# **HOM (Hotel Order Management)**

**“Order with ease and simplicity”**

## **Problem**

*[Top 3 Problems or hypothesis]*

1. Hotel orders can be made after customer's physical presence in hotel.
2. Service person need to come & take the order, then dish preparation & at last bill payment used to happen manually, which is bit time consuming & might be erroneous due to human intervention.
3. Order queue to the chef is usually not optimized since orders are taken manually.

## **Existing Alternatives**

* Takeaway options are partly using this kind of solution in few of the restaurants.But in that case also the cooks order queue is not optimized

## **Assumptions**

* Hotel should be renowned/branded one so that people can accept this application.
* Food order management is the high priority problem in mid range restaurants

## **Customer Segments**

*[For whom are we creating value? Who are our most important customers?]*

*[Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform]*

## Customers

*[Someone who pays for the product]*

* Hotels who find this as problem & realizes to improve its business standard to the next level.

## End Users

* Customers of the hotel, chef, billing person & hotel management team.

## Early Adopters

## Adopters

* Multi star hotels can adapt this solution in a smart way.

## Customers

N/A

## Enterprises

N/A

## **Unique Value Proposition**

*[What value do we deliver to the customer?Which one of our customer’s problems are we helping to solve? What bundles of products and services are weoffering to each Customer Segment?Which customer needs are we satisfying?]*

**[Characteristics:** *Newness, Performance, Customization, “Getting the Job Done”, Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability]*

*[“A single, clear, compelling message that states why you’re different and worth buying” – Steve Blank]*

**“Order with ease and simplicity”**

## **Solution**

The solution is to build an application which can integrate the customer orders, Cook/Chef order queue & the Billing system. The traditional person who serves food can be elimated by this application or we can have a very lean service from that person. Just to serve food.

* People can use this application to order food on the fly. By the time they found themselves inside the hotel food should be ready. Same application can be used by customers on the dining table inside the hotel.
* In this application order, order preparation, billing can be in linked together.
* Once order made it can be send a notification to chef & billing person so, that they can be in the same line.
* We can have smart logic to send orders to chef to process order in batch that will help them.

## **Key Resources (Traction)**

*[What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?]*

**[Types of resources:** *Physical, Intellectual (brand patents, copyrights, data), Human, Financial]*

* Mobile based application.
* Human Capital: Development, UX, UA, PM and Testing
* Customer on-boarding and Customer Support

## **Revenue Streams**

*[For what value are our customers really willing to pay?For what do they currently pay?How are they currently paying?How would they prefer to pay?How much does each Revenue Stream contribute to overall revenues?*

* Pay as you go model can be used for this product.

## **Cost Structure**

*[What are the most important costs inherent in our business model?Which Key Resources are most expensive?*

*Which Key Activities are most expensive?]*

**Is your business more:** *Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)*

*Value Driven (focused on value creation, premium value proposition)*

**Sample characteristics:** Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope

* Mobile based application.
* Human Capital: Development, UX, UA, PM and Testing
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## **Key Partners**

*[Who are our Key Partners?Who are our key suppliers?Which Key Resources are we acquiring from partners?Which Key Activities do partners perform?]*

*[****Motivations for partnerships****: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities]*