Revenue Model:

Prepayments are must for the reservation services and the amount will be 1000 PKR. But in the short distant order the prepayments will according to the eligibility for discounts. If the order is according to the discounts (more than 4 persons) then the order will be needing the prepayment.

Discount offers: The discount offers are several and they are as follows:

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 persons group 15 % of the discounts will be offered.
4. For 8 persons group 15 % of the discounts will be offered.
5. For 9 persons group 15 % of the discounts will be offered.
6. For 10 or more persons group 20 % of the discounts will be offered.

So, the revenue of the App will be generated through these offers.

It seems that it is awkward sort of approach but it is actually a win-win approach for restaurant, customer and us.

The proposed/projected calculations for the minimum estimate for only one restaurant using the App is following:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No. of Persons** | **Discount Offered through App in %** | **Total estimated bill (250 per-person)** | **Discount on Offer** | **Revenue on per offer Sale** | **Discounted Amount of the Bill** | **Bill after Discount** |
| 5 | 10% | 1250 | 125 | **6.25** | 118.75 | 1131.25 |
| 6 | 12% | 1500 | 180 | **9** | 171 | 1329 |
| 7 | 15% | 1750 | 262.5 | **13.125** | 249.475 | 1500.525 |
| 8 | 15% | 2000 | 400 | **15** | 285 | 1715 |
| 9 | 15% | 2250 | 562.5 | **16.875** | 320.625 | 1929.375 |
| 10 or more | 20% | 2500 | 750 | **25** | 475 | 2025 |

Total revenue from the offers offered once when we have taken the bill per person as least i.e: **250** PKR will **85.25** PKR from only one restaurant.