Database Design for the View Ridge Gallery

View Ridge Gallery is a small art gallery that sells contemporary fine art, including lithographs, original paintings, and photographs. All of the lithographs and photos are signed and numbered, and most of the art is priced between $1,000 and $25,000. View Ridge has been in business for 27 years, has one full-time owner, one account, three salespeople, and two workers who make frames, hang art in the gallery, and prepare art works for shipment.

View Ridge holds openings and other gallery events to attract customers to the gallery. Art is also placed on display in local companies and restaurants and in other public places. View Ridge owns all of the art that it sells; it holds no items on a consignment basis.

View Ridge wants to build database applications to satisfy the following requirements: First, both the owner and the salespeople want to keep track of their customers and their art-purchasing interests. Therefore the salespeople need to know whom to contact when new art arrives, and they also need this information so that they can create personal written and verbal communications with their customers.

When orders are received over the phone, the owner or any of the salespeople check if the customer has had any previous problems with payments, and if the status is a good one (no defaulted payments before). If the customer has a good status, they prepare an invoice and direct the people on the Shipping Department to pack and ship the order. A list of items that have been shipped is sent back to the Accounting Department, which prepares a bill for the customer. Customer payments are received and processed by the Accounting Department. If the sale is done by one of the salespeople, that person gets a 2% commission on the amount of the sale.

In addition, the database should record the customers' art purchases so that the salespeople can devote more time to the most active buyers. They also sometimes use the purchase records to identify the location of the art, because the gallery occasionally repurchases hard-to-find art for resale. The database application also should have a form for adding new works that the gallery purchases.

View Ridge wants its database application to provide a list of artists and works that have appeared in the gallery. The owner would also like to be able to determine how fast an artist's work sells and at what sales margins, and the database application should display current inventory on a Web page that customers can access via the Internet.