

# Proposal for project WAIU

By iSRSD Projects Pvt Ltd

# Progress from meeting on 31st Oct 2020

Agenda has been to define:

- ☒ Strategy (statements)
- ☒ Governance model (structure)
- ☒ Key business processes (business model)
  - People (skills and capability needs)
  - Culture (Underlying values and behaviours)
  - Goal setting and performance measures

## Mission statement

Provide refreshing & rejuvenating experience to our customers, consistently and effortlessly, at an affordable cost while enabling profitable growth for our business partners and comfort for their staff

## Focus Areas

- F&B
- Ambience
- Events
- Networking and socialising

- Privacy and psychological safety for customers
- Reward /Loyalty points
- Restaurant management support for business partners

Strategy

# Correlation diagram

Ys

Xs

Key Outputs	Importance	F&B	Events	Networking and socialising	Privacy and psychological safety	Ambience	Reward points	Management support
Rejuvenating experience	10	9	9	9	9	9		
Affordable cost	5	3	3	1	9	9		
Profitable growth	10	9	9	9	9	9		
Comfort of the staff	5	9	1	1	1	3		
Total		240	200	190	230	240		

# WAIU - Quality management system

Customer Requirements & Business requirements

## Management oriented processes & Board of Directors

Manage Capex, Opex, Legal compliances, Business process, key relationships

Idea to Market

Business Model Development Including APP

Business Development For Customer acquisition

Market to Order

Sales and Marketing

Relationship management with business partners

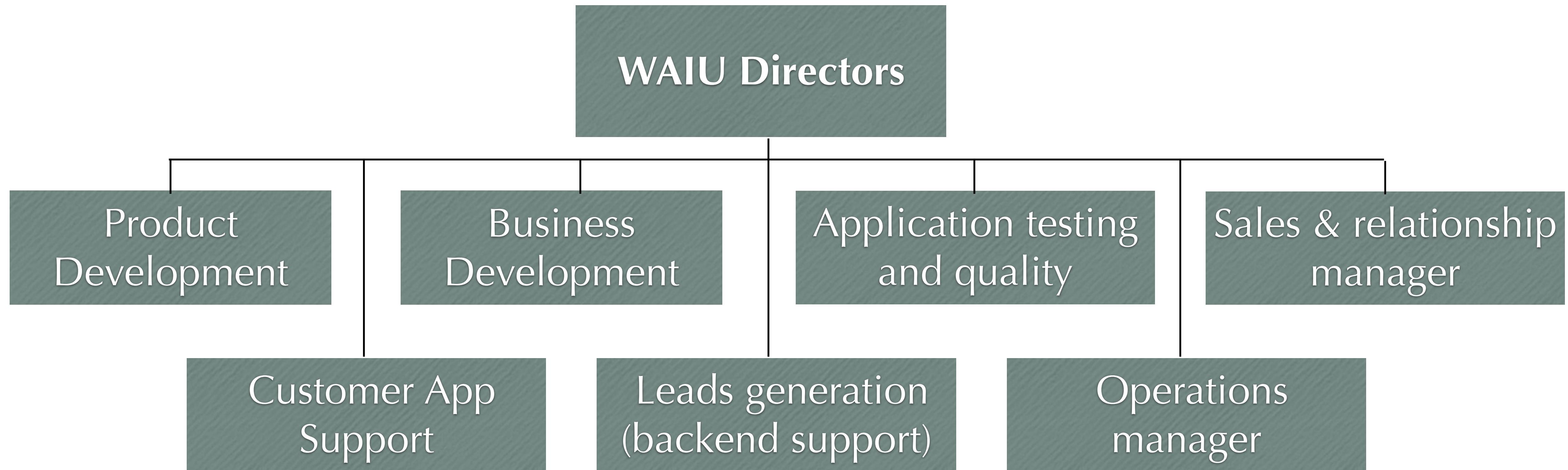
Order to Cash

Daily operations and customer support

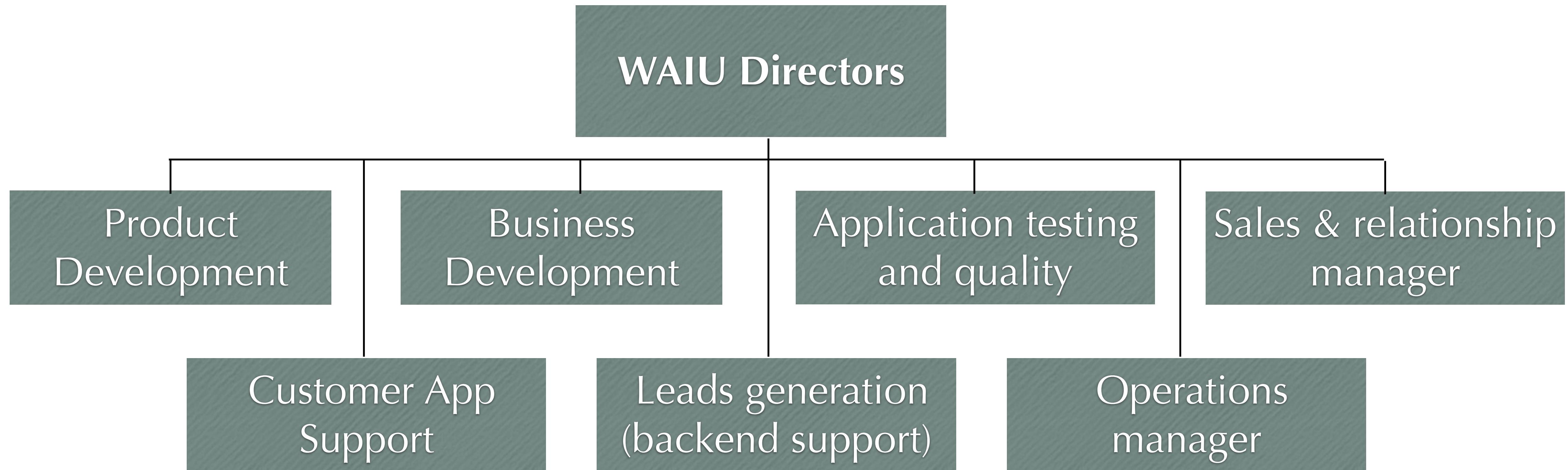
Customer loyalty & Business Results

Infrastructure and support functions - HR, Finance, IT, Admin, legal

# Governance model



# Governance model



## **App should have below functionalities :**

1. Order food & drink app
2. Home delivery app (courier integrated)
3. Payment Gateway integration
4. Reward Points integration
5. Gifts/Incentives/Schemes
6. AR/VR interface
7. Live Telecasts ( YouTube channel)
8. Branding and Marketing
9. OTT, Multi media interface
10. Customer data management
11. Live game interface
12. Incognito Mode
13. Search Engine (people, restaurants, others)
14. Digital Marketing
15. Business Analytics
16. Notification, followups, automated email, sms, whatsapp
17. Segmentation of customers
18. SoP's & training modules

<b>Key activities</b>	<b>Resource</b>	<b>Accountable</b>	<b>Must be Consulted</b>	<b>Must be Informed</b>	<b>Target date</b>
1. F&B menu and quality standards	Chef	Rajesh/Alok	Sanjay	Alok/SCL	30 days
2. Acquisition of retail network(MoU partners)(B2B) (selection criteria+cost sharing engagement model)	Sanjay	Rajesh/Alok	Sanjay	SCL	Start after 60 days
3. Delivery service provider tie ups(couriers, self help groups, blue collar, gharpoch, retailer staff)	Sanjay	Rajesh/Alok	SCL	SCL	30-60-90
4. Consumer data acquisition	Alok	Rajesh	Sanjay	SCL	CMS-90 days
5. Infrastructure(physical, same look and feel anywhere, modular, projectors, tv,etc.)	Rajesh	Rajesh	Sanjay	Alok/SCP	60 days
6. SoP's and training of retail staff	Chef	Rajesh/Alok	Sanjay	SCL/SCP	90 days
7. Brand Ambassador (branding)	SCP	Alok	Rajesh/Sanjay	SCL	90 days
8. Supplier Management (DJs, Cooks, Contractor, Event managers, staff, tech providers)	Sanjay	Rajesh	Alok/SCP	SCL	90 days
9. Electronic Devices (TBD, AR/VR, Dish for telecast, on lease)	Rajesh	Rajesh	Alok/SCP	Sanjay/SCL	60 days
10. Bank TieUps	Alok	Rajesh		SCL	90 days
11. App (Development+ customize+host+maintain)	SCL	SCP	Alok	Rajesh	30-60-90 days