

## *Teaching Case*

# Here We Grow Again! An Expansion for Mark's Doggy Day Care: A Database Design and Development Case

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### **Abstract**

The pet care service industry is booming with the 2017 U.S. Census Bureau recording sales of over \$5.3 billion. In this teaching case, Mark is looking to capitalize on that growth as he expands his customer demographic to welcome cats and rabbits as well as pets needing rehabilitative care. As his current customer base has aged, Mark has realized he needs to collect and track some additional data to ensure that his clients receive appropriate care. Some of his clients are needing medications or wound care administered multiple times throughout the day. This is a follow-up case to the Mark's Doggy Daycare case in which the original version had not been built for keeping track of repeated health care services administered to his clients throughout their stay. Mark meets with the systems analyst consultant to discuss the requirements for modifying his database. He describes in detail the organization's business processes, thus allowing the case to stand alone without the need to reference the original case. Processes described in the case include customer management, reservations, invoicing, inventory management, and accounts receivables.

This case examines the steps involved in documenting business processes and developing and designing a database prototype. The case could be used in a systems analysis and design, database development, or graduate level management information systems course. Multiple assignment options are provided allowing instructors to select an assignment based upon course material coverage. Suggested assignments include the development of process diagrams such as data flow and swimlane diagrams and database design and development.

**Keywords:** Teaching Case, Process Modeling, Systems Analysis, Database Design

A full and updated manuscript may be found at <https://isedj.org>