



IIE Final Project

SBP MART

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章偉哲

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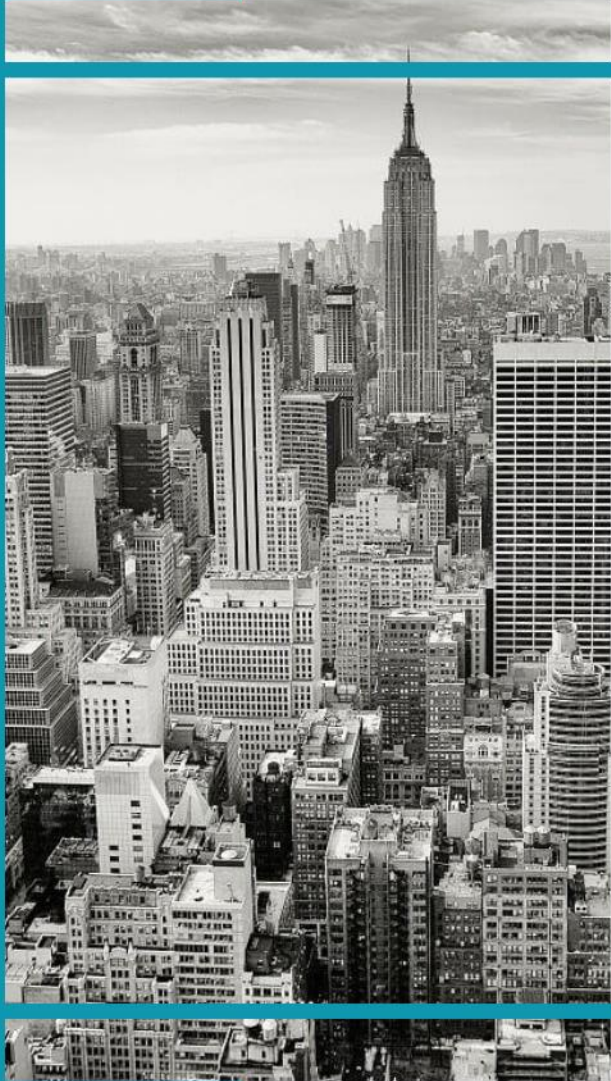
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## PART 01

# 情境假設與問題定義

# 情境假設

Situation Assumption

## 綜合餐廳商場

這是一個小店面，店面裡共有三家西式餐廳

## 物料、人力成本高

食材多寡不易拿捏，容易造成浪費；  
聘請員工與臨時工之人力成本耗費也很高

## 生意不好

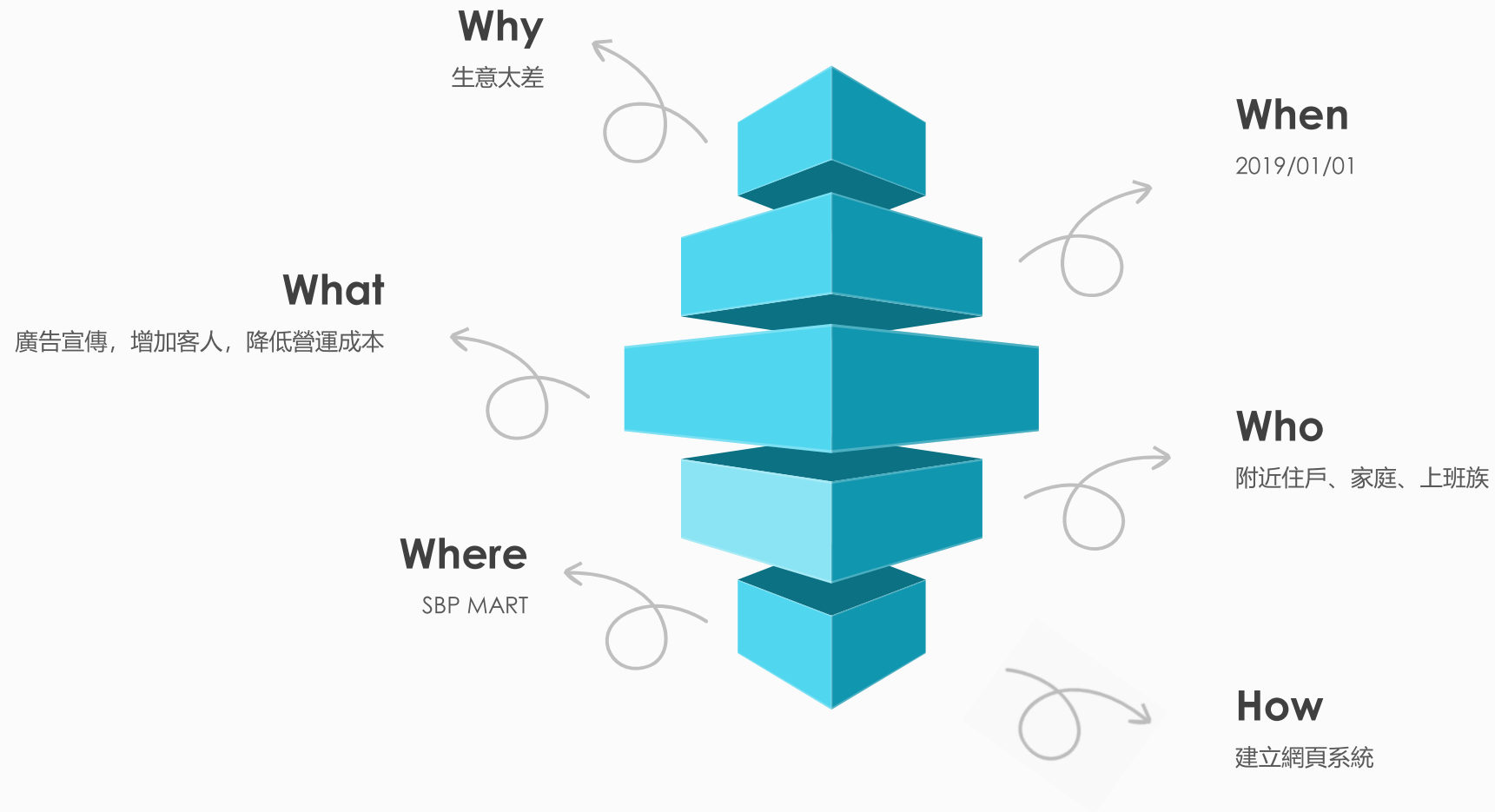
本店剛開幕，宣傳不夠，附近餐廳多，本商場沒有出眾的特色

## 網頁預定系統

SBP MART Website



# 問題定義





## PART 02

# 解決手法與預期效益

Solution and Expected Benefits

# 解決手法與預期效益

Solution and Expected Benefits

- 網站介紹，粉絲團連結
  - 增加宣傳與曝光
- 網頁預訂系統
  - 預知來客人數，以便於管理物料與人力配置
  - 提供預先額外服務，提升服務品質
- 線上回饋系統
  - 顧客線上填寫滿意度，以便管理者審視問題，從中解決

# 解決手法與預期效益

Solution and Expected Benefits

問題	解決手法	預期效益
知名度不夠	<ul style="list-style-type: none"><li>• 網站廣告宣傳</li><li>• 連結Facebook粉絲團</li></ul>	顧客透過網頁介紹，增加前來消費意願
缺乏競爭力	<ul style="list-style-type: none"><li>• 以「服務至上」當作本商場之特色與競爭力<ul style="list-style-type: none"><li>➢ 讓顧客在預約時能將需求事先讓店家知曉</li><li>➢ 讓顧客用餐後，能給予商家評論與建議</li></ul></li></ul>	利用服務至上的原則，來增加顧客再次前來消費的意願
營運成本高	<ul style="list-style-type: none"><li>• 以預期來客人數來統一購買對應人數之食材，以降低物料與運送成本，同時還能進行人力配置的調度</li></ul>	透過預約系統得知來客數能有效降低食材成本以及人事成本的浪費





# PART 03

## 網頁示範

Web Demo

# 網頁示範

Demo

The image shows a website for 'SBP Mart' with a dark theme. The top navigation bar includes 'SBP MART' and a 'Menu' icon. The main hero section features a woman eating, with the text 'GOOD CHOICE' and 'SBP Mart'. Below this is a 'Feedback' form with fields for Name, Cellphone, Date (年/月/日), and Restaurant type. The form also includes satisfaction ratings for Food (0/5 stars), Price (0/5 stars), and Service (0/5 stars). To the right, there is a section for 'SSSteaKKK' with a description of the restaurant and a 'Reserve' button. Below this is a menu item 'Boneless Short Ribs' with a price of NT 750, a detailed description, and a reservation form with fields for Name, Cellphone, Date, Number of People, Time, and other requests like Birthday cake, Baby chair, and Anniversary.

SBP MART

Menu

GOOD CHOICE

# SBP Mart

## Feedback

Name  Cellphone

年/月/日

- Restaurant -

### Food Satisfaction

☆☆☆☆☆ 0/5

### Price Satisfaction

☆☆☆☆☆ 0/5

### Service Satisfaction

## SSSteaKKK

Bright and simple green signboards and plain decoration, the Italian restaurant does not take the luxury and high-end appearance, but attracts customers with intimate service and meal strength. The boss is also very happy to share the knowledge of steak size. Come to the elegant room, don't forget to bring a tender and tender steak. If you have enough budget, you can try the live lobster imported from Canada.

Reserve

### Boneless Short Ribs

NT 750

The boneless beef ribs are taken from the front ribs of the cattle. The unique characteristics are different from those of other steaks. The meat is firm and has oily gluten and oil. It is very suitable for roasting burning! The oil will flow out during the roasting process. It is overflowing, and the entrance is tempting and alive, fresh and juicy, ensuring the fragrance of the lip and teeth.

Reserve

Name  Cellphone

年/月/日  Number of People

Time

Other Request

Birthday cake  Baby chair

Anniversary  none



## PART 04

# 未來方向

Future Direction

- 時間序列

- 整合移動平均自迴歸模型 (Autoregressive Integrated Moving Average, ARIMA)
  - ✓ 利用過去的實際到達人數來建立模型，以預測未來顧客人數

- 機器學習

- 類神經網路 (Neural Network, NN)
  - ✓ 以過去實際人數、預定人數、餐廳種類、星期幾、是否為假日等參數作為模式之輸入變數，以預測未來顧客人數

# 討論與結論

Discussion and Conclusion

- 貢獻與應用

- 增加曝光與宣傳
- 提升服務品質，增加回流客
- 降低營運成本

- 限制與改善方向

- 網頁不夠靈活，希望未來能以7天為一個單位讓管理者瀏覽
- 準確建立預測模型



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SBP MART

**感謝您的觀看**

Thanks For Your Listening