Business and Development plan for a SaaS based Restaurant Menu System
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- Why a cloud based Restaurant Menu System
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- Roles and modules
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What is BDPRMS?
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
Why a cloud based Restaurant Menu System?
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
- Too extensive or too limited
- Not oriented to the right audience
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: a platform

MenuServe is a fully integrated Restaurant Menu Management platform.

Each role may have 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)
Roles and modules
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
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
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
Business strategy
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
A company needs to generate a net income

**MenuServe Business Strategy**

- Free to use
- Licenses
- Consulting
- Reporting
- Customized solutions
- Hardware reselling
MenuServe is free to use with payed licenses:

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

<table>
<thead>
<tr>
<th></th>
<th><strong>BASIC</strong></th>
<th><strong>PLUS</strong></th>
<th><strong>PRO</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>No hardware restrictions</td>
<td>All BASIC features plus:</td>
<td>All PLUS features plus:</td>
</tr>
<tr>
<td>✔</td>
<td>Basic reporting</td>
<td>▶ Advance reporting</td>
<td>▶ Advance market analysis</td>
</tr>
<tr>
<td>✔</td>
<td>Access to all modules</td>
<td>▶ Employee tracking</td>
<td>▶ Business growth suggestions</td>
</tr>
<tr>
<td>✔</td>
<td>Max. 2 simultaneous waiters</td>
<td>▶ Advanced configuration</td>
<td>▶ Social Media monitoring</td>
</tr>
<tr>
<td>✔</td>
<td>Max. 1 simultaneous PoS</td>
<td>▶ Up to 100 item menus</td>
<td>▶ Mobile payment methods (PayPal, NFC, etc.)</td>
</tr>
<tr>
<td>✔</td>
<td>Maximum 50 menu items</td>
<td>▶ Max. 5 simultaneous waiters</td>
<td>▶ Max. 8 simultaneous waiters</td>
</tr>
<tr>
<td>✔</td>
<td>Basic support</td>
<td>▶ Max. 1 simultaneous PoS</td>
<td>▶ Max. 2 simultaneous PoS</td>
</tr>
<tr>
<td>✔</td>
<td>Basic configuration</td>
<td>▶ Advanced support</td>
<td>▶ Pro support</td>
</tr>
<tr>
<td>✔</td>
<td>Limited appearance customization</td>
<td>▶ Full appearance customization</td>
<td>▶ Personalized support</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th><strong>FREE</strong></th>
<th><strong>CUSTOM LICENSE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>120€ monthly by restaurant (save up to 8% paying yearly)</td>
<td>250€ monthly by restaurant + 20€ extra user / +40€ extra POS</td>
</tr>
</tbody>
</table>

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.

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

Not a Freemium model!
A first approximation in numbers
Costs vs income

Costs of implementation for the first year of MenuServe.

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

Income from 1000 active users, applying Pareto principle.

<table>
<thead>
<tr>
<th>Concept</th>
<th>Fee</th>
<th>Users</th>
<th>Amount (monthly)</th>
<th>Amount (yearly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC</td>
<td>-</td>
<td>800</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>PLUS</td>
<td>100.00 €</td>
<td>160</td>
<td>16,000.00 €</td>
<td>192,000.00 €</td>
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<tr>
<td>PRO</td>
<td>250.00 €</td>
<td>40</td>
<td>10,000.00 €</td>
<td>120,000.00 €</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1000</td>
<td>26,000.00 €</td>
<td>312,000.00 €</td>
</tr>
</tbody>
</table>

Licenses only

<table>
<thead>
<tr>
<th>Concept</th>
<th>Users</th>
<th>Price</th>
<th>Amount (yearly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licenses</td>
<td>200</td>
<td>various</td>
<td>312,000.00 €</td>
</tr>
<tr>
<td>hardware</td>
<td>50</td>
<td>450.00 € (margin)</td>
<td>22,500.00 €</td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td></td>
<td>334,500.00 €</td>
</tr>
</tbody>
</table>

Subtotal

<table>
<thead>
<tr>
<th>Concept</th>
<th>Users</th>
<th>Price</th>
<th>Amount (yearly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting</td>
<td>-</td>
<td>5% over total</td>
<td>16,725.00 €</td>
</tr>
<tr>
<td>Reporting</td>
<td>-</td>
<td>5% over total</td>
<td>16,725.00 €</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>367,950.00 €</td>
</tr>
</tbody>
</table>

Balance:

367,950 € - 209,150 € = 158,800.00 €
The design process
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
Prototype
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

**Three use cases**

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

Video Demonstration available
Conclusions
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
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
Thanks for your attention!