

Phases	Awareness	Consideration	Place the Order	Research	Feedback
Actions	Stocks are purchased according to the expected number of orders	Check for supply of stock to meet the customer's orders	Customer chooses the most feasible or the most delicious item from the menu	Check for customer reviews	Collect customer feedbacks and reviews
Thoughts	Stock up the supply according to the need of various branches available	Deliver to the customers on time	Quality check	Look for dealers who provide stock at feasible rate	More offers and increase in taste
Channels	Advertisements	Website / APP	Pays for the advertisements and for the software that are purchased	Search for developers who develop a attractive and user-friendly websites / apps.	Use website for collecting reviews
Customer Feeling	Made the decision while being uncertain	Interested in exploring wide range of food available from menu	From the comfort of their homes	Not happy with the temperature of the food and its packaging	Satisfied
Opportunities	Make use of advertisements to keep the brand at forefront	Make the most popular dishes at discounts on particular days in order to attract customers	Add special dishes on the menu for the occasions and weekends.	Send the status of the customer order as a notification to the customer's mobile phone	Collection of customer feedback