**CS5002**

**Section C**

**SEEN CASE STUDY DESCRIPTION**

**CruiseGetaways.com**

Cruise Getaways is a ferry company serving routes throughout Europe. The company offers a variety of holiday packages to the general public. Holiday packages are offered according to their destination, duration (e.g. number of days) and itineraries.

Customers can just walk to the company's office and buy a package on the spot. They can also buy it through the company’s website.

Walk-in customers need to place a deposit before confirming their purchases. For a package deal, the deposit is 25% of the total package price or £100, depending on whichever is higher. For a holiday scheduled within the next two-week period, deposits will not be allowed, and the customers must pay the full amount upfront to secure a confirmed place.

Internet customers must pay the full package price but are entitled to a 5% discount. The Internet booking is closed three working days before the departure date. This allows time for the company to process credit card transactions and make arrangements.

The company charges a premium for holidays during the peak travel period, depending on the travel dates and destinations.

The company encourages customers to buy travel insurance. The total premium is based on the number of days they travel. Basic insurance coverage includes ferry delays, lost luggage, and accidents. The insurance cost per day for the basic coverage is £10.

The company's 15-year-old computer system no longer meets current business requirements. Management is considering implementing a completely new system that can support customer enquiries over the phone and through the website.

Customers booking online will need to register in advance as "premium" customers. They would be issued a username/password through e-mail notification. They can then browse the website for details of all available holiday packages and book them directly online.

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