Technical feasibility

Labour

Requires a technical team to be on hand to fix the system if it goes down, including: programmers (to fix possible bugs in the code); software developers(to develop any new features that may need to be added); technicians( to fix any physical hardware that the system relies on); staff using the system(the staff that operate the system); customer support staff(staff to look out for and fix customer complaints);

Key risks: lack of availability of specialised staff; Cost to employ may be too high for the break-even point for the company to be reached.

Logistics

Requires food delivery drivers; Cars over vans, heating/insulation equipment, delivery technology (i.e. a tracker that uses GPS and a button for delivery completion). Businesses could offer their own delivery service using the app as a method for taking orders.

Key risks: Having enough delivery drivers and a reliable delivery rate and speed to be competitive; Purchasing a fleet of vehicles is very expensive along with maintenance and fuel.

Software

Point of sale relies on internet connection, web app, mobile app. Links with business computer systems as it relies on a database of products and services, along with a system to assign drivers to orders and orders to accounts.

Businesses require a system to receive orders like a tablet or computer. Software required that is a client to the company servers that issue orders. Systems to accept/deny orders, open shop, close shop, edit opening times and business features (i.e. name, address, menu, etc).

Key risks: if the system runs on external software such as an operating system or applications that may be needed to run in conjunction with the system, the external software would need updating frequently in order to keep the system secure; the system also relies on keeping up with operating system updates for the devices it needs to run on for example,

iOS and Android, to stay relevant and within the market which could require constant development of the system which can be quite time consuming and costly.

Computer systems

Database of products and services including restaurants and prices, delivery times, locations, delivery ranges, etc. Feature availability for discounts and rewards, frequent purchases. Storage for payment information and user data.

Key risks: the data will need to be accurate and frequently updated; it must be ensured that each customer is within range of delivery; discounts and rewards will need to be negotiated by the staff and partner companies (different food chains or restaurants); data will need to be kept within data protection laws and be in line with GDPR; ensure that data is secure and well protected e.g. with the use of virtual and physical security measures;

Marketing

The success of the system and its uses relies on good marketing. This could include targeted marketing towards businesses (explaining possible benefits to them and their business) and possible partnering companies or general marketing towards the consumers.

Two targets: users, client businesses. Both require different marketing campaigns in order to sell. Users may need advertisement and promotion whereas businesses could be communicated to directly, be offered free delivery-taking devices (order tablet), communication about the likelihood for increased sales (relies on a user base and reliable delivery and ordering history?)

Key risks: could be difficult to negotiate marketing with partner companies e.g. can you use company names in adverts etc; bad marketing can lead to bad business; Other companies may have saturated the market and penetrating said market may be more difficult because of this. Market research is necessary to determine how many restaurants are available for subscription to the service

Physical location of business

Decentralised, online interface for sale and restaurant listing. Office with servers may be required later on in the businesses life, earlier on it may be possible to use cloud hosting for databases and core functionality (AWS or Azure?). Developers required (freelance business or hired?) to make software for core functionality, server technicians required to operate the cloud hosting and later on the office servers.

Key risks: if early on in the business there is not main storage facility for data it could be difficult to keep the data and facility secure; Physical locations are at risk of theft, property damage from natural disasters, fires, etc. Considerations should be taken to reduce risks to the business and a disaster recovery plan should be devised.

Summary

The key struggles outlined are the delivery methods (cost of vehicles and drivers) along with the issues of market proliferation and saturation. The development of the app and service also weighs heavily on the potential difficulties that could arise for example needing to keep up with recent OS versions for the app to run on, as that requires lots of labour and server costs in order to function; this could be especially important when considering the implementation of the application as it would be expensive and time consuming for a small company to try and keep up with such a large workload.