



Annapurna Consulting

Annapurna Consulting

Company Profile



Annapurna Consulting

About us

Annapurna Consulting is a full-service F&B solution provider. We are experienced in the respective aspects of setting up, and running a F&B business, having successfully delivered results for various companies.

At Annapurna, we listen and understand your needs, and based on our experience, as well as market trends, provide sustainable solutions.

We understand the business of food and beverages.

Successful projects

HANGRY!

 **dailybox**

EXCELSO®



ASTRO

GrabFood

 **Garudafood**



 **Hardee's**

Jonji Jiwa

ISMAYA®



KyōChon 1991

.SSG Sour Sally Group

Yummy Corp



And others

Solutions provided

01 Product development

02 Business development

03 Central production setup

04 Outlet operations revamp

05 Outlet / store renovation

06 Supply chain management

07 Tech solution implementation

Solutions provided

Product development

New product development, or existing menu revamp. Services include:

- Product creation or existing menu revamp
- Equipment recommendations
- Supplier sourcing
- SOP / recipe documentation
- Training to trainers and / or crew



Solutions provided

Business development

Optimize existing, and create new revenue streams - B2C and food service / partnerships (B2B). Services include:

- Design marketing campaigns
- Explore product collaborations with other brands
- Devise business expansion plans (franchising, crowdfunding, etc.)



Solutions provided

Central production revamp / setup

Revamp existing, or setting up new centralized production. Services include:

- Workflow creation / optimization
- Evaluating products to outsource, and supplier sourcing
- Equipment upgrade recommendations, and supplier sourcing
- SOP Documentation



Solutions provided

Outlet operations setup / revamp

Analyzing outlet setup and recommending measures to improve outlet productivity. Services include:

- Workflow creation / optimization
- Demand fulfillment and stock planning
- Equipment upgrade recommendations, and supplier sourcing
- SOP Documentation



Solutions provided

Outlet / store renovation

Building kitchens and stores from scratch, or renovating existing facilities. Services include:

- Design – Architecture, interior design, and custom furniture
- Civil works – design and construction
- Mechanical Engineering – utilities setup



Solutions provided

Supply chain management

Improving stock availability and product quality at outlets, and DOI. Services include:

- Production planning based on historic data and sales forecast
- Stock and warehouse optimization
- Delivery scheduling and logistics planning



Solutions provided

Tech solution implementation

Implementing tech solutions (ERP, DMS, POS, WMS) depending on business requirements. Services include:

- Requirements gathering
- Vendor recommendation
- Product Requirement Document (PRD) creation
- Product testing and error fixes



Successful Projects

Case Studies

Solutions:

- Product development and OEM supply
- Supply chain management



Annapurna Consulting

Over the span of a few years, a regional superapp built multiple private label brands to sell on their platform. Each brand had a unique brand persona, and thus needed different menus.

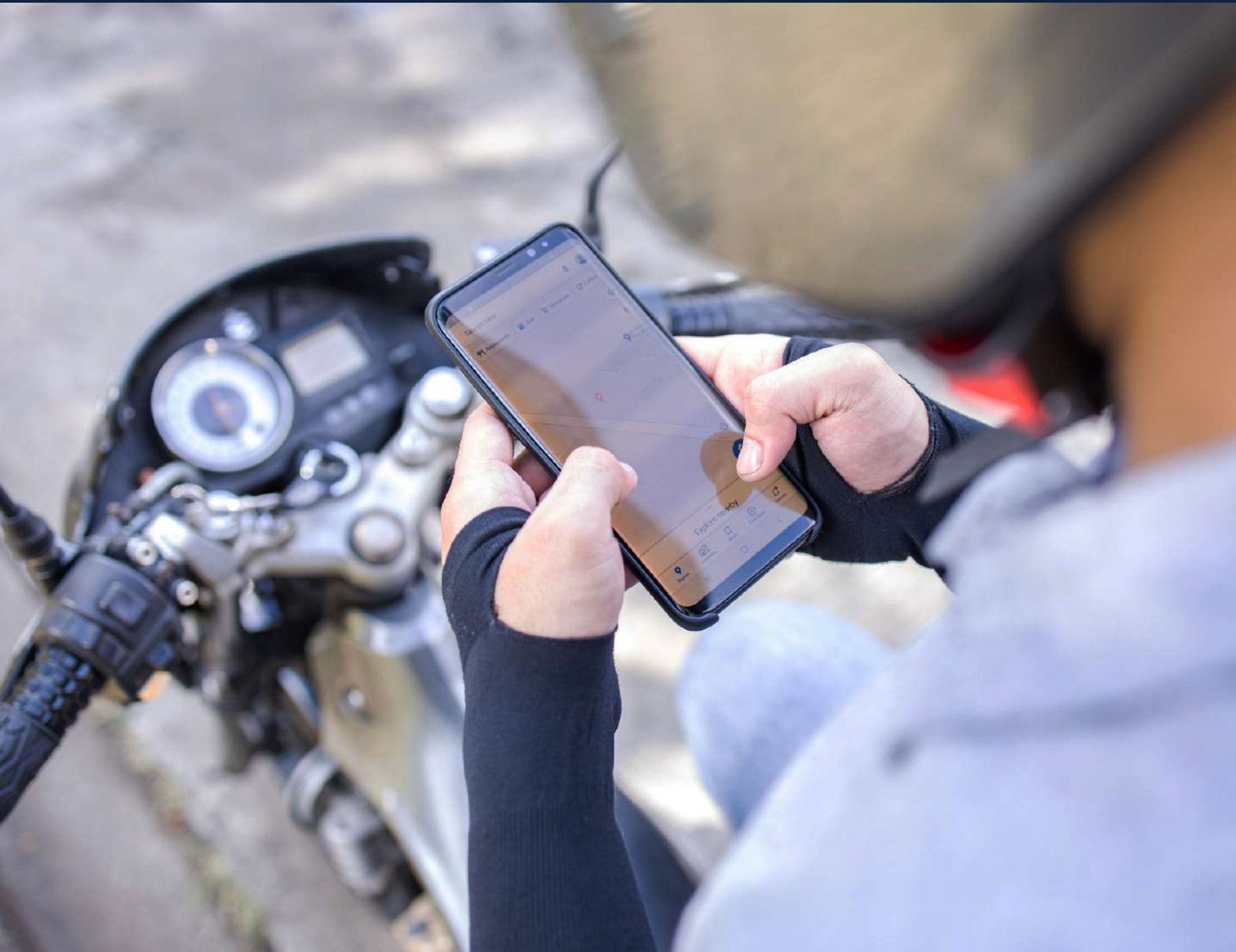
Solutions provided and results delivered:

- Led the menu R&D to create 500+ menus combined for all brands
- Devised production and distribution plan for 12 - 15K meals daily
- Managed the overall business operations of 100+ outlets across 4 cities

All the private label brands were in the top 25 brands on the platform, with ratings between 4.6 - 4.8 (on a scale of 1 - 5).

Solutions:

- Operations optimization (Delivery fleet)
- Tech solution implementation



Annapurna Consulting

The biggest QSR company in the world was having long waiting times for its brands' orders to be picked up for delivery during peak hours. This was due to inefficient rider allocation, due to demand unpredictability for each brand.

Solutions provided and results delivered:

- Transitioned and trained multiple brands' delivery fleet into a consolidated delivery riders pool
- Created PRD for combining the delivery service feature (backend) from each brand's app

Average waiting time for delivery pickup went down by ~45% and average order rating increased by 0.67 points (on a scale of 1 - 5) for orders during rush hour.

Optimized overall delivery fleet payroll by ~8%.

Solutions:

- Product development
- Outlet operations management



Annapurna Consulting

One of the biggest e-groceries platforms wanted to create a new product offering - drinks, light meals, and snacks - for customers to order from their platform.

Solutions provided and results delivered:

Launched the new business unit in less than 1 year to 18 outlets operating, and multiple pop-up stores (events, etc.)

- Launched total 75+ products (from 400+ products and variants formulated or tried)
- Created SOP for and trained 90+ outlet operations crew
- Created marketing campaigns (offline and online) and collaborations with global FMCG brands

Overall, this business unit contributes 4 - 7% of the platform's monthly GMV in less than a year, despite none-to-minimal marketing spend.

Solutions:

- Central kitchen revamp
- Supply chain management



Annapurna Consulting

One of the largest national food service companies was experiencing significant increase in demand. The production quality was affected, and supply could not keep up with demand. This often led to loss of sales at the outlets.

Solutions provided and results delivered:

Led the upgrade of the entire production and supply chain workflow, with minimal increase in CapEx and OpEx costs.

- Transitioned certain processes to machines, and redesigned the end-to-end workflow at central kitchen
- Increased accuracy of production demand forecasting by creating a new model
- Onboarded new mid-mile distribution partners

Reduced menu out-of-stock up by ~20%, and ~15% decrease in operational costs



Annapurna Consulting

**LET'S GROW
YOUR BUSINESS**

+62-813-8334-3546



sagar.n.bhambhani@gmail.com

