



THE USER DEFINED PROJECT  
BUSINESS MODEL REPORT ON



**“Restaurant Management System”**

Submitted by

**Shubhamkumar Pancholi – 170320116027**

**Aniketkumar Patel – 170320116032**

**Ravikumar Gajera – 170320116012**

**Akash Thakar – 170320116058**

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Prof. Zishan Shaikh

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## **ABSTRACT**

A Restaurant Management System and method interface is provided. In accordance with the invention, data from various restaurant operations is collected and stored for processing. The data is processed into useful metrics, such as those indicative of various categories of restaurant staffing, efficiency, performance and quality. The useful metrics can be displayed as a human-readable chart, graph or report. The data can be processed in real time, permitting managers to promptly make adjustments and to alert restaurant workers or crew members of deficiencies so that prompt and effective remedial action can be taken to improve restaurant performance. Reports may be generated that provide the performance of restaurants individually and as a combined group. And to promote positive marketing throughout the market and built reputation.

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# Chapter 1 – Introduction



Figure I Unfilled Business Model Canvas

Consequently, business model canvas can be utilized to picture such client assumptions and market issues. This activity will build the market methodology and execution of innovation. This will make them more successful in market. This activity welcomes conversations on feasibility and cost viability into picture with their effect. This activity will empower us to have information on the means needed to guarantee that an answer they create through venture ought to have a client who can bear the cost of it with wanted necessities. This activity encourages us to comprehend the genuine estimation of the proposed arrangement.

Business Model Canvas is utilized to approve the market meaning of items and administrations which will be of innovation nature for this situation. Innovation projects are frequently arrangements or cycles that tackle a specialized issue. Notwithstanding, the market execution of such arrangements additionally necessitate that the difficult arrangement is intended to beat the specialized boundaries as well as market and business-related obstructions of expenses, client reach and joint efforts and those that relate to the pragmatic idea of restricted starting limits inside the group.



Figure II Proposed Business Model Canvas

## **Chapter 2 – Contents**

### **2.1 – Key Partners**

In this we can do partnership with various organizations as indicated by our merchandise. By doing this we can find out about what is market situation, enhancement in merchandise and cost can be accomplished.

➔ **Hotel/Restaurant/Café:**

Hotel/Restaurant/Café are key partners in over product which will have access to over Website as well as Web-App

➔ **Customers:**

Customers are key partners which will use our product to order menu from it.



Figure III Key Partners



## **2.2 – Key Activities**

In this we are made aware about how will they represent their product to customers. They can use the following for marketing of the product.

➔ **Menu Ordering:**

Simplest and easiest way to order food on our Digitalized Menu

➔ **Advance Analytic Reports:**

Advanced data analytics can help drive innovative business decision making. Advanced analytics and reporting use sophisticated tools for data mining, big data and predictive analytics to mine data for important trends, patterns, and performance.

➔ **Customer Support:**

The key to good customer service is building good relationships with your customers. Thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression. A happy customer will return often and is likely to spend more.

➔ **Managing Logistics to Process Orders:**

This process is called order management, which is basically keeping track of customers' orders and handling the steps involved with fulfilling them. The process generally consists of accepting the order, Preparing, and serving the items mentioned in the order, and finally tracking them until they get delivered.



Figure IV Key Activities

## **2.3 – Value Propositions**

In this one can directly come in contact with customer requirement. In this they will aware the customer about their product. How it is usable and beneficial over the conventional product and which kind of services they will provide to customers.

### **➔ Customer Services:**

The key to good customer service is building good relationships with your customers. Thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression. A happy customer will return often and is likely to spend more.

### **➔ Useful Web-App:**

Web Application to order food from Digitalized Menu and one can pay invoice of same directly from Web-App which is swift and easy task.

### **➔ Ability to React:**

Reaction ability is the ability to react quickly and effectively to a signal. Both the abilities play an important role in several games and sports but it is very difficult to find out, in which sports, which type of ability is required.

### **➔ Market Intelligence:**

Market intelligence is the information relevant to a company's market - trends, competitor and customer (existing, lost and targeted) monitoring, gathered and analyzed specifically for the purpose of accurate and confident decision-making in determining strategy in areas such as market opportunity, market penetration strategy, and market development.

### **➔ Allow them to stand out:**

To stand out is to attract attention, either for the way you look or behave, or because you perform better at something than other people do.

### **➔ Provide Rating and Reviews:**

Reviews and Ratings are inter-related to each other; Ratings provide pictorial feedback of consumers while Reviews show textual feedback of customers. Reviews and ratings are used as a potential reference for the respective products.

### **➔ Fast and Easy Transaction:**

Fast and secure Transaction which is easy to use for all type of customers.



Figure V Value Propositions

## **2.4 – Key Resources**

Key Resources is the building block describing the most important assets needed to make a business model work. Every business model requires them, and it is only through them that companies generate Value Propositions and Revenues. Key resources can be physical, financial, intellectual, or human.

➔ **Great Content:**

Well, quite simply, great content is content that goes that extra mile - for example; basic content may get read, good content may get read and shared, but great content is content that will get read, shared and talked about.

➔ **User Data & Experience:**

UX(Experience) is important because it tries to fulfill the user's needs. It aims to provide positive experiences that keep users loyal to the product or brand.

➔ **Constant Customer Contribution:**

When you make a contribution, it means you're giving something away — whether it's your money, your possessions, or your time. A contribution can take many forms. Here Contribution is done by rating and reviews which helps the organization grow.

➔ **Excellent Reputation:**

As reviews and rating will help them to resolve their flaws in their system which will help them to increase their reputation among their competitor.



Figure VI Key Resources

## **2.5 – Customer Relationships**

In this section we get to know about how they will manage the relationship with customer by giving them lucrative services.

➔ **Ease of Joining:**

Restaurant have hassle-free process of joining.

➔ **Customer Service:**

The key to good customer service is building good relationships with your customers. Thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression. A happy customer will return often and is likely to spend more.

➔ **Accuracy:**

We have total confidence in the veracity of our order Management. With freedom of error or defect.

➔ **Ease to use:**

Exceptional ease of use can drastically lessen the measure of assets required with regards to offering your clients uphold. On the off chance that a customer is effectively ready to use your item, administration or application, there will be less requirement for client administrations, thus setting aside you time and cash as a business.



Figure VII Customer Relationships

## **2.6 – Customer Segments**

Customers are the main important element in business. Even if we are inventing something great, without buyers the product or business can never succeed. In the customer segment, it focuses on for whom this product or business will benefit.

### **➔ Easy Table Management:**

Table management is often a feature of most guest management systems. The table management function of most systems will have a floorplan of your restaurant that is accessible from a server.

### **➔ Simplest Ordering System:**

Easy and Simple way to order food.

### **➔ Ease-to-Use:**

Exceptional ease of use can drastically lessen the measure of assets required with regards to offering your clients uphold. On the off chance that a customer is effectively ready to use your item, administration or application, there will be less requirement for client administrations, thus setting aside you time and cash as a business.

### **➔ Allow Them to Stand Out:**

To stand out is to attract attention, either for the way you look or behave, or because you perform better at something than other people do.

### **➔ Forecast Future:**

Forecasting is the process of making predictions of the future based on past and present data and most commonly by analysis of trends



Figure VIII Customer Segments

## **2.7 – Channels**

Channels are a critical element of the business model. They are how a company communicates with and reaches its customer segments.

### **➔ Website:**

Website for Restaurants/Hotels/Cafes to showcase their menu and admin segment which will have table management.

### **➔ Web-App:**

Web-App for customers to order food and get digital invoice for same and they can pay invoice bill directly through Web-App.



Figure IX Channels

## **2.8 – Cost Structure**

What Is the Cost Structure in The Business Model Canvas? The Business Model Canvas cost structure describes the costs that business occurs through its operations. These include employees, infrastructure, costs associated with all activities as well as sourcing through key partnerships.

### **➔ Sales & Marketing:**

Sales include “operations and activities involved in promoting and selling goods or services.” Marketing includes “the process or technique of promoting, selling, and distributing a product or service. Cost may vary according to sales and marketing.

### **➔ Web & Web-App Development:**

Web & Web-App Development are major part of cost structure. If Development is not ready there is no meaning of anything.

### **➔ Technology Setup:**

Cost of technology setup includes servers cost, Cloud storage cost and hosting cost.

### **➔ Performance Advertising:**

Advertisement at different platform will cost differently.



Figure X Cost Structure



## **2.9 – Revenue Streams**

A Revenue Stream is the building block presenting the cash a company generates from each Customer Segment. Most businesses need at least one great revenue stream to earn money.

Revenue Streams can be generated in many different ways and you can use a mix of these different ways for your company:

➔ **Subscription:**

The customer pays, for example, once a month, or yearly, for a particular service. For example, sports/gym facilities often use this option. Even if you do not use it, you pay. This could also work for products. You have your customers pay an amount to you every month and in return you deliver your product on a regular basis.

➔ **Advertisement:**

Your business may charge fees for advertising a product, service or brand. For example, newspapers and media often rely on this method.

➔ **Commission:**

Through this Revenue Stream, your company gets its revenue from an intermediate service. This method is often used by real estate agents (earning a commission every time they match the buyer and seller) and credit card providers (getting a percentage of the value of each sale completed between the merchant and the customer).



Figure XI Revenue Streams

## **Chapter 3 - Conclusion**

Business Model Canvas will be helpful to people to embark entrepreneurship. One can make a good product from their project. The Business Model Canvas provides a “language” for communicating the nature of a business. A new analysis tool in your toolbox. A way to experiment on paper with how a business can be organized.