Click'N'Go (Food & Beverage Services)

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Introduction

Click`N`Go is a digital platform for both - Food lovers and Restaurant owners. This mobile application and website will offer services for users to get an overview of the restaurant, its food menu, ambiance, and the real-time availability of food, table, etc. all these services and options will be just a click away from the user. This will be a multi-functional and user-friendly platform that can be operated by direct search or by scanning the valid QR codes on the designated locations.

Users can get an insight about the deals of the day or chef's specials, and nearby restaurants operating, with the real-time availability of seating and menu options. Apart from this, the feedback system will be easier than before. This gives my business an edge in serving clients and resolving their problems. This business also gives the users an opportunity to get notified about the deals and offers on food joints near them.

From the restaurant owner's perspective, there will be no more hustle to create their own website, they will just have to create their profile on our application (like we do on social media channels). Our team will manage their page and real-time working. We will also provide search engine optimization and increase the restaurant's visibility through the listing of advertisements and special promos. This business will give restaurants a more digitized and professional database management opportunity on the go. Besides all this, restaurant owners will be able to see the analytics of their sales and footfall through Click`N`Go.

Mission, Vision, and Goals

Vision- Our vision is to create a user-friendly platform for all our customers at the most economical pricing. The vision is to be able to achieve the appreciation of our satisfied customers. Whether it be a user or a restaurant owner, the website should be able to satisfy both ends of the user. Solving as many problems as possible that people face in online food ordering and reservation systems in a few clicks. In this busy fast headed life, providing the customers with a website with real-time efficiency for ordering food, reserving a table, and even ordering beforehand in order to avoid waiting buffer time.

Mission- Our mission is to take this platform on an international level in a Fastrack manner and establish ourselves in the market as a unicorn company. Eventually, the mission is to be the best in restaurant showcasing and customer satisfying department of all food-related scenarios possible for a fine dining experience. Not only bring established restaurants on board with our business but also allow small food cart owners to have a chance at success by joining hands with us.

Goal - The goal is to create a platform for all types of food experiences in one station. From dine-in to takeaway to booking a table in advance and taking this experience a step forward and pre-booking meals. All this along with customization of food according to our own taste palette and having a wonderful experience at our restaurants of preference.

Another goal is to bring the under-recognized into recognition by giving them a platform where they can advertise themselves and get their deserved acknowledgment. And to provide the customers with options unknown to them and give them a chance to explore more about the city by trying out different cuisines.

Methodology

This business aimed to analyze the use of approaches for working with various data in this entire business process for the purpose of fast business analytics proficiencies in future business information. We always used different approaches to adjust this business proposal. Our team participants were responsible for various approaches these were as follows: Management and control, Effective Communication, Collaboration, Decision making, and finally Accomplishment.

We have managed our team management and control since our very first team meeting and decided our tasks also designated paper editor, team monitor through our leader. We enforced effective communication to accomplish our team project on time and accurately. Initially, we created a WhatsApp group as our first steps. We have opened Google Drive documents for each member each access by using MS Word, MS Excel, and MS PowerPoint files. Our assigned team leader was responsible to upload the infrastructure of assignment works, submission dates, important files and information, the structure of the paper, agreem ent, and final follow-up. All information was visible to each member, and anyone can access this drive in their feasible time.

Furthermore, this was teamwork and we have emphasized our collaborative work and decision-making strategy. Each team member was responsible to complete their own task prior to the deadline to get advice and feedback from other teammates. This is required for each team to provide their best work. Teams' decision has taken based on most participants' votes, so we all were delighted to work as a team without having any issues. It has focused on our performance, paper works, creativity, and submission directed to the accomplishment means finalizing this assignment on time with accurate information and understanding to the reader.

Upon uploading all the teammate's works to Google Drive, our leader structured it and created a primary version of our tasks and shared it in the same drive to re-check by all teammates. We all have double-checked and met the discussion of the changes such as information, error detection, paper order, alignment, and so on. The next version has been re-loaded in the drive for confirmation for submission.

Moreover, this assignment has been enlarged by the qualitative research method. The design of the project, the methods of formatting the participants of the group, data collection procedures, and data analysis approaches were planned in the type of qualitative research (Bayram, 2021).

We have used phenomenological design for this project to examine customers' and restaurants' views in depth without any interference. Phenomenology is chosen when the point is to look at the prevailing comprehensive and imitate the prevailing as it is (Glesne, 2016; Patton, 1990). In addition, according to Creswell et al. (2018), for this project the data collection from a) an online survey and questionnaire to the random customers and restaurants and b) open-ended semi-structured interviews to assist the research works c) our resources: journals and academic articles, federal legal procedures, books, news, random customers, market statistics and competitors d) SWOT and PORTER was our diagnostic Tools for the feasibility study. These tools assist us to identify our overall situation in this business and where we must emphasize the development of our project, it also helps to understand this industry growth, market segments and shares, customers, projected budget, and so on.

Research Diagnostic Tools: SWOT

Strengths

Great relationships are built in a way of trust and accuracy. As known, restaurants and similar businesses prefer to have some predictability to produce easier and better. The App will help save money and time, knowing what to prepare and having the idea of how many people are coming. From the innovator, perspective will be possible to have a huge list of customers to measure the quality and quantity of bookings. (UEAT, 2021)

Weakness

Quality of bookings is a real concern since represents the beginning of the process. The first thing is related to the reliability of the service, where customers will believe they are dealing with a trustable platform, with no fail at all. Another point that can be called a weak part is the possibility of the customer, even before or after, deal directly with suppliers for any reason. (Gupta, 2021)

Opportunities

Service is the focus and based on that it is an opportunity to spread the idea to other industries, for example, automotive service and maintenance. Many of these companies suffer from no show of customers and this can be very costly for them. Having this open book of appointments will bring solid results solving gaps in the day service offers. (Mindtools. n.d)

Threats

Threats, in this case, are all the ideas that come from Competitors, like this one, trying to have the same result. Big investors trying to copy and paste the idea that can be supported by money and management, offering new business. (Mindtools. n.d)

Research Diagnostic Tools: PORTER

As a basic framework for examining and evaluating a business organization's competitive strength and position, Michael E. Porter of Harvard Business School introduced Porter's Five Forces of Competitive Position Analysis in 1979. A market's competitiveness and attractiveness are said to be governed by five forces. You can use Porter's five forces to figure out who has the most sway in a business issue. An organization can use this information to assess the current competitive strength of the organization as well as the potential strength of a future position. New products and services are routinely evaluated by strategic analysts using Porter's five forces. Additionally, the theory can be used to identify areas of strength, rectify weaknesses, and prevent making mistakes by knowing where power lies.

<u>The following are the five driving forces:</u>

1. Supplier power. Influence on the supply chain Suppliers' ability to raise their prices is evaluated. Supplier size and strength in relation to other suppliers, as well as the cost of moving to a different source all have an effect. There are many factors that go into this. In the Click'N'Go application utilized in the food and restaurant industry, numerous suppliers play a significant part in the supply of items used in food manufacturing, including groceries, flour, cooking oil, and many more. In addition to mobile network providers, we have food suppliers who play a significant role in the provision of commodities required in food production, such as groceries, wheat, cooking oil, and many others. These include food suppliers. When there is an opportunity to change suppliers to keep the company running smoothly.

2. Buyer power. A buyer's sway a review of how easy it is for buyers to reduce the price. There are several elements that affect this: how many buyers there are; how important each individual buyer is to the company; and how much it costs the buyer to switch suppliers. In the absence of many customers, a corporation may impose conditions. Many of our customers are young individuals, and this demographic is significantly responsible for determining the market for our products. There will be no hiccups if Click'N'Go is employed to take the company to the next level.

3. Competitive rivalry. Rivalry amongst the rivals. The key motivators are the sheer volume of competitors and their varying levels of capability. Many competitors will reduce the market's appeal by providing products and services that aren't distinctive. Newcomers to the market are aware of the various competitors who stand in their way of reaching the anticipated levels of growth. To achieve long-term success, the organization must confront the dangers it faces.

4. Threat of substitution. Substituting is an option. Close replacement products in a market increase the likelihood that customers may look for an alternative as prices rise. Both the bargaining strength of suppliers and the attractiveness of our products' market are weakened because of this. Although we're just getting started in the market, we plan to outperform our competitors in the best possible way, even if we're just getting started and there are substitute products that are like ours. In response to the high price at first because our products are genuine, everything will work out in the end because loyal customers will receive discounts.

5. Threat of new entrants. The advent of a new member of the family is imminent. Eroding profitability is a result of new entrants entering markets that are already profitable. Unless incumbents have strong and long-lasting barriers to entry, such as patents, economies of scale, capital needs, or government legislation, profitability will decline to a competitive rate. Businesses will be able to operate in the short term while planning for the long term because of legislative barriers to new enterprises entering the market, allowing them to profit from superior economies of scale. Profitability will be a concern, and a lot of effort will be needed in response to our company's entry into the market.

Budget

The budget is the sketch of any business organization's financial stability or situation. We have also the same plan to prepare our financial structure beforehand to proceed with this business plan. We, the teammates have agreed to start this business with an economic budget scale and keep some reserve funding for future development. Ultimate customers, restaurants, latest technologies implementations are all we must bring our concerns to provide uninterrupted service.

Initially, we have planned our budget based on investment, cost, and revenue structures. We are planning to invest $250,000 to start this business, and all the teammates will provide 60% of this investment. To start up our business we require investors and bank loans for the remaining 40% as a part of our shareholders. Our investment structures have been provided in Appendix 2.

Upon doing the cost calculations we have found technological setup will be our main variable cost and after that employee's salary and others are miscellaneous costs. We have to update our technologies like software, programming, and data frequently and we incur huge costs on it, and it will be a continuous process. Apart from these salaries will fluctuate as we will provide 24/7- and 365-days services. Employee turnover might be more, and we must monitor it appropriately. Cost Structure

On the other hand, advertising on our platform (others can provide their ads on our platform and we will charge them accordingly), online ordering (3-7% convenience fee will charge to the customer for using this platform, however, it will be charged after 6-12 months once we have good customer base) and finally subscriptions (we will charge subscription fees to the restaurants as they are getting more orders by using Click’N’Go, also will notify for pre-booked dine-in customers information in the same platform

Next Step

1. ClicknGo has been working on its website and gathering information on the best methods to integrate it fully. A team has also been allocated to work on the website visuals and designs, which will include AR and VR technologies, which will be an essential component of the brand's website.

2. The company's long-term strategy is to raise global awareness of its services and increase knowledge of them in the local market before expanding to the international market, where it can gain exposure to a larger market and experiment with new ideas and techniques to achieve long-term profitability.

3. ClicknGo plans to establish an open platform that mainly aims at integrating a higher level of customer service because customer satisfaction has a significant impact on a business's success (Yusof, 2015). For instance, low customer satisfaction automatically decreases a business' customer retention and loyalty levels. Therefore, the platform must emphasize creating memorable customer experiences to enable the customers to trust the brand and buy from the ClicknGo platform.

4. The platform plans to work in centralized business intelligence, especially when offering food and beverages services to the customers. The centralized business intelligence strategy will enable the platform to continuously develop a consistent set of business data that primarily help in the facilitation of the up-to-date nature of the information across the company. Moreover, it

will assist in limiting the company's average expenses because of the several departmental Business Intelligence efforts.

5. According to Park, El Sawy, & Fiss (2017) centralized business intelligence strategy help foster greater collaboration and communication among the business employees, thus increasing the efficiency of the business.

6. ClicknGo platform, which primarily offers food services, plans to implement the solution outlined by HCL Technologies, which is regarded as one of the most powerful technologies of innovation and solution optimization globally. The HCL technologies will promote ideaprenurship that encourages and promotes the employee's new idea, thus enabling the Company to invest more in bringing and putting the new ideas into practice. The clicking CompanyCompany has been creating a view of selecting some employees to specialize in nutrition to help in improving the nutrient level of the products on sale.

7. The company also will have to consult food specialists and experts in solving critical issues and accessing the innovative opportunities along the food value chain. There is also the need for the company to identify promising innovations and other companies for investment purposes. For instance, this can be achieved by placing the top-most companies that develop promising food innovations.

Limitations

Several limitations can put pressure on the idea. However, some are more important than others, for example, human resources, time, and money.

The right people with the appropriate qualifications are essential to leverage the project and achieve the proposed goals. Some roles are priorities as a mobile developer, designer, Tech project manager, and backend developer.

Extending the timeline can be something the investor will not agree or will cost more for the project. Furthermore, it is essential to fulfilling work hours, timelines, calendar, strategy, and phases that are part of the overall.

Finding investors is not only to find them. According to the National Angel Capital Organization, they are between 20.000 and 50.000 in Canada, and only 6% of the ideas are accepted after being presented. (BDC, n.d.). It is also necessary to have all the information clear and achievable, for example, the potential of the project and the audience we are looking for.

According to Robert Simon, Senior Managing Partner of BDC capital (BDC, n.d.), “If your mom or grandma can’t understand what you are pitching, then you’re not ready.”
There is no conversation without an elevator pitch of 60 seconds and a financial projection.

Conclusion

This company's goal is to examine how different ways for working with varied data were used across the whole business process to develop rapid business analytics skills in the future. To alter this business proposal, we employed a variety of methods. Since our initial team meeting, we've managed and controlled our team, deciding on our tasks, and designating a paper editor and team monitor through our leader. Furthermore, this was a team effort, and we stressed our collaborative approach to work and decision-making. This is essential of each team in order for them to do their finest job.On the other hand, the project emphasizes the services that will be made available to the customers and the businesses where the use of QR codes will be made accessible and it would be the most convenient way to exchange the knowledge to both the ends, QR Code adoption increased from 2020 to 2021 as a result of the epidemic. According to projections, one billion smartphones will be able to read QR codes by the end of 2022.

According to Juniper Research, 5.3 billion QR Codes would be utilized for coupon redemption alone by 2022 (Tangri, 2022).To summarise, ClicknGo is looking forward to customizing the ways in which restaurants interact with their customers and maximizing awareness among their customers in a way that has never been experienced before, combining technological ideas and high-touch to personalize the combination of ordering and takeaway food experience will be unique in the future while using ClicknGo services.

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Appendices

Appendix 1

Business Model Canvas

Key Partners
- Restaurants
- Payment Processors
- Customers

Key Activities
- Technological Infrastructure
- Technological Maintenance/ Updates
- Customer Experience and Feedbacks
- Processing transactions

Key Resources
- Large database of restaurants and users
- Technology Platforms

Value Proposition
- One-stop shop for food lovers
- Allows food-joints to stand out
- Bridge the gap between the customers and restaurants.
- Providing rating, reviews, feedbacks to evaluate.
- Online/ Digital Presence and services.

Customer Relationship
- Customer Support
- Social Media
- Chat Support
- Feedbacks/ Ratings/ Reviews

Channels
- Mobile application for android
- Mobile application for ios
- Website

Customer Segment

Customers
- Customers wanting food.
- Busy-Bees (working/ engaged community)
- People looking for no wait period
- People looking for any restaurant/ food-joint related activity

Restaurants
- Digitized Systems
- Enhance their services.

Cost Structure
- Technology Setup
- Salaries to employees
- Miscellaneous Expenses

Revenue
- Advertising
- Online Ordering
- Subscriptions (Restaurants and Customers)

Appendix 2

Click'N'Go Funding Structure		
Equity (Team Investment) - $150,000 - 60% of the total initial investment.	Loan from Bank - Business Development Bank of Canada - $50,000 - 20% of the total initial investment.	Individual Investors - $50,000 - 20% of the total initial investment.