

# **PROJECT SYNOPSIS**

Of

Minor Project-2(18UISL604)

# **CLOUD KITCHEN**



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### **Abstract:**

Cloud Kitchen is a commercial space available to produce food, specifically for orders or delivery of the customers. Also known as the virtual kitchen, shared kitchen, ghost kitchen, and satellite kitchen. India is a food-loving country and Indian food reflects the combination of various cultures and traditions. The success of Indian restaurants was because of the growth of middle-class customers with high disposable income, changing lifestyles, and the availability of restaurants in the nearby locality. The food industry is going through many innovations and restaurants are using high technology to promote their brands. One of the new trends observed is Cloud kitchen. Increasing internet penetration and a supportive logistic or delivery system are helpful to customers. The current study discusses the concept of Cloud Kitchen in India. Essentials for Cloud Kitchen initial setup.

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### **Introduction / Motivation:**

A cloud kitchen utilizes a commercial kitchen for the purpose of preparing food for delivery or takeout only, with no dine-in customers. Cloud kitchens enable restaurateurs to expand an existing restaurant or start a virtual brand at a minimal cost. This provides restaurateurs with the opportunity to scale, explore new markets, or trial new concepts. Many restaurants use cloud kitchens as an experimental space, optimizing staff and inventory while testing new ideas. You cut down on equipment costs, deal with less legal paperwork, and can start selling almost immediately. Cloud kitchens can run very efficiently using custom-built spaces and optimizing processes specifically for delivery. With a cloud kitchen, you only need a commercial kitchen space to get up and run. Since you don't dine-in, you don't need to worry about having a beautifully designed interior or a big space to service 80 people either.

### **Literature Review:**

Social media platforms are used by most of the cloud kitchen ventures. The rise in the use of social media has provided an opportunity for the growth of cloud kitchens and an increase in the number of customers. Cloud kitchens attract customers for their unique products, the taste, and quality of food, fast food items offered by some cloud kitchens, and easy availability at the doorstep. The Cloud kitchen concept is less expensive, cost-effective, and hassle-free, and the future is for home delivery food and takeaway. Cloud Kitchen ventures advertise through social media marketing which is less costly compared to big hoarding and billboards.

### **Problem Formation/Objectives:**

81% of people order food online for convenience, 14% of people take advantage of offers and discounts, and 5% of people order to search for better options than the earlier order. 83% of the customers get delivery of food before one hour, 16% of customers get delivery of food after 1 hour and 1% get delayed for a longer duration.

### **Objectives:**

- 1) To study the concept of Cloud kitchen functioning in India.
- 2) To determine the essentials to start a cloud kitchen in India
- 3) To evaluate advantages and challenges compared to traditional ways.
- 4) To capture the actual experience of customers who used the cloud kitchen.

### **Methodology / Planning of work:**

This is not totally a new concept as the pizza industry has been using online order and food delivery systems for many years. Cloud Kitchen is a delivery-only model that uses advanced technology and responds to changes in consumer behavior. Cloud Kitchen can have its own online systems like an ordering app or online ordering website or can accept orders from various platforms of food delivery such as Zomato, Swiggy, Uber Eats, Dunzo, etc. Customers will place orders through the food delivery app as above mentioned or restaurants' own ordering system or website. Cloud kitchen receives the order and food /meal is cooked as per the order of the customer. The cooked food is packed properly and then delivery boys deliver the food to the customer's doorstep. There are no waiters or seating arrangements or dining is not there. Chefs work on food orders and a person is there packing the food. If your kitchen is cooking the best food in town and if you can reach people using promotions tools, and marketing ideas you can serve customers online through the cloud kitchen concept.

### **Facilities required for proposed work:**

#### **Software Components**

- Android Studio

#### **Hardware Components**

- 64-bit Microsoft® Windows® 8/10.
- x86\_64 CPU architecture; 2nd generation Intel Core or newer, or AMD CPU with support for a Windows Hypervisor.
- 8 GB RAM or more.
- 8 GB of available disk space minimum (IDE + Android SDK + Android Emulator).
- 1280 x 800 minimum screen resolution.



### §Bibliography/References:

- Mr. Praful Sarangdhar, Dr. Vinod Mohite, Mr. Swapnil Kharde, “A Study on Emerging Concept of Cloud Kitchen in India”, Jan-Mar 2021 ‘Sambodhi’ (UGC Care Journal), Vol-44.
- Dr. Alka Maurya, Dr. Geeta Subramanian, Dr. Sweta Dixit, “Laying the table from the cloud during Lockdown: Impact of Covid crisis on Cloud Kitchens in India”, Maurya, A., Subramaniam, G., & Dixit, S. (2021). “Laying the table from the cloud during Lockdown: Impact of Covid crisis on Cloud Kitchens in India”. 2021 2nd International Conference on Computation, Automation and Knowledge Management (ICCAKM).