Startup For <u>QuickFix</u> Food Ordering & Delivery Business

Food ordering and delivery is not a new online business idea; however, it has evolved with technology coming into the forefront. So far, we have seen startups, whose business models were based on grocery delivery, meal-kit delivery, restaurant table booking, midnight food delivery, and more.

The most recent being online office food ordering and delivery business, as analyzed by experts at FATbit Technologies.

Getting food from your favorite restaurants during work week can often become a hassle. **QuickFix** surely fills the void between busy professionals and delicious food from nearby restaurants.

Many follow online food ordering & delivery business model but only a few startups a**dhere to the office food-delivery business.** This is the reason why new startups like Caviar and Peach have managed to create a niche for themselves and seize the opportunity.
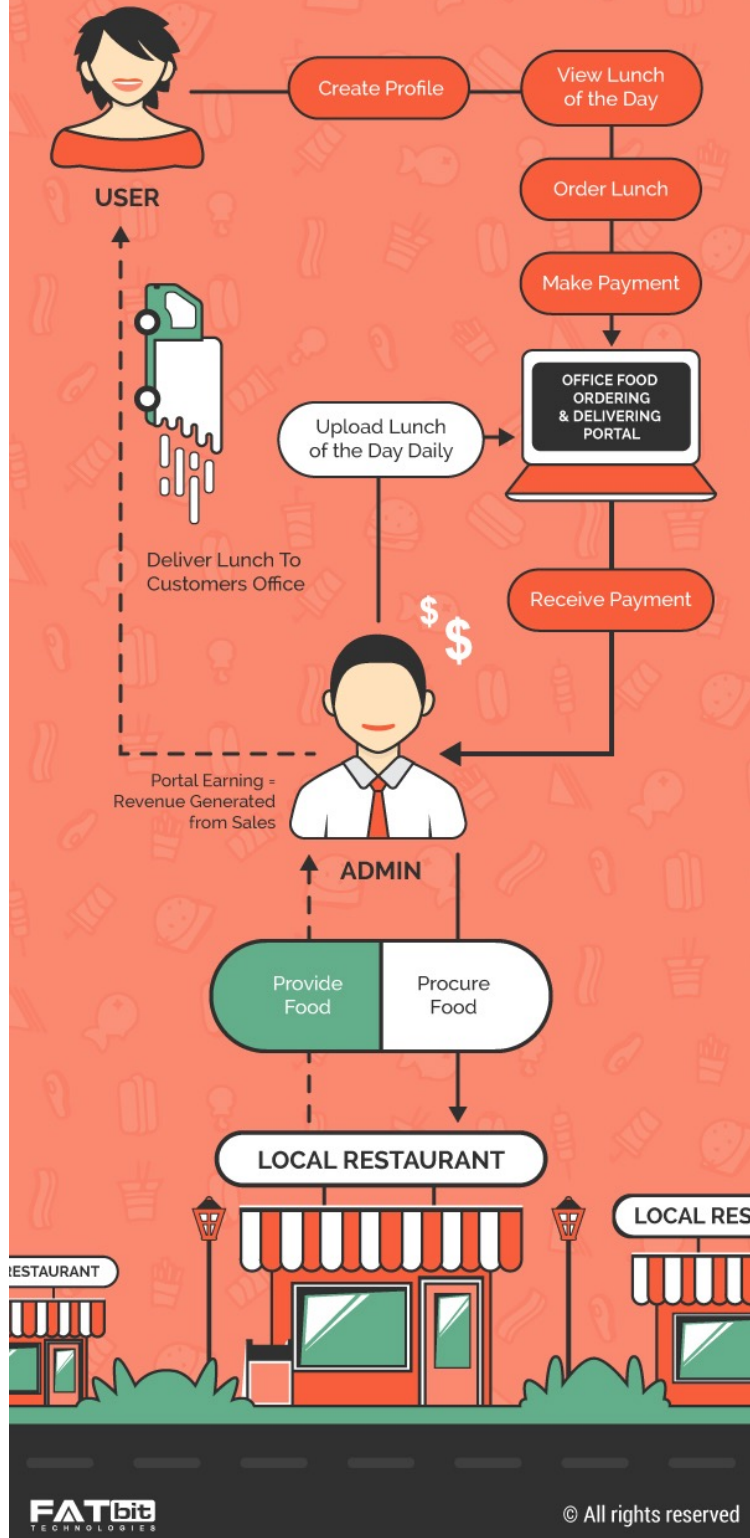
How <u>QuickFix</u> Works

Same boring meals may upset any office worker. To bring deliciousness back into the lives of working professionals and removing the hassle of food delivery, **QuickFix** clicks the perfect chord. Here is the breakdown of how things work in this innovative business model:

- The user will create a profile on the website or get registered with the platform.

- Every day at a given specific time (different for breakfast, lunch and dinner), users receive a message of the available meal options.

- Interested users place the order and make payment. The order will then get forwarded to the associated restaurant. After the order has been processed, the platform will collect all the order and deliver the same to the respective offices at a given time.

BUSINESS MODEL

ONLINE OFFICE FOOD ORDERING & DELIVERY BUSINESS

USER

Create Profile

View Lunch of the Day

Order Lunch

Make Payment

OFFICE FOOD ORDERING & DELIVERING PORTAL

Upload Lunch of the Day Daily

Deliver Lunch To Customers Office

Receive Payment

$ $

Portal Earning = Revenue Generated from Sales

ADMIN

Provide Food

Procure Food

LOCAL RESTAURANT

LOCAL RES

RESTAURANT

BUSINESS MODEL CANVAS OF
ONLINE OFFICE FOOD ORDERING & DELIVERY PORTAL

KEY PARTNERS

→ Investors
→ Restaurants
→ Hotels
→ Food Joints
→ Bakeries
→ Beverage Companies
→ Technology Partners
  Website & Mobile Application
  Development and Design
→ Legal Partners
→ Payment Processor

KEY ACTIVITIES

→ Collaborating with hotels, restaurants & food joints
→ Procuring meals from restaurants, hotels and food joints
→ Deciding & Listing Meal of the Day on site
→ Processing Orders
→ Delivering Meals
→ Managing Payments
→ Call Center Operations
  If taking orders through phone also

VALUE PROPOSITION

→ Delivers freshly cooked food for working professionals at their offices
→ Eliminates the task of deciding what to eat
  A new Meal of the day is decided everyday for customers.
→ Help increase sales and revenue of restaurants

KEY RESOURCES

→ Capital
→ Human Resources
  Logistic Team, Technical Team, Marketing Team
→ Physical Resources
  • Office Building
  • Delivery Vehicles

CHANNELS

→ Website
→ Mobile Application
→ Delivery Vehicles
→ Advertisement & Promotion
  Social Media, Online Advertisement, Outdoor Advertisement

CUSTOMER RELATIONSHIPS

→ Promotions & Offers
→ Referral Programme
→ Gift Coupons
→ Feedback & Reviews
→ Social Media
→ Email
→ SMS and Live Chat

CUSTOMER SEGMENTS

→ Busy Professionals
  Ones who do not have enough time to go out for lunch or other meals.
→ Working Professionals who sometimes don't want to eat home cooked food
→ Companies/ Employers
  Willing to provide/gift lunch to their employees

COST STRUCTURE

→ Cost of Operations
→ Cost of Physical Resources
→ Employee Salaries
→ Employee Training Cost
→ Legal Expenses
→ Advertisement Cost
→ Maintenance Cost of Physical Resources
→ Procurement Cost

REVENUE STREAMS

→ Sale from Meals
→ On Page Advertisement
→ Sale of branded merchandise

Possible Sources of Income:
- From "Fatbit"

For those who want to start online office food delivery business, the margins on food are always a concern, which is why it is always advised to have multiple streams of revenue. Moreover, the delivery charges should not make the value of the food rise to a level where the consumers do not consider it value for money. One aspect that falls in favor of such a business model is that you have to deliver all the orders in a single time. This reduces the delivery logistics as well as cost.

The following are the main revenue models that such a startup can incorporate:

- **Online Advertisements**: Google AdSense can be one of the primary sources of generating revenue through advertisements.
- **Offline Advertisements**: Advertisements can be displayed on the company's Food packages. In addition to this, more advertising can be made by sending printed pamphlets along with the meal.
- **Strategic Partnership**: People willing to open a restaurant or small kitchen can sign up by paying a small fee to the platform.
- **Commission Percentage**: Online office food delivery businesses can collaborate with restaurants on pre-decided commission rates based on the quantity of food order.

ONLINE OFFICE FOOD ORDERING & DELIVERY

POPULAR BUSINESS AND FUNDING STATISTICS

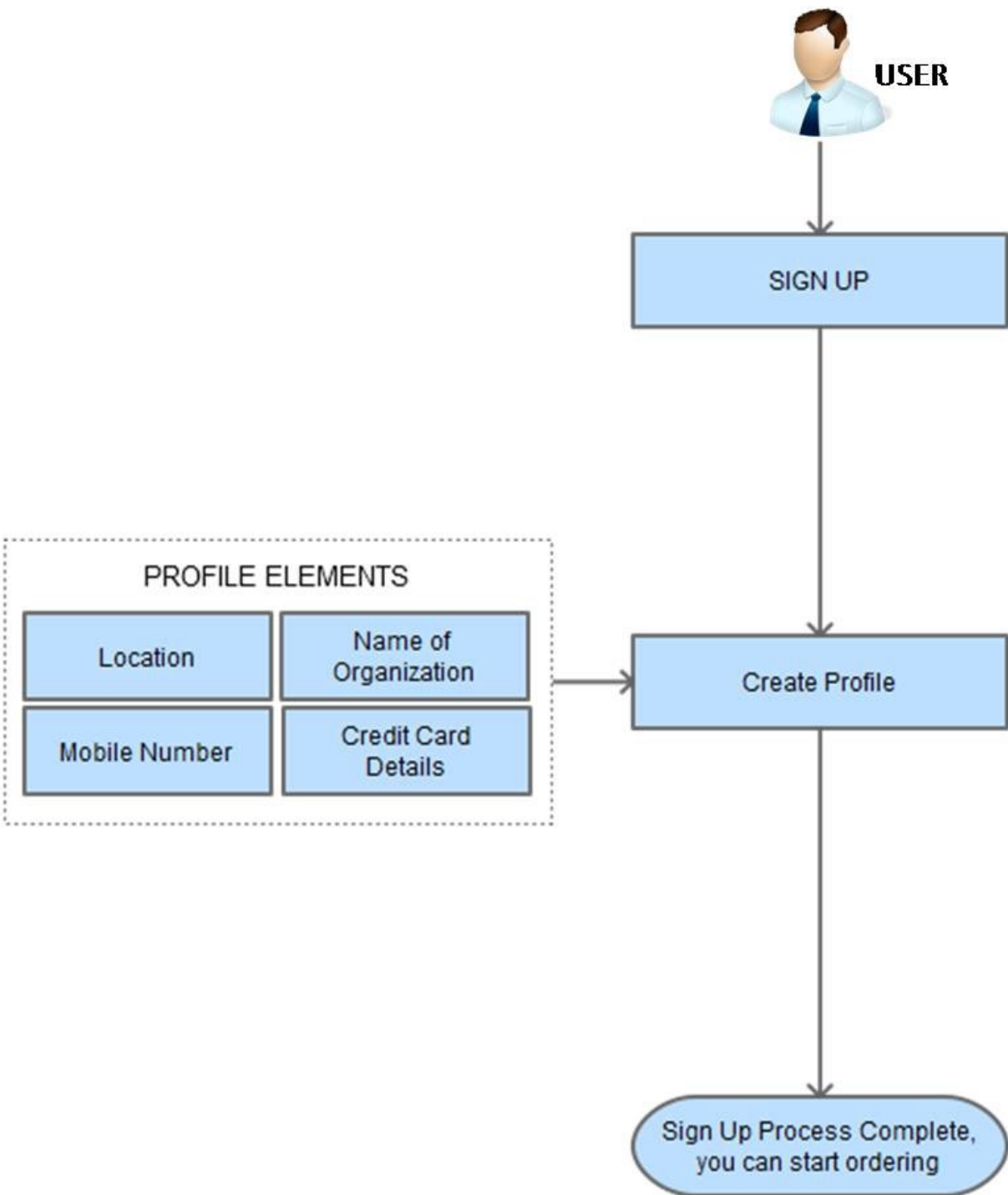| Business	Major Investors
Zesty Started in 2013 Raised $20.7 M	Index Venture, 500 Startups
Eat Club Started in 2010 Raised $16.56 M	Trinity Ventures, August Capital
Foodee Started in 2011 Raised $8.24 M	BDC Capital Corporation, Summit Capital
Chewse Started in 2011 Raised $7.6 M	Galvanize Venture, Riverpark venture
Caviar Started in 2012 Raised $20.7 M	Tiger Global Management, Valley Oak Investments
Maple Started in 2014 Raised $29 M	Greenoaks Capital, Thrive Capital

FATbit
TECHNOLOGIES

How to register on the website?

The signup process should be **easy enough for an average user without much technical know-how.**

The following steps resemble an ideal signup process:

- On the sign-up page, the user fills details like first name, last name, office address, the number of employees, email id, new password, verification through OTP, and credit card details.

- After verification and an acknowledgment from the website, the user can start receiving a message regarding meal of the day.

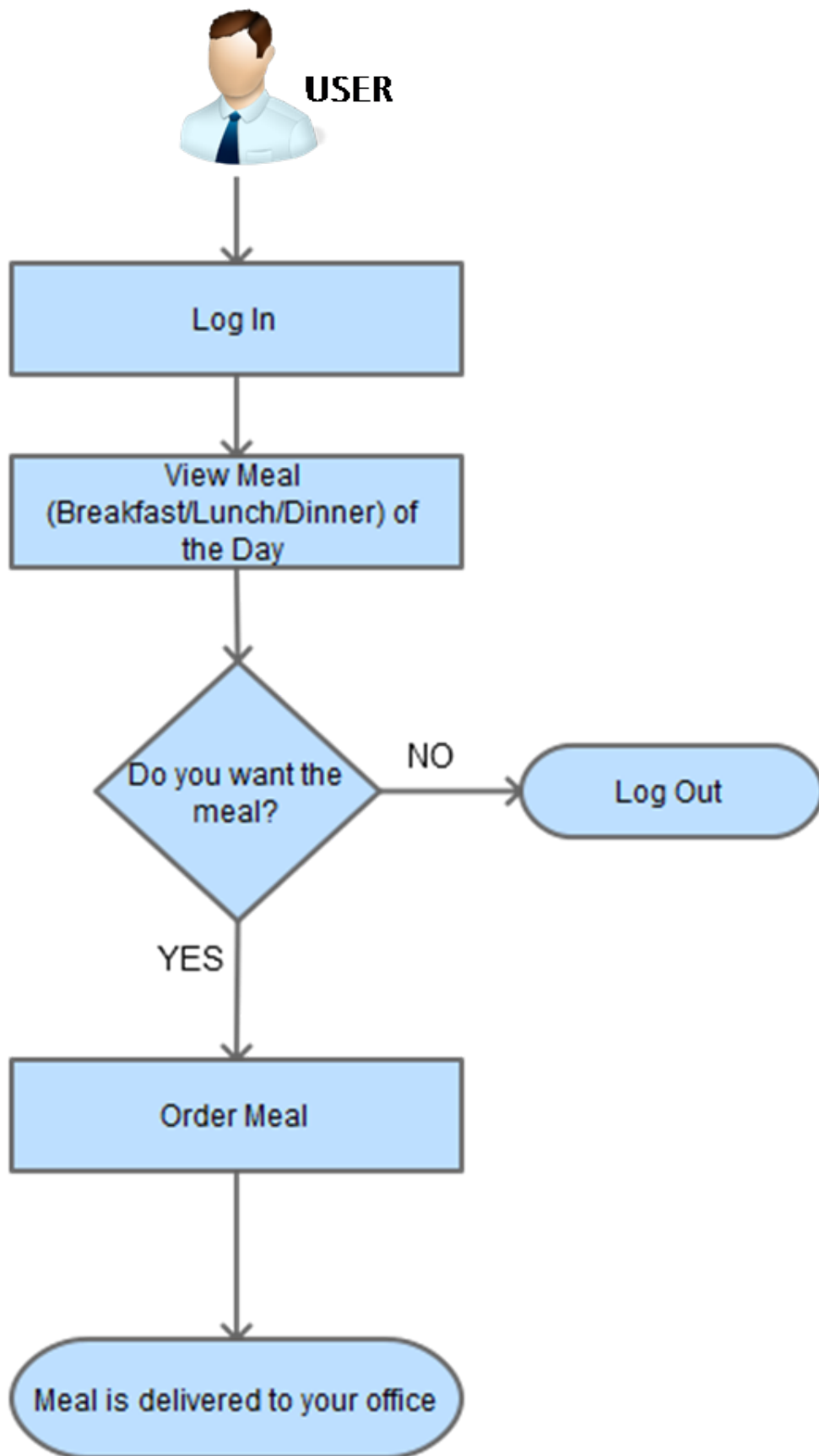Described on page below.

USER

SIGN UP

PROFILE ELEMENTS

Location	Name of Organization
Mobile Number	Credit Card Details

Create Profile

Sign Up Process Complete, you can start ordering

How does user order through website or mobile?
Through Website:

- After logging in, the user can choose different options for **breakfast/lunch/dinner.**

- The user then selects his meal and proceeds to order, otherwise, he may log out.

- Upon ordering, the lunch is served hot at user's office at the respective time.
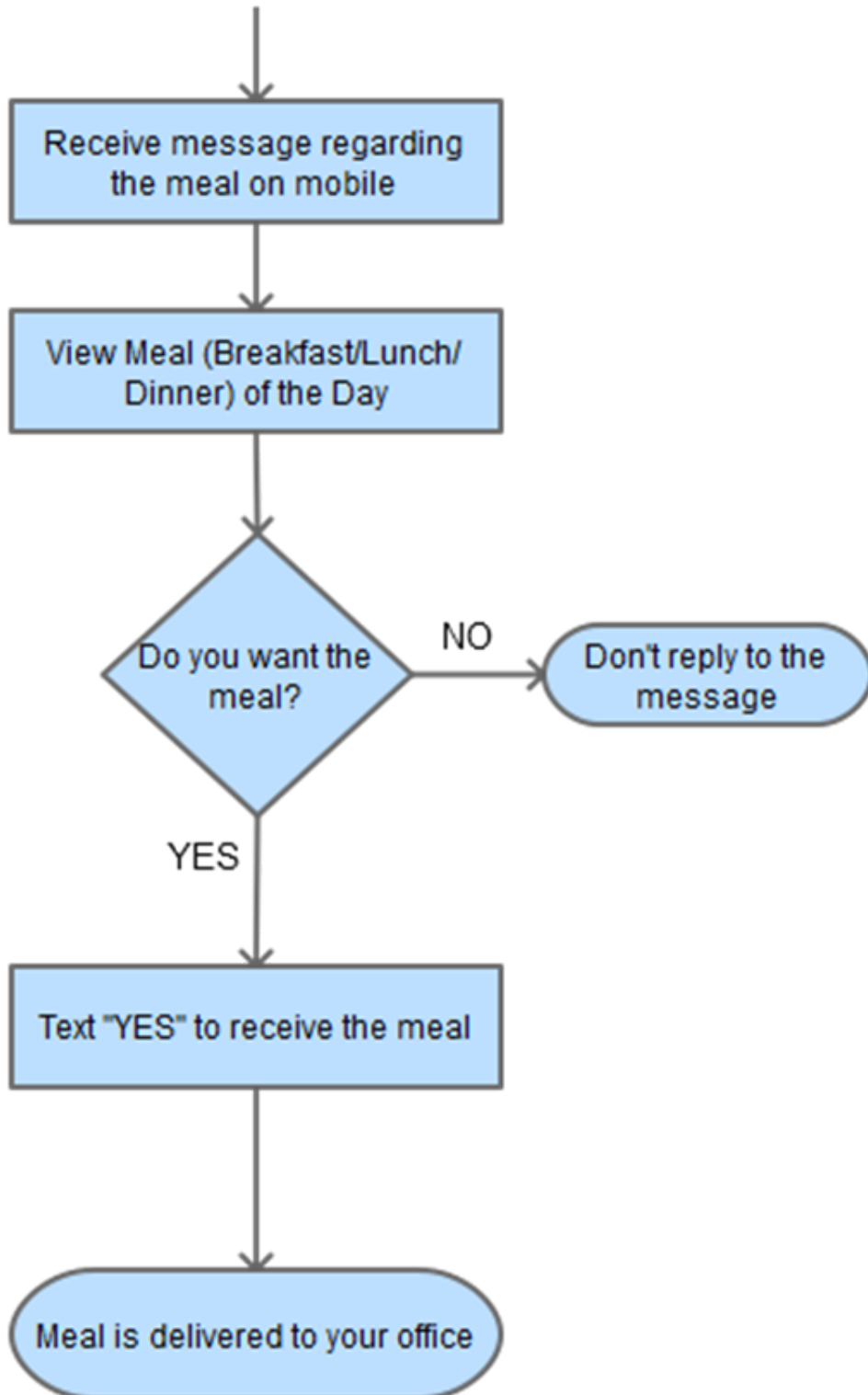
Described on page below.

USER

Log In

View Meal
(Breakfast/Lunch/Dinner) of
the Day

Do you want the
meal?

NO → Log Out

YES

Order Meal

Meal is delivered to your office

Through Mobile:

- The user receives a meal of the day message on his phone.
- If the user wants the meal, then he replies "Yes" to the message.
- Upon "Yes", the meal is delivered to user's office.

Description is on the page below.

USER

Receive message regarding the meal on mobile

↓

View Meal (Breakfast/Lunch/Dinner) of the Day

↓

Do you want the meal? → **NO** → Don't reply to the message

YES

↓

Text "YES" to receive the meal

↓

Meal is delivered to your office

Website Overview

Good user experience is the key to success for any business. When it comes to a website, **the user experience is the most important thing for the survival of the online business.**

List of Features for Website:

Homepage

The homepage is the first point of contact with the users. If your homepage is not able to garner the attention of the users, chances are that people may stop coming to your website after some time. To make your website's homepage highly engaging, use the following tips:

- The banner should have a call to action.
- The homepage should not be stuffed with information.
- Use high-resolution images, but ensure they are not resourced hungry.

The most recent trend is to use a banner video instead of the banner image. This approach is useful in decreasing the bounce rate of the store by keeping the visitor engaged.

Process Workflow

You can dedicate a section on your website's homepage to explain the entire workflow in few simple steps. This is really helpful for new visitors to **better understand** your services and **signup with confidence.**

Office Locations

Google map offers an API to showcase all your office locations. This is helpful to gain customer's trust and making people believe that there are human beings that are running the business.

Contact us form

Plain and simple contact form is not good for user engagement. FATbit analysts went through several major websites and found that most of them have implemented the content of the form in paragraphs. Not only this is a unique approach to getting user's attention but also it results in more lead generation while providing a personalized experience.