Business Case Restaurant

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| **Application Name** | Super Servoli Systems  Self-Service Ordering/Booking/Seating system |
| **Type of business model** | Freemium, Subscription.  The service would begin as a freemium (offering a free trial period) for 1 month before moving into a subscription service. |
| **Target audience of users** | The target audience for this software will be fast-food restaurants, take-out restaurants, pop-up restaurants, bars, concessions, and fast-casual restaurants.  The service would be for businesses that are looking to provide a dynamic and faster component to ordering food and booking tables and set-up reservations. The service allows customers to order food, book tables and set-up reservations themselves. Typically within restaurants, labor is a huge part of cost. The service would reduce this cost. |
| **Value proposition** | Our system allows for a huge reduction in labor costs by performing many tasks which normally require staff.  We provide an extraordinarily user-friendly interface so managers and supervisors can make lightning-fast adjustments such as new menu items, or daily specials, or adding/removing specific tables.  Each system is easily customizable by our team to match and exceed each restaurant’s specific needs and goals. |
| **How the system is used** | The system is used by allowing customers to order food, and select the location where they wish to sit throughout the restaurant. The system helps to expedite ordering and service. The system has the option of accepting credit cards, debit cards, and cash. As every restaurant is different (and perhaps even vastly different), the system is customized and adapted to be unique to each restaurant. |
| **Revenue generation** | Monthly subscription fee, Banner Ads |
| **Partners/Suppliers**  **(Stakeholders)** | Fast food chain restaurants, Coffee chain restaurants, dining chain restaurant |
| **Expected Benefits** | The time between a customer placing an order and receiving their food would be shortened significantly along with an easy to use interface to make selections simple. The software simply removes the need to have people tracking orders and instead track it on software. This would greatly reduce errors made in taking someone’s order. Eliminate the need for customers to rely on calling a restaurant to book a reservation. |

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| **Known Prototypes** | Evoke (McDonald’s), ConnectSmart Hostess (Red Lobster, Olive Garden), Ribot (KFC), Opentable(Restaurant booking service) |