**Business model**

Alphabet is a company that is seeking to bring more restaurant takeout transactions online with the addition of no price hike from restaurant menu unlike door dash, UberEATS to the restaurant takeout order experience. For consumers, its appeal is in its no price hike for online, ordering and picking up food that provides a convenient and cheaper way to get takeout. For restaurants, Alphabet provides the prospect of increased sales and the acquisition of new loyal repeat customers.

**User retention strategies**

1.**Happy hours deals**: Every restaurant can set one hour a week as happy hour. where it gives more exposure to the users in particular area, where restaurants can get more orders and user gets food at low price(0% commission until free trail period of the restaurants and 3% commission to lower the food price for the user benefits)

2.**Points:** for every 1$ spend they get 1 point and used to get the discount on future orders and transfer these points to the others register users.