

CASE STUDY: DinoLand Museum

DinoLand is a private museum, owned by palaeontologist Florence. The museum contains a spectacular collection of fossils from around the world, which is growing each year and is on track to become the largest collection of fossils in the area. An interview with DinoLand's Curator, Florence, has provided the following information.

Florence founded the museum about ten years ago on the edge of the seaside town of Weymouth in Dorset. Growing up on the Jurassic coast she has been a collector of fossils since she was a child, and her dream was to expand and show off her collection to the public. She has a limited budget but hopes to improve the viability of the museum with a new information system to help her keep track of things better.

There are three main parts to the museum – the Fossil Collection, the Natural History room, and the Gift Shop. The museum is open daily 10am to 6pm and currently employs twelve people. The staff rota says who should do what on a daily basis – jobs include gift shop stock control (stacking shelves and ordering new supplies for the gift shop), gift shop sales (which also includes admission and tour sales), tour guide for general public and school party visits, cleaning, etc.

The artefacts belonging to the museum are catalogued on a spreadsheet that details what each item is, the age (or approximate age) of the item, where/when it was found or bought (many of the items have been Florence's since childhood), and if bought, how much it cost. Another spreadsheet contains items that Florence sometimes borrows from other museums and collections. Each item is recorded with the same details as her own pieces, plus some additional columns that contain who owns the items, when the items arrived at DinoLand and when they are due to go back to their owners.

The gift shop sells an array of dinosaur and fossil related items from model/toy dinosaurs, dinosaur pens and mugs, to real and replica fossils, teeth, claws, etc. Sales are entered into the till by just entering the price of the item. The details of the items being sold are recorded on a daily spreadsheet (see 'Sample Sales Spreadsheet' below). At the end of each day, the takings are tallied against the sales. Any discrepancies are recorded on the spreadsheet. The sales spreadsheet is then used to update the stock records (see 'Sample Stock Records' below). The takings are banked roughly every other day, depending on how much business there has been.

Florence has noticed that as the museum has expanded, her records are not as reliable as they used to be. The stock take of the gift shop always reveals lots of discrepancies, and some of the museum pieces are not recorded correctly. She has decided it is time to invest in a more reliable system, but is working to a restricted budget.

If you have any further questions about the museum, you should ask your tutor them during your lab time.

Sample Sales Spreadsheet

Date	Time	Description	Selling Price
26/10/2023	11:05	Dinosaur Pens (Green)	£1.50
26/10/2023	11:10	Dinosaur Pens (Black)	£1.50
26/10/2023	11:10	Dinosaur Jigsaw Puzzle	£10.00
26/10/2023	11:45	Dinosaur Mug (Jurassic Park)	£3.99
26/10/2023	11:55	Plastic Dinosaur Toys (medium)	£20.00
26/10/2023	11:57	Dinosaur Pencil	£0.40
26/10/2023	14:12	Dinosaur Pens (Black)	£1.50
26/10/2023	14:33	Dinosaur Writing Set	£3.50
26/10/2023	15:15	Ammonite (small)	£4.50
26/10/2023	15:15	Dinosaur Tooth Necklace	£5.50
26/10/2023	15:22	Fossil Necklace	£5.00
26/10/2023	15:25	Fossil Coaster Set	£6.00

Sample Stock Records

Description	Buying Price	Selling Price	Qty In Stock	Date Last Ordered
Dinosaur Pens (Green)	£0.15	£1.50	212	09/09/2023
Dinosaur Pens (Black)	£0.15	£1.50	145	09/09/2023
Dinosaur Key Rings (Plastic)	£0.10	£1.99	221	15/09/2023
Dinosaur Key Rings (Metal)	£0.15	£2.50	257	10/10/2023
Dinosaur Mug (Jurassic Park)	£1.50	£3.99	147	15/09/2023
Dinosaur Tooth Necklace	£1.00	£5.50	87	09/09/2023
Ammonite (small)	£0.50	£4.50	169	10/10/2023
Plastic Dinosaur Toys (medium)	£4.45	£20.00	98	12/01/2023