CHAPTER I

1.1 Introduction

Event management is the application of project management to the creation and development of festivals, events and conferences. Event management is considered one of the strategic marketing and communication tools by companies of all sizes. The recent growth of festivals and events as an industry around the world means that the management can no longer be manual. Events and festivals from different states and country make it more difficult to handle.

The event management system that going to develop is for catering company. Catering company is responsible for the food and any related things for events. For examples, a wedding ceremony, caterers have to provide food for all guests from the ceremony start to the end. The services also follow the customer order whether they want to finish early or finish late. In other words, for the caterer, customers always right. The food packages provided by a catering company usually are flexible and the price for total services are varies according to type of food, total guest and any extra request.

This company also must hurry to process their order because the order might be cancel. In order to avoid that, the mobile application is more suitable for the event management system. It is because mobile phone is easy to carry and have notification to alerts the staffs about the order receive.
1.2 Problem statement

One of problems found is that this company, Arul Supply and Trading is that its market is too low. This company only gets order from customer from Segamat district and rarely gets outsiders Segamat even though they have all the equipment and staff to serve outsiders their states.

This company can serve many events for a day. So, the management for orders for the company is quite complex. They have to remember the date and alerts about the menu and other services. If they did not remember date or miss cook any dish and food, the customers might complain about their services and it is bad for their reputation.

This company is not accustomed deal about their business online. They also don't bring computer devices anywhere except android mobile phone. They also have to deal with customer manually by meeting or calling. This will increase the cost and lead to the company loss.

1.3 Objective

1. To identify the problem for catering company to do their job.
2. To design mobile application for caterer to easy their job.
3. To develop prototype of event management system for caterer.
1.4 Current system

There is no system yet for the company. This company services starts with customers calling or meeting for orders. The details of the event are written down on a paper. On the day event, they will start cooking early and sometimes they also confuse about the dish or food because there are many orders for a day.

1.5 Project Scope

The scopes of this project that have been identified are:

i. This project comes with customers input detail order and submit their order

ii. This include with administrator part management system for review order details.

iii. The admin will confirm or deal for date adjustment

iv. Concept will use on this system is mobile application for android.