Proposal

Expand your business with us

For : TXAPITA Mobility

Dated : December 15th, 2023

Royo Orders + Dispatcher (Full Ownership)

Deployment: $35,500 USD

BA: Eng. Sonia
BDM: Eng. Aniket

Section 1

Introduction

Transforming your ideas into reality!

We are living in the age of connectivity and that means more things than ever before are right at your fingertips. With one press of the button, one swipe left or right, you can open up new worlds in seconds. We are talking about apps, those little icons on your mobile device.

But at Code Brew Labs we don't just talk about apps, we live and breathe apps. We have assembled a team of the best and brightest minds in software development, marketing, and leadership, giving our clients access to the most cutting-edge technology. You can be rest assured that you are in good hands, as we have years of experience in both Android and iOS app development.

Our goal is to create something you are proud of and that helps your business. Apps can be transcendent and they can also be colossal failures. That's why Code Brew Labs has developed a comprehensive approach to app development that takes the guessing out of the game. We are ecstatic that you are considering doing business with us, so let's get started.

Technology we work with

What to Expect

Mobile app development is serious business. It takes time and patience to create something that works for you and is free of bugs and other issues. Updates are required, but it's important to start with a sound foundation. At Code Brew Labs, we believe in a thorough approach that provides our clients with as much engagement as they request. While our entire team will be developing your app, we will assign a project Manager who will be your main point of contact.

Research & Outreach

A large part of the work Code Brew Labs does is behind the scenes. There will be times when we communicate with the client for hours/days/weeks to get things transparent, that's only because we're intimately involved in the research and strategy making phase. However, before any of that begins, we need to make a checklist of everything you want in your new mobile app.

We will gather information about your company/business and how it works. We will figure out who your users are and how we can attract more through your new app. Audience engagement, research and branding are key in app development and we will conduct focus groups to find out why people should choose your app.

Section 2

Process We Follow

Every app is different, but our tried and tested mobile app development process is designed to ensure that your app is a success. That means it's delivered on time, it's bug-free, and it does everything it's supposed to do. We believe in an agile approach based around iterative design and development, feedback, testing and flexibility are key.

Warm up stage

Step 1
IP Protection
Intellectual Property Protection is step one. We sign mutual Non-Disclosure Agreements so your idea and our techniques are safe.

Step 2
Concept Discussion
You bring us your idea and we will help you in deciding a way to proceed. Long discussions over coffee will help us both reach a better understanding.

Step 3
Consultation
Feedback and revisions are an important part of a project. we are open to answering all your questions and pacifying your fears. We understand just how taxing a project can be.

Step 4
Finalizing Scope
At this point. we'll Start making the actual decisions with you and settling on the work flow of the project. This sets the pitch for the match and now all we have to do is play.

Step 5
Development Plan
Time line agreement, resource allocation, back-end architecture, app architecture, launch strategy and branding strategy. All the boring things down into one strategic plan.

Concept Sketching

1

During this phase we will focus on whether your app is lean and simplistic or an advanced app with all the bells and whistles, we will transform your ideas from concept to completion. Let us make your vision a reality.

Research & Strategies

2

This phase is where your concept will actually start taking shape. By assigning the right resources we will provide a customized approach to every facet of the app building process. We keep you involved in every step of design and development to ensure that you are constantly meeting or exceeding your goals.

Wire-Framing

3

At this stage, we focus on fine-tuning and modifying the user experience. Meeting and exceeding user needs is essential. Wire-framing is one of the highest importance and it is the foundation for providing a successful application development we believe.

User Interface Design

4

After completing the wire-framing, we will have a good idea of how user engagement and screen flow will take place on your specific application. Next, the experts within the UI design team will convert the wireframes into clean and attractive interfaces. The ease and quality of UI design is what steers consumers towards App Store downloads.

Development

Once the user wireframing has been completed, The development team will start coding your application. Server components will be taken into account during the process to streamline development time and to avoid any complications. We encourage you to work side by side with our development team during this phase. You will also be provided with builds during all stages of the process so you can be thoroughly involved in all aspects of the development stage.

Testing

During the development stage, we take a methodical and organized approach to guarantee superior quality and efficiency in the operation of your application.

Submission

Submitting applications to their appropriate stores is the last step in the development process and we will take care of that too. You create the company account on the proper platform and we will handle everything else. Once the app has been submitted, it will be under your full control, unless you subscribe to the Annual Maintenance Service.

Project Strategy

Developing a strategy forms the first step of the Mobile Application. Development Process and integral one as it maps out the entire mechanism upon the foundation idea.

Project Design

Design curation focus on the market trends and in order to help your enterprise with a design that stands firm interface and operation, keeping business expectations at the center of the whole process.

Project Development

Forms the amalgamation of the idea and the design, & is carried out by developers with expertise in relevant platforms and technologies. Through varying iterations, clients are updated about work progress.
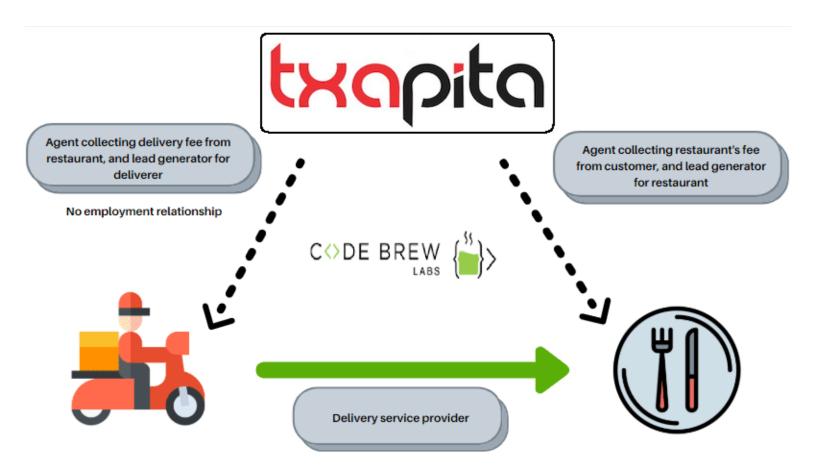
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Section 1: Project Overview

1.1 Project Description

- Client is looking for a technical solution to aggregate customers, Vendors, on the platform wherein customers can place an order request on the platform. Vendors will list the items on the platform and will receive the order request via the platform.

- The items list which includes from which the customers will place the order request to be managed by each vendor on the platform.

- *Note: The client will be providing all required system third-party APIs to integrate with the platform.*

- *Code Brew Labs is already having the pre-built solution developed at their end. The same solution will be provided to the client after changing the color scheme and branding of the application. There will not be any change or customizations in the platform design and in the flow of the application.*

1.2 Stakeholders

- **Customer (iOS, Android & Web):** Customers are the end-users who can view the Vendor listed items on the platform and can place the order request via the platform.

- **Drivers (iOS & Android)** : Drivers will receive the request and will perform the service accordingly.

- **Vendors (Web, ios and android)** : Vendors are the users who are listing products on the platform and receive orders for the same.

- **Administrator (Dispatcher panel) (Web):** Administrator will be able to manage Delivery Drivers, Teams, Task Allocation and Route Optimisation.

- **Super Administrator (Web):** Administrator is the platform owner who will be able to monitor the crucial data, manage users, manage booking requests, transactions and the entire content on the platform.

1.3 Technical Solution

A frontend hybrid mobile application for customers & drivers would be developed. A frontend web panel for vendors & customers would also be developed. Two separate online admin panels will be provided, one will be used to manage dispatches and the other will be used to manage the orders and other involved components.

Phase	Tools/Technology
Designing	● Sketch ● inVision
Frontend Development	● React Native
Backend Development	● LAMP - Linux, Apache, MySQL, and PHP
Testing	● Trello Board (issue tracking) ● Manual testing
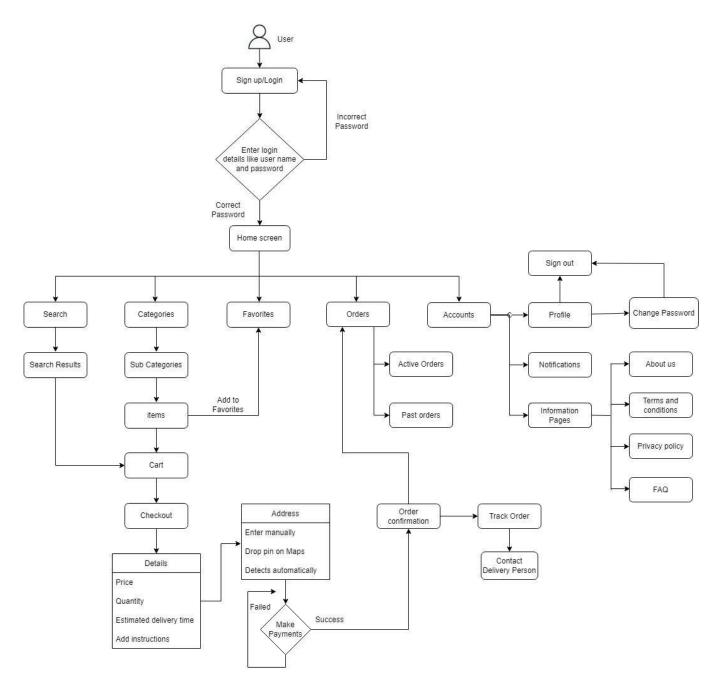
1.4 Client Deliverables

Phase	Deliverables
Research and Feasibility Analysis	● Requirements Document
Development	● DB Architecture ● Backend APIs ● Frontend Apps and Website ● Admin Panel
Testing	● Bug Report ● Test Cases

Section 2: Flow Diagrams
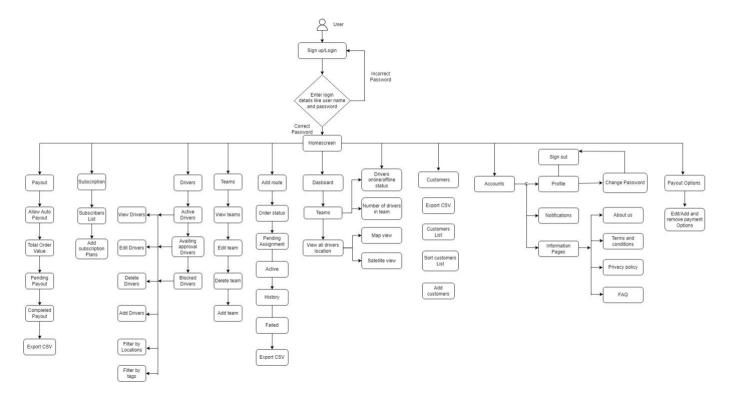
2.1 Ordering user flow

- This work flow explains that users can order items online or over the application and get delivered to their location. First, users need to choose what kind of items they want to order. Users will also be able to choose Vendors. Next, add in your address and payment and submit it.
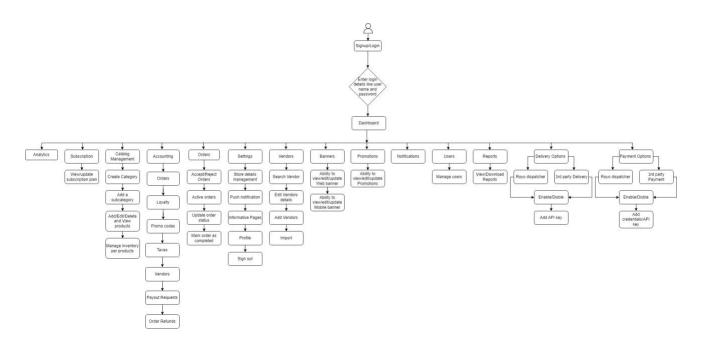
2.2 Dispatcher flow

- The dispatcher panel allows the platform admin and vendors/service providers to manage the delivery/service agents over the platform. This panel controls the agents, their tasks, pricings for the delivery, assignment algorithm, CMS, accounting and other key content to manage the driver application and platform delivery.

2.3 Administrator Flow
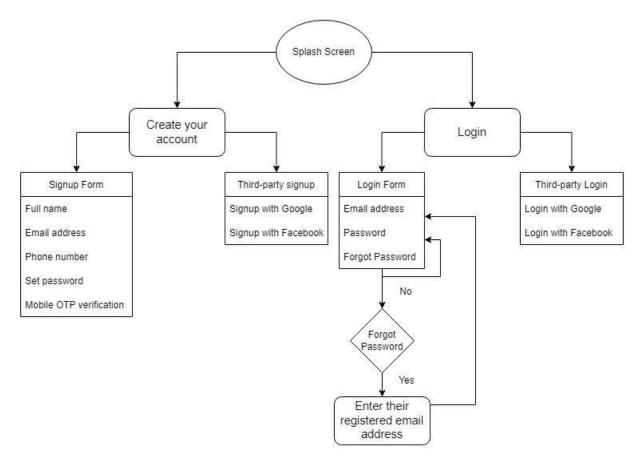
- The Admin logs into the panel. A key component of this platform will be the administrator who will be the platform owner. They will have control over the functions like managing the payment system, content and the bookings. A key concern is making sure the books are accurate and in order to do that the administrator will need to be able to manage the requests and keep track of the financial transactions. The administrator may also be able to edit the content as needed to keep it up to date and relevant and to make sure the information is accurate.

Section 3: Project Scope of Work

3.1 Customer Application (iOS, Android & Web)

- **Create your account:** users will be able to create an account to place an order on the platform and use its various features.

    - Full name

    - Email address

    - Phone number

    - Set password

    - Mobile OTP verification

Login/Signup options

- **Signup/Login with third party service:** Users will be able to sign up with their accounts on the

following platforms.

- ○ Signup with google account

- ○ Signup with facebook

- **Login:** Users will login with their email address and their account password.

  - ○ **Forgot password:** Users will enter their registered email address. Instructions will be sent to the email address about how to change the password with all the required information.

- **Homescreen:** Users will be able to view the various categories available on the platform on the home screen. User will click on an option to view its details.

  - ○ **Banner advertisement:** Users will be shown banner advertisements about products available on the screen. These will be uploaded and managed by the admin.

  - ○ **Display Categories**

    - ■ Food

    - ■ Grocery

    - ■ Supermarket

    - ■ Pharmacy

    - ■ Alcohol

    - ■ Butcharies

- **Search:** users will be able to search by using the following details

  - ○ Product name

  - ○ Vendor name

- **Vendors:** Users will be able to order from Vendors.

  - ○ **Nearby Vendors listing:** Users will be shown a list of all the Vendors available on the platform. Users will click on a listing to view its details. Each listing will have the following details.

- Vendor name

- Average rating

○ **Vendor details:** Users will be able to view the items available at the vendor.

- **Product categories:** Users will be able to view the different categories of products available with the vendor

- **Item listing:** After selecting the category the user will be shown a list of items available in the vendor.

  ● item image

  ● item name

  ● item cost

  ● **Buy now**

  ● Add to favorites

- **View item details**

  ● item name

  ● item image

  ● item description

  ● Add to cart: Items will be added to the user's order cart.

● **Order cart:** All the items added by the user to the cart will be shown in this section.

○ **Delivery address**

- Add new address

  ● Use current location

  ● Search for location

- Street (House , Building, Street number)

- City

- State

- Country

- Pincode

- Address type

    - Home

    - Office

- Item listing: A list of all the items added to the cart.

- Apply promo code

- Amount payable

- Auto redeem and earn loyalty points

- Auto deduct wallet balance against order

- Add special instructions (optional)

- Select payment method:

    - Cash on delivery

    - Credit/Debit card

- **Place order:** the order will be placed.

- **Sort & filter:** User will be provided the following filters and sort parameters.

    - Brands

    - Sort by

        - Price

- Low to high

- High to low

■ Popularity

■ Most purchased

○ Price range

- **Account:** The user will be able to manage their account and order history along with other account details.

  ○ **My Profile:**

    ■ Profile picture

    ■ Email address

    ■ Basic information

      - Full name

      - Email address

      - Phone number

    ■ Change password

    ■ Manage addresses

  ○ **My orders**

    ■ Active order listing

    ■ Past order listing

    ■ Scheduled orders

  ○ **Notifications**

    ■ Order confirmation
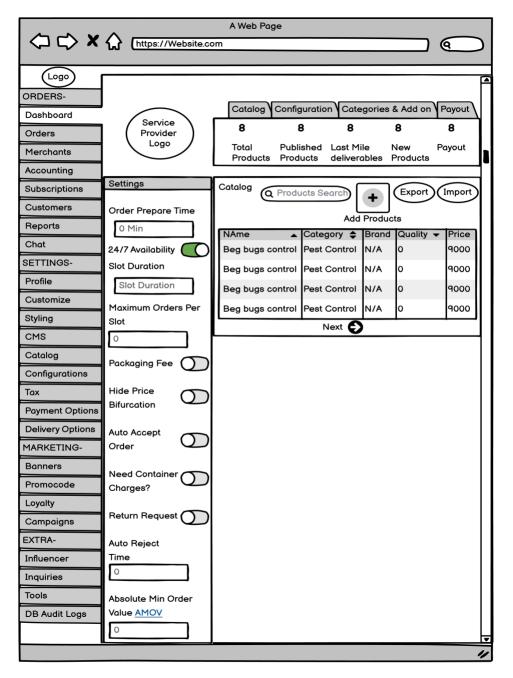
- Promo

- Order updates

- Offers

○ **Wallet:** Users will be able to add money to their wallet. They will be able to use their wallet points to order items on the platform.

- Available balance

- Add money to wallet

- Transaction history

○ **Wishlist:** Users will be able to view what they have added to their wishlist in this section.

○ **About us**

○ **Share app:** Users will be able to share the download link of the application with others.

○ **Settings**

- Currency

  - INR

- Language

  - English

○ **Payment history**

○ **Contact us:** Users will be able to use this section to get in touch with the admin.

- Submit name

- Email address

- Phone number

- Message for the admin

- **Logout**

3.2 Vendor Panel (Web/Android & IOS App)

Vendor/Service Provider Homescreen

- **Login:** Order admin will be able to login to their dashboard from this section.

   ○ Email address

- Password

- **Forgot Password**

  - Ability to reset the forgotten password by providing the registered email address

- **Dashboard**

  - **Dashboard overview:**

    - Pending Orders

    - Active Orders

    - Delivered Orders

    - Canceled Orders

    - Categories

    - Products

    - Banner Promotions

    - Return Requests

  - **Sales analytics**

    - Earnings in the current week

    - Earnings in the previous week

    - Earning target

- **Product management:** Vendors will be able to manage product listing

  - Ability to view and select a category.

  - Ability to view and select a subcategory.

  - Ability to enter a list of all the items based on the category/subcategory selected.

  - Ability to enter/add details related to each item:

- Name

- Image

- Description

- Price

- Vendors will have to define a specific number for each product and in case the quantity of an item goes below that particular number, the vendor will be notified accordingly.

- Once the product goes out of stock it will no longer be visible on the customer frontend application unless the admin updates it.

- Ability to remove items/products from the listing.

- **Orders management:** Vendors will use this section to view new orders and manage upcoming orders.

  - Order listing: Vendors will be able to view a list of all the orders they have received.

  - View order details: Vendors will be able to click on an order and view all of its details.

  - Order status: Vendors will be able to change the status of an order.

- **Profile management:** From this section Vendor will be able to manage their account.

  - **Vendor logo:** Ability to manage the logo

  - **Banner Image :** Ability manage vendor banner image

  - Ability to manage vendor personal details

  - Change password:

    - Old password

    - New password

    - Confirm password

- **Promo code**

  - Ability to see promo code listing added by the platform

- **Loyalty card**

  - Ability to see loyalty card listing added by the platform

3.3 Drivers/Agent Mobile Application (iOS & Android)

Agents/Drivers Mobile Application home screen

- **Splash screen:** The agent will be shown a 2-3 second splash screen with the logo of the application.

- **Short code:** Agents will enter the short code of their company. This will connect the agent's application with their respective organization.

  - **Confirmation:** The agent will be shown the name of their organization based on their short code. The agent will confirm the name in order to move forward.

- **Enter phone number:** The agent will enter their registered phone number. Agent accounts will be created by the admin and the details will be provided to the agent by the admin.

    - **OTP:** An OTP will be sent to the agent to verify the login.

- **Status:** Agents will be able to toggle their status between available and unavailable.

    - Available

    - Unavailable

- **Aggregation**

    - Ability to receive and view real-time job requests.

    - Ability to view job details.

    - Ability to accept or reject job requests.

    - Ability to provide a reason for rejection.

- **Task listing:** Agents will be able to view the Tasks that have been assigned to them by the admin.

    - **Task Sorting**

        - Today's Tasks

        - All Tasks

    - **Task details:** Each task will be shown along with the following details to the task.

        - Task Address

        - Date and Time

        - Task Type

        - Sub tasks: if subtasks are added along with a task they will be shown along with the main task in the listing.

        - Location on Map: Agent will be shown the location on a map.
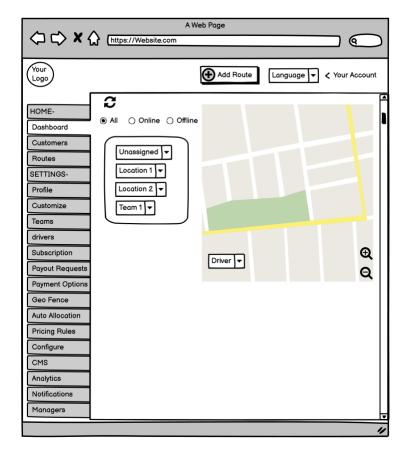
- **Task actions:** Agents will be able to perform the following actions on a task.

    - **Start task:** this will start the task, USer will be able to open the navigation in the default navigation application on the device i.e. Google maps on android and apple maps on iOS.

        - **Notification:** A notification will be sent to the customer.

        - **Contact customer:** Agent will be able to call or message the customer. The call will be through the agent's cellular network and normal call charges will apply.

    - **Mark as complete:** Agent will be able to mark a task as complete. Admin will be able to make uploading proof necessary in order mark the task as completed.

- **Notifications**

    - Ability to get real-time push notifications:

        - Task request

        - Task details

        - Cancellations

- **Others (Side Menu)**

    - **Profile:**

        - **View profile -** Drivers will have the ability to view the profile from this section where they can view the details like name, address, email ID, contact number, etc.

- **Sign out** - Ability to sign out of the application.

3.4 Dispatcher Admin Panel (Web)

Dispatcher Admin Panel

- **Login:** Customers will use this panel to login to their Royo dispatcher admin account. These login details will be provided to the client by Code brew Labs.

    - **Email Address:** user will enter their registered email address.

    - **Password:** User will enter their password. Users will be able to change the default password from their account settings after their initial login.

        - **Remember me:** Users will select this option if they want to keep their account logged in even after they close the browser. Users will be able to change this from the login screen.

- **Feature Menu (Navigation):** After a successful login, The user will be able to view the side menu and all the options available in the platform can be accessed from the side menu. Users will be able to navigate to all the components of the platform from the side menu.

- *Dashboard*

- *Customers*

- *Tasks*

- *Profile*

- *Customize*

- *Teams*

- *Agents*

- *Geo-Fence*

- *Auto allocation*

- *Pricing rules*

- *Configure*

- *Analytics*

- *Notifications*

- **Dashboard:** Admin will be able to view the overall teams and their drivers on the dashboard.

  - **Team Listing:** Admin will be able to view the list of teams they have created on the platform.

    - **Driver listing:** Admin will be able to view the drivers assigned to each team.

      - **Task:** Admin will be able to view and overview of the tasks assigned to each driver.

        - **Change task priority:** Admin will be able to change the ranking of a task in a driver's task list.

      - **Online Drivers:** Admin will be able to view the number of drivers online in a team.

- **Offline Drivers**

- **Map View:** Admin will be able to click on a task and view the current location of the assigned driver, The pickup location and the route for the driver. Admin will be able to view the live location of the driver as they are in the process of picking up the item.

  - **Select date:** Admin will be able to select a date and will be able to view the task location on the map.

  - **Teams:** Admin will be able to select a team and will be able to view the tasks assigned to that team on a specific date.

  - **Task listing:** Admin will be able to view the task location on map based on the task type

    - All tasks

    - Assigned

    - Unassigned

    - Completed

    - Failed

- **Customers:** In this section admin will be able to view their existing customers, manage their data and add new customers to the platform.

  - **Add new customers:** Admin will be able to add new customers to the platform.

    - Full name

    - Email address

    - Phone Number

    - Address

      - Location

      - Email address

- Phone number

■ **Add Additional address:** Admin will be able to add multiple addresses to the same customer.

○ **Customer listing:** Admin will be able to view the list of existing customers. Each customer will have the following details.

■ Full name

■ Email address

■ Phone Number

○ **Status:** Admin will be able to enable or disable a customer. Admin will not be able to assign a task from a disabled customer.

○ **Edit Customer details:** Admin will be able to edit the details of a customer.

○ **Delete Customer:** Admin will be able to delete the customer.

- **Tasks:** Admin will be able to create pickup and delivery tasks for the customers and assign drivers to each task from this section.

○ **Add task:** Admin will be able to create a new task from this section.

■ **Task Date:** Admin will be able to select the date on which the task needs to be done.

- Now

- **Schedule:** A future date will be assigned to the task by the admin.

■ **Customer:** Admin will select the customer for whom this task is being done.

- **Search customer:** Admin will be able to search for the customer from the list of existing customers.

- **Add a new customer:** Admin will be able to add a new customer.

■ **Task type:** Admin will be able to mark what type of task this is.

- Pick up

- Drop off

- Appointment

■ **Address:**

- **Select existing:** If the admin selects an existing customer they can select the address which has been saved with the customer's details.

- **Add new address:** Admin will be able to add a new address.

  ○ Location

  ○ Post code

  ○ Email address

  ○ Phone number

  ○ Task barcode

  ○ Quantity

- **Add sub task:** Admin will be able to add sub tasks to a task. Driver would have to complete all the sub tasks in a task to mark it as completed.

- **Meta Data:** Admin will be able to add additional details of the task.

  ○ **Task description:** Admin will be able to add a text based description of the task.

  ○ **Add Image:** Admin will be able to add an image of the package or the location.

- **Allocation:** Admin will be able to select who this task will be assigned to.

  ○ **Unassigned:** The task will be created but it will not be assigned to a driver.

  ○ **Auto allocation:** Admin will be able to auto allocate the task.

- - - Select team

    - Select Driver

  - **Manual Allocation:** Admin will be able to view a list of all the drivers on the platform and assign the task to any driver.

  - **Cash to be collected:** Admin will add how much cash does the driver have to collect from the customer.

- **Task listing:** Admin will be able to view all the tasks created on the platform.

  - Customer name

  - Phone number

  - Assigned Driver

  - Due time

  - Tasks

  - **Tracking URL:** Each task will have an auto generated tracking URL. This URL can be shared with the customer so they can track the driver and the status of their task.

  - **Task Proof:** A task proof will be uploaded by the driver when the task is completed.

  - **Pricing:** Admin will be able to view the pricing of the task.

- **Edit task**

- **Delete Task**

- **Task Sorting:** Admin will be able to sort tasks based on the below mentioned criteria.

  - **Pending allocation:** Tasks which have been created but have not been assigned to any driver yet.

  - **Active:** Tasks which are currently being completed by the assigned driver.

  - **History:** All the tasks that have been completed by the drivers.

- **Failed:** Tasks which have been marked as failed by the driver.

- **Organization Profile:** From this section admin will be able to manage and view their company and their royo dispatcher profile.

  - **Upload logo:** Admin will be able to upload the logo which will be shown on their organization admin panel.

  - **Organization Short code:** Drivers will enter this short code in their mobile application to be associated with this specific organization.

  - **Driver application Download link:** Admin will be able to view the download link to the drivers mobile application.

    - Google play store

    - Apple App-Store

  - **Organization Profile Details**

    - Owner name

    - Email address

    - Contact Number

    - Company address

    - Company name

    - Country

    - Timezone

  - **Change password:** Admin will be able to change their account login password from this section.

    - Old password

    - New Password

    - Confirm Password

- **Customize:** Admin will be able to customize their platform settings from this section of the royo dispatcher panel.

  - **Theme:** Admin will be able to select the color theme for the platform.

    - Light theme

    - Dark theme

  - **Address:** Choose between my addresses and all addresses.

  - **Nomenclature:** Admin will be able to define and update the nomenclature for their platform and customize it according to their needs.

    - **Agent name:** Admin will be able to select what agents will be defined as on their platform e.g. Drivers, Delivery Wizards, Contractors etc.

    - **Currency:** Admin will select the currency which will be shown on the platform. This will be for on the platform visual purposes only and on platform payment currency will depend on the payment gateway and not this option.

    - **Measurement units:** Admin will be able to select if they want to calculate measurements in Metric or imperial units.

  - **Date & Time:** View and update the date and time format settings for the platform.

    - Date Format

    - Time Format

  - **CMS Pages:** Admin will be able to manage the details on the CMS pages.

    - Terms and conditions

    - Privacy policy

  - **Task completion Proof:** Admin will be able to manage and set the task completion proof that is required from the agent when they mark a task as complete.

    - **Task type:** Admin will be able to manage the task completion proof for each task type separately.

- Pickup

- Drop

- Appointment

■ **Proof type:** The type of proof that is required from the agent.

- Image

- Signature

- Notes

- Barcode

■ **Status:**

- Enable/Disable

- Required: if a proof is marked as required it will be made mandatory and the task cannot be completed until this proof is uploaded.

- **Teams:** Admin will be able to manage and create agent teams from this section. Admin will be able to categorize different types of agents into individual teams.

  - **Add team:** Admin will be able to create a team from this section.

    ■ **Team name**

    ■ **Location accuracy:** Admin will be able to select how accurate they want the agent's location to be on a map. The higher the level of accuracy, the more time it will take to load the location.

    ■ **Location Frequency:** Admin will be able to select the time interval in which the driver's location will be refreshed.

    ■ **Team Tag:** Admin will be able to set a team tag for the team. Admin will be able to use this search team on the platform.

  - **Team Listing:** Admin will be able to view a list of all the teams added on the platform.

- Team name

- Location accuracy

- Location frequency

- Team Strength

- Team Tag

- ○ **Manage teams**

- Edit team details

- Delete team

- ○ **View team details:** Admin will click on a team to view a list of all the agents added to the team.

- **Agents:** In this section admin will be able to add new and manage their existing agents on the platform.

- ○ **Add new Agent**

- Upload profile picture

- Agent name

- Contact number

- Agent type

- Employee

- Freelancer

- **Assign Team:** Admin will be able to assign the agent to one of the teams.

- **Transport type:** admin will select what type of transport is the agent going to use for their job i.e. Nothing, Light vehicle, heavy vehicle.

- **Driver tag:** Admin will add atag to the agent so they can search for them on the

platform.

- **Transport vehicle details**

  - Year

  - Make

  - Model

- **UID:** Admin can assign a unique UID for every agent.

- License plate number

- Vehicle color

- **Agent listing:** Admin will be able to view a list of all the existing agents on the platform.

  - UID

  - Profile picture

  - Full name

  - Phone number

  - Employment type

  - Team name

  - Vehicle type

  - Cash collected

  - Order earning

  - Total received

  - Total pay

  - Final balance

- **Pay/Receive:** Admin will be able to add details of the payment they have given to the agent

and the payments they have received from the agent.

- ○ **Action**
  - ■ Edit account details
  - ■ Delete Account

- **Geo fences:** Admin will be able to create geo fences from this section. Geo fences will be used to make sure agents in each geofence get relevant orders.

  - ○ **Add Geofence**
    - ■ Geofence name
    - ■ Description
    - ■ Team: Admin will be able to assign a team to a specific geofence.
    - ■ Select agents: Admin will be able to select specific agents from a team to a specific geofence.
    - ■ **Create geofence:** Admin will be able to create a geofence. Admin will be able to draw a geofence over the map and change its shape dynamically.

  - ○ **Geofence listing:** Admin will be able to view a list of all the existing geo fences.
    - ■ Edit geofence
    - ■ Delete Geofence

  - ○ **Map View:** Admin will be able to view an overview of all the geofences on a map.

- **Auto allocation management:** Admin will be able to manage how tasks are assigned to agents and how new tasks are managed.

  - ○ **Acknowledge Type:**
    - ■ **Acknowledge:** Agents will be able to view the new task and acknowledge it. They will not be able to reject the task.
    - ■ **Accept/Reject:** Agent will be able to view the task details and then decide if they

want to accept or reject the assigned task.

- **None:** Task will be assigned to the agent without their consent.

- **Auto allocation management**

  - Enable/Disable

    - Automatically assign tasks to agents.

    - Self assign

  - Select number of retries

  - Start allocation before

  - Request expire in (Time)

  - Maximum tasks per agent

  - **Maximum radius:** The maximum radius from which an agent will receive their tasks.

  - **Maximum cash in hand per agent:** the maximum cash an agent can collect, When the amount is reached the agent has to hand over the cash to the admin.

  - **Task allocation method:**

    - One by One: Allocation will be done in a queue.

    - Batchwise: Allocation will be done in distance wise batches.

    - Round robin: Allocation will be done in round robin format.

- **Pricing rules:** Admin will be able to manage the pricing rules on the platform.

  - **Pricing rule priority**

    - Driver tag

    - Team tag

    - Geo fence

- Team ID

- **Add new pricing rules**

  - Pricing rule name

  - Base price

  - Base duration in minutes

  - Base distance

  - Duration price per minute

  - Distance fee

  - Cancellation fee

  - Agent commission percentage

  - Agent commision fixed

  - Freelancer commission percentage

  - Freelancer commission fixed

- **Pricing rule listing**

  - Name

  - Base price

  - Base duration

  - Base distance

  - Base waiting

- **Pricing rule management**

  - Edit pricing rules

  - Delete Pricing rules

- **Configure:** Admin will be able to configure components like the Map and SMS based messaging from this section.

  - **Map Configuration**

    - **Map Type:** Admin will be able to select the Map service they want to use in the application. (By default only Google Maps is available in the platform)

    - **API Key:** Admin will enter the API key provided by their map service provider.

  - **SMS Configuration**

    - **Service provider:** Admin will select the SMS gateway they want to use in the platform (By default only Twilio is available in the platform).

    - **Number:** This will be provided by the SMS service provider.

    - API Key

    - API Secret

  - **Personal access token:** Admin will be able to create API access tokens, This will let the admin connect to the platform API.

    - V1 API Access token

    - V2 API Keys

      - Generate: Admin will be able to generate an API key.

  - **Email Setup:** Admin will be able to set up their SMTP server from this section. All the below details will be provided by the email service provider.

    - Host URL

    - Port

    - Encryption

    - Username

    - Password

- **Form address**

- **Analytics:** Admin will be able to view the analytics for the platform, This section will let the admin have a quick overview of their platform and its day to day metrics.

  - **Overview**

    - Platform Earning

    - Agents Earning

    - Total number of orders for the day

    - Active Agents available

  - **Birds Eye View:** Admin will be able to view the current location of the agents on a map.

  - **Overtime earning and orders graph:** Admin will be able to view a graph based on the overtime number of orders and the net earning on the platform.

  - **Agent overview**

    - Agent listing

      - Cash in Hand

      - Contact number

      - Type

        - Employee

        - Freelancer

  - **Customer Overview**

    - Customer listing

      - Member since

      - Total spent
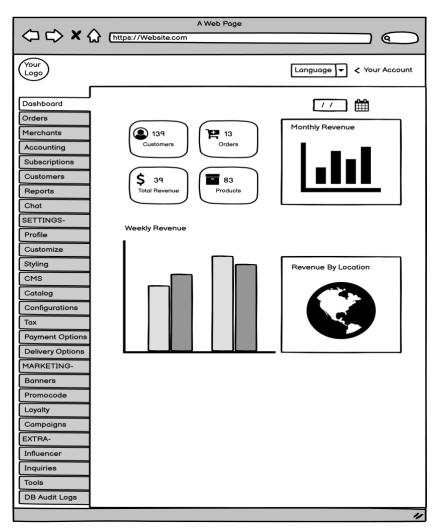
- Phone number

- Total orders placed

- **Notification management:** Admin will be able to send custom emails and SMS messages to the customers, Admin will be able to edit each notification based.

  - **Notification types**

    - Pickup Notifications

    - Drop Off Notifications

    - Appointment Notifications

  - **Event types**

    - Agent started

    - Agent Arrived

    - Successful

    - Failed

  - **End user type**

    - Customer

    - Recipient

  - **Communication type:** user can enable or disable the notification for each communication type and end user.

    - SMS

    - Email

  - **Edit Message:** Admin will be able to edit the message sent for each notification.

    - Tags: Admin will be able to use tags to insert dynamic details like agent name and contact number in the message. Tags will be provided by the platform.

- **Logout:** This will terminate the user's current session and take them to the login screen.

3.5 Super Admin Panel (Web)

Admin Panel Home Screen

- **Login:** admin will be able to login to their dashboard from this section.

   - Email address

   - Password

   - Remember me: Users can use this option to be logged in even after they close the website.

- **Forgot Password**

- Ability to reset the forgotten password by providing the registered email address

- **Dashboard**

  - **Dashboard overview:**

    - Total revenue

    - Total number of orders

    - Number of stores

    - Sellers

  - **Sales analytics**

    - Earnings in the current week

    - Earnings in the previous week

    - Earning target

  - **History overview**

    - Transaction history

    - Recent products

- **Orders management:** Admin will use this section to view new orders and manage upcoming orders.

  - Order listing: Admin will be able to view a list of all the orders they have received.

  - View order details: Admin will be able to click on an order and view all of its details.

  - Order status: Admin will be able to change the status of an order.

  - Edit order details

  - Delete Order: Admin will be able to delete an order from the list.

- **Vendor management:** Admin will be able to manage and create vendors from this section.

- ○ **Vendor listing:** admin will be able to view a list of vendors they have added to the platform.

  - ■ Vendor icon

  - ■ Vendor name

  - ■ Address

  - ■ Category management access

  - ■ Commision percentage

  - ■ Commision fixed per order

  - ■ Commision monthly

  - ■ Number of products

  - ■ Number of orders

  - ■ Active orders

- ○ Delete Vendor

- ○ Add vendor

  - ■ Add icon

  - ■ Vendor banner image

  - ■ Vendor name

  - ■ Address

  - ■ Description

- ○ **Import vendors:** Admin will be able to add vendors to the platform. Vendor will be uploaded in a CSV file.

- ● **Customer management:** Admin will be able to manage their customers from this section.

  - ○ Customer listing: admin will be able to view a list of all the registered customers in this

section.

- Customer image

- Full name

- Login type: Admin will be able to view what method the customer has used for login.

- Customer email address

- Phone number

- Number of orders placed

- Number of active orders

- Account status

  - Enabled

  - Disabled

- Edit account details

- Delete account

- **Add Customer:** Admin will be able to create a customer account from the admin panel and provide login details to the customer.

- **Profile management:** From this section admin will be able to manage their account.

  - **Platform logo:** admin will be able to add a custom logo.

  - **Short code:** admin will be shown the short code for their platform. When a customer installs the application they have to enter this code to view the products added by the specific vendor.

  - **Application download links:** admin will be able to view the download links of the application. Both links for apple app store and google play store will be provided.

  - **Manage admin profile details:**

- Full name

- Email address

- Contact number

- Company address

- Company name

- Country

- Timezone

○ Change password:

- Old password

- New password

- Confirm password

- **Customize platform:** admin will be able to customize the below mentioned components of the platform.

  ○ **Manage theme**

    - Admin panel theme

      - Light theme

      - Dark theme

    - Primary color

    - Secondary color

  ○ **Date and time**

    - Select date format

    - Select time format

- ○ **Nomenclature**

  - ■ Select primary language

  - ■ Additional language names

  - ■ Primary currency

  - ■ Additional currency name

- ○ **Add custom domain**

  - ■ Enter custom domain URL

- ○ **Select website template:** admin will be able to select the web template theme from the list of available templates. Initially, only one template is available.

- ○ **Select application template:** admin will be able to select the application template theme from the list of available templates. Initially, only one template is available.

- ● **Application styling:** Admin will be able to manage the basic styling components of the application from this section.

  - ○ Select font style

  - ○ Color picker

  - ○ Select tab bar style

  - ○ **Home page style:** admin will select the home page style from a list of available styles.

- ● **Configure platform:** Admin will use this section to configure the various components and settings of the platform.

  - ○ **Hyper local:** Enable location based visibility of Vendors and set the Default Location.

    - ■ Status

      - ● Enable

      - ● Disable

- Set default location for hyper local services

- Status

  - Enable

  - Disable

- **Social logins**

  - Facebook login settings

  - Google login settings

  - Apple login settings

- **Map configuration**

  - Select Map provider

  - API key

- **SMS Configuration**

  - Select SMS provider

  - SMS from

  - API key

  - API secret

- **Mail configuration**

  - Mail type

  - Mail driver

  - Mail host

  - Mail port

  - Mail username

- Mail password

- Mail encryption

- Mail from

  ○ **User authentication**

    - Verify email

    - Verify phone

- **Manage banner advertisement:** from this section admin can manage the banner advertisements.

  ○ **Banner list:** admin will be able to view the list of banner advertisements already added to the platform.

  ○ **Add new banner image**

    - Upload banner image

    - Add banner image name

    - Status

      - Enable

      - Disable

    - Banner start date

    - Banner end date

    - Assign to

      - Category

      - Vendor

- **Catalog management**

  ○ **Category management:** admin will be able to add and manage existing categories

- View category listing

- **Drag & Drop:** Drag & drop Categories to make child parent relations.

  - Edit category

  - Delete category

- Add new category

  - **Variant management**

    - View existing variant listing

    - Add new variants

  - **Manage brands**

    - View list of existing brands

    - Add new brand

- **Tax management**

  - Add new tax category

  - View tax category listing

  - Manage tax rate

    - View existing tax rates

    - Add new tax rates

- **Payment option management**

  - **Cash on delivery**

    - Enable

    - Disable

  - **Paypal**

- Status

  - Enable

  - Disable

- Username

- Password

- Signature

- **Stripe**

  - API Key

- **Promo code management**

  - Promo code listing

  - Add new promo codes

- **Loyalty card management**

  - Loyalty card listing

    - View added loyalty card list

      - Admin will able to Enable & disable Loyalty card

      - Admin will able to Edit Loyalty card

      - Admin will able to remove Loyalty card

    - Redemption Value

      - Admin will able to Enable/Disable redemption Value

      - Admin will able to change redemption Value

    - Add new loyalty card

      - Upload Image of Loyalty card

- Name

- Min. Points to reach this level

- Add Description

- Earnings Per Order

- **Notifications**

  - Ability to receive notifications for

    - New registration

    - Orders

    - Profile approval notifications

  - Ability to send push notifications to different stakeholders

- **Sign out**

  - Ability to sign out of the platform

3.6 Customization Requirements

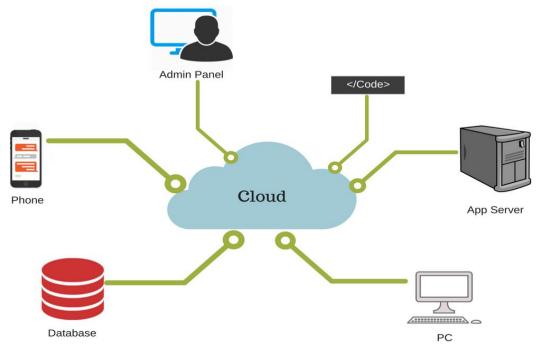| Features |
| --- |
| **Advertisement:**

• Ability with the vendor to enroll for the advertisement plan

• Ability to choose the duration for which they want to advertise

• Ability to submit the banner for the advertisement

   ○ Choose preferred time from the list of available slots

   ○ Make payment

• Ability to view the current status of the banner advertisement

• Ability to renew the advertisement plan

• Ability to change the banner advertisement

• Ability to view active advertisement

• Ability to view banner history |
| **Payment gateway API integration**

• Additional payment gateway will be integrated into the platform

   ○ Mozambique bank payment gateway

• The client will provide the 3rd party API for the integration |

3.7 Non-Functional Requirements

3.7.1 Cloud Architecture

3.7.2 Security Protocols

The application must implement some of the core security features that will provide secure aspects:

- Our back end will hold personal information - so it requires using the Secured Socket Layer, enabled by SSL certificates. They provide a secure, encrypted connection between your visitors and your site.

- Tokenization may be used to minimize exposure of sensitive data such as Bank accounts, Driver's License, Digital Signatures, and financial statements.

- Post API methodology, it provides medium restrictions and wraps the data more secretly so that no outer world entity can access the data.

- Real-Time Tracking Sockets can be used to decrease the load on the application, App does not have to call API each time. Once it is called the connection has been made.

- User-granted permissions to restrict access to system features and user data.

- Using a managed DNS service can improve your network and website performance and provide additional security.

- The Android Application Sandbox, which isolates your app data and code execution from other apps (in pre-defined cases).

- An application framework with robust implementations of common security functionality such as cryptography, permissions, and secure IPC.
- Third-party apps are signed by the developer using a Java-issued certificate. This ensures that apps haven't been tampered with or altered. Additionally, runtime checks are made to ensure that an app hasn't become untrusted since it was last used.
- Android provides a secure, encrypted keychain for storing digital identities, usernames, and passwords. Keychain data is partitioned so that credentials stored by third-party apps cannot be accessed by apps with a different identity.
- Database backup solution providing daily-based backups.

3.7.3 Privacy Requirements

There are safety/ privacy concerns regarding the user's safety and privacy. To protect user's online privacy, we'll limit what we collect during the signup process, and what we'll make public on the website. We won't sell or rent account information to anyone. Also there will be Terms of use of the product, that the user should accept during the signup process.

3.7.4 Software Quality Attributes

The primary attribute of this application will be usability given the large amounts of data and information that will be presented on different screen layouts, as well as the user's ability to input data into the browser/ device in a reasonable manner that should not be that much more difficult than if they were at an actual computer. As usability is hard to quantify, substantial user testing will

be needed and feedback gathered in order to determine if the application can generally be considered usable.

Because this project will run on different platforms/ mobile devices, portability is also important. We don't want it to take up so much space or be too slow causing the users to not be able to fit it on the app.

The success criteria for the project will be analyzed separately for all the modules. Success criteria for a simple programming environment is easy to use and user-friendly. All use the features of the behavior of the platform prepared by asking a series of activities to do with this behavior from users will be analyzed in the context of platform-user interaction. There are also many different resolutions for Android devices. The website version will be responsive, thus providing adjustment for different devices and layout.

3.7.5 Database Requirements

The information used in the LAMP back end based mobile application can be stored in an existing server AWS, with MySQL being the database system. On the server-side (backend) – there will be Linux, Apache, MySQL and PHP.

The data used must be consistent with the server application so they can be used together. While the user's data on the application end will be stored in shared preferences.

Section 4: Project Team

4.1 Team Structure

Team	Role
Project Manager	SPOC, manage the entire project from scoping to delivery
Application Architect	Design the Application layout and flow
Designer	Wireframing and branding
App Developer	Dedicatedly working on front end mobile app
Backend Developer	Building the entire backend and integrating each touchpoint component
QA (testing)	Testing and Bug fixing

4.2 Client-Team Collaboration

Our work methodology focuses on an effective agile development framework, which we have named 'Rapid Agile', as it combines the best practices from Extreme app programming, Kanban, Lean, SCRUM and inculcates all the requisites, the success of which is visible in our results.

You can interface directly with the developers whenever needed. Following interfacing tools can be used for communication:

- Skype - for chat/calls
- Basecamp/Asana - For Updates/Feedbacks exchange
- Email - For addressing the whole team or escalations
- The team may participate in a daily scrum meeting which is an internal meeting held every day by the project manager.

4.3 Escalation Matrix

Management Levels	Role	Triggers When
Level 1	Project Manager	● Initial User enquiries and general questions ● Common issues and bugs ● Server Setup Issues ● Resource unavailability or planning issues ● Development Process Issues ● Delays in Delivery of the modules ● Communication Issues
Level 2	Senior Project Manager	● Timeline Issues ● Development and Technical Issues ● Payments Issues ● Delays in Delivery of the modules ● Communication Issues
Level 3	Delivery Manager	● Project Risk and Project Control ● Software bugs, defects and code related issues ● Feature requests on enhancement ● Delays in Delivery of the modules ● Communication Issues
Level 4	CSM Team	● Issues escalated from Level 3 will be addressed to the CSM team. CSM team will be directly reporting to CEO office regarding the team performance and keeps the client and team addressed about the issues
Level 5	Delivery Head	● Issues escalated from Level 4 and in case CSM team is not able to handle the issue, delivery manager will be introduced to the client for delays, communication issues, technical guidance, features perspective, payments and critical situations
Level 6	CEO	● Highest Level Escalation regarding the queries or issues in case it does not get solved in the previous levels

Section 5: Project Timeline

The solution will be delivered in **6 to 10 weeks.**

Section 6: Project Cost and Conditions

6.1 Project Cost

The solution's total cost would be **USD 45,000.**

Note: Code Brew is offering a complimentary six months bug fixing and maintenance support for any issues in the current scope of the project.

6.2 Project Milestones and Payment Terms

The total cost for the solution is **USD 45,000.** The payment schedule with project milestones is as follows

Project Deliverables	Amount Payable (USD)
Kick-Off Payment	10,000
First prototype submitted (This would cover 20-30% of the progress)	10,000
Second prototype submitted (This would cover 30-60% of the progress)	10,000
Final prototype submitted (Upon 60-90% completion of functional prototype)	3,000
On UAT sign off and when the platform is ready to be submitted/deployed	2,500

*Please Note:

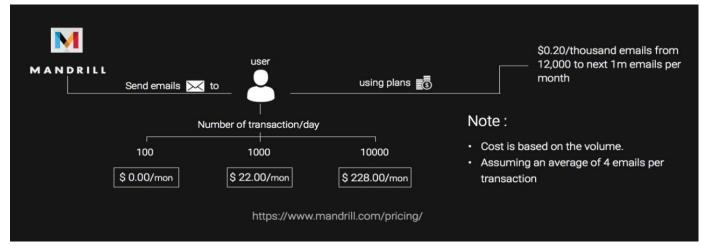*1. Taxes & Transaction fees would be applicable separately.*

2. If a milestone payment (except Milestone 1) is to be paid through Stripe, then an additional 3.6% of the milestone amount will be applicable and payable as a transaction fee by the client. Upfront and all milestone payments will be non-refundable.

6.3   Third Party/Overhead Costs

6.3.1   Automated Email Service Provider

For sending user-specific or bulk automated emails to users.

6.3.2   Running cloud server:

The platform would need cloud server access, preferably AWS. AWS provides a free-tier plan:
https://aws.amazon.com/free/

AWS Costing depends on the resources taken, depending on the traffic that platforms receive. In the future for 10k users per month, the pricing may remain under $2-300 per month. If you plan an event that would get a lot of users in a very short time then we can scale the AWS resources for that accordingly.

Scalability and Monitoring:

AWS has inbuilt monitoring tools, database, and storage solutions that relieve us of Performance management. We will only have to take care of computation performance which we can monitor from the AWS panel.

6.3.3   Apple developer Program Membership:

https://developer.apple.com/programs/enroll/

Once your enrollment information has been verified and you have agreed to the associated program license agreement, you can purchase your membership.

Pricing: The Apple Developer Program annual fee is 99 USD and the Apple Developer Enterprise

Program annual fee is 299 USD, in local currency where available. It is suggested that you buy the Enterprise program.

6.3.4 Google Play Console Access:

Pay a USD 25 registration fee using Google payments. If you don't have a Google payments account, you can quickly set one up during the process of signing up on the google play console: https://play.google.com/apps/publish/signup/

Section 7: Project Terms

7.1 Testing

Testing will be performed sprint-wise based on the mentioned dates on Project Plan shared with the client.

Sprint wise testing includes:

- <u>User Interface testing</u>: The test resource is responsible to compare front-end UI with approved/client-provided designs/wireframes.
- <u>Usability Testing</u>: On completion of sprint-wise deliverables and approval of the app by the client on a staging server, QC resource will perform a complete app review, with going about a set of test plans. All stakeholders would be involved in this process, namely: UI/UX Designer, Developer, Client, the alien user to the platform to judge the usability.
- The application will be tested on the following devices:
  Android & iOS devices.

7.2 Acceptance Testing

The client will make sure that the scope defined above has been delivered and the apps are working well on all his devices.

Deployment/Delivery:

The application will be deployed on the App/Play store. Code Brew Labs will provide all guidance and submit the app to the stores on behalf of the client team.

All Source code will be handed over to the client team, and in addition, Code Documentation will be supplied, which will include classification of code structure, third-party libraries integration approach, while comments would be implicit in source code. The client will own and have access to all relevant files including signing certificates & server key files.

7.3 Terms and Conditions

7.3.1 Engagement

Code Brew Labs agrees to act as an Independent Contractor and the Client agrees to retain the services of Code Brew Labs from the Effective Date according to the terms and conditions

contained in this Contract. Change in orders may be made and additional tasks may be added to the Project during the term of this Contract upon mutual written agreement of Code Brew Labs and the Client. No changes or additions may be implemented or acted upon by Code Brew Labs unless agreed to in writing before the incurring of any additional cost or impact on the schedule.

7.3.2 Scope Control

Change requests - All subsequent change requests/approvals given during project delivery shall be read as a part of the contract. All change requests will either be entertained before development kicks off or after the UAT sign-off is done.
For change requests, the project manager and the business manager would be involved in drafting the detailed changes in scope and budget, accordingly.

7.3.3 Commercially Reasonable Efforts

During rendering services according to this Agreement, Code Brew Labs agrees to devote its commercially reasonable efforts to the performance of its duties and responsibilities under this Contract. The Client agrees to devote its commercially reasonable efforts to support the activities of Code Brew Labs in any reasonable technical, administrative and commercial way to provide Code Brew Labs with documentation, statements, and credentials available to the Client which shall allow Code Brew Labs to perform its duties and responsibilities hereunder.

7.3.4 Independent Contractor

Code Brew Labs' relationship with the Client is that of an independent contractor, and nothing in this Contract shall be construed to create a joint partnership, joint venture, or employer-employee relationship. Code Brew Labs is not an agent of the Client and it is not authorized to make any representation, contact, or commitment on behalf of the Client unless specifically requested or authorized to do so in writing by the Client. Code Brew Labs will under no circumstances perform duties for the Client not related to the work assigned explicitly to the Code Brew Labs under this Contract. Code Brew Labs acknowledges that the Client intends not to withhold any federal income tax, state income tax, social security tax or state disability insurance tax from amounts to be paid to Code Brew Labs under this Contract. Code Brew Labs further acknowledges that the Client will not pay any social security or federal or state unemployment on Code Brew Labs' behalf, and will not cover Code Brew Labs or any of its employees under any worker's compensation insurance, unemployment insurance, retirement plan, health care plan, disability or life insurance plan or any other benefit plan which the Client provides for its employees. Code Brew Labs shall

carry, at the expense of Code Brew Labs, appropriate worker's compensation and liability insurance to cover Code Brew Labs, its employees, and the performance of the obligations in this Contract.

7.3.5 Payments

The Client agrees to pay Code Brew Labs the Fixed Price, and the Code Brew Labs agrees to accept the same as full compensation for the Services of Code Brew Labs hereunder as per the scope described above and the terms & conditions mentioned in the contract. Payment under this Contract shall be made upon presentation by Code Brew Labs and receipt by the Client of an invoice and will be due as per the payment terms defined in the "Payment Terms" section of the Contract Summary.

The Client shall also reimburse Code Brew Labs for all reasonable travel and travel-related expenses incurred by Code Brew Labs as a result of travel requested in writing by the Client. The Client will be responsible for and agrees to promptly pay all taxes of any kind (including but not limited to sales, export, and use taxes) associated with this Contract or the Client's receipt of the Services on submission of an itemized expense report by Code Brew Labs on company's format and original receipts for expenses incurred, except for taxes based on Code Brew Labs' income.

7.3.6 Confidentiality, Non-Disclosure, Title, and Property Rights

Both Parties agree and acknowledge that in the course of performing their duties hereunder, they shall have access to, and shall be entrusted with detailed confidential information, Intellectual Property information, patents, and trade secrets concerning the business, plans, or financial affairs of the other Party and the present and contemplated Products, techniques and other services evolved or used by such other Party and agree that the disclosure of any such confidential information to competitors of the other Party or the general public would be highly detrimental to the best interests of such other Party. Either Party acknowledges and agrees that the right to maintain the confidentiality of such confidential information, Intellectual Property information, patents, and trade secrets and the right to preserve its goodwill, constitute proprietary rights, which the other party is entitled to protect. Accordingly, the Parties covenant and agree that, without the prior written consent of the other Party, they shall not, either during the term of this Contract or at any time thereafter, disclose any of such confidential information, Intellectual Property information, patents, and trade secrets to any person, outside of such other Party, nor shall they use the same for any purpose other than the purposes of performing their duties

hereunder.

It is agreed by the Parties hereto that any violation of the duty of secrecy or any disclosure of business and industrial secrets shall be a serious breach of the present Contract and shall constitute cause for the termination of the present Contract by the suffered Party without any obligation as to notice. Both parties agrees that in no event, and at no time during the term or at any time thereafter, shall either of them disparage, denigrate, slander, libel or otherwise defame the other or the other's businesses, services, properties or assets, or employees, personnel, agents, or representatives in the form of statements or comments, whether written or oral over any medium. It is further agreed that any confidential information referred to hereinabove may only be disclosed, where it is public knowledge other than a result of the breach hereof and where and to the extent that, it is essential for the performance of the duties of either Party hereunder, and such other Party making it clear that the information so disclosed is confidential, is proprietary to it and is subject to restrictions according to the order of a court of competent jurisdiction.

7.3.7 Return of Confidential Information

The Receiving Party will promptly return all tangible materials embodying Confidential Information (in any form including, without limitation, all summaries, copies, and excerpts of Confidential Information) upon the earlier of (a) the completion or termination of the dealings between the Disclosing Party and the Receiving Party, and (b) the Disclosing Party's written request.

7.3.8 Ownership

Once all the outstanding dues have been received by Code Brew Labs, The Client shall own and have worldwide rights to the software, firmware, and overall design of any Deliverables produced by Code Brew Labs according to the Statement of Work; the Client shall have full right to use these Deliverables in any application under this Contract. In the Services provided to the Client, Code Brew Labs is likely to use variants of algorithms, software development and testing techniques, architectures, structures, and design methodologies that are known in the public domain or to Code Brew Labs, and Code Brew Labs shall have the ability to reuse these techniques under contract to others, or for Code Brew Labs' developments, subject to the Non-competition, Ownership and Confidentiality provisions herein.

7.3.9 Limitation of Liabilities

Company shall not be liable to client for any lost profits, lost revenues or opportunities, downtime,

or any consequential damages or costs, resulting from any claim or cause of action based on breach of warranty, breach of contract, negligence, or any other legal theory, even if company knew or should have known of the possibility thereof. In no event shall the company's aggregate liability exceed the amounts actually paid by the client at the time of alleged breach if this Agreement and / or immediately preceding the event giving rise to the claim.

7.3.10 Warranties

The Services shall be carried out competently and professionally, with reasonable ability and due care, and that they shall be accomplished strictly in accordance with the conditions laid down in the Contract and would always comply with all the specifications and procedures communicated by Client to Contractor from time to time. The contractor undertakes and warrants that all Services shall be performed in conformity with all specifications and requirements agreed between Contractor and Client.

7.3.11 Non-Solicitation

During the term of this Agreement and for a period of 2 (two) years subsequent to the termination of this Agreement, the client shall not, without the prior consent of the company, directly, indirectly, or through any other party solicit employees of the company.

7.3.12 Property Rights

Code Brew Labs agrees to promptly deliver all Client property and all the copies of Client's property in Code Brew Labs' possession at any time upon the Client's request. Upon termination of this Agreement for any reason, Code Brew Labs agrees to deliver promptly to the Client all such documents, whether in written, graphical, or electromagnetic form, together with any other of Client's property then in Code Brew Labs' possession, except as Client may, by prior written approval, allow Code Brew Labs to retain.

7.3.13 Termination

This Contract may be terminated by either the Client or the Code Brew Labs upon thirty- (30) days written notice for termination. In the event the Client does not pay Code Brew Labs any sum due to the Code Brew Labs for a period beyond 30 days, the Code Brew Labs is at liberty to terminate the Contract. The Code Brew Labs shall be eligible to receive all due sums up to the date of termination.

7.3.14 Notices

All notices hereunder shall be given in writing by hand delivery, courier service, Email, US Mail, or facsimile, addressed to the signatories of this Contract at the respective addresses outlined in the first paragraph of this Contract, or at such addresses as may from time to time be designated by either party to the other.

7.3.15 Assignments

This Contract is not assignable by either party in whole or in part without the written consent of the other party which consent should not be unreasonably withheld.

7.3.16 Other Terms and Conditions

IMPORTANT: Please make sure that all your requirements are mentioned in the proposal, it helps us plan better and avoid hearsay to execute the project to the decided plan.

- Payment delay: Code Brew Labs request you to cooperate with Code Brew in terms of financial milestones. A delay in payment puts things off track, we have to move the team to another project where finances are not a challenge at very short notice and then get them working on your project as soon as they are available without too much delay. As you can understand, this has a very negative impact on the Software Development Plans hence we request you there to be a clear line of communication for financial milestones as well. Failure to not make the payment on time will lead to the removal of the assigned project team and the client will be charged a weekly surcharge of 5% of the budget.
- Client Response Time: The majority of projects are delayed because of delays in feedback by clients. So feedback in 2-3 days of submission of deliverables is expected and delays in feedback by a client won't be counted in the project timeline. Failure to not respond in expected time will lead to a penalty of 5% percent per week. The expected response time for various stages will be:
    - SRS (1-2 days)
    - Designs (1-2 days)
    - Development (2-3 days)
    - UAT - (2-3 days)
    - Requirements from clients - (3-4 days)
- Design Iterations: Fixed number of iterations on designs screens or logos. Clients usually expect multiple iterations for logo or branding items for which we should clarify that we are

not a branding company and can share a fixed number of iterations on logo and screens. Thereafter, Code Brew Labs will charge the client subsequently based on the amount of work that needs to be done again on the designs.

- Third-Party Tools: lf the third-party apps like google maps, calling SDK, SMS gateway, Live accounts are provided by the client and if any bugs in the third-party SDK are found then it will not be considered as the part of the development.
- Credentials for third party tools to be submitted: One month after the project kick-off the client will need to provide the requested credentials for all the third-party tools such as AWS, Apple account, google account, Godaddy, Payment gateways, Twilio, etc.
  - Our team will assist you in getting the credentials but your timely response and cooperation will be needed in order to do so.
  - Failure to provide the credentials after one month of project kick-off will lead to a penalty of 2% of project cost percent per week.
- Getting Your Application Live: The application will get live only after taking all the payments of the project. In some cases where the application is not live, Uat payment needs to be cleared within 5 days after completing the UAT task.
- This proposal will act as a final contract for implementation by technology and delivery team, anything discussed verbally with Business development manager or even higher management which is not incorporated in the proposal will not be implemented, we request all our esteemed clients to read the proposal properly before signing off to avoid any conflicts during development.

7.3.17   Refund or Cancellation Clause

If the client requests for a refund of the entire solution, in that case Code Brew Labs will not refund the total amount of the project as the product delivered is a service based product.

Payments once made are usually not refundable. However, in certain circumstances we may provide partial refund as outlined below:

- **Kickoff Payment:** Full refund shall be provided if the client decides to discontinue the services within 72 hours of signing the Agreement, provided the Code brew has not assigned a project manager and / or team to the said project. For the sake of clarity, if Code brew has assigned a project manager and team to the client before 72 hours and the same is intimated to the client via email, the client cannot request a refund.
- **Milestones Payment:** It is hereby understood that the client shall make milestone payments after reviewing and accepting the deliverables provided by our team at the end of each

milestone. It is hereby understood by and between the Parties that once a milestone payment is received, the client has accepted and approved the project deliverables presented to him and therefore the said milestone payment stands non-refundable.

7.3.18 Replaceable Tokens

- If a client wishes to replace their application idea/development project, they have a 14-day window to do so without any additional charge, provided the idea / development project is similar to the present one and Code brew does not have to incur additional cost for this change.
- In this regard, Code brew will provide tokens to clients (equivalent to the payment made) which the client can redeem for a new project. As aforesaid mentioned, refund shall not be provided.
- If a change request is received after 14 days but before 4 weeks, the client will be billed 50% (percentage fifty) of the total project cost and the remaining 50% (percentage fifty) shall be credited as tokens. These tokens can be used in the new project.
- If a change request is received after 4 weeks, then Code Brew will charge 75% (percentage seventy-five) of the total project cost and the remaining 25% (percentage twenty-five) will be credited as tokens. These tokens can be used in the new project.
- All refunds shall take up to 30 days to process from the date of confirmation. Additionally, refund requests must be made in writing and sent to the company's customer support team. Company's team will review each request and respond within 5 business days.

7.3.19 Exit Policy or Immediate termination

If Client intends to terminate or close the project immediately during the project development, he will be entitled to pay the next subsequent milestone which was being targeted by team., say, if designs were being done, and the team has achieved if not full, but partial completion, while client decides to exit or terminate the project, then to exit, he/she will need to pay the design complete milestone as part of compensation to the team working on the project.

Section 8: Agreement

An authorized signature on this page indicates its acceptance and authorizes Code Brew Labs to provide services described herein in accordance with this Scope of Work and Cost.

This proposal will be valid for 21 days from the date of delivery of the proposal

AGREED TO	AGREED TO
Eddie	Code Brew Labs

By:
Authorized Signature

By:
Authorized Signature

Eddie

Aseem Ghavri

CEO, Code Brew Labs

Date:

Date:

Online Food Marketplace Business Plan

Index

Executive
Summary

TXAPITA SHOP is an emerging online food marketplace which will be serving customers across Mozambique. Providing a combination of healthy, delicious and cost-effective food at doorstep, Txapita is the answer to every food lover who wants lip-smacking dishes at their fingertip. Looking forward to dealing with an exponential rise in demand for food delivery, this platform lets customers and food restaurants connect on one platform. The main priority is to establish as one of the most preferred food delivery platforms and serve the dining needs of the customers at the comfort of their homes, offices, or wherever they want.

1.1 Objectives

To establish a presence as a successful online food marketplace and gain a market share in the Mozambican food industry.

To make Txapita a go-to destination for food lovers & restaurants.
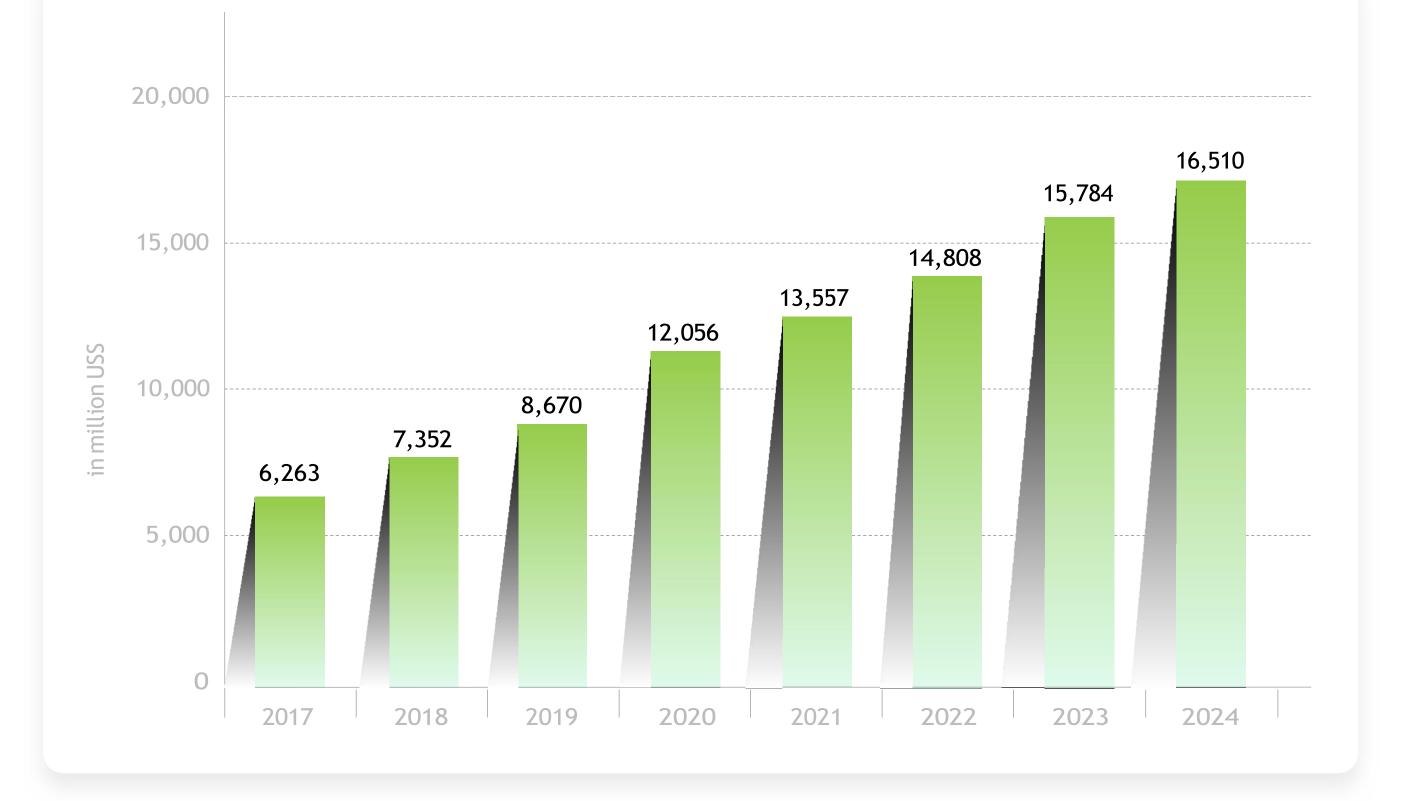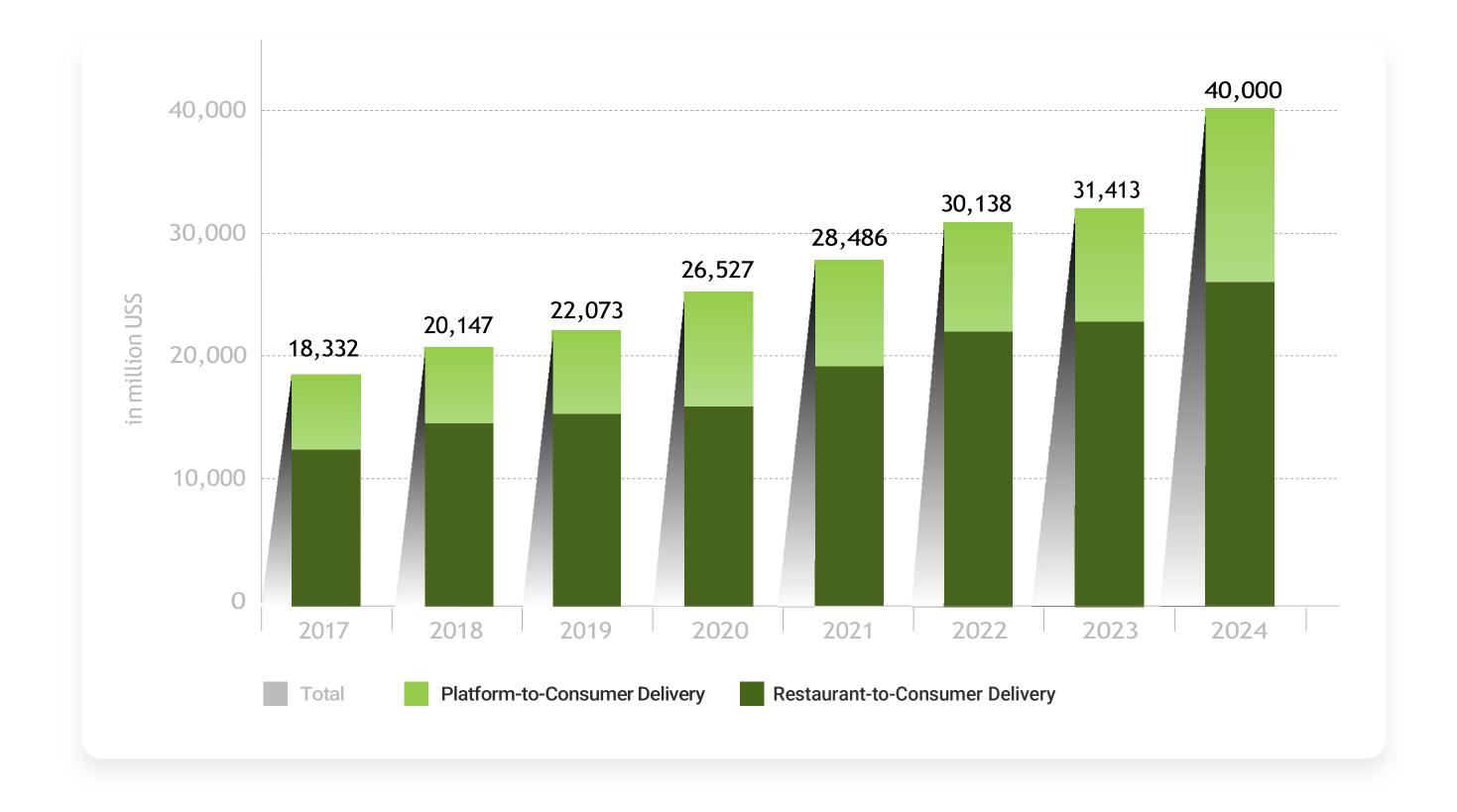
To expand into a multi-service marketplace by adding services like pickup & delivery, grocery delivery, pharmacy delivery, & more.

Market
Opportunity

2.1 Rising Demand & Revenue

Despite the highly competitive environment, Txapita stands apart from the other food delivery services with the help of its highly advanced technology solution. **With more than one thousand restaurants operating in Maputo, the revenue in the food & beverages segment amounts to US $2,056m. However, the revenue in the online food delivery segment amounts to US$6,527m in 2020.**

Year	in million US$
2017	6,263
2018	7,352
2019	8,670
2020	12,056
2021	13,557
2022	14,808
2023	15,784
2024	16,510

in million US$

| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |

- 18,332
- 20,147
- 22,073
- 26,527
- 28,486
- 30,138
- 31,413
- 40,000

Total Platform-to-Consumer Delivery Restaurant-to-Consumer Delivery

22 Millennial Buying Preference

From the increasing congestion levels to longer waiting times at restaurants, there are several reasons for the change in behavior of millennial food ordering. They are swayed by the convenience of ordering online rather than stepping out to eat their favorite food.

THE FACT

Millennial are three times more likely to order than their parents. And food delivery apps are now on average in the top 40 most downloaded apps in major markets.

-Forbes.com

23 Customer Behavior

Customers have a different set of needs and expectations from the online food delivery platforms.

Increased customer loyalty

Once customers sign up, 80% never or rarely leave for another platform.

Time-efficient delivery

More than 60% customers cite the speed of delivery to be the biggest variable in customer satisfaction.

Ordering convenience

Around 82% of orders are placed from home, while only 18% are placed from the workplace.

Weekend ordering

Friday, Saturday, and Sunday tends to be the highest-volume days for the online platforms, making it to 74% of the orders being placed.

Business
Summary

Txapita is projecting a multi-vendor food marketplace delivery service to start in Maputo City. Eddie Massinga and Rene Meneses, the owners of Txapita, both have more than 7 years of experience in the industry. Considering the abrupt change in the food industry and an increase in demand of online food ordering in the area, they decided to launch their food delivery app. Their major focus is to satisfy the customer's demand for high quality and tasty food, which is delivered right at their doorstep, quickly with a smile.

Initially, **they are aiming to serve the twenty-three thousand mile area with over 2,000,000,0000 residents.** Overhead will be kept low so that Txapita prices can beat any competition.
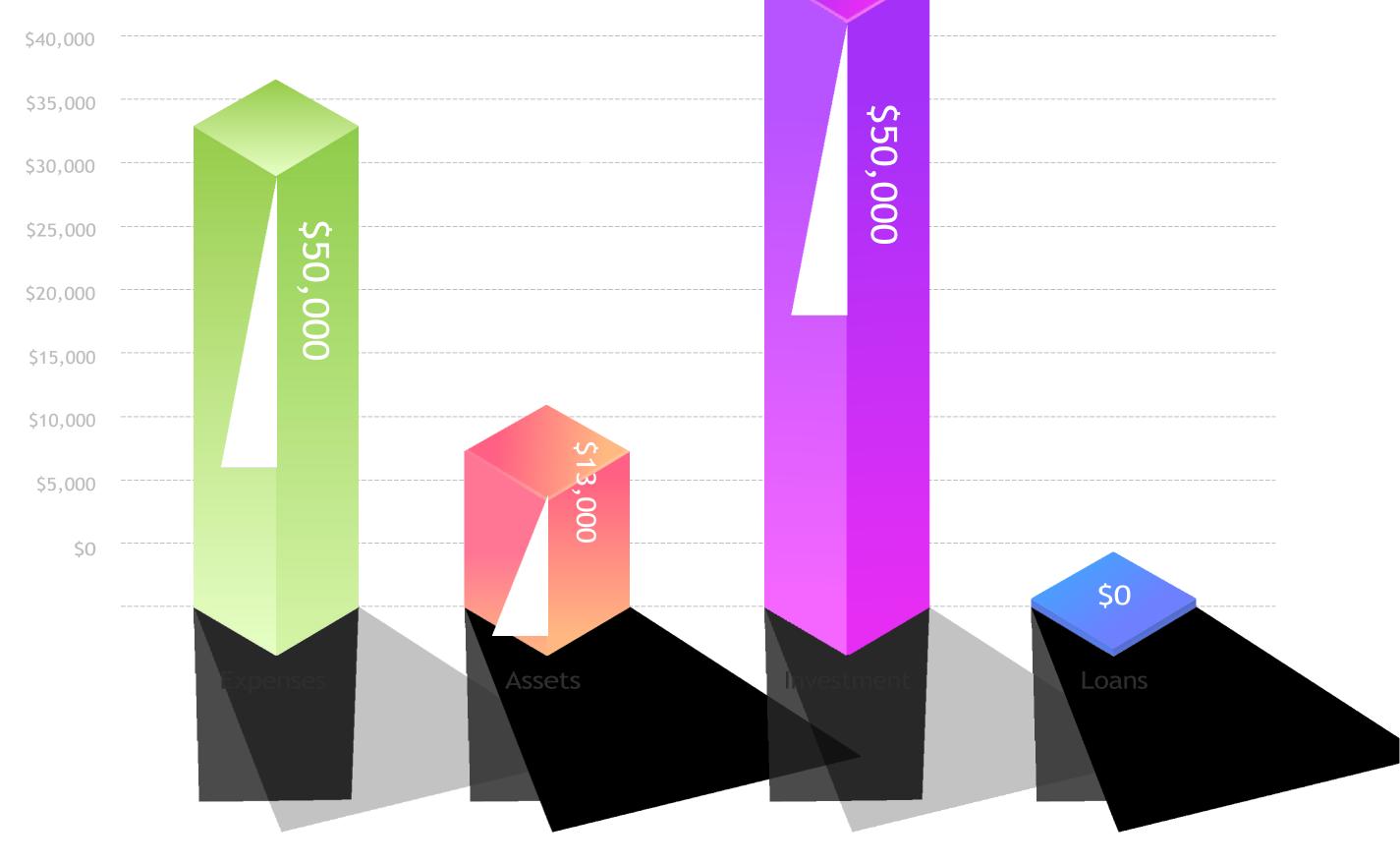
3.1 Start-up Summary

The start-up cost of Txapita primarily consists of total spend on technology solution, delivery team, support, team, sales & marketing, and monthly maintenance. Eddie and rene have initially **invested $260,000 to create the first version in 2019.**

One-time tech-suite cost	$13K
Delivery team (10 Drivers)	$24K/Month (Charging $10/hour)
Support team (8 persons)	$38,400/ Month (Charging $20/hour)
Sales & Marketing Spend	$1-2K/Month
Maintenance Charges	$100/ Month
Miscellaneous	$500/ Month
Monthly Recurring Costs	$75,900

Start-Up
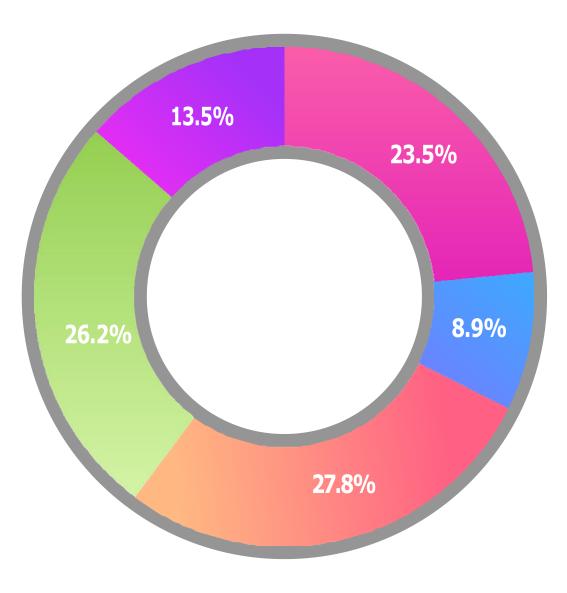
Market Analysis
Summary

To analyze the market, it is important to understand the market segmentation, market segment strategy and the major competitors.

4.1 Market Segmentation

The 2019 Census of Maputo City, states that there are **currently over 3 million people populating this area.** While the median age in the city is 37.1 years, it is a great opportunity for food marketplace like Txapita to operate in the area. As millennials tend to order more, **the city includes 61% of people in the age group 18-44.** Using basic demographic characteristics of age, gender, income, location, food preferences, and ethnicity, an estimate of 25,000 potential customers was used in developing this plan.
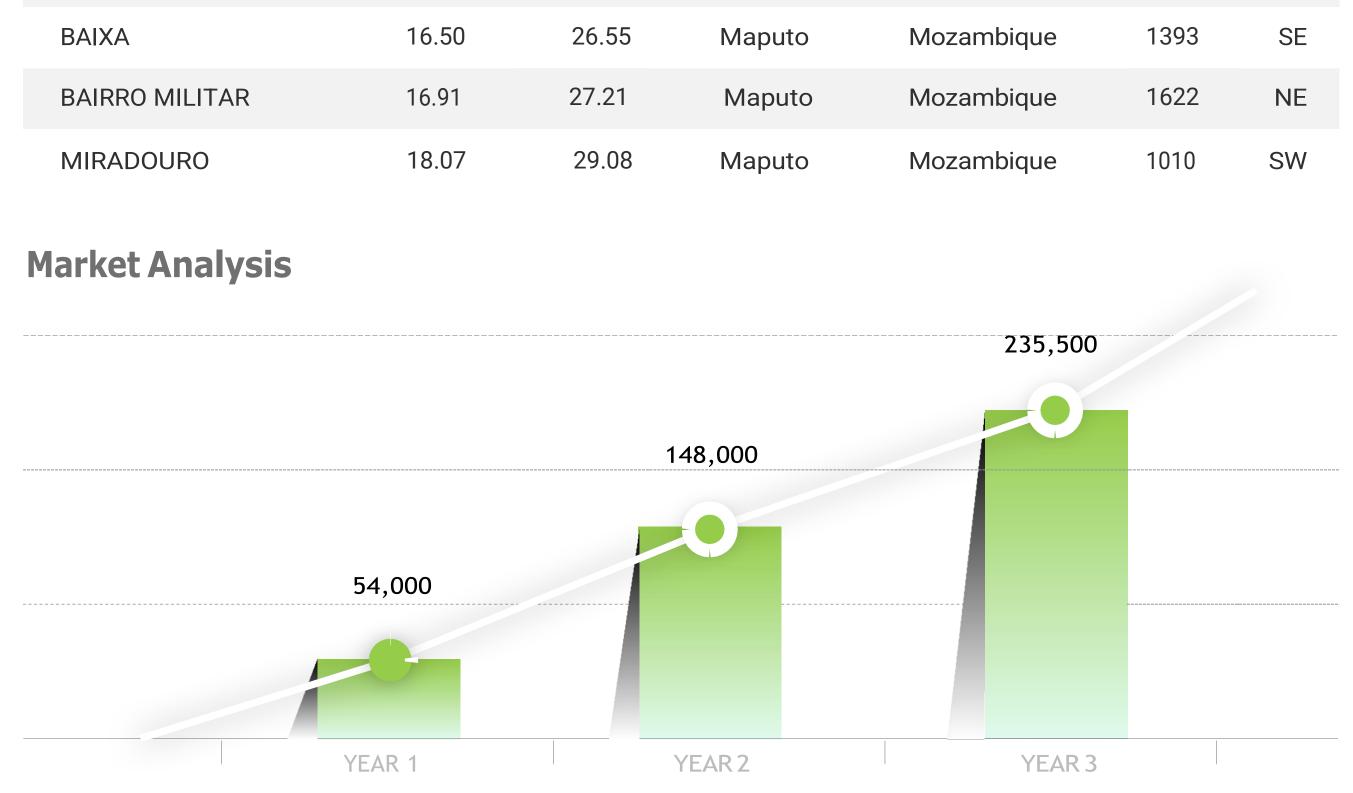
- 23.5% of residents were under the age of 18
- 8.9% were between the ages of 18 and 24
- 27.8% were from 25 to 44
- 26.2% were from 45 to 64
- 13.5% were 65 years of age or older.

There are **20 neighborhoods in the radius of 25 miles around Maputo City and the total population sums to more than 367,000.** If every year, txapita extends services to 10 Miles, the potential **customers will increase to 35, 500 in first year, followed by 54,000 and 78,500 in second and third year.**

Cites and Towns Near Maputo City - Mozambique

Region	mi.	km.	Area	Country	Pop	Dir
COOP	5.59	9	Maputo	Mozambique	605	SW
MUSEU	7.98	12.84	Maputo	Mozambique	21610	SE
POLANA CIMENTO	9.11	14.66	Maputo	Mozambique	5635	SW
ALTO-MAÉ	10.13	16.3	Maputo	Mozambique	1878	NE
SOMMERSHIELD1+2	10.46	16.83	Maputo	Mozambique	13833	SW
MALHANGALENE	13.56	21.83	Maputo	Mozambique	582	SE
COSTA MARGINAL	16.18	26.04	Maputo	Mozambique	36806	SW
BAIXA	16.50	26.55	Maputo	Mozambique	1393	SE
BAIRRO MILITAR	16.91	27.21	Maputo	Mozambique	1622	NE
MIRADOURO	18.07	29.08	Maputo	Mozambique	1010	SW

Market Analysis

235,500

148,000

54,000

YEAR 1   YEAR 2   YEAR 3

4.2   Target Market Segment Strategy

The target market for the food ordering marketplace is very broad and will incorporate the entire demographic regions. Almost all ages, genders, races, and incomes should be considered potential customers.

4.3   Major Competitors

There are no significant competitors since **ALL** the delivery companies are still operating with their own staff and fleet, with obsolete technologies and no payment methods. Here is the cost breakdown for two meals ordered from these food delivery apps.

54% Start with a restaurant in mind, then look for it in the apps

46% Start by opening an app, then look for ideas

Most Popular Apps

1. Trago Delivery
2. eFoodsmz
3. Yango Delivery
4. À Porta

The Cost

What's the shortest distance you'll still opt for delivery tackout?

Less than 1/2 mile 31%

1/2 to 1 mile 33%

1-2 miles 15%

2-3 miles 8%

More than 3 miles 13%

Average:
1.5 miles

The Wait

On average, 40 minutes is the longest we'll accept for estimated delivery

20 mins............	7%
30 mins............	31%
40 mins............	27%
50 mins............	12%
60 mins............	20%
70+ mins...........	3%

1 in 4 will accept an hour or more for delivery time

The Cost

What's the most you'll pay for delivery fee & tip combined?

Average:
$8.50

$5 or less 35%

$6-10.........................37%

$11-15.......................28%

DOORDASH

Two meals: $27

Tax: +$2

Delivery fee: +$3

Service fee: +$3

Discount: -$5

Total fee paid: $3

Driver tip: $5

Total for meal and tip: $35

Uber Eats

Two meals: $26

Tax: +$2

Delivery fee: +$5

Service fee: +$4

Discount: -$0

Total fee paid: $11

Driver tip: $5

Total for meal and tip: $42

GRUBHUB

Two meals: $37

Tax & fees: +$8

Delivery fee: +$4

Discount: -$2

Total fee paid: $10

Driver tip: $5

Total for meal and tip: $52

POSTMATES

Two meals: $33

Tax & fees: +$9

Delivery fee: +$6

Discount: -$10

Total fee paid: $5

Driver tip: $5

Total for meal and tip: $48

Commission Charges From Partner Restaurants

Doordash	Uber Eats	Grubhub	Postmates
15-30%	20-30%	15-30%	15-30%

Despite these four major players, customers are not satisfied with their services for one reason or the other.

Customers

Complaints	% consistently irritated
Food not warm and / or fresh	17%
Food delivered late	16%
Incorrect orders	12%
Restaurants ignoring notes/instructions	12%
Prices are inconsistent	11%
Food gets shaken or messed up during delivery	10%
Menus are inconsistent or Limited	9%

Strategy & Implementation Summary

At first, we will onboard all the famous international and national restaurants in Maputo City. As we go further, Txapita is planning to open doors for the small food entrepreneurs, including food trucks and local chefs, operating from home.

To attract potential customers, we will be marketing our platform across different platforms. Moving further, we will pay greater attention to customer satisfaction and try to retain the maximum of them. Our support team will be there 24/7 to attend any queries/disputes raised by the customers.
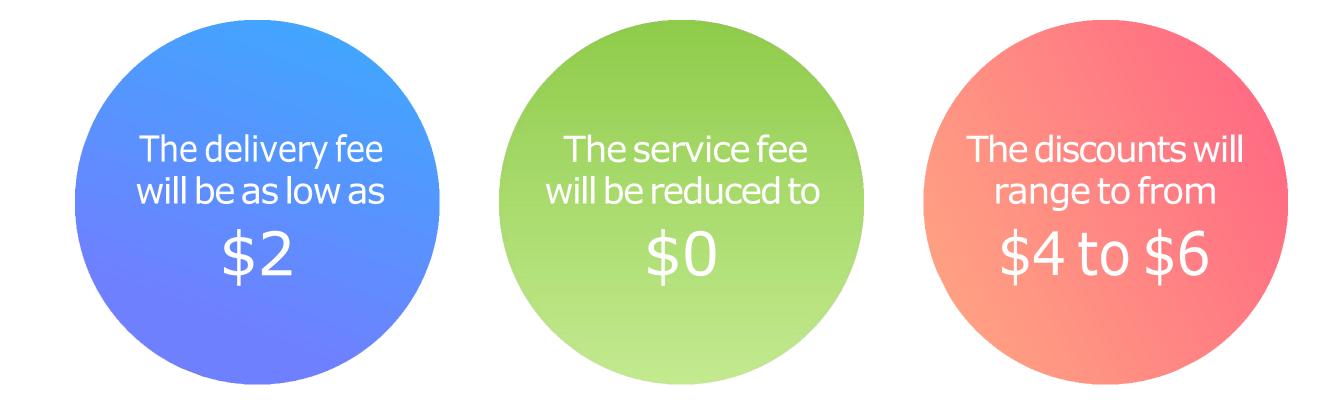
5.1 Competitive Edge

Considering every single complaint of the customers against the major competitors (Uber Eats, Grubhub, Postmates, and Doordash), Txapita will turn out to be a go-to destination for food lovers. Txapita has several advantages over its leading competitors:

- Offers fresh, healthy, and warm food to the customers.

- On-time delivery with the help of the finest delivery management solution.

- Flexibility to correct the order by calling up the delivery agent directly.

- Ensuring the partner restaurants follow the instructions carefully, and if not followed, the customers are refunded or awarded with some loyalty points.

- Consistent pricing across the marketplace, without comprising on food or delivery quality.

- Trained drivers to make sure the food reaches in its best state at the customers' doorstep.

- Adding the maximum number of international, national and local food brands to offer a diverse range of menu and cuisine selection.

- Onboarding local chefs, food trucks, and small food startups to help them reach a larger customer base.

5.2 Pricing Strategy

The total for two meals and tip ranges somewhere **$35 to $52** on different platforms (Uber Eats, Grubhub, Postmates, and Doordash). The sales strategy of Txapita is simple. We will cut down the **total cost from $35 to $25 for two meals.**

The delivery fee will be as low as
$2

The service fee will be reduced to
$0

The discounts will range to from
$4 to $6

5.3 Commission Strategy

The other major platforms like **Uber Eats, Grubhub, Postmates, and Doordash, charges commission 15-35% commission rate from the restaurants.**

Txapita being new in the industry will charge 3-15% commission rate. This will help food businesses of all sizes to start selling and earning more on Txapita Shops platform.

We also plan to reduce the commission charges from the restaurants that bring in high orders in a bid to strengthen our hold in the food-tech space and take on our competitors.
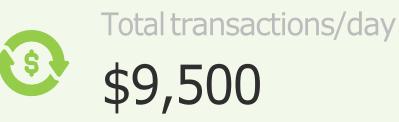
5.4 Sales & Profit Forecast

With a good number of potential customers in Maputo City, **txapita expects 200 orders per day in the initial stage.** We will onboard the most popular food vendors to ensure we offer what customers love.
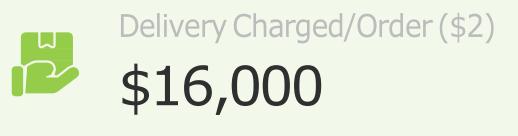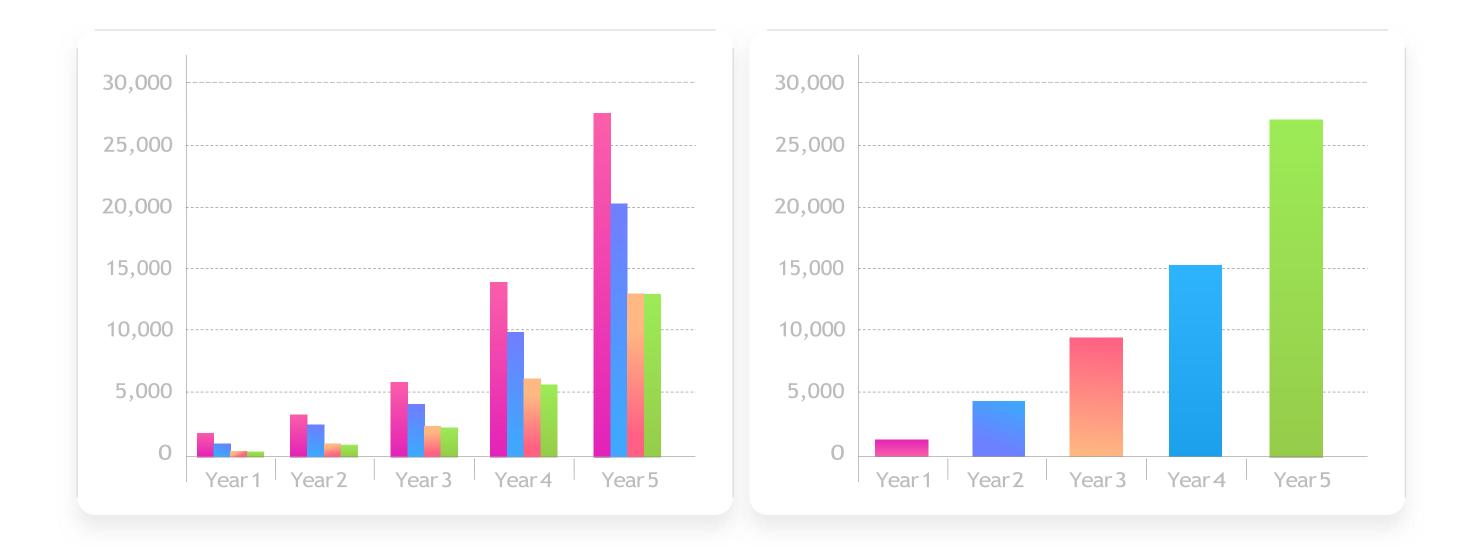
Number of vendors 350	**Number of order/day** $4,00
Monthly Transaction $235,000	**Total transactions/day** $9,500
Commission Charged/Order $22,200	**Delivery Charged/Order ($2)** $16,000

Gross Revenue

Gross Revenue: $82,200

54.1 Profit Forecast
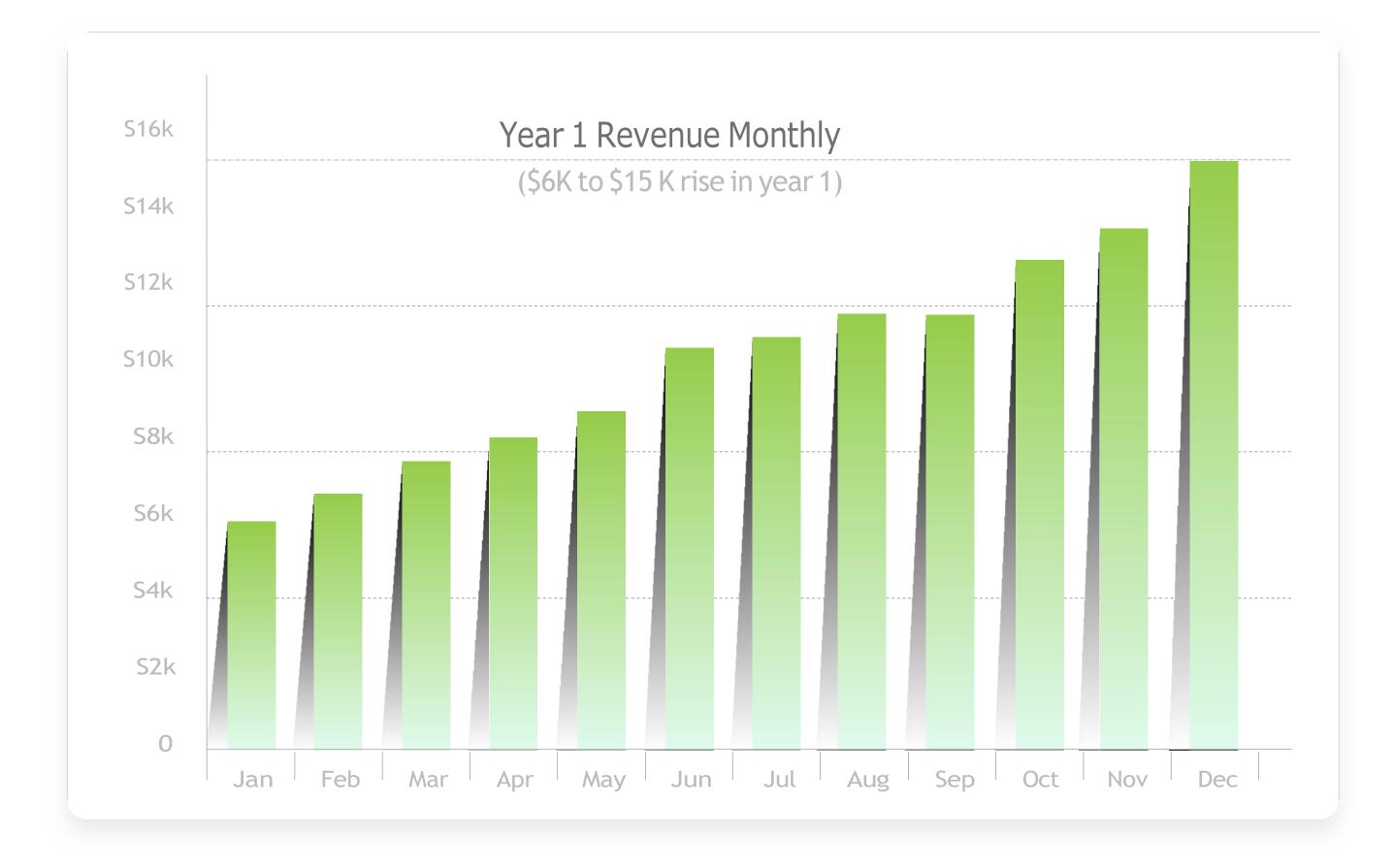
Net Profit: Gross Revenue – Overall Cost (including driver, support, server, market spend)

$82,200 – $75,900
Gross Revenue   **Overall Cost**

=

$6,300
Net Profit

Txapita believe that it can increase the number of orders per month with its sales and marketing plan. Month by month, we plan to increase orders by at **least 10% and increase customer retention rate to 80% for the first year** which further leads to increase in revenue every month.

Year 1 Revenue Monthly
($6K to $15 K rise in year 1)

As we plan to expand our services by 10 miles every year, Txapita expects 33%, 47% and 53% CAGR for the first, second, and third year, respectively.

Gross Revenue   Total transactions

Net Profit   Overall Cost

Sales & Marketing
Plan

The marketing plan begins with Social Media platforms including Instagram, Facebook, Pinterest, Youtube and Twitter. We aim to boost our online presence with paid campaign across different platforms too. There will number of online and o"ine strategies to increase awareness about our platform and sales.

6.1 Online Marketing Strategies

- We plan to have a great and large online menu to encourage in-app ordering.

- We will offer in-app coupons and reward programs to encourage customers order more frequently.

- We will attract more customers with different types of discounts, promo codes, and more. Creating special discounts for students and office meals will help us in standing apart from the competition.

- We will be sending push notifications for time to time offers, discounts, deals, etc.

- We will focus on create highly visual dishes and use trending hashtags to help Yummy gain visibility on social media.

- We plan to run giveaways through your social media to make sure our current customers spread the word for us.

- We will be running paid ads, social media and Google, to extend the reach of our marketplace beyond our current customers. A/B testing will help created better and effective ads to produce more ROI.

- We also have email marketing in our plan, and we will reach out our potential customers through creatively crafted emails.

- We look forward to app store optimization to make sure that Txapita drives in more traffic and downloads.

- We will collect the customer reviews and utilize them in marketing strategy.

6.2   Online Marketing Strategies

Txapita plans for associating the brand name with some local events. We will also host special events, such as a local celebrations or music festivals, which are attended by thousands of people from the local area.

We also plan for adding press releases into our strategy to gain coverage in local media. From listing out our new and interesting menu to the events we associate with, we will draw media attention for every good reason.

Management
Summary

Txapita will initially start with 10 delivery agents and 8 team members for the customer support. As we plan to expand our reach month by month, and year by year, we will expand our team consequently.

7.1 Team Expansion Plan

Time	Delivery Team		Customer Support Team	
After 3 Months	20	$48 k	10	$48 k
After 6 Months	50	$120 k	25	$120 k
After 1 Year	100	$240 k	40	$192 k
After 2 Year	300	$720 k	75	$360 k

Expansion
Plan
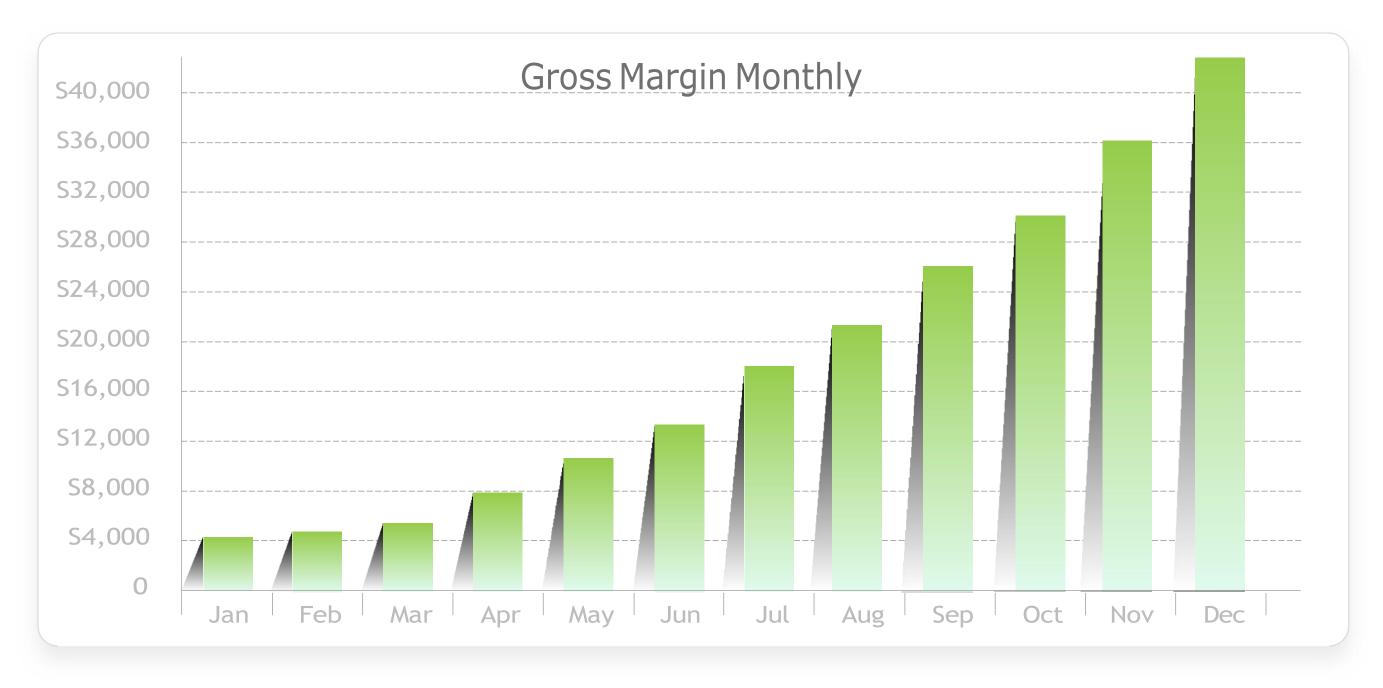
Txapita plans to grow exponentially, offering the best quality food to its customers. Our expansion plan is two-ways. While we will be expanding our service area, we also look forward to expand our service offerings with time.

8.1   Expanding Service Area

After setting our roots into food delivery across Maputo, we will be expanding our services mile by mile. After six months of the launch, we aim to extend our services by 10 miles. We have three areas covering Matola City. Among these, we will focus greatly on City Central, Polana and Sommershield which has a population of nearly 88,610.

Gross Margin Monthly

Month	Value
Jan	~$4,000
Feb	~$4,500
Mar	~$5,000
Apr	~$7,800
May	~$10,500
Jun	~$13,200
Jul	~$18,000
Aug	~$21,200
Sep	~$26,000
Oct	~$30,000
Nov	~$36,000
Dec	~$42,000

Similarly, for the next six months and next 10 miles, we have New regions to drive our focus to, and will be majorly on the metropolitan areas of Maputo, which are house to 13,833 and 36,806 residents.

After the first and second year, we plan to extend our services to neighbouring state Ohio and Illinois.

Gross Margin Yearly

	Year 1	Year 2	Year 3
Gross Margin	~$510,000	~$575,000	~$655,000
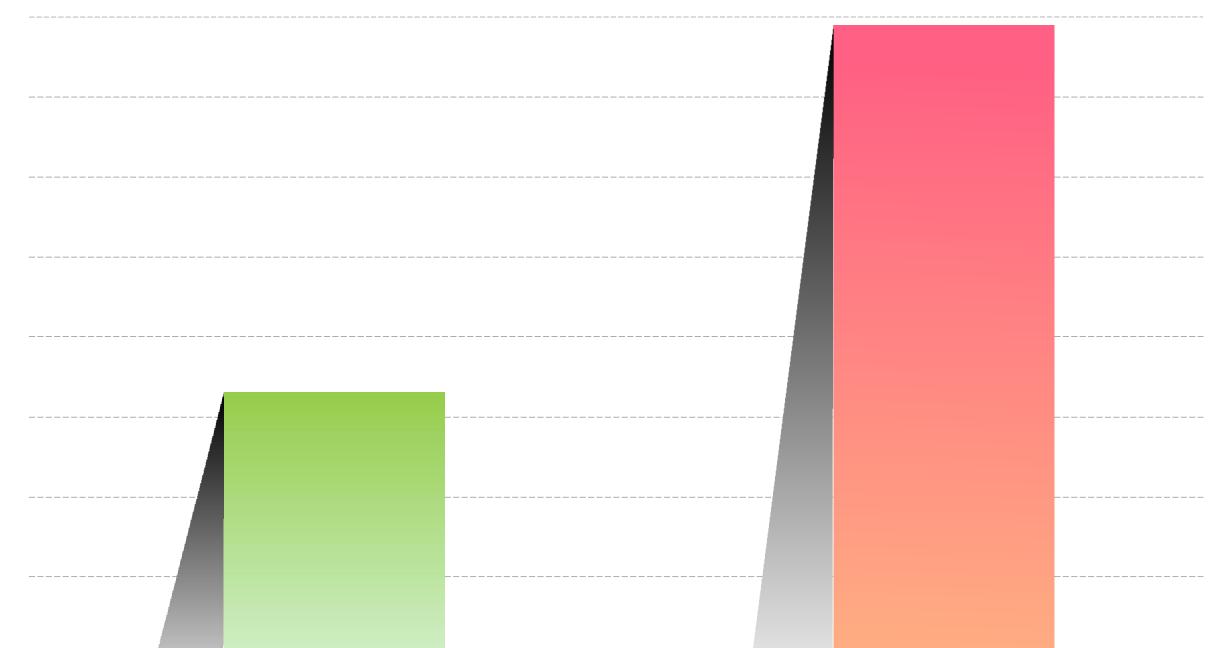
82   Expanding Service Offerings

To make a difference, Yummy will onboard

Local Chefs

Food Trucks

Local Restaurants

While food marketplace remains our forte, we plan to expand with providing more service to our customers on the same platform. This will occur once we have developed a good customer base in Maputo, i.e. nearly after six months. To proceed with this, we tend to offer pickup & delivery services to our customers.

Food   **Food + Pickup Delivery**

Conclusion

Our Strength- Right
Technology Solution

Txapita is empowered with the most advanced technology suite. While it helps simplify ordering, it speeds up the delivery processes and offers a delightful customer experience.

Ordering Website & App

Branded website & apps to connect customers with your restaurants and order seamlessly. It is loaded with exclusive features to engage more customers & retain them in longer run.

Restaurant Management Solution

An eagle eye view to control & manage the online food marketplace ideally. A really powerful dashboard to add/edit catalogue, manage payments, check ratings & review and do much more.

Intuitive Delivery Agent App

An easy-to-use driver app for the delivery team to provide them complete order details & the most optimized routes, to help make multiple deliveries efficiently.

Delivery Management Solution

High-end delivery management solution to accomplish all the orders in a hassle-free manner with optimized route planning, automated task assignments, tracking feature, agent notifications, & more.

Customer Management Solution

To build steadfast relationships with customers, we are backed by a CRM solution that manages all customer details at a single place. We use the order history in many effective ways to send timely deals & discounts.

"

Having a right tech partner – Code Brew, by our side, we tend to make a disruption in the food industry.

Blending high quality food with high-end technology solutions, right from a feature loaded ordering platform to an efficient delivery system, we tend to make disruption in the food industry.

Txapita Is Here To Shape The Future Of The Online Food Industry!

FOOD INDUSTRY

REPORT & INSIGHTS

MENU

FOOD IS
EVERYWHERE

IN THE STATS

Online Food Delivery market is expected to hit **$161.74 Billion by 2023.**

Source: Globenewswire.com

THE FACT

Revenue in the Online Food Delivery segment amounts to **US$107,438m in 2019.**

Source: Statista.com

IN THE STATS

The global food service market size is expected to reach a value of US$ 4.2 Trillion by 2024, registering a **CAGR of 3.6% during 2019-2024**.
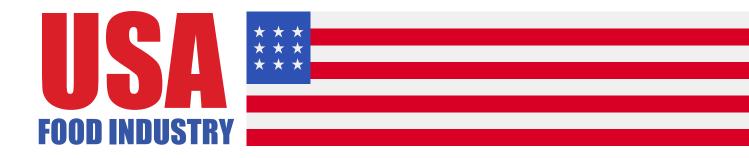
Source: Prnewswire.com

IN THE STATS

According to the food delivery market research of Allied Market Research, the market for delivery **mobile apps to hit $16.6B in 2023.**

Source: Restaurantdive.com

USA
FOOD INDUSTRY

DID YOU KNOW

One million restaurants are currently in operation in the United States alone.

Source: Restaurant.org

IN THE STATS

60 percent of U.S. consumers order delivery or takeout once a week.

Source: Pymnts.com

THE FACT

The average revenue per user (ARPU) in food industry currently amounts to **US $66.45**.

Source: Statista.com

THE GROWTH

Delivery sales could rise an annual average of more than **20 % to $365.**

Source: Statista.com

UAE
FOOD INDUSTRY

DID YOU KNOW

Nearly **100 new restaurants**, cafes open in Dubai every month.

Source: Gulfnews.com

IN THE STATS

3 out of 4 people in the UAE get their food delivered at their places at least

Source: Fatbit.com

THE FACT

Food and beverage internet sales grow at a **CAGR of 21% in the UAE** region.

Source: Prnewswire.com

THE GROWTH

Revenue in Online Food Delivery is expected to show an **annual growth rate of 10.1%**.

Source: Statista.com
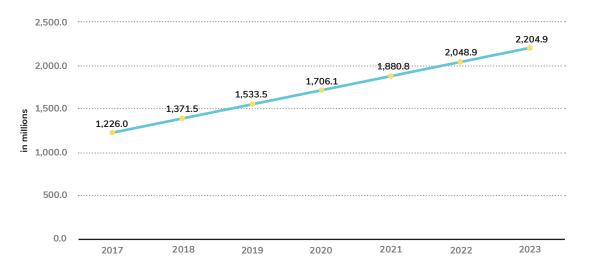
AND THAT'S NOT ALL!

Food Industry Is There To Rule
For Longer Than You Think

WHY INVESTING
IN FOOD INDUSTRY IS PROMISING?

Consumer numbers chart (in millions):

Year	Value
2017	1,226.0
2018	1,371.5
2019	1,533.5
2020	1,706.1
2021	1,880.8
2022	2,048.9
2023	2,204.9
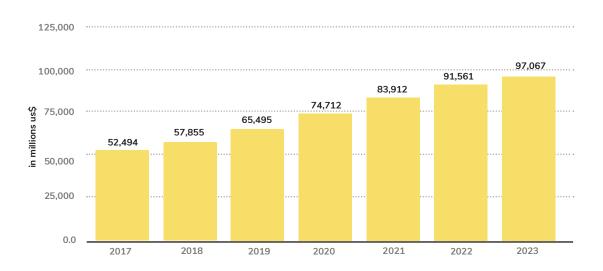
Increasing Number Of Consumers

User penetration in Food Industry is 20.8% in 2019 and is expected to hit 28.8% by 2023.

Source: Statista.com

Revenue chart (in millions us$):

Year	Value
2017	52,494
2018	57,855
2019	65,495
2020	74,712
2021	83,912
2022	91,561
2023	97,067

Increasing Revenue Rate

Revenue in the Food & Beverages segment amounts to US$65,495m in 2019 and is expected to turn around **US$97,087m by 2023.**

Source: Statista.com

DID YOU KNOW
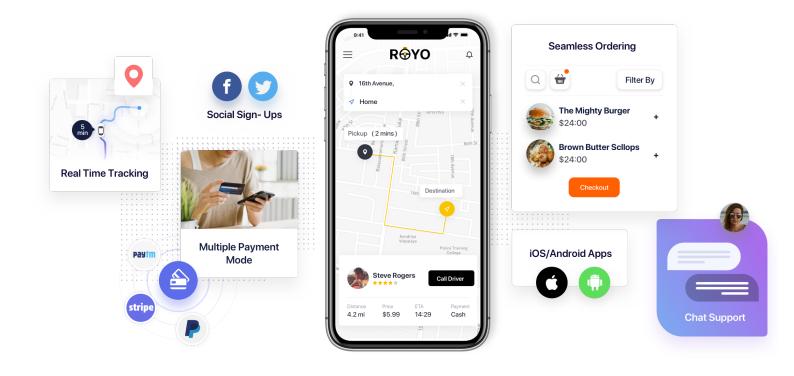
Over 80 percent of restaurants are turning to technology—like online ordering, reservation and inventory apps, and restaurant analytics -now more than ever to help them run their business successfully and efficiently.

Source: Upserve.com
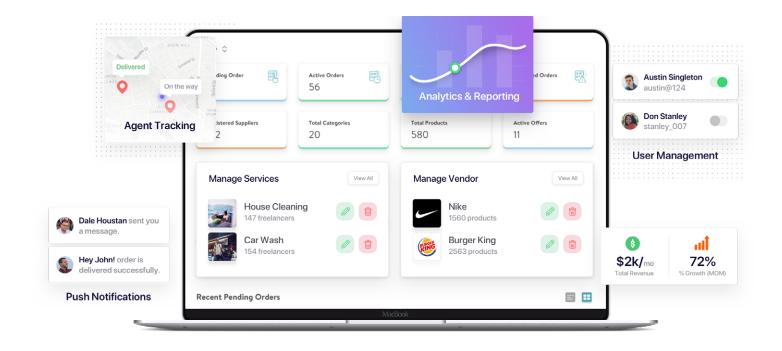
HOW TECHNOLOGY EMPOWERS FOOD BUSINESSES?

Real Time Tracking

Social Sign- Ups

Multiple Payment Mode

Seamless Ordering

The Mighty Burger
$24:00

Brown Butter Scllops
$24:00

Filter By

Checkout

iOS/Android Apps

Chat Support

5 min

ROYO

16th Avenue,

Home

Pickup (2 mins)

Destination

Steve Rogers   Call Driver

Distance	Price	ETA	Payment
4.2 mi	$5.99	14:29	Cash
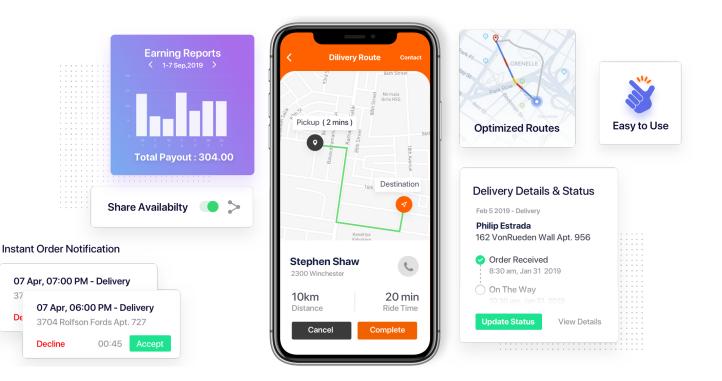
Customer Ordering App & Website

Delivered

On the way

Agent Tracking

Pending Order

Active Orders
56

Active Orders

Analytics & Reporting

Registered Suppliers
2

Total Categories
20

Total Products
580

Active Offers
11

Austin Singleton
austin@124

Don Stanley
stanley_007

User Management

Dale Houstan sent you a message.

Hey John! order is delivered successfully.

Push Notifications

Manage Services   View All

House Cleaning
147 freelancers

Car Wash
154 freelancers

Manage Vendor   View All

Nike
1560 products

Burger King
2563 products

$2k/mo
Total Revenue

72%
% Growth (MOM)

Recent Pending Orders

MacBook

Admin Dashboard

Earning Reports
◄ 1-7 Sep,2019 ►

Total Payout : 304.00

Share Availabilty

Instant Order Notification

07 Apr, 07:00 PM - Delivery

07 Apr, 06:00 PM - Delivery
3704 Rolfson Fords Apt. 727

Decline   00:45   Accept

Dilivery Route   Contact

Pickup (2 mins)

Destination

Stephen Shaw
2300 Winchester

10km
Distance

20 min
Ride Time

Cancel   Complete

Optimized Routes

Easy to Use

Delivery Details & Status

Feb 5 2019 - Delivery

Philip Estrada
162 VonRueden Wall Apt. 956

Order Received
8:30 am, Jan 31 2019

On The Way
10:30 am, Jan 31, 2019

Update Status   View Details

Agent App

Delivery Management System and Invoice & POS System

NEXT-GENERATION GUEST EXPERIENCE: A FULLY INTEGRATED APPROACH

ENTICE	ENTER	ENGAGE	EXIT	EXTEND
• Guest views restaurant websites to review menu, price, location • Consults third party sites • Selects a restaurant	• Guest determines what to order / how to customize • Places order online / on an app or in-restaurant	• Guest determines how he / she would like to pay for meal • Pays bill and may opt to split with friend	• Guest waits for meal • Looks for something to do to occupy him / herself	• Guest has finished meal • Reviews new loyalty points • Engages social media • Provides feedback • Determines if he / she will return

Restaurant capabilities for the next-generation guest experience

• Integrated menu, pricing & location (on app / website) • Search engine optimization • Third party collaboration (e.g., restaurant review sites)	• Menu customization • Technology enabled personalization	• Digital ordering & paying (e.g., app, website, kiosk) • Mobile & flexible payment options • Data collection	• Wait time management platforms • Experiential offerings during wait time	• Loyalty programs with customized offers • Analytics & communication platforms • Social

THE NEXT IS ALL ABOUT ARTIFICIAL INTELLIGENCE (AI)

AI Chatbots

THE FACT

80% of businesses are expected to have some sort of chatbot automation by 2020.

Source: Outgrow.co

Touchscreen Menu

THE FACT

79% of customers believe that touchscreen ordering will make their experience more convenient.

Source: Buzztime.com

Drone Delivery

IN THE STATS

Nearly 47% of Americans say they're interested in drone deliveries.

Source: Reportlinker.com

AI Based Analytics

IN THE STATS

AI has the potential to boost rates of profitability by an average of 38 percent by 2035.

Source: Accenture.com

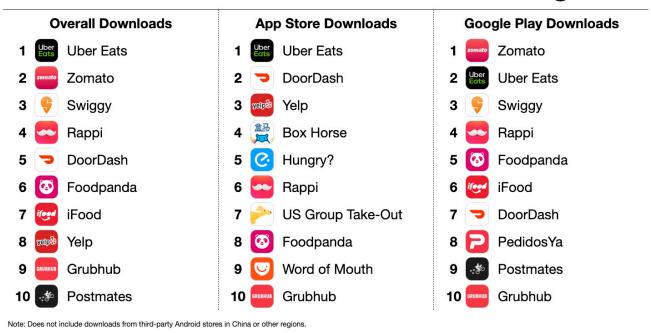# ONLINE AGGREGATORS: RULING FOOD INDUSTRY WITHOUT OWNING A SINGLE RESTAURANT!

While the earlier versions of online food delivery service were limited to a single restaurant or menu, it is now a veritable buffet. It allows customers to access thousands of restaurants and millions of dishes, with just few clicks.

THERE IS A LIST OF SUCCESSFUL FOOD BUSINESSES, INSPIRING ENTREPRENEURS TO INVEST IN FOOD INDUSTRY

Top Food Delivery Apps Worldwide for Q2 2019 by Downloads

SensorTower

	Overall Downloads		App Store Downloads		Google Play Downloads
1	Uber Eats	1	Uber Eats	1	Zomato
2	Zomato	2	DoorDash	2	Uber Eats
3	Swiggy	3	Yelp	3	Swiggy
4	Rappi	4	Box Horse	4	Rappi
5	DoorDash	5	Hungry?	5	Foodpanda
6	Foodpanda	6	Rappi	6	iFood
7	iFood	7	US Group Take-Out	7	DoorDash
8	Yelp	8	Foodpanda	8	PedidosYa
9	Grubhub	9	Word of Mouth	9	Postmates
10	Postmates	10	Grubhub	10	Grubhub

Note: Does not include downloads from third-party Android stores in China or other regions.

SensorTower Data That Drives App Growth   sensortower.com

AND THEIR SUCCESS IS
REALLY INSPIRING

ZOMATO

Logs 225% surge in revenue in first half of 2019

Source: Economictimes.com

SWIGGY

Scores a 232% surge in revenue, inches closer to Zomato's revenue

Source: Economictimes.com

UBER EATS

Growing 53% YoY & accounted for $337 million in adjusted net revenue

Source: Businessinsider.com

DOORDASH

Raised $400 million, bringing the total valuation for the brand to $7.1 billion.

Source: Wikipedia.org

RAPPI

Capitalization value reaches 3.5 billion U.S. dollars, representing a 250 % increase in the company's net worth

Source: Statista.com

GRUBHUB

With 36% year-over-year increase in revenue, it reaches $325 million,
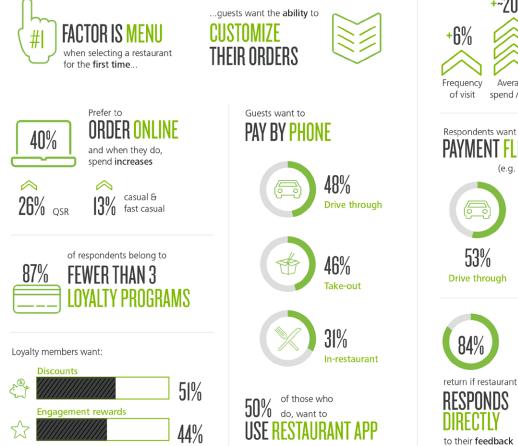
Source: Businesswire.com

INDUSTRY GROWTH RATES HAVE SKYROCKETED AS MILLIONS OF CUSTOMERS HAVE SHOWN THEMSELVES MORE THAN WILLING TO HAVE FOOD DELIVERED AT THE PRESS OF A BUTTON.

This has also raised the customer's expectation manifolds...

NEXT-GENERATION GUEST EXPERIENCE: WHAT DID CUSTOMERS SAY?

#1 FACTOR IS MENU
when selecting a restaurant for the **first time**...

...guests want the **ability** to
CUSTOMIZE THEIR ORDERS

+6% Frequency of visit
+~20% Average spend / visit

Within a QSR, when **TECHNOLOGY IS USED TO PLACE ORDER...**

40% Prefer to **ORDER ONLINE** and when they do, spend **increases**

26% QSR   **13%** casual & fast casual

Guests want to **PAY BY PHONE**

48% Drive through

46% Take-out

31% In-restaurant

Respondents want **PAYMENT FLEXIBILITY**
(e.g. splitting check)

53% Drive through   **54%** Take-out   **50%** In-restaurant

87% of respondents belong to **FEWER THAN 3 LOYALTY PROGRAMS**

Loyalty members want:

Discounts **51%**

Engagement rewards **44%**

50% of those who do, want to **USE RESTAURANT APP**

84% return if restaurant **RESPONDS DIRECTLY** to their **feedback**

Tracking **loyalty points** is **A KEY FEATURE** users want on a restaurant app

FEATURE PLATTER
TO SERVE YOUR
CUSTOMERS BETTER

ORDERING MOBILE APPS

FACT

When it comes to making a purchase, 64% of people find customer experience more important than price.

Source: Wizville.fr

MULTIPLE PAYMENT GATEWAYS

FACT

74% of people are likely to switch brands if they find the purchasing process too difficult.

Source:Iperception.com

DYNAMIC WEBSITE

FACT

More than 70% users prefer to check the restaurant menu on the restaurant's website to make their dining decisions.

Source: Powerdia.com

IN-APP LIVE CHAT

FACT

Customer satisfaction ratings for live chat are often higher than all other support channels, likely because of the speed and conversational nature.

Source: Revechat.com

REFERRALS & LOYALTY POINTS

FACT

After having a positive experience with a company, 77% of customers would recommend it to a friend.

Source: Qualtrics.com

REAL-TIME TRACKING

FACT

51% of consumers want realtime visibility into the status of their orders.

Source: Oracle.com

ON-TIME DELIVERY

FACT

13% of Shoppers never come back if their delivery isn't on time

Source: Smallbiztrends.com

RATING & REVIEWS

FACT

72% of customers won't take action until they read reviews.

Source: Business2community.com

YOU CAN BE THE NEXT 'FOOD' LEADER

ALL YOU NEED IS. . .

1

A BUSINESS MODEL

To Start With Your Food Delivery Business

2

RIGHT TECH PARTNER

To Get Started With A Robust & Scalable Solution

3

DIGITAL MARKETING IDEAS

To Drive More Sales & Profits

BUSINESS MODELS

ORDER ONLY

Increase number of orders by replacing the old phone-ordering system with an optimised web & mobile platform.
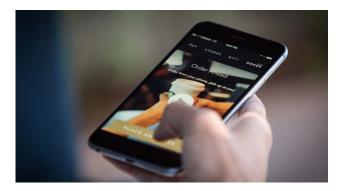
Example: JustEat, Grubhub, Delivery Hero (first generation)

SINGLE/MULTI STOREFRONT

Get customized website & highly intuitive mobile apps for your single or multiple food stores.

Example: Dominos, McDonald's, KFC, etc.

FOOD AGGREGATORS

Bring orders and requests from customers to the restaurants & manage the delivery with help of independent courier.

Example: Zomato, Swiggy, Doordash, Deliveroo, etc.

FULLY INTEGRATED MODEL

Manage the entire food cycle, source ingredients, prepare meals, and deliver them (instantly or scheduled)

Example: Sprig, Maple and SpoonRocket

RESTAURANT/TABLE BOOKING PLATFORM

Let customers make online table reservations & payments at their favorite restaurants in a hassle-free manner.

Example: OpenTable, Eat App, TableIn, Resy

IN THE STAT

OpenTable claims more than 16 million diners per month via online bookings across more than 32,000 restaurants.

Source: Opentable.com

SPECIALIZED SERVICES

Give your customers access to specialized services like live recipes and healthy eating, enabling easy online listings & appointment scheduling.

Example: BigOven, Wild Ediblesm, Yummly, SideChefSeafood Watch

DID YOU KNOW

Nearly 23 million people have asked Google for the food recipe and cooking app.

Source: Slideshare.net

RIGHT TECH
PARTNER

CUSTOMIZE THE WAY YOU LIKE

Give your customers a personalized experience

TRIED AND TESTED SOLUTION

Start & scale your food business with a bug-free

YOUR APP, YOUR RIGHTS

Own the rights to the source code & get IP rights for the same

SAVE TIME AND MONEY

Get your business running in no time & start earning more

THE CHANGING PHASE OF MARKETING IN FOOD DELIVERY INDUSTRY

zomato

FOCUS IS ON CUSTOMER EXPERIENCE

To boost the number of customers & brand loyalty, it is important to work on customer experience.

EXAMPLE:

With Zomato Gold, their restaurant partners observed an increase in new customers & loyalty. "We found that there is a 3X increase in Zomato traffic on Gold vis-a-vis non-Gold restaurants". "83% of our users discovered and visited a Gold partner restaurant for the first time, after becoming a member"

Source: Zomato.com

Domino's

TURNING DIGITAL IS THE RIGHT WAY

DID YOU KNOW

Dominos was the first pizza company to launch an online tracker and voice ordering app.

Source: Adage.com

It allowed customers to order pizza from anywhere including Slack, Facebook Messenger, their mobile app, Twitter, Google Assistant, Alexa, & even Smart Tvs.

IN THE STATS

Their online orders rose by nearly 29% and app-based orders shot up by more than 41%

Source: Bbc.com

INEXPENSIVE MARKETING IDEAS TO BOOST YOUR FOOD DELIVERY BUSINESS GROWTH

HOST AN EVENT

Bring in prospective customers with events like a wine tasting or dish tasting.

CREATE USEFUL CONTENT

Sharing informative & relevant content like how-to guides, blog posts, etc. can help.

PUBLISH PHOTOS & VIDEOS

Post high-quality food photos on Instagram, Pinterest, Facebook, etc. to draw in hungry eyes & customers.

GET GOOGLE MY BUSINESS

Give your users quick and easy access to your website, reviews, & other information using Google.

THE POWER OF LIVE STREAMING

Get in touch with your customers on a more intimate level, letting them watch their brands live from time to time

CREATE EVENTS/ CONTEST

Increase your exposure by running some events, challenges, or contests, requiring your audience to like, share, or comment.

"

While the inexpensive ways are best to develop brand voice, enable authentic interactions with customers, and educate your customers, there arises a need for paid marketing for faster and greater conversions.

DISCOUNTS & COUPONS

Offer a loyalty program, discounts, coupons, etc. to let your old and new customers make more orders.

PAID MARKETING IDEAS
TO BOOST YOUR FOOD DELIVERY BUSINESS GROWTH

PAID ADS

IN THE STATS

On average, 41 percent of clicks go to the top 3 paid ads on the search results page.

Source: Wordstream.com
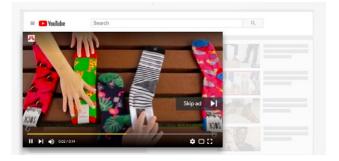
DISPLAY ADS

THE FACT

Display advertising has proven to increase traffic to websites by 300 percent.

Source: Visual.ly

YOUTUBE ADS

DID YOU KNOW

43% of new customers make their first purchase because they saw the product in a YouTube ad.

Source: Bluelist.co

VIDEOS ADS

IN THE STATS

Video ads are clicked 73% more often than display banners.

Source: Disruptiveadvertising.com
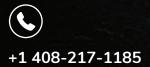
ONLY 11% OF THE WORLD'S POPULATION HAS ACCESS TO FOOD DELIVERY PLATFORMS.

But with the help of stats and trends, we foresee immense expansion of this industry. By the end of the next decade, it is surely going to be more effective. From serving every type of food to making deliveries by drone/robot, the food industry will experience huge revolution.

-Forbes.com

DOES SUCCESS OF APPS LIKE ZOMATO, SWIGGY, GRUBHUB, DOORDASH INSPIRES YOU?

NOW Is The Right Time To Get Started!
Let's Build The Next Inspiring Food Delivery Business Together.

+1 408-217-1185   business@code-brew.com   www.code-brew.com

CODE BREW
LABS

Food Industry

Overview

Online Food Business Plan: Route Mapping Your Success

Formal Proposal For Delivery App || Code Brew Labs

Aniket <aniket@code-brew.com>

Tuesday, 5 December 2023 at 11:47

To: eddiemassinga@txapita.co.mz;   renemeneses@txapita.co.mz

Royo Orders + Dispa...
4,9 MB

Download All • Preview All

Dear Eddie and Rene,

I hope this message finds you well.

After our recent discussion, I'm thrilled to share the tailored formal technical and financial proposal for the innovative Delivery Application project we've been working on for TXAPITA. This proposal embodies our collective efforts to create a robust, sophisticated platform that surpasses Uber Eats and Doordash due to the meticulously crafted features to meet the unique demands and challenges of the vibrant Mozambique market.

Developing this solution has been nothing short of a riveting journey. Tailoring it to suit the intricacies of the local landscape has been a magnificent experience. Working alongside individuals as insightful and forward-thinking as yourselves in the realm of mobility entrepreneurship has added immeasurable value to this collaborative venture.

Our team has been inspired by the vision you both have for TXAPITA, and crafting a platform that aligns seamlessly with your innovative strategies has been invigorating. The integration of cutting-edge technology to address the needs of a market poised for transformative mobility solutions has been a thrilling endeavor.

I've attached the comprehensive proposal to this email, meticulously structured to reflect the journey we've embarked upon and the extensive insights we've gathered. If you have any queries or require further clarification, I'm eager to assist and discuss the financial proposal in detail.

Looking forward to kickstart this project and delight the people in Mozambique with this revolutionary solution.

Thanks and Regards

Aniket Jindal
Sr. Business Manager, Code Brew Labs Global

(332) 895-3211 | www.code-brew.com | aniket@code-brew.com

USA | MEXICO | VENEZUELA | DUBAI | INDIA

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Re: Formal Proposal For Delivery App || Code Brew Labs

Eddie Massinga <eddiemassinga@txapita.co.mz>

Friday, 8 December 2023 at 01:39

To: Aniket; renemeneses@txapita.co.mz

Warm greetings Aniket!

I trust this email finds you amidst exciting developments.

Your comprehensive proposal for the Delivery Application project has arrived, and we are truly impressed by the level of insight and detail provided. The way the financial structure is laid out showcases the careful consideration and aligns impeccably with our current trajectory. Code Brew's approach in presenting this resonates well with our preparations, ensuring a smoother transition into this exciting phase.

As we continue to rally the necessary resources for this venture, your support and the meticulousness displayed in the proposal are immensely valued. The proactive and strategic layout greatly facilitates our planning and ensures a seamless execution when we hit the ground running.

We're eagerly projecting the launch of this project for the beginning of 2024 between January – February, and the beginning of what promises to be a dynamic and fruitful collaboration. The journey ahead looks incredibly promising, and we're thrilled about the prospects.

Thank you sincerely for your dedication and support.

Best regards,

Eddie Massinga, MBA
CEO – Chief Executive Officer & Managing Partner

txapita

business@txapita.co.mz – www.txapita.co.mz
Cell.: (+1) 310-6144-166 / (+258) 84/87 3838430 I Linha Verde: 800 40 40
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Development and Technical Operations Center: 1465 Market St #400, Silicon Valley – San Francisco, California, USA
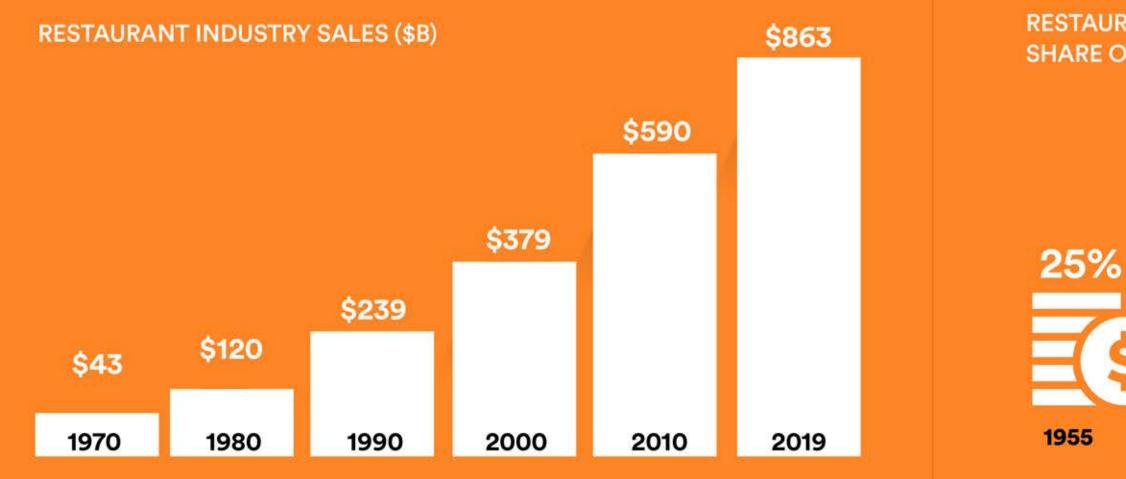
Food Industry At A Glance

The online food industry has been ruling the world for the last several years. Despite the fact that there are many big players already, the competitive nature of the industry doesn't stop the aspiring entrepreneurs to step up.

Stats From The Past

The Exponential Growth Over The Decades Attracts Entrepreneurs To Invest More In This Promising Industry

RESTAURANT INDUSTRY SALES ($B)

Year	Sales
1970	$43
1980	$120
1990	$239
2000	$379
2010	$590
2019	$863

RESTAURANT INDUSTRY SHARE OF FOOD ($)

1955	PRESENT
25%	50%

© code brew labs

Future Predictions & Facts

While there are several ways to launch your business in the food industry, nothing beats the profits you could earn by taking it online.

The revenue in the Online Food
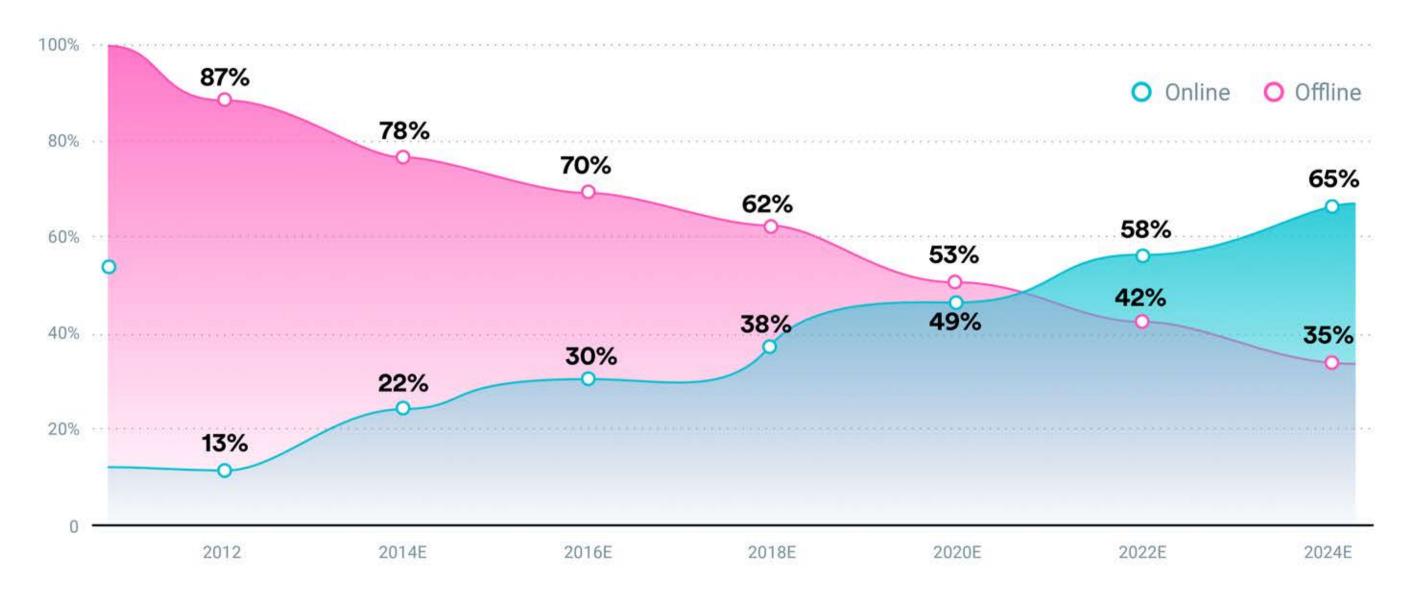
Delivery segment amounts to

US$23,991m in 2020

Is expected to grow up to

US$29,222m by 2024

Takeaway

With around 82% of food order being the place from home, the online food industry is all set to take over the offline market by a huge margin.

In addition, 79% of Millennials prefer ordering food via a website or app, which clearly states the lucrative future of the online food industry.

Online   Offline

Online Food Orders v/s Offline Food Orders

Offline values: 87%, 78%, 70%, 62%, 53%, 42%, 35%

Online values: 13%, 22%, 30%, 38%, 49%, 58%, 65%

Market
Opportunity

The present on-demand food industry works by adopting a full cycle approach to the three basic components of a meal experience.

Ordering

Customer requests to prepare and deliver food through an app or a website.

Cooking

The orders meal is prepared after an order is received by the business owner/partner restaurant.

Delivering

Prepared meals are delivered through different delivery models adapted by the business owner.

Exploring Different Food Business Models

All feasible food business models follow the same approach with different functioning.

Single Vendor

Allow your customers to directly order food and pay online from your branded food ordering platform

Single Vendor + Multi Stores

Start your own multi-store food ordering system & let your customers order and pay with multiple integrated payment portals

Multi Vendor

Give your customers a seamless online food ordering & delivery experience with multiple vendors serving on your platform

Multi vendor + Multi Services

Bring multiple services under your food ordering platform to expand your customer reach and boost your ROI manifolds, without increasing you cost of operations

Takeaway

Initially, it is a good idea to take your food business online with a single vendor or single vendor with multiple stores business model. With a robust technology solution and powerful marketing strategy you can expect it to turn into a profitable venture.

It's time for you to understand the revenue generation process associated with every model.

Building
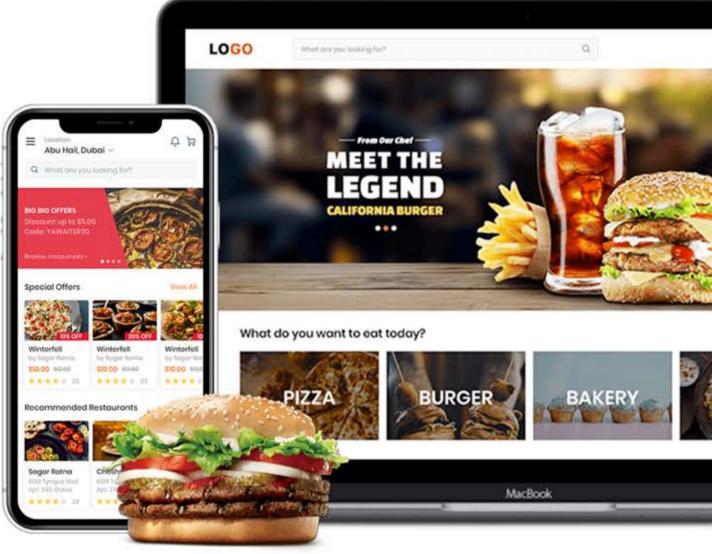# Your Success

Recipe For A Successful Online Food Business

Picking A Right Tech SuiWith Right Marketing Plante + Adding The Best Features + Garnishing Branded Food Ordering Website and Apps

Empower Your Business With A Complete Technology Suite

To make your restaurant/ food business successful, it is necessary to deliver a flawless, convenient and enjoyable meal experience to the customers. And it is here when technology comes into play.

You will need an advanced tech suite that helps simplify ordering, speed up the delivery processes and give your customers a delightful experience.

Ordering Website & Apps

Give your customers a user-friendly & fully-responsive website to let them connect with your restaurants and order seamlessly. Make food ordering more exciting and super easy with the help of customized iOS and Android apps.

Appointment Scheduling Solution

Do you plan to run specialized services such as baking classes or some professional services in future? Then you will require a complete solution that enables restaurants to schedule appointments and features tracking, rescheduling, alerts, etc.

Restaurant Management Solution

With an eagle eye view you can control and manage your online food business ideally. For this you will need a really powerful dashboard that helps add/edit catalogue, manage payments, check ratings & review and do much more.

Delivery Management Solution

To accomplish all your orders in a hassle-free manner, you will need a high-end delivery management solution. Choose one which offers optimized route planning, automated task assignments, tracking feature, agent notifications, & more.

Intuitive Delivery Agent App

Empower your delivery team with easy-to-use driver app. With complete order details & the most optimized routes, enable them to make multiple deliveries efficiently. Give them a tool to get instant task notification, contact their customers, and track their daily earnings.

Customer Management Solution

It is important to build steadfast relationships with customers and technology can help you. For this you will need a CRM solution which manages all customer details at a single place. And you can use their order history in many effective ways like sending the deals & discounts as per their choice.

Add The Best Features To Serve Great Meal Experience

If you want to set your online food business apart from the plethora of competitors, you need to work on the overall experience you deliver to your customers. Building loyalty with them can really differentiate you and boosts your revenue exponentially. For this, you need to improve the quality of services, which turns possible when you focus on the Four Cs.

Customer Experience

In The Fact

"A moderate increase in Customer Experience generates an average revenue increase of $823 million over three years for a company with $1 billion in annual revenues."

And going that extra mile to provide an excellent customer experience isn't that tough. Here are some key pointers to keep a check on the experience you deliver:

Interactive UI/UX

While designing UI/UX for your food ordering app & website, it doesn't have to be confined to a list of features and functions. It must have real interactions in the virtual world.
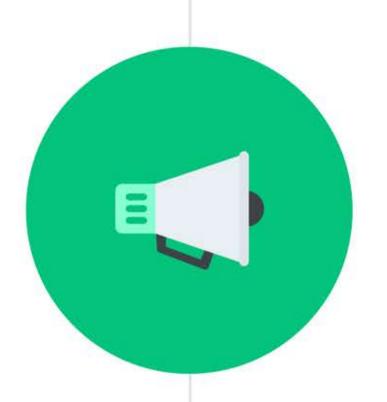
Better Food Discovery

Enable your customers to search for the restaurants and food items easily. Let them filter your offering cuisine wise, distance wise, & even budget wise.

Easier Payment options

Leverage your customers with multiple payment options, allowing them to pay in cash or through their debit or credit card or even through electronic wallets.

Eliminate Waiting Time

Giving them the option to pre book the table or schedule a delivery in advance will help you win their heart.

Customer Engagement

In The Stats

"A fully-engaged customer represents 23% more revenue than average"

To put simply, your users engage effectively if they find value in your online food business. Let's check some ways to keep them engaged in longer run

Offer Coupons & Discounts

Discounts are a great way to get people in the door. Just make sure there is a strategy around them and you communicate your message correctly.

Create You Brand

Customize a strong presence of your brand with your color, logo, etc. Self-branded apps & website engage users more effectively and efficiently.

Bring In More Interaction

The best way to interact & engage your customers is through in-app chat. It can help you onboard new users, offer new dishes, resolve their queries & even gather feedback.

Manage Your Catalogue

Adding mouthwatering photos or videos to your app & website can boost engagement. Get a unified control of your menu across all the channels to add, edit & publish categories, items, taxes, charges, etc.

Customer Satisfaction

Did You Know,

A restaurant will only receive 14% of all complaints directly & at the same time, 38% of all complaints are made public on either social media or review sites.

Thus, it is very important for food business owners to make customers satisfied. Moreover, happy customers are known for showing appreciation for great service with their wallets. So you should invest heavily in measuring customer satisfaction and work to consistently give better service.

Here's some help;

Control Your Inventory

Cancellations can lead to frustrated users. You can drive down cancellations and proactively manage your stock to keep your customers happy.

On-Time Food Delivery

Make sure the food reaches on time & every time. Benefit your delivery team from route optimization and in-app navigation for efficient food order deliveries.

Value Their Feedback

Give your customers an easy way to leave feedback about their experience, despite the fact good or bad. Improvise on negative feedback to satisfy them in a future.

Update & Tracking

Allow them to track their food in real-time and keep them updated by sending them proper ETAs through push notification or text.

Customer Retention

The Data States

"Increasing customer retention rates by 5% increases profits anywhere from 25% to 95%"

Not merely for profits, but also to outshine your competition, you need to focus on brand loyalty. Hence, retaining your customers and turning them into your brand ambassadors needs to be in your plan. Find out how you can do this.

Reward Customer Loyalty

Persuading app users to keep opening your app is possible with well-planned customer loyalty programs. You can offer rewards in the form of coupons, promo codes, loyalty points, cash back, referral points, etc.

Regular Feature Updates

Getting timely updated on the new feature developments is one important aspect to increase the retention rate. Choose a partner offering automatic updates to ensure you receive the latest features immediately for your website and mobile app.

AI-Driven Insights

Implement better strategies to operate your online food business with the help of comprehensive reports & insight driven by AI. It enables you to make better business decisions and improve customer service.

Market It Right

Get 360 degree analysis of your online food business and take out the guesswork out of your marketing plan. Look for unique marketing ideas to retain more customers & take your food business to the next level.

Garnishing With Right Marketing Plan

Savory Marketing Ideas to Grow Your Online Food Business

That's great to have a feature-loaded food delivery app. But to gain a competitive advantage, you need to plan for marketing your food delivery services. Thankfully, there are several ways to do so. From the paid strategies to those that cost nothing, the list can be really long. Here are listed some of the most effective to head-start.

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Inexpensive Ideas

To start, you can always choose some cost-effective plans. While you don't need to stress much for investment, these are promising enough to bring some good results.

Host Online & Offline Events

You can bring in prospective customers by hosting some events like a wine tasting or dish tasting. Alternatively, you can increase your exposure by running some online events, challenges, or contests. Expand your customer reach by asking your existing audience to like, share & comment on the same.

Register on Top Review Sites

Attract eaters who prefer ordering from a more 'well-known' establishment. You can register your business on some of the internet's top review sites like Yelp, Opentable, Zagat, and Trip Advisor. Make sure the review site has the correct contact details and menus. Post some good food pictures and content to boost your profile.

Tempt Them With Offers

In The Stats

"In a study to understand combo meal purchase behavior, it was found that consumers find these meals easy to order and good value for money."

You can create offers to entice more customers. From starting with a loyalty program to offering coupons and combo deals, you can attract old and new customers alike.

Add Details to Google My Business

Register your details to Google Maps by joining Google My Business for free. As maximum customers perform online research before choosing a restaurant to eat, your online information has to be correct and up-to-date.

These ideas will help you marketing at a fraction of cost. But if you want your business to grab the eyeballs & drive conversions quickly, it is recommended to invest in paid strategies too.

Paid Marketing Ideas

Leverage Google Ads

Using Google Ads you can boost your business to the top of search results for specific keywords. Plus, you can track your ad performance & pay only when a customer clicks on your ads.

Run YouTube Ads

This video-sharing platform is becoming a preferred place to advertise. With higher customer reach, advanced targeting and easily accessible statistics, it ensures greater ROI.
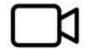
Use Local Media

Beside online marketing platforms, try out your local media sources to target local customers. But as this comes with a little scope, going digital is advisable.

Facebook and Instagram Ads

Similar to Google ads, you can benefit from social media platforms too. Pinpoint your customers based on previous purchases, interests, location, age, & so on and run your ads with some investment. Though Instagram appears to be the first choice of restaurateurs, yet Facebook ads can also bring in better ROI.

Try Video Ads

Do You Know,

92% of marketers say that video is an important part of their marketing strategy With video advertising you can attract more attention as most internet users prefer watching a video rather than read a simple text.
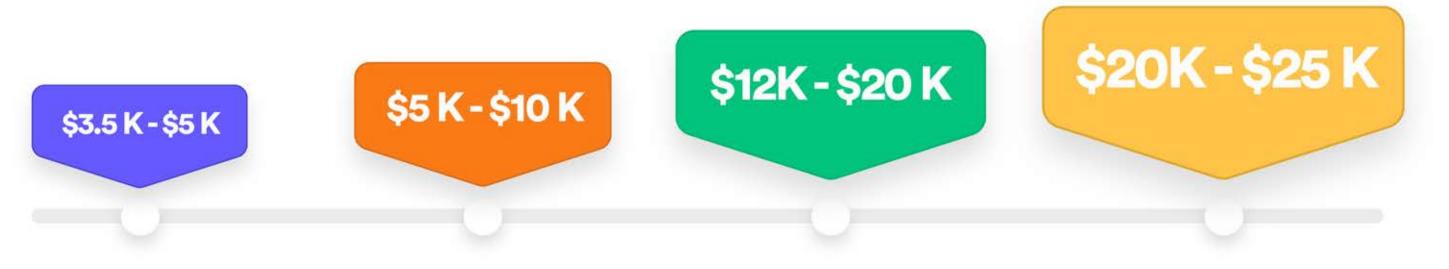
Investments & Costs

Minimum Investment To Jumpstart Your Online Food Business

Similar to any other business idea, having your online food app too requires

a minimum upfront investment. While this cost for taking your food

business online delivery app depends upon various factors, it is crucial to

understand these in detail before you start.

Technical Cost

The food delivery app development cost will largely depend on the type of business model and tech suite you choose.

>>It can range from

$3.5 K - $5 K

$5 K - $10 K

$12K - $20 K

$20K - $25 K

Cost Range

$3.5 K - $5 K

SaaS Based Solution

A Minimum Viable Product or MVP includes the most important and minimum features. Basically, it helps you validate your online food business idea with the help of the feedback received from the customers, as per the app usability.

Creating an MVP helps you set the core functionalities for your app

It helps you test features on an early version of the product

This is a really cost-effective solution which can help you reduce the risks by a huge factor before you launch the final version of your app.

Cost Range

$5 K - $10 K

SaaS Based Solution

Now taking your food business onboard doesn't have to be a month-long plan. Thanks to the SaaS-based solution.

Speed of Deployment

Being a ready to use technology, the time frame to develop your app is almost negligible.

Cost Effective

You don't need a very huge investment for this case. Generally, you have to pay a one-time set-up along with some other nominal charges.

Multiple Features

The major advantage of choosing a SaaS-based solution is that you get access to ample features to grow your business.

Regular Updates

Keep your food delivery app up-to-date with regular upgrades which are released from time to time by your provider.

Tested Solution

These solutions have been tested on various parameters to ensure greater ROI.

Cost Range

$12K - $20 K

White-labeled Solution

Leveraging your business with the power of branding, these solutions offer that native look your business needs to thrive in the competitive industry. From choosing the color palette to your logo, everything that matters is resolved with white-label solutions.

In The Stats:

"Color improves brand recognition by up to **80%**."

Benefits

Easy to brand

The most obvious benefit of a white label app is that it's quick & easy to brand. You can launch your food app with your logo, choose a color for it and do much more. It's simple - add your own branding and get straight to the business.

Save time & money

Developing a solution from scratch will not only be expensive but also time consuming. You can save both, choosing the right white label solution for your food business.

Reduce Maintenance Hassles

Run your business smoothly without worrying for troubleshooting and maintenance. These are handled by your providers, charging you a minimal fee for the maintenance.

Cost Range

$20K - $25 K

Own Your Source Code

You might overlook the significance of having your source code initially. But as your food business expands, you will realize the need for self-sufficiency. Owning your code gives you complete control to fix, improve, and scale food apps as needed.

Benefits

Simplified Debugging

Trace into the code to find out why a feature is not acting as expected. You can easily solve the problems in a quick & efficient manner.

Hands-on Upgrading

Enjoy the ease to upgrade with changing market needs, which can be the difference between the success and failure of your food business app.

Competitive Advantage

Embrace flexibility and adaptability to outshine your competition. You get advantage of additional customization capability, which gives you a unique competitive edge.

Greater Scalability

You will also get the flexibility to attract & manage new opportunities arising for your food business in the future.

Understanding
The Operational
& Resource Costs

Operational Costs

The cost related to the operations of your food business depends on a number of factors like size, region of operation, model, etc. Overall you can consider the prime cost to be a key performance indicator for your business.

And here's why:

- **It consists** of largest restaurant expenses & ensures you stay profitable

- **It change** constantly and can be controlled by implementing effective measures

- **It affects** almost every aspect of your food business.

So, here's how you can calculate the prime cost, To understand how this works, let's breakdown the same with an example:

1 Step

Calculate CoGS for a particular period

Beginning Inventory of F&B + Purchases - Ending Inventory

For instance, if your beginning inventory for September is $12,000, you purchased $5,000, and your ending inventory is $10,000, then your CoGS is $7,000 ($12,000+$5,000-$10000).

2 Step

Calculate labor costs

Beginning Inventory of F&B + Purchases - Ending Inventory

Checkout September's total salaries & add total wages of hourly workers. Simply calculate wages by multiplying the hourly rate & number of hours. So, if your monthly salaries are $15,000 and wages, $ 10,000, the total labor cost is $25,000.

3 Step

Calculate prime cost

Now your prime cost will be $32,000 ($7,000 plus $25,000).

Now this number when calculated as a percentage of sales, becomes far more useful: Prime Cost Percentage = Prime Cost ÷ Total Sales
This means, if September sales are $65,000, then your prime cost is 0.49 or 49% ($32,000 ÷ $65,000 × 100).

Hence, 49% of your revenue is used to cover the prime cost.

Resource Costs

Similar to operation costs, resource costs are crucial to the success of any food business. You need to understand that it is a substantial investment. If overlooked, these can spiral out of control and negatively impact your profits- which you definitely don't want. The good thing is that you can reduce both operational & resource cost with help of a right tech solution.

Whether you are a single vendor or a multi vendor owner, having reliable restaurant management software can work effectively to cut these costs – no matter the size. It assists you in:

| Managing restaurant billing | Inventory tracking | Accounting | Kitchen order taking | Call order management | Restaurant Point-of-Sale (POS) | Time clock & payroll |

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Maintenance & Server Cost

Wondering, why do you have to keep paying for your app even when it has been launched?

Well, launching your food app isn't the end, but a beginning for your online food business. There will be so many factors that will affect your success. Right from the number of downloads, to ratings and daily active users, there will be a lot happening thereafter. To ensure that everything goes smoothly, you need to cater an ongoing server and maintenance cost. And the best thing is it is not a massive amount, which adds hole to your pocket.

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Cost Range

$80 to $100/ Month

Server & Maintenance

With a robust technology solution and powerful marketing strategy you can expect it to turn into a profitable venture. To understand how you can generate more profits out of your online food business, it is highly essential to understand the revenue generation process.

Note: This cost is completely proportional to the number of transactions you make. The cost stated above is valid up to **10,000 transactions**.

Revenue Generation Model

It is essential to understand that the online food industry brings forth a highly progressive revenue model for the business owners and entrepreneurs. While it gives you an opportunity to start with the minimal investment and launch your offline restaurant online, it has the potential to build your own food marketplace with passage of time.
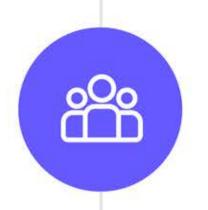
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Understanding Revenue Models Of Online Food Industry

Taking Your Restaurant Onboard

Single Vendor

Also referred to as Standalone Restaurant, this model is basically meant to simplify the food ordering and delivery process. For the single vendors, increasing sales amidst the fierce competition and rapidly changing trends is the biggest challenge. The key to success is maintaining a balance between acquiring new customers and retaining the existing ones. Here are some effective ways to mitigate revenue for your online standalone restaurants:

Acquire New Customers

A little extra effort to give your users a great first experience helps them turn into loyal customers. Enforce traditional & digital marketing tactics to yield the best outcomes.

Make use of **social media marketing** for advertising your food business

Plan for **paid ad campaigns** to get in more customers

Welcome new customers with **'first-time' discounts/ offers**

Try out **ASO (App Store Optimization)** to increase mobile app ranking & downloads

Retain Your Customers

Once you've got the customer to your app, make sure you make them come back—and often. Retaining them is highly important to boost your revenue. While they help generating more every time they order, they also generate revenue offering free advertising through word of mouth.

Encourage repeat orders with **customer loyalty program** & provide some value back

Offer coupons, promo code & discount to instantly attract your customers

Gather customer feedback & act promptly to disappointments to show that you value them

Building Your Multi Store Restaurant App

Single Vendor + Multi Stores

Enabling your customers to order from the stores nearest to their location is an added advantage to your online food business. Along with easy ordering & delivery, you can elevate revenue graph with some simple ways like:

Entice more customers with **store-specific discounts & offers**

Be innovative with your food menu; **add/highlight some specialties** for every store
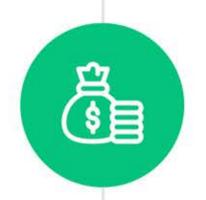
Target region specific audience with **geo-targeted ad campaigns**

Multi Vendor Marketplace

After establishing a successful single vendor marketplace, your next step will include on boarding alike food businesses to your platform. Expand your offering and circumvent supply disruptions with multiple sellers available at same time. This will help your generating more revenue by following ways:

Commission & Delivery Charges

Food Delivery Platform Revenue = **Commissions From Restaurant** + **Delivery Charges From Customers**

Commission Percentage

For the online food delivery businesses, the major part of revenue arrives through the on pre-decided commission rates based on the quantity of food order.

Delivery Charges

Another revenue stream is obtained from the customers. A nominal delivery fee is charged from customers, which might be increased during high order demands or unusual weather conditions.

Advertising

You can earn more through advertising your partner restaurants.

Banner promotions

Promotes and displays ads of your partners on the platform. A number of restaurants desire for greater visibility & banner promotion is a solution for them.
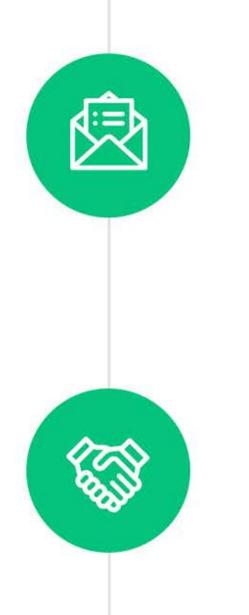
While they get the promotion they want, they willingly pay for the same to you.

Priority Listing

Another way of advertising could be to give some partners priority in the list of available restaurants.

You can ask them to pay, if they want to be displayed higher on the list.

Subscriptions

Launching a special package with some 'extras' for your customers, you can convince them to enroll & pay for the same.
(Zomato Gold, Swiggy Super, Grubhub+, Eats Pass)

Affiliate Partners

Another way to earn revenue is by partnering with some financial institutions and generating affiliate income.
This benefits your customers as well; they receive several credit/debit card offers from those financial companies.

Multi Vendor + Multi Service Marketplace

Food industry is certainly a promising one. But being an entrepreneur, the wish to expand is likely to trigger you. Hence, launching your multi vendor food marketplace is not the end. In fact, it is the right start to grow your revenue exponentially. And technology makes it possible.

Adding more services to your platform is all you need to do at this step. Explore how this will take your revenue to new heights.

Offer any number of services on the same platform.

Expand your customer base indefinitely.

Multiply your sales and revenue several times.

All this turns possible without worrying for increase in operational costs. Make best use of the same resources & delivery team for brand expansion.

Understanding The Competitive Landscape

Before you jumpstart your online food business, it is essential to understand the competition in your industry.

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Why Is It Important To Analyse Your Competitors?

Running a thorough competitor analysis serves many purposes. By learning more about the competitors, you can easily understand your market and secure your place in it. It helps you create your

Market value propositions

Key differentiators

Marketing strategy

Now coming to the more important question,

How to analyse your competitors?

For a complete competitive analysis, it is vital to consider your direct and indirect competitors, both. From analyzing their menu items to exploring their marketing tactics, business practices, brand positioning and pricing, there is a lot to know. You can start with compiling a list of competitors. And once you are done with it, here is what you can do:

Identify Strength

Every business has its own strength and you need to explore that side of your competitor.

For example, a supermarket's offer convenient ready-to-eat meals, whereas fine dining restaurants have expert chefs who excel in a particular cuisine, & then there can be fast food restaurants offering food at really low prices.

Identify Weakness

After the strength, it is time to search for their weakness.

For example, the supermarket's ready-to-eat meals stale after some hours. For the fine dining restaurants, the food might cost too much to the customers. And for the fast food restaurants, the quality might not be up to the mark to retain all customers.

Plan Your Action

Identifying the strengths and weaknesses of your competitors will help you lay down a success route map for your business. You need to choose a focus, taking into account the strengths & weaknesses of your competitors.

For example, you can start with your online food store restaurant, delivering a service that your nearby competitors can't match. It can be achieved offering fresh food of higher quality with a faster delivery service.
Offering lower prices might attract consumers. But even in this case, avoid compromising the quality of your food and service.

Why don't you checkout a comparison we made between the two top players SWIGGY Vs ZOMATO : https://www.code-brew.com/blog/2019/12/14/zomato-vs-swiggy-who-will-win-the-hunger-games/.

Takeaway

Even if you are already running a food business, it is crucial to stay alert. Analyzing the new competitors immediately will help you identify the potential drains. Start planning and adjust your business operations to stay atop the competition.

And remember never relax your standards. Remember, there's always a chance for a competitor to identify your vulnerabilities and swoop in to step you down.

The Need Of Funding

Need Of Funding For Your Online Food Business

Every business owner & entrepreneur wants to make it big online. To help it reach the pinnacle of success, you probably are thinking of getting some funds. Well, the exponential rise in popularity of online food business brings forth a lot of funding opportunities.

However, it is equally important for you to understand that when your food business actually needs funding.

Transaction From Single Vendors To Multi Vendor

If you are a single vendor, it is ideal to invest your own money and keep distance from funding. As in these cases you will not be spending much on your operations and resources, you can somehow manage your business independently.

Investing in a SaaS-based or white label solution will be a good idea initially. Launch your online store and start acquiring customers. After you start making a reasonable number of transactions and you plan to onboard different vendors to your platform, you can start looking out for investment. Though your requirements might vary, yet the apt time to hunt for funding is when you want to start with your multi vendor food marketplace.

Single Vendors

Multi Vendor

What Are The Different Types Of Funding Options Available For Your Online Food Business?

So when you really think your food business needs that extra boost, you can start looking for additional funding. Certainly, securing and contacting investors for funding is not everyone's cup of tea. However, the other fact you need to know is that there is more money available today from investors than ever before.

In The Stats

The average funding for startups in 2017 was between **1 to 5 million dollars.**

Moving on to the next, it is about the types of investors you can get. Generally, there are 5 types of investors to fund your app.

Let's find out:

Crowdfunding

As the name put it clear, it refers to the type of funding where a lot of people invest in your business. The logic is that everyone chips in a small amount, leading to a larger end goal amount for you. Hence, not an individual holds too much equity & power over your food business.

Popular platforms include

INDIEGOGO   KICKSTARTER   gofundme

Angel Investors

The investors who chip in their own money and time to guide you for your business are referred to angel investors. These are individuals not a company. Some common names are **Mark Cuban, Esther Dyson**, and **Scott Belsky**.

Venture Capitalists

When a group of investors collectively consider your funding request, they are known to be Venture Capitalists. Being professional investors, their primary concern is the ROI. There are good chances for them to ask you for a huge chunk of equity. But they can help you raise your chances of going to the next level.

SBA loans

Small business administration refers to the government agency and these offer loan guarantee. Definitely, it is the hardest one to get but if you succeed, you get up to 85% of the loan amount acquired. And that too at a very reasonable interest rate and lower down payment. Make sure you have a really good credit score to get this one.

Incubators & Accelerators

Another great way to get funding is through these programs. While they nurture your idea by injecting a little cash into it, they also let you facilitate your growth. Along this, they can help you come in contact with other people who are going through a similar phase. When differentiating incubators & accelerators, the latter have a fixed timeline. Whereas the former take more time, but offers greater long-term benefits.

Whatever option you choose, make sure you assess your food business needs deeply and figure out what direction would suit you the best.

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Billion global food industry.**

Be The NEXT Food Leader

Let's connect to help you get onboard in no time.

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