

Munk foodiee



Your Personalised E-Food Court





About us

Mink Foodiee is an e-retailing marketplace for users to order food from local restaurants, boutiques, cafes, bistros, and even 5-star restaurants without leaving the comfort of their home. We are working on B2B2C model and have incorporated a unique Queue manager, table booking and surge pricing facility. We strive to make sure that customer visiting or ordering from our clients get a seamless technology experience with the best of hospitality.





Founder

Mr. Abhishek Gupta is a leading expert in the field of IT solutions. His technical background enables the team to develop applications that provide customers with an experience that is smooth and ease of use. He has huge international exposure while studying at Harvard University, Boston and bring on table stories and experience that help the team grow as well as innovate with little room for failure. His involvement in student body and organising social parties and conference at Harvard has given him huge exposure to how clubs and restaurants work and of their needs. His mentors and deep tie-ups with clubs in Boston area are always helpful for a test run.

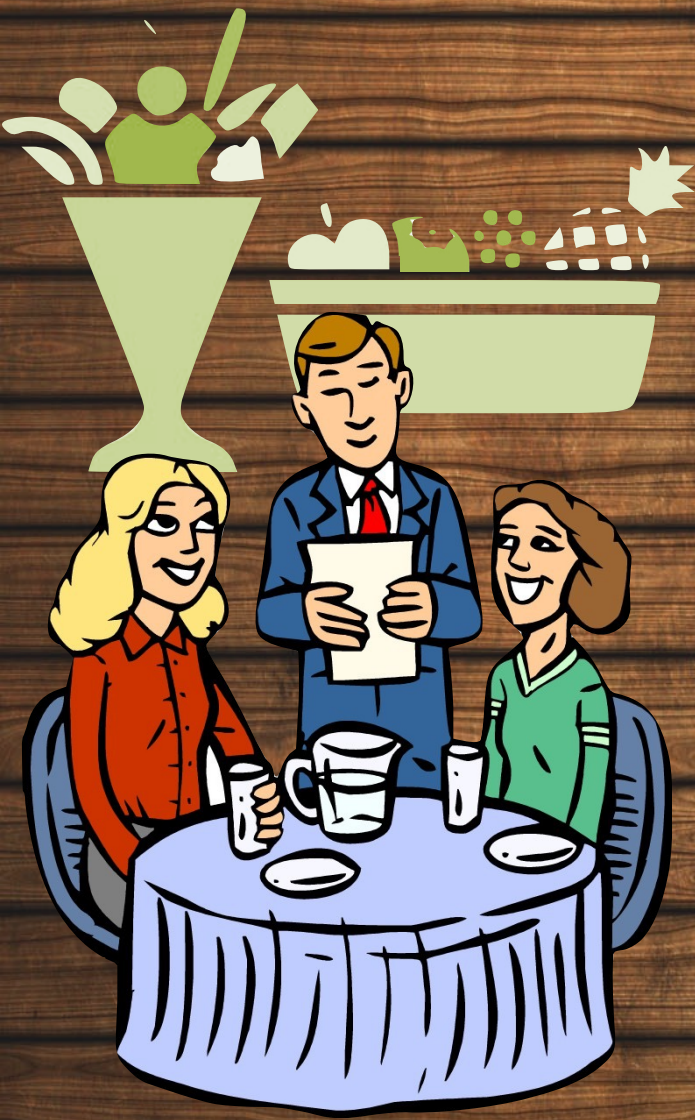




The team is built up of highly qualified tenured developers and marketing personnel with marketing experience of 30+ years working with national, multi national companies and have been a part of numerous product launches, and off the chart growth numbers.

We as a team together focus on seamless technology experience and for that we do external and internal testing in live environment, besides that flawless customer service is most critical in the industry were are working in and for that we have on board people from similar backgrounds as well as employees that are part of the customer service industry from the beginning years.

Mink Foodie Special Attributes




Wide array of cuisines - bakery, home chef's
Vast quantity of restaurants - even 5 Star
Quick and reliable delivery service
Detailed Restaurant module - Web & Mobile App
Simple kitchen module - Web & Mobile App
Crisp waiter and bartender Mobile App
IOS and Android User Mobile App
World-class Responsive Web Platform
Table booking interface
Paper less menu
Queue Manager
Takeaway Facility
Surge pricing



Surge pricing



**following
are the modules
we provide to
businesses which they
market to their new
and exciting
customer.**



why would they
market our module ?

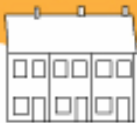
because we provide them
with Mink Foodiee application
which helps them deliver better
hospitality, save cost and ease
of service

B2B2C

*Restaurants assist us in
getting customers, we
convert those customers in
cash for them, but most
importantly we create
great customer stories for
each other*



1



Enter your
postcode
online...

2



Choose from
loads of takeaways
-always with great
discounts

3



Pay online by
card or cash at
the door...

4



Your food is
cooked and
delivered...


Online Order

*Order food online
and get it at your
door step*



Take-Aways

*Order food online
and pick-up
whenever you are free*

 **TakeAway**

Today's menu:

Online
Food
Ordering



Online Takeaway

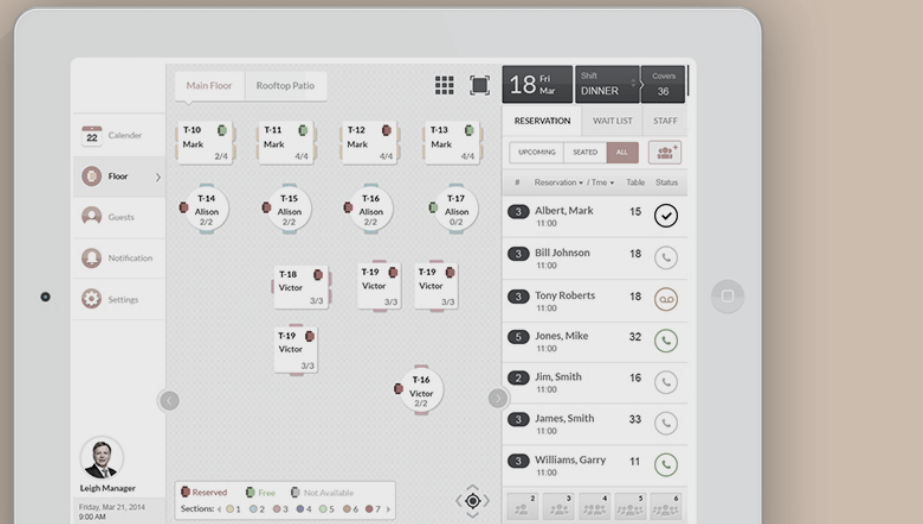
order your fave takeaway online today!

**CLICK HERE TO
ORDER NOW!**



TABLEBOOKING

Table management

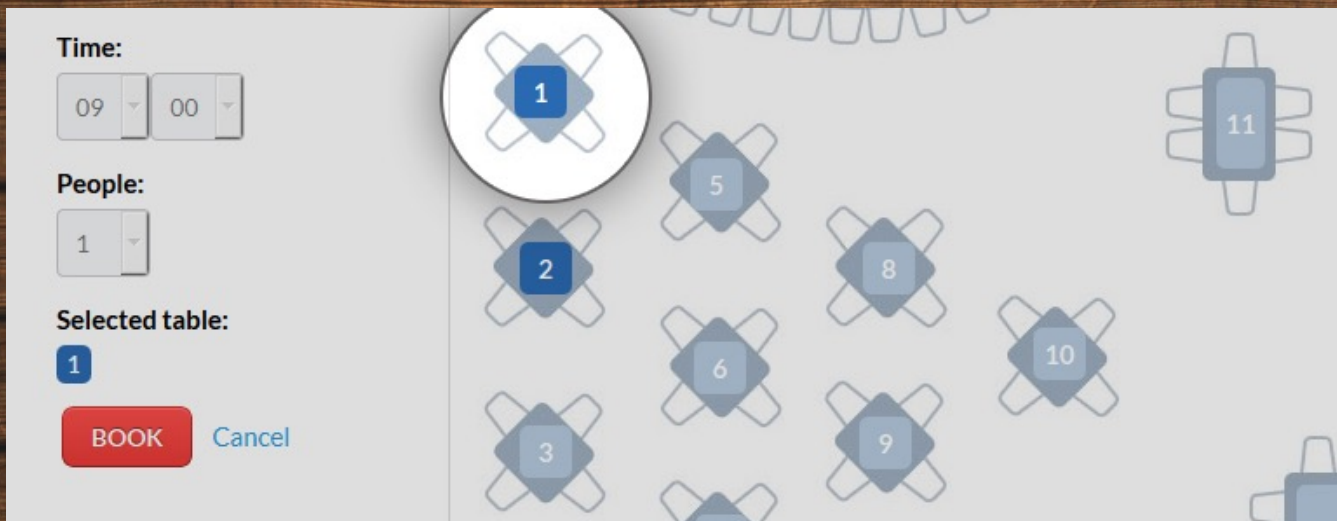


TableBooking

*Pre-Book a Table at any time
in any restaurant*

NEW Online booking

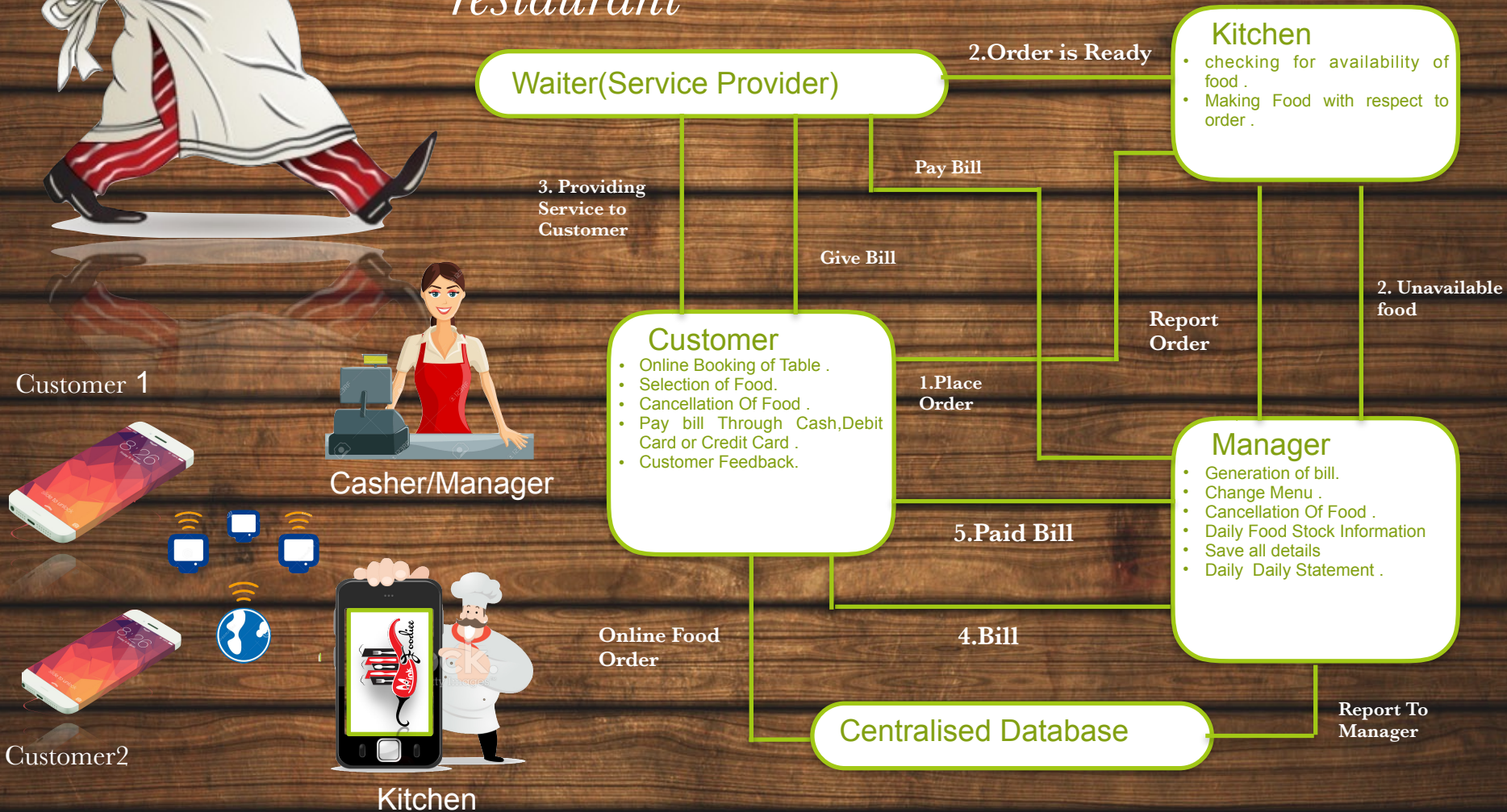
[Click here to book a table](#)

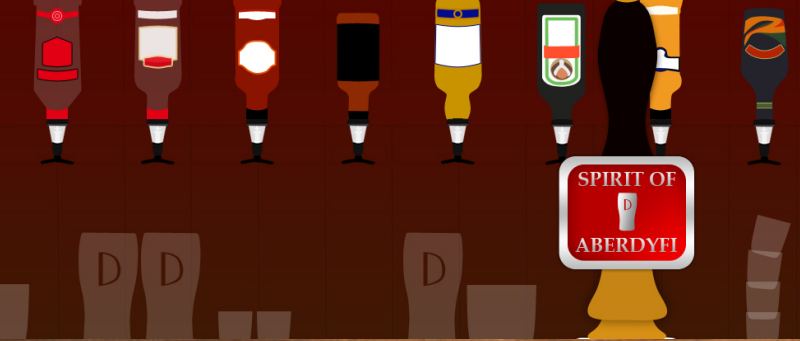




In-house Order

Place the order to chef while dining in restaurant





Bar-Tabs

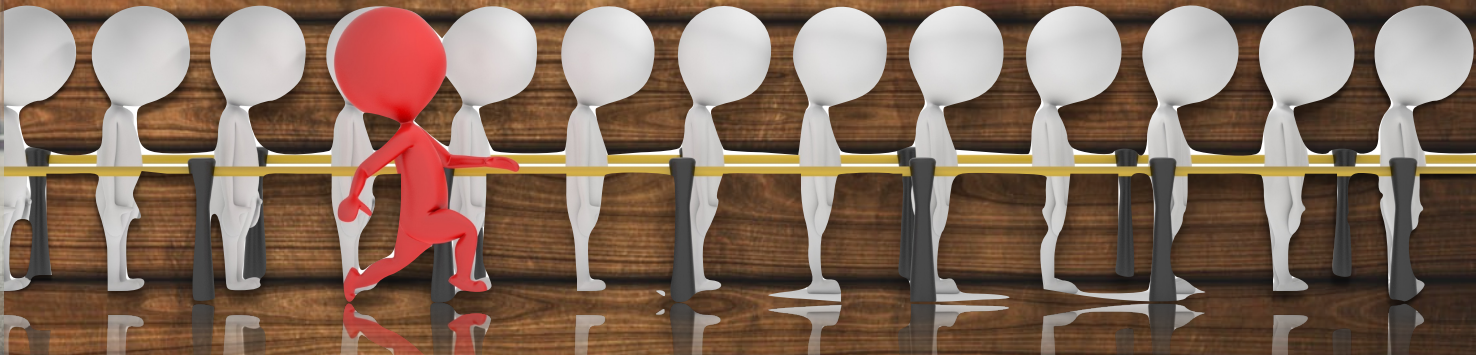


*Order your favourite drink in bar
without moving from table*



Queue Manager

*To manage crowd gathering in front of
their outlets*



Applications for Businesses and Users

Restaurants - Web & Mobile App

Kitchen - Web & Mobile App

Waiter - Mobile App

Front Office - Mobile App

Customer - Web & Mobile App

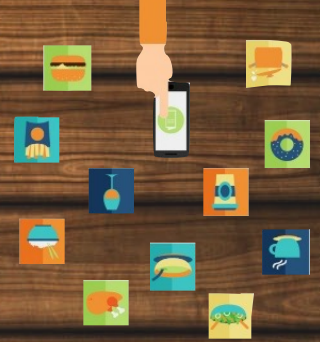
Phone Order/Booking Facility

Live Chat Facility

Facebook Order/Booking Facility



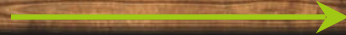
Critical problem with online food ordering



Lack of an efficient and reliable delivery service

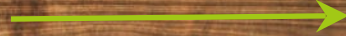
Traditional business model

Food order handling



ecommerce

Delivery handling



Restaurant

No control on delivery times/accuracy

Ineffective quality control

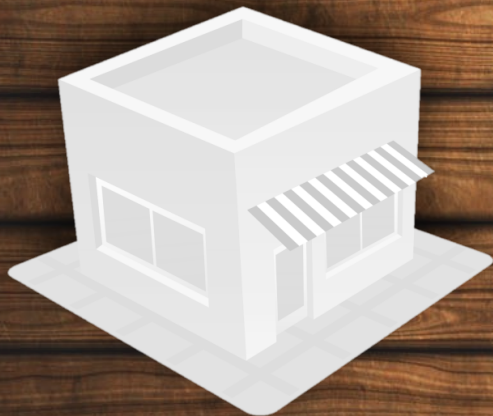
Low customer satisfaction



Delivering Service

Many restaurants have their own delivery service but many don't, but still customers want to order for them. For this we have tied up with external delivery service providers that will fill in this gap. These service providers would be managed by us to make sure restaurants are free to do what they do best and don't get themselves involved in logistics, we manage the full customer life cycle and take care of each customer touch points

we make balance customer demand with location based service and quality



Small but
widely
popular
food joints
work with
us now



Five star fine-
dining
restaurants
get to tap into
an industry
which they
have been left
out off

Estimated Penetrated Market

This is what our competitors target

Factors taken into account:

- Population with internet access
- Smartphones penetration
- Credit/debit cards issued
- Restaurant density

'Our business model is designed to incorporate an new target city with ease'

This is what we target

Additional Factors taken into account:

- Population without internet access
- Smartphones users but lazy or not too tech savvy
- Credit/debit cards issued but want to split bills
- Restaurants left out because of logistics
- Restaurants left out for not being tech savvy
- Managers that don't know how to manage complicated platforms
- Waiters that don't know how to up sale
- Language barrier between waiter and customer
- Variation in customer service while placing order on phone - we make it seamless like Domino's

Market Analysis

- Total potential market for restaurants
- Millions of Restaurants globally, thousands opening and closing daily
- Estimated penetration for customers possible
- 7Billion+ population
- Billions of dishes are made and served daily
- 100's of Millions of deliveries and takeaways
- Couple of millions of deliveries, takeaways and servings we can cater in future

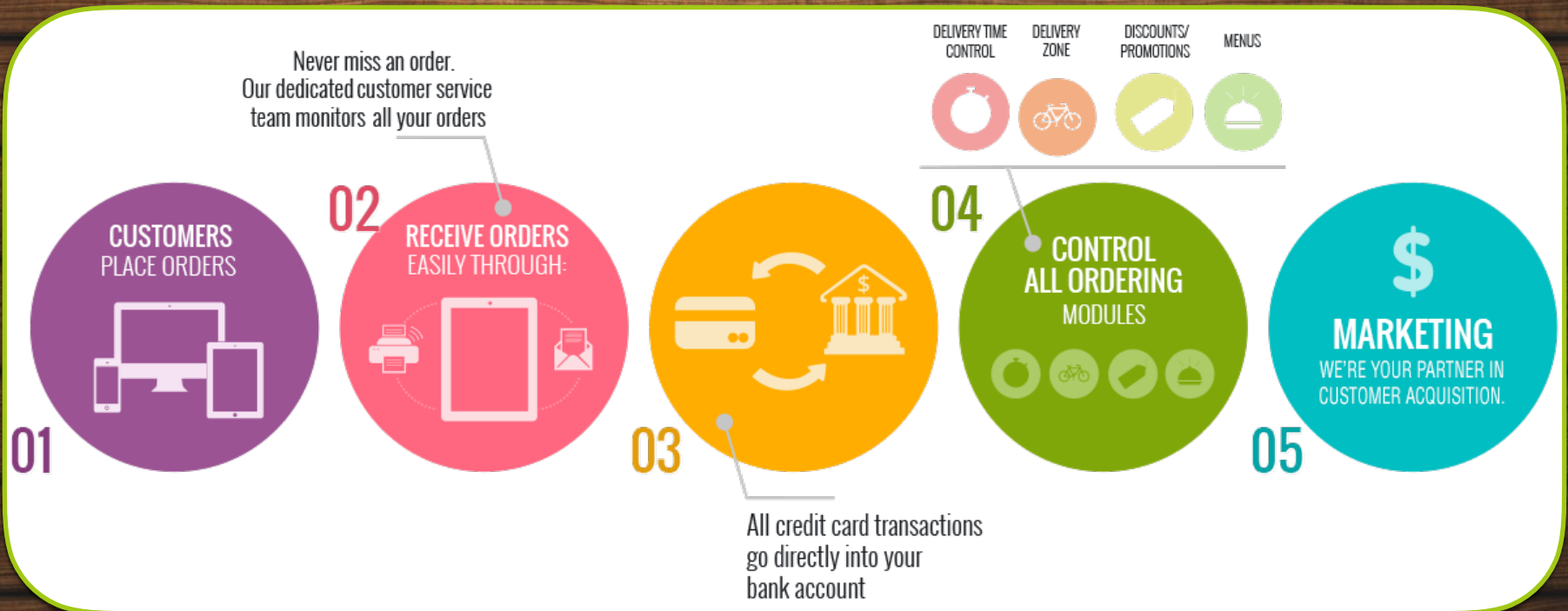


Most Important Factors That Benefit Our Reach

Customer Service
Strong Technology
Workforce
Industry Experience
Few Market Players
Logistics

Global presence from the very beginning
Awareness among people of our service
Numerous service integrated in one platform
Online Marketing Experience
B2B2C Strategy

Numerous Mobile
App
Paper less menu
Phone orders
Facebook orders
Cash on Delivery



**START
HERE**

How It Works



You can also
order by
phone !

We Provide Call -
Centre facility to our
Customer , so that we
done miss any one !

1800-121-MINK



thank you



Mink foodiee

Your Personalised E-Food Court



www.minkfoodiee.com

Available On :-

