MenuServe

Free·the·Service

Business and Development plan for a SaaS based Restaurant Menu System

Content

- What is BDPRMS
- Why a cloud based Restaurant Menu System
- MenuServe
- Roles and modules
- Business strategy
- A first approximation in numbers
- The design process
- Conclusions

MenuServe
Free·the·Service

What is BDPRMS?

MenuServe
Free·the·Service

What is BDPRMS

Business and Development plan for a SaaS based Restaurant Menu System

Objectives:

- Design a SaaS Restaurant Menu System
- Design a business model for this RMS
- Create its prototype

Motivations

Opportunity to create a new solution that can have a fit on today's market

MenuServe
Free the Service

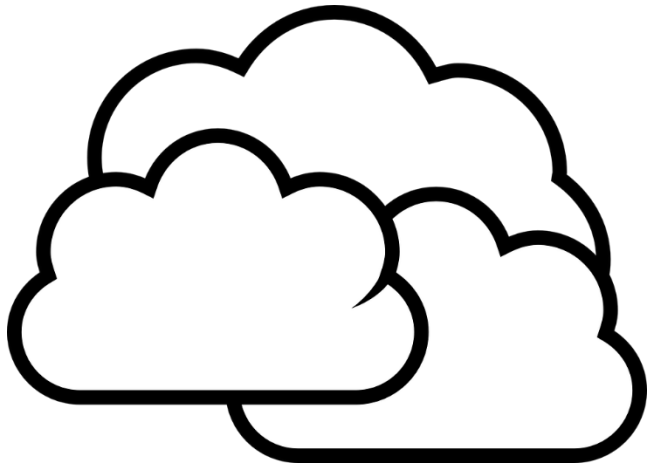
Why a cloud based Restaurant Menu System?

MenuServe
Free·the·Service

Why a cloud based Restaurant Menu System?

Context

- Era of internet
- Personal computers in our pockets
- Hospitality business embracing new technologies
- Big sector



Existing solutions

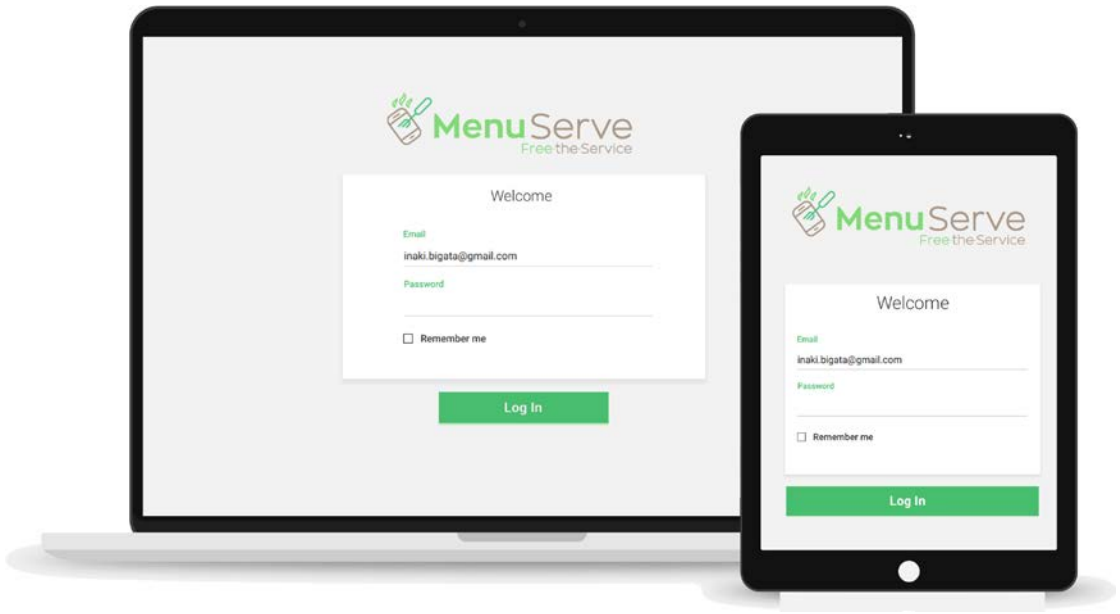
- Very high acquisition costs
- Very hardware specific
- Oriented to mid-large business
- To extensive or to limited
- Not oriented to the right audience

MenuServe
Free the Service

MenuServe

MenuServe: a solution

MenuServe is a new cloud based platform that offers a Restaurant Management, Point of Sale and Ordering System for everyone.



Its key features are:

- Free to use
- Accessible
- Minimum investment
- Multi-Platform
- Fast and easy
- Multiple roles
- Increases performances
- Provides key information
- Great scalability
- Security

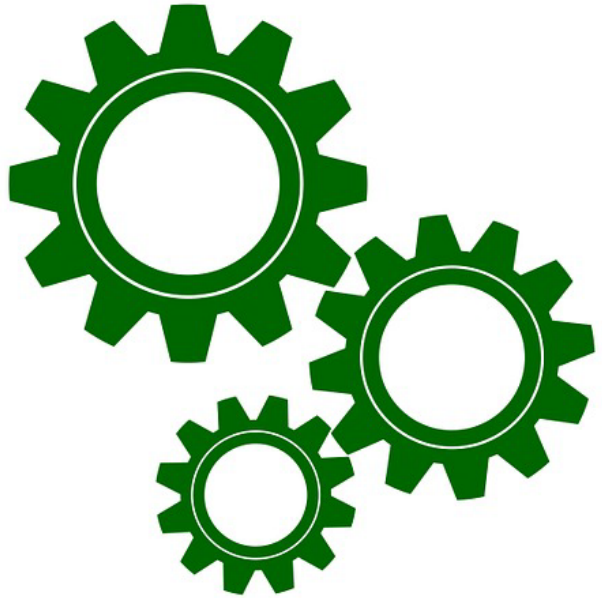
MenuServe
Free·the·Service

MenuServe: a platform

MenuServe is a fully integrated Restaurant Menu Management platform.

Each role may has access to a different module with its own features:

- Back Office portal (admin and reporting)
- Point of Sale terminal
- Wait staff ordering system
- Kitchen management
- OpenMenu (ordering system for customers, via mobile devices)



MenuServe
Free the Service

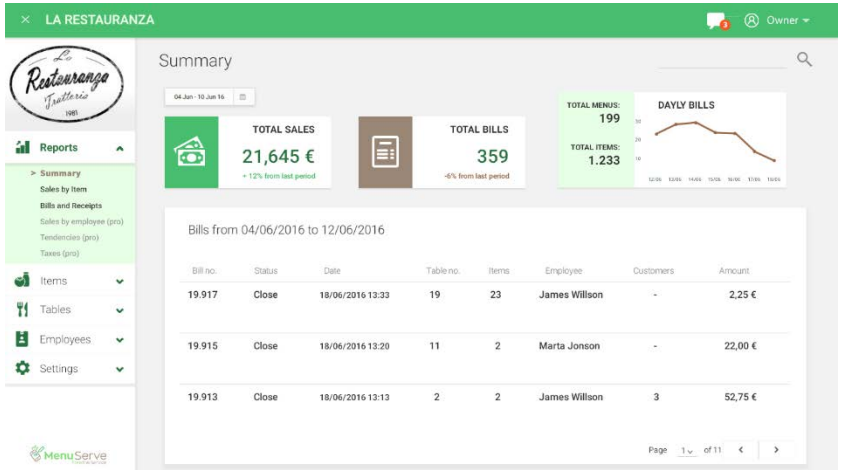
Roles and modules

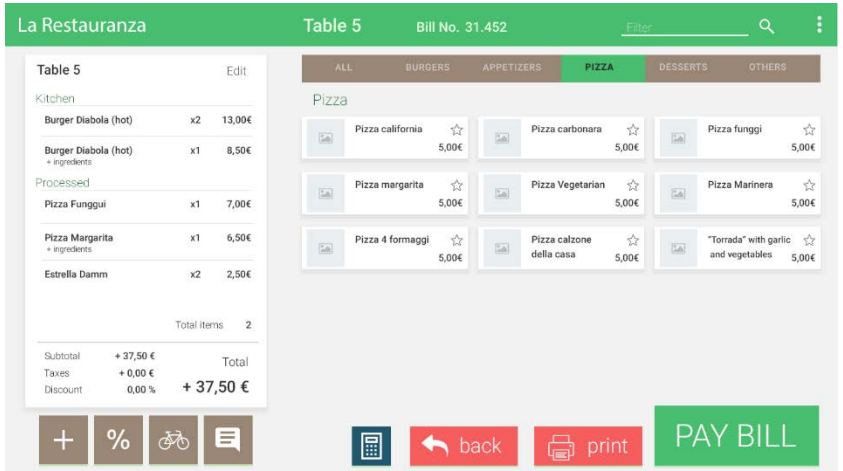
MenuServe
Free·the·Service

Modules

Administration

- Back office duties
- Employee management
- Reporting, KPIs, competence analysis, employee tracking





Point Of Sale

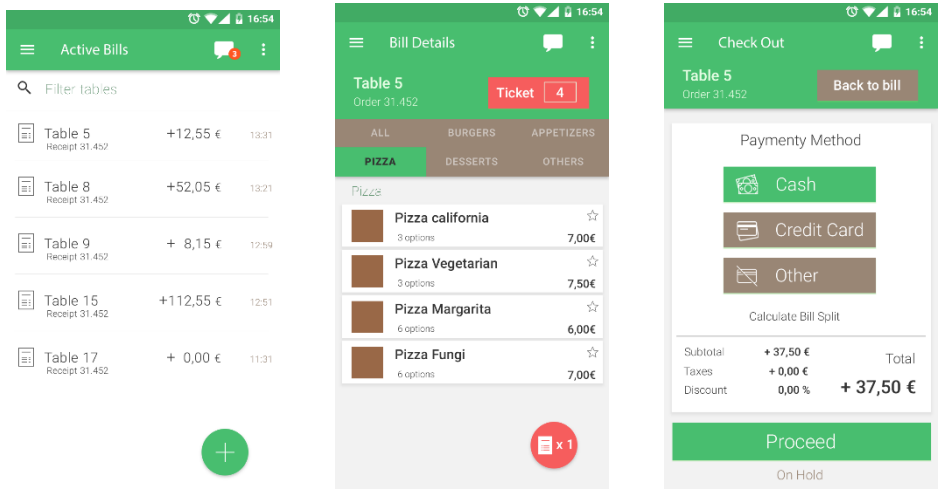
- Order and table tracking
- Fast data entry
- Creation of bills
- Fast customer checkout

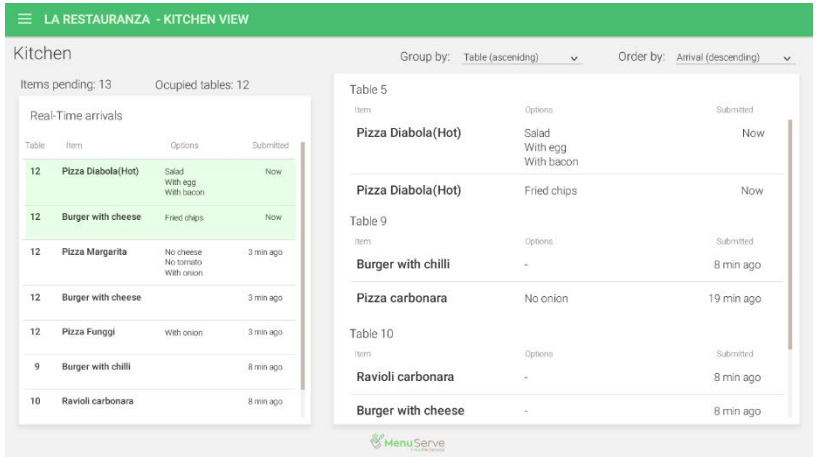
MenuServe
Free·the·Service

Modules

Wait staff device

- Portable ordering system
- Portable PoS
- Customer assessment
- Full bill control
- Notification and alert
- Multi-platform





Kitchen management

- Open communication between kitchen and wait staff
- Display of orders
- Wireless interaction with wait staff

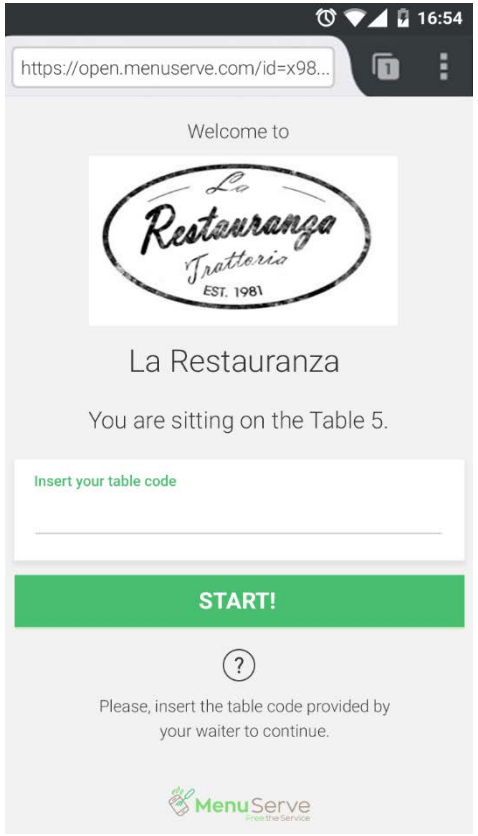
MenuServe
Free the Service

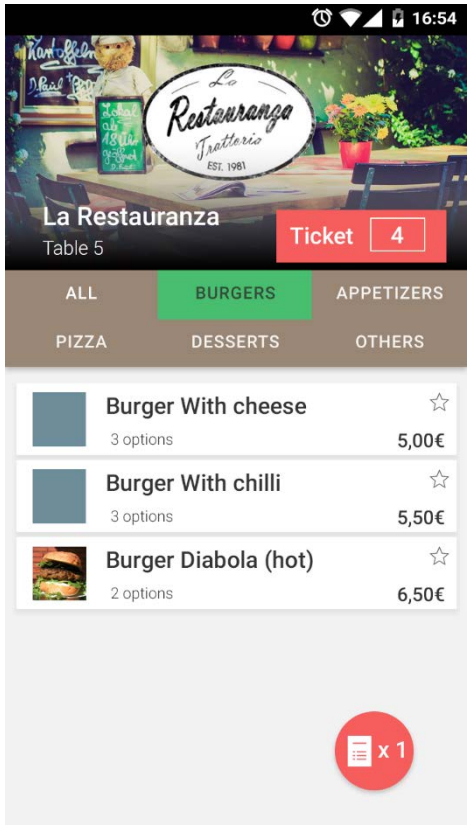
OpenMenu

Open Menu

Open communication channel between customer and restaurant.

- Provide a digital menu to customers
- Allow remote ordering from table
- Reduce cost in wait staff
- Kiosk mode compatible
- No extra cost
- Easy configuration
- Differentiate your business





MenuServe
Free·the·Service

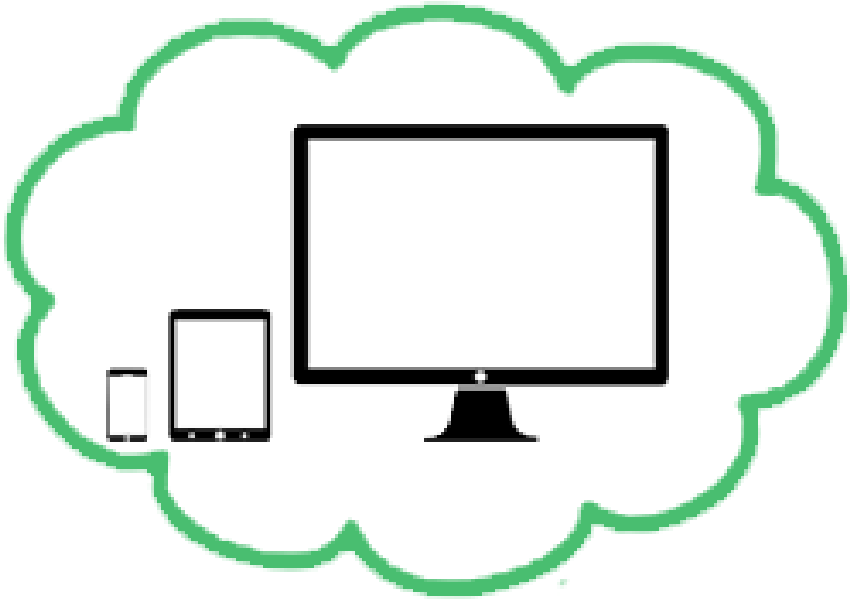
Business strategy

MenuServe
Free·the·Service

Why a SaaS based product?

MenuServe is a software as a service based platform.

- Accessible through internet from any device
- Free ad-hoc applications to extend functionalities



The key features that SaaS provides:

- Low cost entry
- Pricing very adapted to customer needs
- Security and reliability
- High adoption rates
- Third party integration
- Excellent scalability
- Works anywhere

MenuServe
Free the Service

Business strategy

A company needs to generate a net income

MenuServe Business Strategy

- Free to use
- Licenses
- Consulting
- Reporting
- Customized solutions
- Hardware reselling

MenuServe
Free the Service

Licenses

MenuServe is free to use with payed licenses:

- Basic version provides a full RMS suite.
- Payed versions provide extra features.

It is important to offer a free version that provides enough value in order to keep customer satisfied and engaged.

Not a Freemium model!

BASIC	PLUS	PRO
✓ No hardware restrictions ✓ Basic reporting ✓ Access to all modules ✓ Max. 2 simultaneous waiters ✓ Max. 1 simultaneous PoS ✓ Maximum 50 menu items ✓ Basic support ✓ Basic configuration ✓ Limited appearance customization	All BASIC features plus: ✓ Advance reporting ✓ Employee tracking ✓ Advanced configuration ✓ Up to 100 item menus ✓ Max. 5 simultaneous waiters ✓ Max. 1 simultaneous PoS ✓ Advanced support ✓ Full appearance customization	All PLUS features plus: ✓ Advance market analysis ✓ Business growth suggestions ✓ Social Media monitoring ✓ Mobile payment methods (PayPal, NFC, etc.) ✓ Max. 8 simultaneous waiters ✓ Max. 2 simultaneous PoS ✓ Pro support ✓ Personalized support ✓ Set up consultant
FREE	120€ monthly by restaurant (save up to 8% paying yearly)	250€ monthly by restaurant +20€ extra user / +40€ extra POS
CUSTOM LICENSE		
If you have a bigger business but still want to take advantage of MenuServe expertise and advanced statistics, you can contact us for a personalized quote. Our Sales team will be happy to assist you in any doubt regarding personalized development, implementation and licenses for special cases.		

MenuServe
Free·the·Service

A first approximation in numbers

MenuServe
Free·the·Service

Costs vs income

Costs of implementation for the first year of year of MenuServe.

Category	Concept	Yearly cost
Human Resources	Front end developer	40,000.00 €
	Back end developer	40,000.00 €
	Sys admin	40,000.00 €
	Salesman	50,000.00 €
	Designer	5,000.00 €
Operational	Office expenses	15,600.00 €
	HW expenses	900.00 €
	Material	5,000.00 €
	Licences	150.00 €
Marketing	Online ads	8,400.00 €
	Campaigns	3,600.00 €
Administration	Administration	500.00 €
Total		209,150.00 €

Income from 1000 active users, applying Pareto principle.

Licenses only

Concept	Fee	Users	Amount (monthly)	Amount (yearly)
BASIC	- €	800	- €	- €
PLUS	100.00 €	160	16,000.00 €	192,000.00 €
PRO	250.00 €	40	10,000.00 €	120,000.00 €
Total		1000	26,000.00 €	312,000.00 €

All income

Concept	Users	Price	Amount (yearly)
Licenses	200	various	312,000.00 €
hardware	50	450.00 € (margin)	22,500.00 €
		Subtotal	334,500.00 €
Consulting	-	5% over total	16,725.00 €
Reporting	-	5% over total	16,725.00 €
		Total	367,950.00 €

Balance:

367,950 € - 209,150 € = 158,800.00 €

MenuServe
Free the Service

The design process

MenuServe
Free·the·Service

The design process

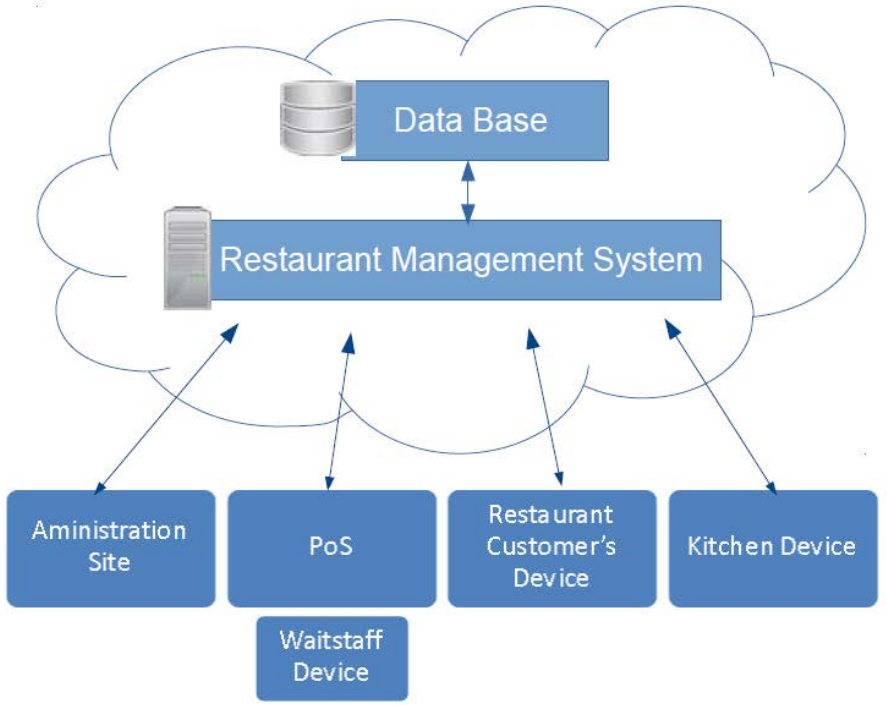
Two main design blocks have been taking into account

The client side applications

- Functional definition
- Application Architecture
- User Interface

The cloud system platform

- Functional description
- Information technology
- Platform Architecture



MenuServe
Free·the·Service

Prototype

MenuServe
Free·the·Service

Prototype

The result of all this design process is a prototype.

Prototype of the 5 modules:

- Back Office portal
- Point of Sale terminal
- Wait staff ordering system
- Kitchen management
- OpenMenu

Video Demonstration available

Three use cases

- Use case 1: Setting up a Restaurant
- Use case 2: Waiter attending a table
- Use case 3: OpenMenu access and ordering

MenuServe
Free the Service

Conclusions

MenuServe
Free·the·Service

Conclusions

This has been a very extensive thesis with an average positive results.

Positive points

- All main goals achieved
- Promising product as a result of the project
- Base for a real development
- Complete prototype for validation purposes
- Positive first money balance

To improve

- Not all the sections has been developed as deeply as intended
- External situations (work, family) has make the project more difficult
- To much attention in details in some sections
- Need to perform a more low level planning

MenuServe
Free the Service

Further work

In order to keep improving MenuServe

- Complete viability study
- Add features
- Detailed Project and cost plan
- Prototype validation
- Marketing plan
- Legal analysis
- Business case

MenuServe
Free the Service

Thanks for your attention!

creative commons All images featuring this presentation are either property of MenuServe or under a CC reutilization license.

MenuServe
Free·the·Service