# Pasta Mania Interview 31/01/2019

When was the order ahead/delivery application introduced to the business?

This was introduced very recently by us to capitalize the delivery market.

What was the main interest/reason behind introducing the application?

Primarily because there is a market for deliveries, and we wanted to capitalize on that market, a the other players in the market such as uber eats and pick me, but we didn’t go for those and invested in our own application because it is a crowded market place within that platform, and there is a lot of competitors and brands, so the visibility you get is less in those applications,

Does having an order ahead application help a business by any means

Primarily the main the main action they do is download it to their phone, so when they download it, we get the screen real estate on the mobile phones, that is the benefit for us as when we have the screen real estate, it is possible to market to those people at a lower cost. In marketing there is term knows as CPA Cost Per Acquisition which is how much it costs to acquire a customer. There is a CPA for new guests as well as returning guests. We make the users download the application, which is like a one-time CPA and the marketing can be done to them very easily.

What are the platforms that you are currently using for allowing users to order ahead?

Android

Ios

No order ahead applications or 3rd party websites are available currently

Is the investment that was made for the order ahead application providing a reasonable return?

It is too early to judge, as the app was launched recently, but as of right now no its not giving us that much of a benefit.

Would you be interested in using a platform that allows you to automatically generate order ahead application for your business?

In a business perspective anything that provides us with the same features for a lower cost, Yes, we are interested. From your perspective if you can provide a cheaper platform we will be interested.

Sri Lankan market has a real lot of businesses opening up so do people find it difficult to get orders?

Yes

What are the main advantages you got after getting an order ahead system?

From a delivery perspective apps like Uber EATS are single purchase user, these people they get hungry they go to uber eats and order, but the trend that was noticed in our application is, the cheque value in uber eats is like 1500LKR but in the app its bigger, people who purchase via the app purchase a lot more

What features would you like to see in a similar platform to Apptizer?

Same services as Apptizer

Loyalty program

By investing in Apptizer were there any advantages for you?

To be honest right now I’m disappointed because I’m the person who proposed to the board and got it, but as of now I can’t say whether there are any advantages or disadvantages

Drawbacks of Apptizer

Apptizer coupon methodology does not make sense so something where Users can get 10% off on 3 orders 40% off on 5 orders would be interesting but Apptizer only allows functions like you buy the same dish 5 times and you get a free dish, but we don’t want that, we want to attract more customers.

Customer relationship management features

Has there been a significant increase in the number of customers?

I can’t directly corelate customers from there to here but in terms of delivery Yes! We do have new customers; we do have a database of customers with around 500 60 using the application

Has the order ahead system increased the amount of orders that you receive?

In terms of customer we cannot say, but compared to uber eats and the normal order ahead application, yes we get a lot of orders