Pocket Menu

Who are we?

We are a simple low cost advertisement application which stores menus for all local restaurants, take-aways, cafes and gastropubs menus in the one place. With optional premium ordering service.

Problem?

For local businesses it’s not cheap to create a web presence. An informational website can cost between 500-3000 euro depending on the quality and features. This isn’t even including maintenance such as updating the menu. Applications like JustEat whilst they do offer an ordering system businesses do pay an outrageous 13% per order plus a €750 set up fee. When businesses have no other option and they resort to printing and paying for them to be dropped door to door which still happens to this day. Companies like Flipdish help companies develop their own application costing businesses €1200 set up cost, plus 7% order fee and a 2.5% card fee. Then the business is left to market their own application. Deliveroo who cater towards restaurants still charge 30% commission on each order.

Solution?

Our goal is to offer food businesses a low fee of €8 per week to host their menu’s on our app whilst given them total control to update menus include promotions as they please. Whilst we handle the marketing of obtaining users on the app. We understand that online ordering is important, this is why we will offer this service to customers for a low 5% commission per order without charging them high set up costs similar to our competition. Most importantly we don’t want to limit food businesses whether it be a restaurant, take-away, gastropub or even cafés, they need an opportunity to market their services and this is what we aim to do.

We plan to take our journey a town at a time to begin with, we will offer a month free trail to the surrounding food businesses to help get them a feel for the app. Once we’ve them all on board we will begin marketing the app in these town by utilising social network pages, advertising in local supermarkets and within the restaurant businesses themselves. This will help us to gain a customer base one step at a time. The last thing we would want to do is encourage of users to download and use the app just to see a lack of businesses on there.