FOODORA

BUSINESS CASE

1. Excutive Summary

Foodora is a proposed Order & Pick-up digital solution designed for small and medium-sized restaurants to reduce dependency on third-party food delivery platforms, lower operational costs, and improve customer experience.
The solution consists of a **mobile application for customers** and a **web-based dashboard for internal restaurant operations**.
By owning the ordering channel and customer data, restaurants can increase profit margins, streamline order processing, and build long-term customer relationships.

Phase 1 focuses on Order & Pick-up (no delivery), targeting deployment within ≤ 3 months.

2. Business Problem

2.1. Current Situation (As-Is)

Restaurant XYZ currently:

- Relies heavily on third-party delivery platforms (e.g., GrabFood, ShopeeFood)
- Pays **25–30% commission per order**
- Manages orders through manual note-taking and multiple disconnected platforms
- Does **not own customer data** (phone number, order history)
- Faces frequent **order confusion and delays during peak hours**

2.2. Key Pain Point

Area	Pain Point
Financial	High commission reduces profit margins
Operations	Manual and fragmented order handling
Data	No access to customer behavior data
Customer Experience	Long waiting time, unclear order status

2.3. Impact if not addressed

- Continued profit loss
- No customer loyalty strategy
- Limited scalability (multiple branches)
- Long-term dependency on external platforms

3. Business Objective

3.1. Short-term Objectives

- Reduce platform commission costs by **20–25%**

- Standardize order processing workflow
- Reduce average order handling time from **8 minutes to 4–5 minutes**

3.2. Long-term Objectives

- Build a **direct customer database**
- Increase repeat customer rate to **≥ 30%**
- Enable scalability for multiple restaurant branches

4. Proposed Solution (To-be)

4.1. Solution Overview

The **FOODORA system** includes two main components:

Customer Mobile Application

- Browse menu
- Place orders
- Select pickup time
- Track order status
- (Future phase) Online payment

Restaurant Web Dashboard

- Menu management
- Order reception and confirmation
- Order status tracking (Preparing / Ready)
- Basic sales reporting

4.2. Solution Options Analysis

Option	Description	Evaluation
Option 1	Continue using third-party platforms	Not sustainable
Option 2	Simple web ordering system	Poor user experience
Option 3 (Selected)	Mobile App + Web Dashboard	Long-term value

5. Expected Benefits

5.1. Quantitative Benefits

- Increase net profit per order by **20–25%**
- Reduce order errors by **≥ 40%**
- Faster service during peak hours

5.2. Qualitative Benefits

- Full ownership of customer data

- Improved customer satisfaction
- Reduced staff workload and confusion

6. Scope Overview

In Scope (Phase 1)

- Order & Pick-up functionality
- Menu management
- Order management
- Order status tracking

Out of Scope (Phase 1)

- Delivery service
- Loyalty / Membership program
- AI-based recommendations

7. Assumptions & Constraints

Assumptions

- Stable internet connection at the restaurant
- Staff can operate a web dashboard
- Customers are familiar with smartphone usage

Constraints

- Limited budget
- Short implementation timeline (≤ 3 months)
- Small IT team

8. Risks & Mitigation Plan

Risk	Level	Mitigation
Staff resistance to new system	Medium	Training + simple UI
Low customer adoption	Medium	QR ordering at counter/table
High load during peak hours	High	Optimized order flow

9. Success Metrics (KPIs)

- ≥ 30% of orders placed via Foodora
- Order error rate < 2%
- Average order processing time < 5 minutes
- Business owner signs **UAT Sign-off**

10. BA Role & Ownership

Role: Business Analyst

Responsibilities:

- Business requirement elicitation
- Stakeholder analysis
- PRD creation
- Collaboration with Designer, Developer, QA
- UAT planning and execution
- Project handover