**Case: Food to Table, food order and delivery service company***Group 07b: Osama Mahmudi (engr.mahmudi@gmail.com), Joseph Chungath (josephchungath97@gmail.com), Shubhra Mishra (shubhramishra.1@gmail.com)*

Food-To-Table is an online food ordering and delivery platform. When a customer needs food/products to be delivered, he/she approaches Food-To-Table. The customer can select the items on the interactive catalogue. The sales system places the order and redirects to the payment gateway. Once the order is placed, it is forwarded to the order handling unit. The order handling unit prepares the required items according to the customer’s requirements. Once the quality assurance including temperature checks is done, the order is delivered by the distribution unit. The order handling unit is also responsible for sourcing the ingredients from the producers. Based on the nature of the item, the distribution unit assigns a proper vehicle and picks the package from the order handling unit and drops it to the customer.

Food-To-Table handles orders from restaurants, companies, organizations and end customers. The company offers selections from groceries, beverages, fruit and vegetables, meat and seafood, as well as ice creams and cakes. The food is delivered at its optimal temperature, chilled or frozen.

A customer care unit tracks the order completion and conducts feedback surveys for future improvements. Refund policies are also managed by the customer care unit. The marketing team is responsible for conducting campaigns to promote the company’s products and services. They also understand consumer trends to come up with data driven marketing strategies.

**Core Business Functions**

1. Cataloging products/services
2. Order handling (Includes tracking)
3. Management Payments
4. Sourcing ingredients from the producers
5. Processing the order
6. Quality Check
7. Managing delivery partners
8. Customer service, Refund Policies and feedback
9. Marketing Products and Services