Aim

**Aim1: Provide the best service**

**Goal1: Setting Up Instant Feedback Service**

We will be setting up an instant feedback service for the user to report their issues while receiving the food or having the food. To Achieve this, we will open online chat centre for user to report their issue also a hotline for the user to contact us immediately, for the hotline we will be running 24 hours and we will make sure each customer won’t wait for too long, therefore, we have employed more than 20 people within the office to just take hotline calls only and the online chat will also have 20+ people in charge. For the Day shift and Night Shift there will be another 20+ people working for hotlines and Online Chat, Day Shift and Night Shift both have different employees in charge for 24 hours. That way our communication between the customer and the business is efficient, the business can make changes once they receive the feedback. This will help the business gain newly registered customer when we can provide efficient service like this to solve customer’s issues immediately.

**Goal2: Well Trained Employees.**

For all Employees we have contracted, this includes chef, driver, manager and staff. They will need complete server task or courses to be able to work within the customer service team. Each course will have grades as well to assess how well our employees are doing during the training, and for A grade employees we will put them into the service anything under A will reconsidered as our business rule is to provide the best service as we can. But the rest do have a second chance to enter the training again but even if they got A grade this time, they will be considered as Interns. For Interns to become full-time employees they will need to be tested by the business for 1 month, in the areas of Full-time employees will do, such as Picking up hotlines, Customer service rate, reaction when dealing with annoying/angry customer, ability to multitask and creating a friendly environment for customer etc. Once we think they are good enough to become a full-time employee, they will become a Full-Time Employee the next day, if not, unfortunately, they will be fired. This way we can guarantee the people and employees within our business is the best, therefore when a business has good employees their service will be good as intended.

**Goal3: Design our smart App**

When the design of our App is completed. The App can be operated and download on Pc and Smartphone. For Pc user they will need to visit our main website to download this App, for Smartphone users it can be download through App Store or Google Store depends on which operating system (Android / IOS) the user is using. The App will allow the user to track when the food is ready and the tracking starts from the time when the order has been made, it will show the cooking time, delivery time and current position of our driver. It also has mini cooking games for users to play, once they have finished a certain level or the whole game they will be rewarded for discounts or even a free meal. Each Week the business will announce new dishes and for every dish been announced, the business will pick 10 random winners from the existing customers letting them try out this first, and if reasonable feedback can be provided with the customer will have to receive a discount for the next order. The message of rewards will be sent to the Customer’s email.

**Aim2: Provide the best quality food**

**Goal1: Partnership with Well Trusted Food Supplier**

For us to achieve this Aim, we will have to find a good supplier that is trust wealthy. Willing to work with us for long term partnership and the food they have provided must be top tier. Therefore, we will be having a team only looking for food suppliers around Australia, once we have found a trust wealthy, we will not sign the contract immediately. To make sure the food quality is constant, we will send our negotiator to organizes probation for us to examine their food before putting into use for the kitchen. Also, this is strange for most food suppliers to see therefore for us to contain a good relationship between the supplier and the business, we will 10% extra for the food we ordered during the probation. That way each business is happy for what they are doing. For a backup plan, the business will not have just one supplier, the Food Supplier team will list more than 20 food supplier that is trusted wealthy just in case the partnership between the current food supplier is no longer exist.

**Goal2: Kitchen Cleanliness Level**

For every chef we have registered, they are required to do a medical examination before starting working at the kitchen, and they must continue this for every year until they would like to stop working at our business. This ensures our fully cooked food doesn’t contain any bacteria from the outside environment this is the same with all staff that works in the kitchen. All staff and Chef must be plastic gloves when dealing with the food, all knives and tools will be disinfected during the lunch break and dinner break, all tables, cutting board, oven, the stove will be cleaned with disinfectant during the lunch break and dinner break by the cleaning team. All completed food will be check by the customer by sending the customer a photo though SMS to confirm their order therefore all orders shouldn’t occur any errors. All chef must have worked over 5 years in any restaurant to obtain the chef position, with the other staff they have 1- or 2-year experience in the kitchen to be able to obtain the staff position. This way, our food and experienced people within the kitchen will provide the best service and food for the customer to enjoy.