



FOOD CUSTOMIZATION KIOSK



Baldueza, Vanessa Milamor S.
Jovellanos, Brylle Jexter M.
Narcisa, Ephraim C.
Palaganas, Luchelle Joy R.
Tejano, Shawn Josh S.

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I. Executive Summary

The world has been developing slowly right from the first day. The changes, growth, and development have been gradual. Along with technological advancement, restaurants have to adapt and stay competitive to enhance guests' experience and gain maximum customer loyalty. These technological advancements have helped food service industries in many ways, first with food delivery applications such as FoodPanda, and GrabFood, and also with digital dining technologies that enhance the customers' dining experience. As the IT industry continues, digital adoption was recommended to many restaurants to improve their efficiency, minimize waiting times for customers, manage a huge chunk of the restaurant's data, and minimize the restaurant's error margins and one of the machines that they are now implementing is Self-Ordering Kiosks.

Introducing self-ordering kiosks in the food service industry provides a better financial measure, consumer loyalty, and positive employee feedback (Ottenbacher & Gnoth, 2005). Based on the National Restaurant Association State of the Industry report 2019, it is stated that 41% of quick-service operators plan to devote more resources to tablets, iPads, tableside ordering systems, or SOKS in their outlets to improve the level of customer experiences and expectations (Kelso, 2019). Also, Tillster (2020) noted that over 65% of its customers would be more likely to go to a restaurant providing self-service kiosks for easy and fast orders.

With the information that we gathered above, we can say that many restaurants benefit from opportunities provided with increased choice-making capabilities offered by kiosks. However, CoffeePaste noticed a feature that hasn't been applied to many kiosks yet, and that is the customization feature. CoffeePaste intends to make a machine called **Picky**, a food customization kiosk. We believe that this will be a groundbreaking change for the food service industry because granting customers to customize their food means allowing them to reach full satisfaction. And this customer satisfaction has a massive impact on the profitability of any business as this is an important element of competitive benchmarking, business objectives, and a standard for performance measurement.

II. Business Idea

The advancement of technology nowadays is continuous, even on simple tasks or actions; technology has something to offer you to provide ease. The dining landscape is changing, and the food service industry is adopting this current trend. CoffeePaste wishes to contribute to the industry with a kiosk machine that has a feature that no other kiosks have which is a customization of food and beverages. This kiosk machine is called **Picky**.

Picky is a food customization kiosk that grants the customers a chance to customize their orders, allowing them to mix and match, try something new, and satisfy their cravings with their own choice not limiting what they can have on the menu. By "mix and match", this means **Picky** has a feature that allows customers to pick what topping would they like to put in their pizza, what are the components of their sandwiches, coffee, doughnut, or any food that they can customize based on their preferences, and as a matter of course this kiosk machine can also be customized by restaurants to put what their food business offers. The managers can customize the menu, add presets, and customize the customization feature of Picky by adding whatever toppings they have.

The CoffeePaste team offers this kiosk machine to their prospective client who owns a business and also to future entrepreneurs. It will be located in Dagupan City, Pangasinan where all the possible

clients of the company reside.

III. Business Form

CoffeePaste is a company that manufactures **Picky**. The company offers partnerships with other food companies. The company distributes Picky - food customization kiosks to restaurants that allow them to have a food customization service.

IV. Business Models

Advertising - is one of the business models we will use for our new venture. Advertisement can be found anywhere, especially on social media platforms, it reaches people in a blink of an eye. Using it will give us a chance to showcase and provide information regarding our product; making it enticing for our target customers. Advertising may give us a huge audience for our product since it can reach many people. Having an immense audience on social media will provide us with a way to sell our product more easily and gain income through advertisements or ads.

Concierge/Customization - our product is made uniquely with the presence of customization. We all know that providing an item that is new to people may catch their interest and attention, and that is our team's target. The product we offer is a kiosk that enables the buyer to customize the machine menu depending on the type of food they sell. To make it more unique and advanced, the machine can offer not only the business owners a chance to customize the menu, but the customers of the kiosk owner can also specifically order something through customization of a beverage's flavor just like milk tea or coffee and customizing the toppings of their food on burger or pizza. This feature will make our product stand out and customers can be attracted to it, which provides us a way to obtain profit.

Market Place - will also be used by our team for our venture. Through online marketplace, our product can be easily accessed by our prospective buyer and it will help them to easily contact us for their inquiries. Also, our team is planning to create a website intended for our product, where buyers can check our product's information, details, and price. This is also a way to advertise our product, making it more noticeable to buyers. It will be one of our mediums in selling our food customization kiosk machine.

V. Industry and Competitor Analysis

INDUSTRY ANALYSIS

What industry does your venture belong to?	Explain how your venture is involved in the industry that you have selected	Identify and apply the five (5) forced models to your venture
IT INDUSTRY (HARDWARE & SOFTWARE)	Picky food customization kiosk is basically a technology that will be manufactured by the CoffeePaste team. It is a bundle	Threat of Substitutes: Picky food customization kiosk is an advanced version of a typical kiosk machine found in some

	<p>of hardware which represents the kiosk machine and software that a customer can interact with during the ordering process.</p>	<p>diners. This will be a great substitute to have high customer satisfaction while allowing introverts to experience an enjoyable mix and match of food and beverages without trying to communicate.</p> <p>Threat of New Entrants: Being able to manufacture a food customization kiosk can be a trendsetter in the food and IT industry. The picky food customization kiosk will be made with good hardware and software parts while offering a good product and service that will build our customers' loyalty to us.</p> <p>Rivalry among Existing Forms: The creation of the picky food customization kiosk is incomparable and more advanced than the existing kiosk in the industry. A new feature of customizing your food and beverages in a kiosk while offering a reasonable price and reliable product will make the kiosk stand out.</p> <p>Bargaining Power of Supplies: Our prospective customers will be provided with a quality product that they pay for.</p> <p>Bargaining Power of Buyer: Our team will always strive harder to meet our customers' expectations and needs and provide good services to have their loyalty to our product.</p>
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COMPETITOR ANALYSIS

List at least 5 of your venture's competitors	Are they direct or indirect?	Explain how they become your competitors	How do you plan to win against your competitors?
ANSI Information Systems Inc.: The first company in the Philippines to roll out self-order payment kiosks for customers in fast food establishments.	Direct Competitor	They manufacture and sell a self-ordering kiosk related to our product picky food customization kiosk.	A local product that is reliable and has good functionality can be a top tier in Filipino businesses specifically in the food and IT industry. Our team has a goal to manufacture a product that has an outstanding feature that can be a trendsetter at a reasonable price. We aim to produce a better product with good services not only for our prospective kiosk buyers but also for future customers who can enjoy and use our picky food customization kiosk.
TouchMedia Philippines Inc. / TMP: Specializes in the conceptualization, development, and deployment of kiosks with a customized software application facilitating easy and interactive public use.			
Barista Choi Vending Solutions Inc.: The first in the country to introduce the coffee vendo machine or coffee vending machine concept.	Indirect Competitor	A kiosk machine is like an upgraded version of a vending machine, they are somehow similar to each other. With their similarities, some enhancement can possibly produce a kiosk.	Prioritizing our customers' needs can be a key to our venture's success.
TCN Vending Machine: the most outstanding supplier of vending machines in the Philippines.			

Philippine Vending Corporation: The largest operator and number 1 office convenience service provider in the Philippines.	Future Competitor	As they are the largest vending operator in the Philippines, their entrants for a new machine related to this industry are possible.	
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VI. SWOT ANALYSIS

Strength: (at least 5 items; Explain how each item become your strength)	Weaknesses: (at least 5 items; Explain how each item become your weaknesses)
<ul style="list-style-type: none"> • Quality service and product • User Friendly • Flexible • Fast and Accurate • Unique and Innovative 	<ul style="list-style-type: none"> • Increased Costs • Techy • New and Unfamiliar • High-level programming • Lack of suppliers
Opportunities (at least 5 items; Explain how each item become your opportunity)	Threats: (at least 5 items; Explain how each item become a threat to your venture)
<ul style="list-style-type: none"> • Attractive • Open for partnership • Advertisement • Flexible • Trend-setter 	<ul style="list-style-type: none"> • New and Unfamiliar • Pricey • Might slam small businesses • Threats to system integrity • Attracts competitors

STRENGTHS

Quality service and product – communication with the customer for the service they are looking for will be given efficiently. Also, the product will be made according to how they want it to be.

User Friendly – it is easy to understand and operate. For the reason that the protocols are in the simplest form, which can be understood by anyone that will use the machine.

Flexible – Speaking of time-wise and mood-wise, machines can be accessed anytime, depending on your mood if you want to talk to a human employee or not.

Accurate and Fast – As I mentioned in the *Quality service and product*, the product will be made according to how the consumer wants it to be, as accurate as the ingredients inserted on their screen. Also, it saves up time in ordering the product. For this reason that communication is directed to the machine that will record anything you are ordering.

Unique and Innovative – The team believes that there is still no food customization machine here in the Philippines like the project we are proposing. On top of that, it will innovate the way of ordering our food

and or serving food.

WEAKNESSES

Increased costs – as what we are experiencing right now, inflation is greatly affecting our economy by decreasing the value of money. All of the raw materials that are needed for creating the machine will be priced higher than usual. Another aspect of increased costs is for the company that will buy the machine wherein a whole lot of manpower in exchange for one machine will be sacrificed, or if they will buy this machine solely without losing any employees.

Techy – Technology is very much, of course, the key piece for the innovation of ordering and serving food. As brilliant as it can be, not all of us are tech-savvy.

New and Unfamiliar – Another difficulty that can be present is, that our senior citizens and or the people that are not familiar with technology, in general, will might not have the patience to learn the “modern” or “innovative” way of what our machine will be offering in terms of ordering and serving food.

High-Level Programming – As our programmer has mentioned. The algorithm will be challenging on this part. To be honest, everything is new to the team, for the reason that this will be our very first project together. In conclusion, challenges and difficulties may vary internally in the making.

Lack of suppliers - With inadequate resources, it will be difficult for the business to start. The team needs to research suppliers and manufacturers for the development of Picky machines.

OPPORTUNITIES

Attractive – Given its uniqueness and innovation, it will, for sure, be on the radar of big-time companies and businessmen or businesswomen. For this reason, it is a big opportunity to keep up with other countries’ modern technology just like Japan, USA, etc. The fact that we are behind in terms of technology, will be big for our modernization and economy.

Open for Partnership - Every machine will specifically be made for a certain company or business, which will not limit us to statically be held onto one company.

Advertisement- Advertisements will showcase the company’s brand and or product to the consumer which will be a big help to its exposure to the public. Owing to that statement, it will attract more customers that are looking for a convenient way of ordering the product of that certain business.

Flexible – In terms of serving food and location, “PICKY” is actually flexible. For the reason that the machine can operate in different restaurants or food companies at the same time, which of course have their own menu individually. Also, you can place the machine anywhere you desire, it is purely in your control.

Trendsetter – Given its convenience and modernization, it would be a huge possibility that this will start a trend in terms of customization of the buyer or consumer’s order which will give them the freedom on what to put in the food that they will eat. We have not seen any Kiosk Machines in the food industry that lets consumers customize their own food, at least in this country, which is why this is a huge possibility to start a trend.

THREATS

New and Unfamiliar – As we have mentioned earlier, some kiosk machines are already operating in the country. PICKY might be difficult to differentiate considering the similarities with other kiosk machines. A company might think it is the same at first look. This matter might get trickier if we can't emphasize the difference and uniqueness of our machine.

Pricey – Based on the previous statements in *Increased Costs*. PICKY is not something every company can afford and would buy. Due to its high value, there's a big possibility that only those big-time companies and businesses will be the ones who will be interested in obtaining this kind of machinery.

Might slam small businesses – New generations have the biggest population in the Philippines and probably the whole world. Traditional businesses might get unnoticed since technology is taking over. Youths are growing beside their gadgets and technologies which can be the reason for youths not buying anything without the touch of technology.

Threats to system integrity - Threats to system integrity are those that involve changing whatever the kiosk displays or does.

Attracts competitors – Let us say this project is now successful, being successful of course will attract competitors. Whereas they might produce the same machine at cheaper prices and make it with cheaper materials. As a result, potential investors and partners will be deducted from your pool of opportunities.

VII. The Four Ps of Marketing a New Venture

Product	Our new venture product is called Picky, it is a food kiosk that allows the customers to customize their food orders that will reach their satisfaction. Picky also allows the management of restaurants to customize the menu that will match what their food business can offer. This new venture product will be a trendsetter because this allows food companies and customers to add personalization to their products that will provide an enjoyable and hassle-free ordering system.
Price	<p>Picky offers a bundle of food customization software and a kiosk machine. The price starts at 200,000 to 250,000 Pesos because of the following:</p> <ol style="list-style-type: none">1. Hardware Picky is a kiosk machine that has a capacitive screen, sleek design, and fully modular design. This has a built-in scanner & printer for the payment method.2. Software Picky offers software that allows the management of restaurants to customize menus and customers to customize their orders.

Promotion	<p>The following are our ways to promote our new venture:</p> <p>Social Media Advertising - we will promote our product by posting advertisements about our product and running them across social media platforms. The power of the online world is no doubt so using it to promote your products will be a massive advantage to your target audience.</p> <p>Discounts - we will lower the price for the companies that will buy a total of 20 total kiosk machines for the different branches of their restaurants. This will allow our company to increase sales, build customer loyalty, and meet our sales goals.</p> <p>After-Sale Customer Surveys - we will contact our customers through email after a sale. This will be the dual-purpose promotional strategy that allows us not only to promote our business but also to provide the best service and product.</p>
Place	<p>Picky will be placed where establishments, malls, coffee shops, and where other prospective buyers are located. The distribution of Picky will begin in Dagupan City where all the team members can access the location.</p>

VIII. Writing a Summary Business Plan



NAME OF THE COMPANY: CoffeePaste

COMPANY DESCRIPTION:

CoffeePaste intends to make a technology that helps restaurants and customers to fulfill their expectations with a top-notch digital experience and easy-to-use interface. CoffeePaste will develop a

product called **Picky**, a food customization kiosk that allows the management of restaurants to customize their menu and customers to customize their food orders.

CoffeePaste will be headquartered in Dagupan City, Pangasinan where establishments, malls, coffee shops, and other prospective buyers are located and all where the team members can access the location.

MANAGEMENT TEAM:



OVERALL TENTATIVE SCHEDULE:

Year when you plan to open your business:	Date Started - Target Date	Target output
Incorporate IT Venture	August 25, 2022	Business Plan Document
Completion date of prototypes	August 27, 2022, to September 17, 2022	Mockups and Prototype of Picky
Obtaining critical financing	August 27, 2022 to October 10, 2022	Financial Plan Document

Starting the production of the product	August 27, 2022 to December 1, 2022	Picky Software
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OPERATIONS PLAN:

CoffeePaste allows us to make partnerships with food companies. Given that, Picky will be introduced to food companies through face-to-face or virtual meetings. After signing a partnership contract, an end-to-end solution will be provided. Our product can be ordered by contacting our company and the product will be delivered to their restaurants and help them with their setup.

FINANCIAL COST STRUCTURE:

The following is the financial cost structure of the CoffeePaste's first ever product called Picky - food customization kiosk machine.

Cost Structure:

Office Budget - 50,000

Electric Bill - 5,000

Employee Salary - 100,000

Rent - 15,000

Supplies - 100,000

Total: $270,000 \times 6$ (months of product development) = 1,620,000 + 380,000 (emergency funds) = 2,000,000 Capital for Picky

The capital of the company cost 2,000,000 pesos to make 18 Picky kiosk machine and to gain profit the company will charge a 100% mark up price. The final price of each Picky kiosk machine will range to 200,000 to 250,000 pesos.

IX. Raising Capital

2 Plans for Raising Capital in the Future	Plan for execution
Personal Funds	One way to raise our capital for our venture is to personally contribute our hard-earned money or funds. Time, sweat, and effort will be on the line for the sake of our venture's cost. Which of course will come from either from our salary and or profit from our business.
Friends and Family	Another way of raising our capital is with the help of your friends and family. May it be in any aspect of reducing the time and or cost of the creation of the venture. As per reducing the time, may it be giving us a place for the creation or office for our team, saving us the trouble of finding a certain

	place just for us to set up our venture. As per reducing cost, may it be giving the rent for free. In addition, their contribution often comes from loans or investments.
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Identify New Age Ways of Gaining Capital

GoFundMe

CONS:

- Limited customer services available on GoFundMe.
- Poor customer support
- GoFundMe campaigners have issues withdrawing funds.
- There is no guarantee of success with this platform.
- You do not have the option to donate anonymously with GoFundMe.

PROS:

- You can collect funds without meeting your funding
- No platform fees.
- No time limit or deadline for campaigns.
- It is the only site with a funding guarantee.
- You receive donations quickly on this crowdfunding platform.
- GoFundMe does not require you to meet any goals.

X. Project Venture Employees and Job Description

Vanessa Milamor S. Baldueza

Founder/Project Manager

The head of the company who turns the idea into business. She is also incharge of managing the team and obtaining the tools or knowledge needed to fulfill the project requirements and meet the deadlines.

Brylle Jexter M. Jovellanos

Quality Assurance

He ensures the product is designed and implemented with correct procedure, to reduce problems and errors in the final product.

Luchelle Joy R. Palaganas

Document Writer

The person in charge of documentation that is needed for the project and she communicates complex information in a clear and useful manner.

Ephraim C. Narcisa

Designer

He is responsible for making the design and user-friendly interfaces to be used by the future customers.

Shawn Josh S. Tejano

Developer

The person in charge of writing the code and developing our product based on the company's goal and customers requirements.

XI. New Age Source of Sustainable Income

New age source Income	How do you plan to use it	What will be its impact on your business?
Advertisements/Sponsors	<p>According to what the team has agreed to, we will look for food establishment companies that are willing to sponsor the supplies that the machine will use for its customization. Of course, in exchange for their supplies, we will also input their brand on the machine's User Interface. In accordance, any partnered company's brand will be visible on the system.</p> <p>For your information, our system is built for a specific company brand, it can be anything the partnered company wants. Given the convenience that the machine imparts, it will boost our partnered company's market sales, and a win-win situation on both sides will be in the grasp of both parties. For this reason, our team will also be credited for the machine's exposure and success.</p>	<p>Advertisements will showcase the machine's Information Architecture, which will be generally explained to the consumer, giving them general knowledge on how to operate it correctly. In conclusion, consumers will be at ease using the machine which will eventually demonstrate the convenience that we promise.</p> <p>Above all that, in case anyone wants to know anything about our venture. Advertisements will also showcase our team's background information and details, as well as exposure, which might lead to another opportunity, just like what I have mentioned a while ago.</p>
Donations	<p>Donations can be from anyone who wants to fund our project. The team will create a fundraising platform called GoFundMe, which will have campaigns for the team's projected machine called</p>	<p>Donations will have a considerable part in our project, which will give "PICKY" the opportunity to make the improvements take place. On the other hand, let us say there are some remaining donations</p>

	<p>"PICKY". We will be also making the donation method possible on the machine, in which the team will install donation coin slots that will enable any consumer to support us.</p>	<p>left, the team will not allow it to go just lying around, either we will use it to improve our team's workplace to help us to be more efficient in our service or we will obtain more manpower to give back to the community by giving employments.</p>
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XII. Feasibility Analysis Template

Parts	Score (-5 to +5)	Overall Potential of the Businesses Idea Based on Each Part (High, Moderate, Low)	Suggestions for Improving the Potential
Part 1: Strength of Business Idea	+4	HIGH	Think of how we can make the idea tangible
Part 2: Industry-Relate Issues	+3	MODERATE	Surpass the competitors and customer's expectations
Part 3: Target Market and Customer Related Issues	+4	HIGH	Improve customer relationship and brand awareness
Part 4: Founders' Related Issues	-2	LOW	Increase human resources and research manufacturers and suppliers
Part 5: Financial Issues	-4	LOW	Raise capital for the business.
Overall Assessment	+3	MODERATE	As of now, the business needs a lot of preparation but with this unique idea and if we have enough capital to start it, we believe that Picky is a groundbreaking

			business idea that will change the industry.
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XIII. Conclusion

The feasibility shows that the overall potential of our new venture possessed a chance of having a successful rate. Thus, our conclusion is that the business can actually provide and serve its purpose to the primary and secondary users which are the food business owners and the customers of that specific business. The business idea we are commencing, the industry we want to join, and the target market we aim to satisfy are all in sync that results in having a possibility of success. As our team's intent is to provide not only the company's fulfillment but also the efficiency at work, easiness, and satisfaction of our future clients/customers. The capital and starting cost of the new venture can be solved by savings, loans, and donations which will come afterward. Above all, products that are innovative and efficient are what makes the company standout.