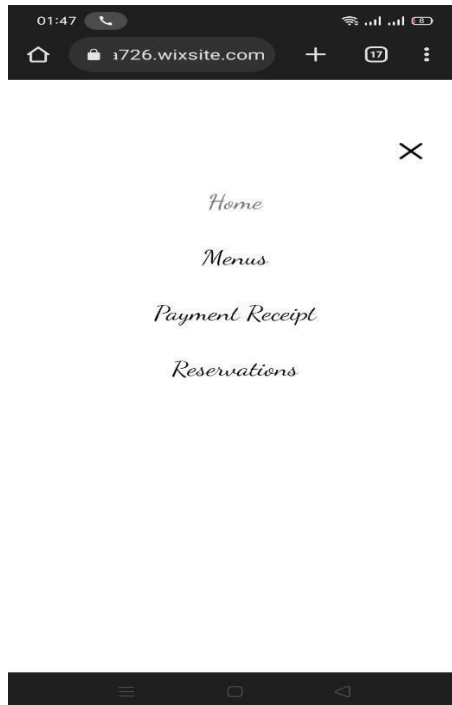
4.2.2 Achievement of second objective Identifying Grand Wave E-Menu to help restaurants' owner to operator by reducing the cost of giving receipts to customers via online.



By this customer can view their receipt.

4.2.3 Achievement of third objective is identifying Grand Wave E-Menu to make it easy for customers to reserve table via online.

The customer needs to press the reservations



Once they click Reservations, they can view contact number and by contacting to the number they can reserve a table.



4.3 USABILITY STUDY FINDINGS

4.3.1 Usability analysis objective 1

Question		Percentage	Number of respondents
Grand Wave E-Menu make it easy to view the menu	Totally Agree	92.2 %	106
	Agree	7.8 %	9
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0
Grand Wave E-Menu reduced the time taken to wait for the menu	Totally Agree	93.9%	108
	Agree	6.1%	7
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0
Grand Wave E-Menu help customer to calculate total amount of food	Totally Agree	93%	107
	Agree	7%	8
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0
Grand Wave E-Menu help customer to view the prices slowly	Totally Agree	90.4%	104
	Agree	9.6%%	11
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0

4.3.2 Usability analysis objective 2

Question		Percentage	Number of respondents
Grand Wave E-Menu helps owner to reducing the cost of receipts	Totally Agree	88.7%	102
	Agree	11.3%	13
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0
Grand Wave E-Menu Reducing the time by giving the receipt via online	Totally Agree	93%	107
	Agree	7%	8
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0
Grand Wave E-Menu reduce the burden of owner	Totally Agree	90.4%	104
	Agree	9.6 %	11
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0
Grand Wave E-Menu help to increase the profit by giving the receipt via online	Totally Agree	87.8%	101
	Agree	12.2%	14
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0

4.3.3 Usability Objective 3

Question		Percentage	Number of respondents
Grand Wave E-Menu helps customer to reserved their table before they come to restaurant	Totally Agree	90.4%	104
	Agree	9.6%	11
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0
Grand Wave E-Menu helps customer to get their table eventhough on that day was crowded	Totally Agree	91.3 %	105
	Agree	8.7%	10
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0
Grand Wave E-Menu the time of customer to finding or waiting for the table	Totally Agree	94.8%	109
	Agree	5.2%	6
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0
Grand Wave E-Menu helps the customer to fixed the mindset to here	Totally Agree	89.6%	103
	Agree	10.4%	2
	Neutral	0 %	0
	Disagree	0 %	0
	Do not Agree	0 %	0

4.4 DISCUSSION (Advantages, Disadvantages, the problems that faces when todevelop this product)

From the discussion, Grand Wave E-Menu can be created and facilitate owner of D'Rayyan Seafood restaurant and facilitate customers. With the creation of Grand Wave E-Menu that has all the food menu and customers get to view all the menu and can add the food they wanted to eat and then they can view the total amount they need to pay. By this, customers can save their time and also can reduced the burden of workers.

Furthermore, the lack is also present in the discussion. The disadvantage is that when using this Grand Wave E-Menu in the restaurant, it can cause the use of the Grand Wave E-Menu to be interrupted due to the lack of internet.

In addition, as a result of the discussion, there are also have some problems. The problem is, most of them did not even about this Grand Wave E-Menu. So D'Rayyan Seafood owner and the workers need to promote about this.

4.5 COST INVOLVED

The creation of Grand Wave E-Menu its only involves about RM 100 per year to repair the virus threats and meet the objectives study. It took only one week to produce this Grand Wave E-Menu.

4.6 CONCLUSION

As a conclusion, this study discusses that whether the Grand Wave E-Menu is helpful or not for D'Rayyan Seafood Restaurant. From this Grand Wave E-Menu you can learn about the advantages, problems faced when developing this Grand Wave E-Menu. From another perception, you can get to know from this chapter that how much is involved in creating a website whether it is cheap or expensive.

CHAPTER 5: CONCLUSION

5.1 INTRODUCTION

This chapter discusses the conclusions and recommendations of the study of the creation of a QR CODE with website called Grand Wave E-Menu that has been produced. This chapter got includes conclusions from the entire project based on SWOT analysis (strengths, weakness, threats and opportunities), 4P and effectiveness analysis to produce recommendations and improvement in this study.

5.2 CONCLUSION

This Grand Wave E-Menu also has some weakness in terms of creation. This is just because the Grand Wave E-Menu took a long time to produce. This Grand Wave E-Menu was created to help facilitate the customer to order their food and view the menu and also to see the total amount that they need to pay. And to solve the problem of customer need to wait long time to make an order. The advantage of this Grand Wave E-Menu is the food menu and with are shown. So, customer no need to wait for the menu from the worker and the customer can decide themselves. This product has been tested by owner and the workers. This Grand Wave E-Menu can facilitate more and more.

5.3 PROPOSAL

This product includes a lot of a advantages and effective helps the business in order save the time of customers and also the workers. The weakness that needs to overcome is it took minimum two weeks to create this Grand Wave E-Menu. This thing gets to overcome by increase the number of members to create this creation.

5.4 PROJECT LIMITATIONS

In the implementation of this project, there are constraints faced by the researcher. Researcher experiences difficulty in going to research place because the location was quite far from the researcher's residence. This causes the period of time to implement this project to be long. It's quite difficult for researcher to make an appointment with D'Rayyan Seafood because there is no free time. Lastly, some of

5.5 SUMMARY

This study has been conducted on restaurant and customer D'Rayyan Seafood has achieved the objective of the study, which is Grand Wave E-Menu helps customers to view the menu and make the order and also, they can view the total amount need to pay. This thing all make reduced the burden of workers also.

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