**360-Degree Restaurant Lifecycle Management Platform – Phase 1 Report**

**Prepared by:** G.Harshith   
**Date:** 13-09-2025  
**Phase-1**

**1. Introduction**

The restaurant industry is dynamic and highly competitive. Modern restaurants require efficient operations management to ensure high customer satisfaction, cost optimization, and regulatory compliance. Current challenges include managing perishable inventory, handling multiple order channels, scheduling staff efficiently, and understanding customer preferences for repeat business.

The purpose of this project is to design a **360-degree Restaurant Lifecycle Management Platform** using Salesforce that streamlines restaurant operations, enhances decision-making, and delivers superior customer experience.

**2. Phase 1 Objective**

The primary goal of Phase 1 is to **understand the problem domain and perform industry analysis**, ensuring that the proposed solution aligns with restaurant operational challenges and business needs. Key objectives include:

* Gather and document stakeholder requirements
* Analyze restaurant operations and workflows
* Identify current challenges and pain points
* Explore existing solutions in the market (AppExchange and others)
* Validate feasibility and scope for a Salesforce-based solution

**3. Requirement Gathering**

**Stakeholder Interviews & Observations**

Engaging with multiple stakeholders is critical to identify functional and operational requirements. Key stakeholders include:

* **Restaurant Owner/Manager:** Approves high-value purchases, monitors revenue, ensures profitability
* **Kitchen Manager:** Manages inventory, supervises food preparation, coordinates with suppliers
* **Front-of-House Staff:** Takes orders, manages reservations, handles customer service
* **Suppliers:** Processes purchase orders, delivers inventory, invoices management
* **Customers:** Places orders, provides feedback, participates in loyalty programs

**Identified Requirements**

The platform should include:

1. **Menu Management**
   * Track all menu items with availability and pricing updates
   * Prevent orders when ingredients are out of stock
2. **Inventory Management**
   * Monitor inventory levels with expiration dates
   * Automate purchase orders when minimum stock is reached
3. **Order Management**
   * Handle multi-channel orders (dine-in, takeout, delivery)
   * Track order status and update inventory in real-time
4. **Staff Scheduling**
   * Forecast demand and schedule staff efficiently
   * Optimize labor costs during peak/off-peak hours
5. **Analytics & Reporting**
   * Generate revenue, cost, and profitability reports
   * Provide actionable insights for operations and menu planning
6. **Supplier Management**
   * Streamline purchase orders, delivery scheduling, and invoice tracking
7. **Customer Relationship Management**
   * Track preferences, allergies, and special requests
   * Manage loyalty programs and reward points

**4. Stakeholder Analysis**

| **Stakeholder** | **Role** | **Responsibilities** | **System Access Needs** |
| --- | --- | --- | --- |
| Admin | System setup, configuration | Manage user roles, system settings | Full access |
| Restaurant Manager | Monitor operations, approve purchases | Review reports, approve POs | Full/Restricted as needed |
| Kitchen Manager | Inventory & kitchen operations | Process orders, track stock, coordinate suppliers | Access to inventory, orders, supplier management |
| Front-of-House Staff | Customer service | Take orders, manage reservations | Access to POS, reservations, order tracking |
| Suppliers | Supply chain | Receive orders, schedule deliveries, process invoices | Access to purchase orders, invoices |
| Customers | End users | Place orders, provide feedback | Access via mobile/web apps |

**5. Business Process Mapping**

**Customer Order Flow**

1. Customer places order (online or on-premise)
2. Staff checks ingredient availability
3. Order is confirmed
4. Kitchen prepares food
5. Inventory automatically updated
6. Order served to customer
7. Payment processed
8. Customer feedback collected
9. Loyalty points added

**Supplier Flow**

1. Inventory reaches minimum threshold
2. Purchase order auto-generated
3. Manager approval for high-value orders
4. Supplier receives order
5. Delivery scheduled
6. Inventory received and updated
7. Invoice processed and payment made

**6. Industry-specific Use Case Analysis**

Restaurants face unique operational challenges:

* Ingredients are perishable with strict expiration dates
* Demand fluctuates seasonally and hourly
* Orders come from multiple channels (dine-in, takeaway, delivery)
* Staff scheduling needs dynamic adjustment for peak hours
* Customer preferences impact repeat business
* Compliance with food safety standards is mandatory

**Implication for our platform:**

* Track inventory perishable status & automate reorder
* Enable multi-channel order management
* Optimize staff scheduling
* Provide personalized customer experience
* Support regulatory compliance

**7. AppExchange & Market Analysis**

* Existing solutions provide partial functionalities such as POS systems, inventory management, or loyalty programs.
* Gap identified: No single Salesforce solution covers **full restaurant lifecycle** from procurement, order handling, staff scheduling, analytics, and customer engagement.
* Opportunity: Build a **comprehensive, integrated platform** demonstrating Salesforce capabilities and industry-specific customizations.