

# MenuCloud

## COMPANY OVERVIEW AND DESCRIPTION:

MenuCloud is an idea for an online food ordering platform that simplifies the traditional restaurant dining experience. MenuCloud will offer consumers a fast and easy way to order and pay for food in restaurants by simply scanning a QR code, while also integrating with the restaurant's current point of sale system.

## PROBLEM:

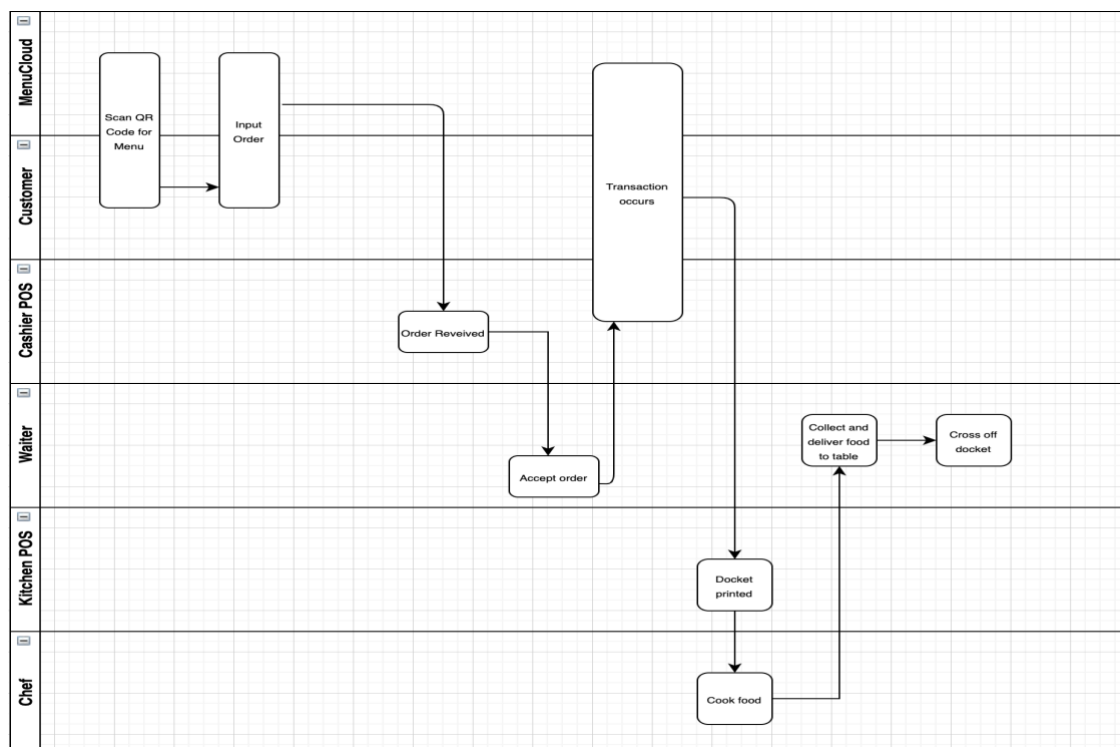
**Customers** experience inconvenience through waiting for staff to order food and organising split bills. **Restaurants** experience high costs through labour floor costs and reprinting of menus.

- **Customers** waiting for wait staff to order food is inconvenient
- **Customers** splitting payments is a hassle
- **Restaurant** labour floor costs are high
- **Restaurant** menu costs are expensive

## SOLUTION:

A website that allows you to access the restaurant's menus online, make your own order and then pay instantly. Scan a QR Code specific to your dine-in table, which leads to the specified website

## How does MenuCloud work?



## COMPANY MISSION STATEMENT:

MenuCloud's mission is to improve the efficiency of restaurant floor operations for both customers and waiters by offering a convenient ordering and payment process.

Moreover, MenuCloud hopes to:

1. Decrease labour costs as there is no personnel needed for on-floor ordering and POS system operation
2. Improve customer satisfaction with no wait time for ordering food and payment

## SWOT ANALYSIS:

| <b>Internal Factors</b> | <b>Strengths</b>   | <b>Weaknesses</b>  |
|-------------------------|--|--|
| Management              | The co-founders and owners of the business are the managers, and therefore are motivated for success.                | Company size is small, therefore there is limited managerial and start-up experience.  |
| Offerings               | Cheaper alternative for both restaurants and POS companies   | Product is similar to competitors, with few points of differentiation  |
| Marketing               | Extensive network to market to   | Minimal capital available for a professional marketing plan.   |
| Personnel               | Small, focused workforce with minimal upkeep needed.   | Inexperienced management.  |
| Finance                 | Minimal costs means there are high profit levels compared to competitors.  | Low levels of financial resources means it may be hard to fund a marketing campaign.   |
| R&D                     | Working with a developer to create the product means the technology will be well understood and easy to update.      | Lack of financial resources limits R&D capacity at this stage.   |
| <b>External Factors</b> | <b>Opportunities</b>   | <b>Threats</b>   |
| Consumer/Social         | Relatively untapped market in Australia, means there is an opportunity to establish ourselves as an industry leader. | Both restaurants and customers may already be aware of competitors, and may be inclined to work with an established company. |

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|                  | Opportunity to work with The University of Melbourne marketing team to promote the product to students.  |  |
| Competitive      | Opportunity to be purchased, merged or aligned with a better resourced POS partner, such as ViViPos.   | <p>There are already established companies that have established themselves in the Australian market.</p> <p>Well known international companies that have had success overseas (such as WeChat pay) may look to penetrate Australia.</p> |
| Technological    | <p>Opportunity to introduce this new payment technology to a wide range of POS companies that have fallen behind competitors.</p> <p>Opportunity to integrate and work with BlueChain<br/> <a href="https://bluechain.com/">https://bluechain.com/</a> payment system.</p> | <p>Direct competitors have already developed this technology.</p> <p>Cyber security risk associated with ECommerce.</p>  |
| Legal/Regulatory | None identified  | Possibility of creating a product that is too similar to competitors.  |

## VALUE PROPOSITION / ECOSYSTEM ANALYSIS

### Customers:

- **NO WAIT TIME**, as the customer is able to order food instantly without a staff member
- Much more **CONVENIENT** as groups of friends do not need to split the bill when eating out together

### Restaurants:

- **SAVE** labour costs
- Greater **CUSTOMER SATISFACTION** through decreased wait time and waiting in line
- **SAVE COSTS** by reducing printing menus, as you will be able to customise the digital menu at any time

### Point of Sale system companies:

- **INTEGRATE** with growing payment technology
- **COMPETE** with companies moving towards QR code payment systems

Covid-19:

- Consumers are also able to further **PROTECT THEMSELVES** from the without having to interact with people unnecessarily
- Employees will **SAVE TIME** cleaning menus as this may become the new norm
- Reduce customer and employee **RISK** when working
- **SMALL RESTAURANTS** affected heavily, therefore incentive to reduce costs

## CUSTOMER MARKETS AND MAJOR MARKET SEGMENTS

Australia:

- Around 60,000 restaurants & cafes in Australia
- Australians eat out an average of 2-3 times a week
- The population of Australia is 24 million
- Over 50 million meals out each week
- Over 2.5 billion meals in a year

Melbourne:

- Around 5000 restaurants & cafes in Melbourne
- Population of Melbourne is 5 million
- Estimated over 10 million customers out in each week

Target Market:

- MenuCloud aims to market to casual restaurants that offer dine-in opportunities.
- Low-tier or mid-tier POS companies that have not yet developed this technology
- Any customer who wishes to dine-in at these restaurants

## COMPETITIVE ANALYSIS

Mr Yum: <https://about.mryum.com/>

|         |   |
|---------|---|
| Place   | Mr Yum is offered via an online website which is accessible to both restaurants and customers. 9 POS companies have access to their product. Their product is targeted towards and available in pubs/bars as well as restaurants/cafes.   |
| Product | <p>3 Services:</p> <ol style="list-style-type: none"><li>1. QR Code table ordering (recently implemented)</li><li>2. Food delivery (partnered with delivery service)</li><li>3. Order ahead and pickup</li></ol> <p>Customers are able to scan a QR Code which brings up a menu. They have connected with various POS systems to make transactions go through both the cashier POS and kitchen POS.</p> |

|           |  |
|-----------|--|
|           | <p>Customers go onto their website to order ahead on meals, therefore reducing wait time on take-out</p> <p>Mr Yum has partnered with Yello to offer food delivery services, with Yello drivers doing the delivery. Customers access restaurants that do delivery on their website.</p> <p>They offer a visual menu for customers which show the dishes of the restaurant.</p> |
| Price     | No insulation costs for restaurants however, there is a commission of 4.5% for using their product.  |
| Promotion | None identified  |

### **Hungry Hungry:** <https://www.hungryhungry.com/>

HungryHungry was created by the founders of OrderMate (an Australian hospitality point of sale system) and is used solely in restaurants that have OrderMate POS.

#### **Marketing Mix:**

|         |  |
|---------|--|
| Place   | HungryHungry offers an online food ordering and payment method only accessible for restaurants that use OrderMate's point of sale system. Such restaurants in around Australia include: Ladro, Cafe Di Stasio and Totti's Bondi  |
| Product | <p>HungryHungry offers 3 service types:</p> <ol style="list-style-type: none"> <li>1. Dine-in</li> <li>2. Pick up</li> <li>3. Delivery</li> </ol> <p>The dine-in service works in a similar way to Mr Yum, where customers scan a QR code and are taken to a restaurant specific URL where they can then order and pay. Orders are then sent directly to the kitchen point of sale system, where the food is prepared.</p> <p>Both the pick and delivery options are accessible online via the HungryHungry website, where customers order and pay (again on a restaurant specific URL), however, the total amount must exceed \$25 for the order to be processed. Delivery is completed by each restaurant's individual delivery service.</p> |

|           |   |
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| Price     | <p>There are no additional installation costs for HungryHungry (so long as the restaurant has already bought and installed an OrderMate POS).</p> <p>Restaurants are charged 3% commission on sales, with an additional 3% charged when customers decide to pay on a card reader, rather than paying directly through the website</p> |
| Promotion | HungryHungry offers customers a 10% discount on purchases as well as free delivery for orders over \$50   |

**Vectron Self-Ordering at Table:** <https://www.vectron.com.au/self-ordering/>

Vectron is a POS system which has just implemented their self-ordering product. It is not offered to other POS systems and only available to restaurants that use a Vectron POS system

|           |   |
|-----------|---|
| Place     | The customer can access this product online through a mobile. The restaurant can request to use this product if they are a member of Vectron.   |
| Product   | The restaurant is able to approach the Vectron to request this product. Vectron will then work with the restaurant to create an ordering system using QR Codes which automatically link to their kitchen POS. |
| Price     | Still in development stage - pricing unavailable  |
| Promotion | Still in development stage - promotion unavailable  |

GO TO MARKET PLAN

Our service will be sold via POS systems. We will create a minimum viable product which we can pitch to struggling mid-tier POS companies which hope to implement our technology. Potential POS companies that could be targeted include [ViViPOS](#), [Abacus](#), [MiPOS](#), [Impos](#), [UniPOS](#). We will emphasise the mutual benefit between both the POS company and MenuCloud. The POS company will then distribute the product to its various restaurant partners. We also aim to integrate with platforms that integrate apps and POS systems together with companies such as Doshii. By distributing our software on their app marketplace, our product will be offered to large POS companies which we may have trouble targeting.

## PRICE POINT

| Price Point |  | Min    | Mid           | Max    |
|-------------|--|--------|---------------|--------|
|             | % split share with POS                           | 25.00% | <b>50.00%</b> | 75.00% |
|             | Commission taken from restaurant per transaction | 1.00%  | <b>1.50%</b>  | 2.00%  |
|             | POS Commission                                   | 0.25%  | <b>0.75%</b>  | 1.50%  |
|             | MenuCloud Commission                             | 0.75%  | <b>0.75%</b>  | 0.50%  |

Customer orders online → Restaurant receives money → Commission shared between POS and MenuCloud

## CHALLENGES AND RISKS

1. Established Competition
2. Limited funding

## MITIGATION

### **Established Competition:**

- Offer a much cheaper alternative to restaurants
- Target mid-tier and low-tier POS systems that have yet to develop this technology
- Free marketing to a large audience through The University of Melbourne
- Once initial base product has been created, initiate table ordering system & cashback system through cryptocurrency

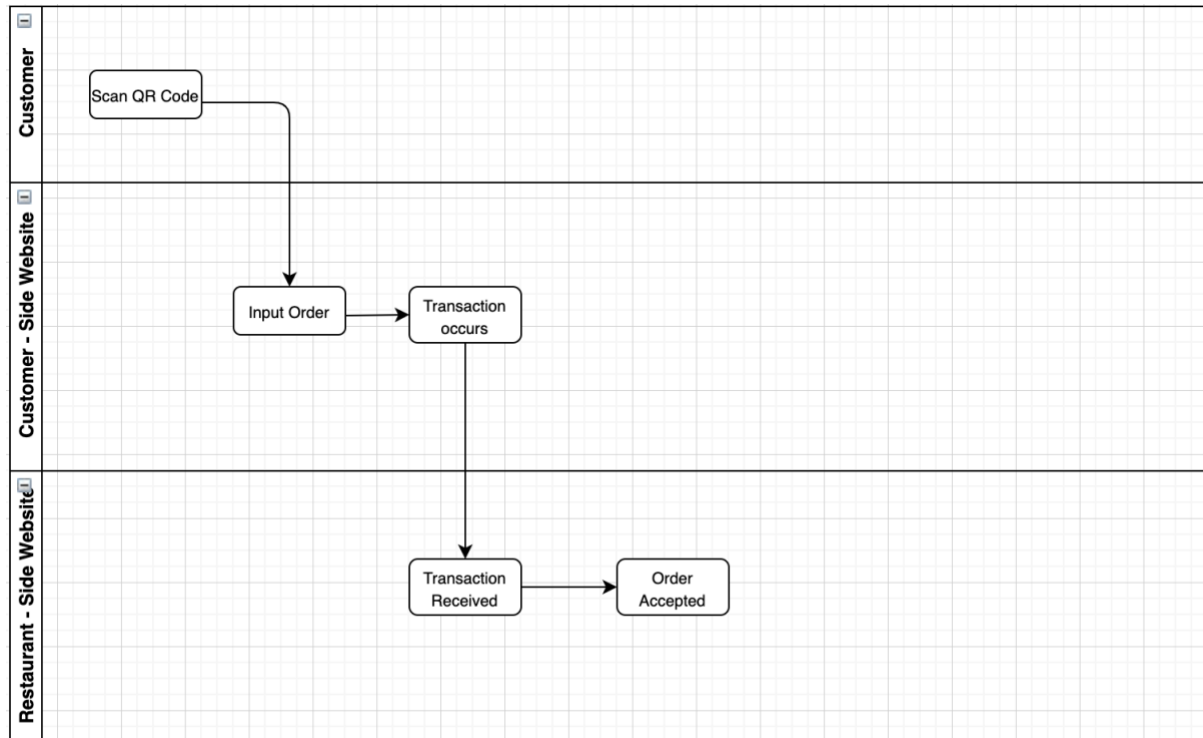
### **Limited Funding:**

- Covid-19 Government grants
- University of Melbourne start up grants
- Working with POS companies to share cost

## WHAT WE NEED FROM SOFTWARE DEVELOPER:

For now, our plan is to pitch this idea to the aforementioned POS companies with a minimum viable product to demonstrate how it can work. Below is a diagram of what we think a possible prototype could entail:

Minimum Prototype / Demo needed to show POS Company:



In the long-run, we hope to create a fully functional product that can integrate with multiple POS systems. For reference, we have designed a copy of what we think the final product could look like:

