



# FOODXILLA



## Our Vision



Our product is specifically designed and optimized for Students and Professionals who need to be relieved of time lapse, late order arrival and waiting. FoodXilla is a leading Ordering App that does not let you wait, your food is ready on arrival, and gives you discounts on 5+ persons, and unlike competitors, FoodXilla offers discounts based on the number of persons in the group dining. The more the merrier!



## The Problem



The problem that we are targeting is the time lapse and unnecessary waiting time that customers are experiencing. This usually leads to customers being frustrated with the service and may even not consider dining in the very restaurant again. This creates an image of a restaurant having great food but not good service. A gap is created in between which causes the customer to wary.



## Target Market

Our "Target Market" includes the professionals and students mainly. Professionals include the office going people who look to dine in a group of 5 or more most of the time in nearby restaurants. Students are also a target market as these days, many go out in groups to eat at their favorite destinations.

# Market Research



So far, we have gathered data consisting of professionals and students. The results are quite astoundingly optimistic with 23% Professionals and 77% Students have stated that they will be using an app that provides them these services.



- Students
- Professionals



# The Solution!



## FOODXILLA MOBILE APP!

We provide a solution that helps out both the restaurant and the customer. Through FoodXilla, the customer will be able to select the menu, and even order before he departs for the restaurant. The restaurant gets the GO for preparing the menu ordered and when the customer arrives, no unnecessary waiting!

FoodXilla also provides discount offers on basis of the group dining being 5+. The more the merrier! There is one more thing that is introduced here called 'POINTS'. For dining in groups, based on the number of members, the one who orders, will get awarded points by the restaurant. These points then can be used in future for availing discounts upon reaching a certain limit. Also upon creating an account, 10 points are awarded automatically to the user!



# Revenue Model

## Discount Offers

- 1) For 5 persons group 10 % of the discounts will be offered.
- 2) For 6 persons group 12 % of the discounts will be offered.
- 3) For 7-9 persons group 15 % of the discounts will be offered.
- 4) For 10+ persons group 20 % of the discounts will be offered.

So, the revenue of the App will be generated through these offers. On every 100 times an offer will be made, 5% of restaurant's earning on 100 times offering will be taken as the charges for the services.



# Marketing and Sales Strategy

The main focus we are going to have is on the Key Performance Indicators of the application. Through these we can achieve app store rankings, organic and loyal user acquisition, cost-per-download, and app store optimization as well as on android.

The advertisements and promotions for your app need to not only be creative and engaging to consumers, but they also have to be ongoing. So we will be devising a strategy that will ensure our goal should be to maintain our app's visibility in key marketplaces year-round.

Apart from this, Social Media marketing will be our prime target area for marketing.

Our marketing strategy, in a nutshell, will be to market the experience rather than the app itself. Because, what customers look for, is the simplest experience delivered by brands.

# Team



## SOHAIB NADEEM KHAN-CEO

Team Lead, Lead UI/UX Designer, Co-Marketer and Co-Founder. Sohaib has the skills as a graphic designer which has helped us create our UI Design for the app and make it something special. His skills and leadership will play an important role in taking us forward as his dedication is second to none.



## SYEDA HAYA HASHMAT- CTO

Lead iOS Developer and Co-Founder. Haya has been a crucial cog in the FoodXilla wheel. Her coding skills and ability to understand and crack the problem swiftly has been a key for us all along. Her knack for solving problems will surely help us and take us to the level we deem our goal.

# Team



## AREEBA LATHIYA- CTO

iOS Developer and Co-Founder. Areeba also has been an integral part of our development team. Haya and her have been a great team and they have provided us with an important coordination and combination of programming skills that was required.



## MUHAMMAD ALI NASIR- MD

Marketer, Trainer, Motivational Speaker and Co-Founder. What is a company without its Marketing Manager/Director! Muhammad Ali has been exceptional in helping devising the market strategy. Being a trainer, and how well he understands the basic psychiatry of the customer mind he has been a strategy wiz for the team and company.

## Financials

Our target of revenue and financials is basically the earnings we are getting through the discount offers availed by the customers. For every 100 times any of the discount offers are used, 5% of the total income of the restaurant are taken as service charges.

If we take a look at an example of a **single restaurant's one dish** worth Rs. 250 is consumed by 5 or 5+ customers and the discount offer is availed 100 times for each of the conditions aforementioned in the revenue model, the total income of that 5% becomes roughly estimated to be Rs. 45000/-.

This is a win-win approach for the restaurants and customers both. As the restaurants get their earnings increasing at higher rates and also users getting discounts for what they order when in a group.

# Competition

Some of our features may not seem unique and may have been implemented by our competitors, but what we provide, is a simple way of interaction and a simple experience through mobile applications that is very easy for the customers to use. What we target, unlike our competition, is the unnecessary waiting time lapses that irritates the customers. And providing the solution successfully sets us apart from our competition. We provide our customers to Quench Their Taste with ease, better than ever!



THAT'S ALL FOLKS!

Thank You!

FOOD XILLIA