QR Table Interaction Platform for Hospitality

Business Plan

# Problem

In the fast-paced hospitality industry, restaurants, cafes, and bars face constant challenges around service efficiency, staff shortages, and digital customer expectations. Long wait times for service, delayed orders, and limited insight into real-time table activity hurt both customer satisfaction and venue revenue.

From the perspective of our customers – hospitality business owners – the lack of streamlined, modern solutions creates everyday friction. For instance, a mid-sized restaurant in Zagreb struggles during peak hours. Waitstaff are overwhelmed, guests raise hands for assistance, and orders often get delayed or lost in communication. This results in decreased table turnover, lower tips, and poor reviews. In tourist-heavy areas, the lack of multilingual menus further frustrates guests, hurting repeat business.

According to Statista, the Croatian restaurant industry is forecasted to surpass $1.34 billion by 2025, with increased digitalization noted as a core trend post-COVID. Restaurants are expected to integrate more self-service technologies to reduce pressure on staff and meet modern customer expectations.

1. Solution

Our platform offers a web-based, multi-tenant application tailored for hospitality venues. Each table has a unique QR code. When scanned, it opens a menu with options to:

* Browse food & drinks (multi-language)
* Call a staff member
* Place an order directly from the phone
* Request the bill, specifying payment type (cash/card)

For staff, we provide a live dashboard:

* Real-time table view with order statuses
* Notifications for assistance requests
* Simplified order tracking & preparation
* Analytics on peak hours, table usage, item popularity

**[Include screenshots of table dashboard, mobile menu, and analytics panel in .pptx]**

1. Market Opportunity

The Croatian hospitality industry is growing steadily, projected to reach €6.3B by 2028. Post-pandemic, over 60% of European restaurants adopted QR menus, yet many still lack true interaction features like ordering or calling staff. Our system fills that gap.

Global competitors like Menu Tiger and Mr Yum focus on ordering and payment. However, their focus on complex integrations, commission fees, or foreign markets leaves local, small-to-medium venues underserved.

We focus on central and eastern Europe initially, with multi-language support, low-barrier onboarding, and a strong emphasis on human-assisted automation (not full replacement).

1. Value Proposition

For restaurant/bar/cafe owners:

* Reduce staff workload without removing human touch
* Serve more tables with the same number of staff
* Increase table turnover and customer satisfaction
* Get real-time insights to improve operations

For customers:

* No app download, instant web access
* Clear menu browsing (with photos & translations)
* Empowered experience (call staff, order, pay-request)

1. Business Model

Our primary revenue stream is monthly subscriptions, with three pricing tiers:

|  |  |  |  |
| --- | --- | --- | --- |
| **Plan** | **Monthly** | **Yearly  (10% off)** | **Features** |
| **Basic** | €19 | €205 | Menu browsing, staff calls, basic analytics, up to 10 tables |
| **Premium** | €49 | €529 | Includes ordering, custom branding, multi-language support, up to 50 tables |
| **Enterprise** | Custom | Custom | Unlimited tables, API access, white-labeling, dedicated support |

Additional services:

* QR print kits (€25 one-time)
* Staff onboarding/training packages
* Custom feature development (on-demand)

1. Competitor Overview

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Competitor** | **Country** | **Price (Mo.)** | **Key Features** | **Differentiation** |
| Menu Tiger | USA | Free-€119 | QR menu, ordering, POS integration | No staff-call, complex setup |
| UpMenu | Poland | €49-€169 | QR + delivery, marketing CRM | High pricing, not optimized for dine-in |
| FineDine | Turkey | €30-€100+ | Visual menus, tablets, analytics | No call waiter; limited branding control |
| Mr Yum | AUS | ~6%/order | Ordering, CRM, rich UI | Commission model, not EU-focused |
| **Our System** | Croatia | €19-€49 | QR menu, staff call, order, analytics | Simple, local focus, no commissions |

1. Market Research

We plan to conduct:

* **Surveys with 50+ local restaurant owners** (via HGK, LinkedIn, and direct outreach)
  + Topics: staffing problems, digital adoption, feature needs, pricing expectations
* **Interviews with 10 hospitality managers** in Zagreb and coastal towns
* **Observation and usability testing** of app prototype in real venues

We will also leverage secondary reports from Statista, HOTREC, and industry media (e.g. Poslovni dnevnik).

1. Target Audience

Our main customer profile:

* Small-to-mid restaurants (10–50 tables)
* Casual dining and bar venues with limited staff
* Coastal and urban Croatian venues serving tourists
* Early adopters of digital tools (existing POS, Wi-Fi)

## Persona Example:

Marko owns a bar in Split with 15 tables. During tourist season, he struggles to manage foreign guests and short-term staff. He installs our QR codes. Tourists now access the English menu, order and call staff seamlessly. Marko sees 30% faster table turnover and fewer order errors. He upgrades to Premium to enable branding and multi-language menus.

**TAM Estimate (Croatia):**

* ~15,000 food service venues x avg. €35/mo potential = €6.3M/year serviceable market locally

1. Financial Plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | **Clients** | **Monthly Revenue** | **Yearly Revenue** | **Expenses** | **Net Profit** |
| 1 | 50 | €1,250 | €15,000 | €9,000 | €6,000 |
| 2 | 150 | €4,500 | €54,000 | €18,000 | €36,000 |
| 3 | 300 | €10,000 | €120,000 | €30,000 | €90,000 |
| 4 | 600 | €22,000 | €264,000 | €55,000 | €209,000 |
| 5 | 1000 | €36,000 | €432,000 | €90,000 | €342,000 |

Assumptions:

* 20% churn offset by acquisition
* Expenses include server costs, marketing, legal, support
* Additional revenue via print kits and training sessions

# Team

* **M.D.** – Lead backend developer, infrastructure and platform architect
* **K.K.** – Frontend lead, React/UX specialist, routing and interface
* **K.A.** – UX/UI designer and feature planner, research and customer-facing adaptations

All founders have .NET and backend experience, working on digital systems and SaaS tools. We’re self-funded and passionate about digital hospitality.

# Vision & Mission

**Vision**: Become the go-to digital interaction tool for hospitality venues in the Balkans and beyond.

**Mission:** To empower hospitality venues with simple, elegant, and human-centered QR-based interaction systems that boost customer satisfaction and staff efficiency.

# Appendices (PPT)

* App screenshots (menu, staff view, table overview)
* QR kit examples
* Persona visual (Marko’s bar use case)
* TAM visual graph
* Competitor pricing comparison chart
* Revenue projections graph
* Pricing table visual