# Project Proposal

1. Projected Annual Profit when business is at peak performance

* £4.125 billions per year if 50% market penetration across the US and EU.

1. Product market fit

Why people want to use the product

* Lower waiter cost by £16,800 - £33,600 each year
* Save 50% time and effort by the waitering staff as they don’t no longer need to take, record and deliver orders and also give and take payment. Restaurant owners will save additional workloads on dealing with staff rota, training, supervisor and salary payment.
* Time taken to order food and drinks using our platform is similar to that using traditional methods

1. Profit Estimation (when we will reach £1 million and the profit at peak performance)

Why this business is worth doing

Revenue = £7,000 per year per restaurant

* We can take 20% of the cost saved by restaurant owners (£3,500)
* The transaction fee in mobile web is 1% lower than that in bank card (0.39% + 2p vs 1.75% per transaction) (£3,500)

Cost = £1,500 per year per restaurant + £2,000 startup cost + £20,000 x 2 base salary

* Senior software developers (site reliability, data security, speed) – seeking partnerships through share option.
* Business startup cost (business name, legal policies)
* Business maintenance cost (insurance, tax, software deployment fee, QR code generators)
* Post marketing (£1 per post)
* £20,000 Base salary

When we reach £1 million profit disregarding startup cost and base salary = £5,500 per restaurant per year

* If one person can sign up 1 restaurant per hour
* Assuming no restaurant owner leaves the service, and we have one staff repeatedly sign up restaurant accounts for 8 hours a day
* Number of days needed to reach £1 million annual profit = £1m / (£5,500 x 8 restaurant signups per day) = 23 days.
* Account for profit making from the time at which the restaurant owners adopt our service
* We don’t need to have one staff once we reach over £1 million profit

Profit when we reach peak business performance

* 1.5 millions restaurants in EU and U.S.
* 50% market penetration = 750,000 restaurants
* 750,000 restaurants x £5,500 profit per restaurant = £4.125 billion

1. Unique feature of this business

* Restaurant owners will need minimal staff intervention unless they need to change some menu details or have specific enquiries.
* Powerful platform as high user traffics can help adjacent billion-dollar businesses (e.g., table reservation business, restaurant review site, take-away and delivery and social media)

# Final Software Product

1. Demonstrate the final product using QR code videos

Customer

* Scan QR code
* workflow to order 10 meals from all different categories; add special requests; add extras; increase meal quantity.
* Read order summary; add quantity; check meal descriptions and prices; swipe through meal over a few pages.
* Check total price; give tips; check new price;
* Change meal together and meal separately;
* Add special requests.
* Order and produce e-receipt

Restaurant Owner

* Account registration; email account confirmation; see whether new account is automatically aggregated in the company staff account
* Forgetting password; email password retrieval;
* Add serving time; add categories; add meal details; edit serving time to check whether other data (categories, meal details) will be changed
* Delete serving time; check whether other data (categories, meal details) will be deleted
* Add restaurant info data; see whether restaurant name and address will be changed in the customer interface; check whether restaurant phone number and owner name will be changed in the company staff interface
* Check whether business info QR code works; whether it shows the customer interface for the restaurant.
* Check whether help page will redirect user to video documentation page.

Company Staff

* Will do \*\*\*

# Business Executive Blueprint

## Establish Client Base

1. Post Marketing

# Optimization Metrics

# Outsourcing Strategies

# Software Requirement Statements

## User Stories

## Acceptance Criteria

# Design Principles

# Database Organization

# Project Development Strategy

## Software Development Strategy