

#RESTwithEU

08 Pathway

Delivery, Takeaway and Others: New Business Models and Revenue Channels



The COVID-19 pandemic accelerated changes in leisure, travel, and working habits. A notable surge in the demand for delivery and takeout services was observed during the pandemic, which led restaurants to adapt to this evolving scenario as customers increasingly prioritised convenience and easily accessible goods. While the specific adjustments required by individual restaurants may vary, it is clear that the demand for delivery and takeaway remains strong, especially in densely populated areas.

This challenge examines opportunities for restaurants to diversify their revenue streams by expanding their customer base through home delivery services. Notably, during the pandemic, some restaurants, in addition to offering delivery and takeout, also explored innovative avenues to generate income. These avenues included selling ingredient boxes for home cooking, catering, operating food trucks in open locations, hosting workshops, and more. In this challenge, we will focus on best practices and strategies for successfully implementing and offering these services, helping restaurants adapt to the evolving market and thrive in these evolving times.

WHAT ARE THE RECOMMENDED BEST PRACTICES FOR THIS CHALLENGE?

01

**BEST PRACTICE 1:
NEW ADDITIONAL RESTAURANT REVENUE WITH
DELIVERY AND TAKEOUT SERVICES**

What is **RESTwithEU** Pilot Project

RESTwithEU is a European Commission Pilot Project that aims to make the restaurant sector more resilient and sustainable by 2030 through accelerated digitisation.

DIGITALISATION WITHIN RESTAURANT INDUSTRY

Digitalisation in the restaurant industry involves more than just integrating new technology or connecting to the Internet. It's the process of transitioning a company's operations into the digital realm. This guide specifically addresses digitalisation challenges faced by restaurants and provides recommendations for implementing best practices in your day-to-day operations.

WHAT IS A BEST PRACTICE

A best practice, in essence, is a method or technique consistently proven to yield superior results compared to alternatives in a specific field. It represents the most effective and efficient way of accomplishing a particular goal, typically developed through experience, research, and experimentation, enjoying widespread recognition within an industry or field. In the context of the restaurant industry, these practices aim to optimize restaurant operations for maximum effectiveness and efficiency, contributing to improved performance and heightened customer satisfaction.

RESTAURANT CHALLENGES

The most effective strategies that can significantly benefit your business have been organised and redefined as restaurant industry challenges. The aim is to make these challenges relatable to you, so you can personally connect with one or more and feel inspired to explore and implement the corresponding best practices in your business.

DIGITAL PATHWAYS

Digitalisation pathways refer to the various routes that restaurants can take to incorporate digital technologies and processes into their daily operations and overall functioning. The objective of these pathways is to guide you through digitalization processes, offering support, assistance, and recommendations to help you initiate and navigate these initiatives effectively.

****Are you in need of assistance in selecting the ideal challenge for your business?***

Delve into the Digital Pathway Tool to explore and pinpoint the most fitting best practices aligned with your current level of digitalisation. This tool has been designed to help restaurants SMEs identify and prioritise your digitalisation efforts.



Why should you embrace the best practices in this challenge?

We strongly recommend embracing this best practice for the following compelling reasons:



YOU AIM TO ALIGN WITH EVOLVING CONSUMER BEHAVIOURS

The COVID-19 pandemic has accelerated shifts in consumer behaviours, as demonstrated by the heightened demand for home delivery and takeout services, among other notable examples. This evolution represents a fundamental change in the manner in which people interact with the food service industry. Even with the sense of normality returning after the pandemic, many customers still prioritise convenience and easy accessibility. Therefore, it is essential for restaurants to adapt to these changes. The shift in consumer behaviour is not limited to the pandemic's aftermath. The desire for at-home dining experiences and the convenience of ordering food online are enduring preferences. Teleworking, for example, has become a prominent fixture in the lives of many individuals. As remote work and telecommuting continue to be embraced, the demand for convenient dining options remains high.



YOU NEED TO INCREASE YOUR CUSTOMER BASE

You may find the need to expand your customer base for various reasons, such as intense competition in your local area or under-utilised dining spaces, thereby prompting the exploration of new revenue streams. If your culinary offerings and restaurant setup lend themselves to delivery without compromising food quality, integrating delivery services can open new avenues for growth. This approach not only enables you to reach a broader audience but also ensures your establishment remains competitive in an ever-evolving restaurant landscape.



DIVERSIFYING REVENUE STREAMS AND STAYING COMPETITIVE

The introduction of delivery and takeout services diversifies a restaurant's income sources while broadening its customer reach, contributing to financial stability, especially during uncertain or fluctuating demand periods. In this highly competitive food delivery landscape, adhering to best practices is essential. By enhancing service quality, operational efficiency, and customer satisfaction, restaurants can distinguish themselves and thrive in a crowded market, securing a competitive edge.

** In this challenge, we will present a single best practice that offers a complete roadmap, outlining the necessary steps and guidance to enable your restaurant to initiate takeout and delivery services. This recommended approach includes, similar to other challenges, a set of inquiries to ponder prior to commencing its implementation, along with a comprehensive guide outlining five essential steps to implement this approach. Nonetheless, in the case of this best practice, we aim to furnish you with a more extensive list, allowing you to assess your restaurant's preparedness for embarking on such an initiative. We will also present alternative options to diversify your revenue streams beyond those derived solely from the restaurant's core operations. Remember to prioritise the best practices to implement based on how they cater to the distinct circumstances of your establishment.*

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BEST PRACTICE 1: NEW ADDITIONAL RESTAURANT REVENUE WITH DELIVERY AND TAKEOUT SERVICES

The increase in food delivery and takeout reflects a shift in consumer behaviour, emphasising convenience and online platforms. This trend, fuelled by factors such as urban lifestyle changes and digital nomadism, highlights the crucial need for restaurants to incorporate delivery services into their arsenal. Adapting to this shift is vital for staying competitive, reaching new markets, and meeting evolving consumer expectations in today's dynamic dining landscape.



What you should keep in mind to implement this best practice

We break down the crucial factors you need to consider when applying the recommended best practices. Utilise the provided template to verify that each recommendation is in place before commencing the implementation process.

Mark either a tick or a cross in the boxes presented on the following page.



CHOOSE THE CORRECT SOLUTION FOR YOUR RESTAURANT



CUSTOMER CONVENIENCE AND EXPANDED MARKET REACH

Delivery and takeout services offer a level of convenience that resonates with customers who relish the opportunity to savour restaurant-quality cuisine in the familiarity of their own homes or workplaces at a more affordable cost. This heightened convenience often translates into elevated customer satisfaction and a strengthened sense of loyalty. Furthermore, offering delivery services allows restaurants to tap into a wider geographic market. Instead of relying solely on foot traffic or the local customer base, this approach can help you reach customers who may be located further away. This expanded reach can further lead to an increase in orders, making it possible to serve a more extensive customer base and potentially compete with a broader range of competitors.



INCREASED REVENUE AND DIVERSIFICATION OF REVENUE STREAMS

Providing delivery and takeout options can enhance your earnings by reaching a broader customer demographic, including individuals who enjoy the convenience of dining at home or choosing takeout. These services offer a lifeline when factors like low demand, inclement weather, or other deterrents hinder your ability to fill your restaurant's dining area. Moreover, embracing this additional service complements your income streams, thereby reducing your restaurant's dependence on dine-in customers. This diversification enhances your resilience against market fluctuations, seasonal variations, and unforeseen disruptions, ultimately fortifying your financial stability.



ASSESSING YOUR RESTAURANT'S CURRENT SITUATION AND MARKET RESEARCH:

Before proceeding with the recommendations, conducting your own comprehensive market research and assessment is imperative. This research will provide insights into your local market, which includes customer preferences, competition, and the presence of existing delivery services. Such information is pivotal for adapting your approach to meet the specific requirements and desires of your target audience.

***a.** What is your range of cuisine offered, and is the food prepared in a way that preserves its quality during delivery? Are there specific dishes or types of cuisine that your target customers prefer, and is the entire menu adapted for delivery to meet their expectations? What are the preferences of your customers?*

***b.** Within your local area, which other restaurants provide delivery or offer takeout services, and are any of them direct competitors? Who are your direct and indirect competitors? What approaches do these restaurants employ for delivery and takeout, and how can your establishment differentiate itself by offering unique features or services that others do not provide?*



DOES THE SIZE OF YOUR RESTAURANT MATTER?:

When contemplating the incorporation of delivery and takeout services into your restaurant, it is crucial to tailor your approach based on the size of your business. For smaller to medium-sized establishments, the focus should be on operational flexibility and a localised strategy of ensuring the optimisation of current resources, ranging from supply chain and inventory capacity to kitchen operations, exploring collaborations with local delivery services, and nurturing community relationships. On the other hand, larger restaurants or chains can capitalise on scalability and established brand recognition. They may have the ability to roll out services across multiple locations, accessing a wider market and potentially increasing revenue on a larger scale. Dedicated resources for logistics, such as delivery fleets and advanced ordering systems, enhance operational efficiency for larger establishments. Regardless of the size of your restaurant, prioritise your food offerings and ensure that your restaurant can seamlessly integrate this new service into your internal logistics, operations, and costings.



ACCOMPLISH THIS BEST PRACTICE WITH THE ASSISTANCE OF EXTERNAL PARTNERS:

Broadening your restaurant's horizons through delivery and takeout services is heavily reliant on third-party involvement, which necessitates a thoughtful partnership. Engaging with external partners offers the advantage of specialised knowledge and infrastructure to address the distinctive demands of off-site dining, ensuring that you can navigate the complexities and seize the opportunities by expanding your reach in the food delivery ecosystem. Primarily, we aim to highlight the digital platforms that enable users to place orders, as well as the coordination with delivery drivers, and the optimisation of routes to ensure the food reaches customers in excellent condition. All these elements are designed to streamline restaurant management, particularly if you prefer not to handle these tasks independently.

***a.** Let's distinguish between different third-party solutions for facilitating delivery or takeout services at your restaurant, categorising them into two types. The first category includes restaurant search platforms that highlight establishments offering home delivery or takeout and offer the entire delivery process within their solution, excluding the culinary aspect, and focusing solely on ordering and delivery logistics. In contrast, the second category encompasses digital solutions that adopt a more comprehensive approach. These solutions provide a platform or software that streamlines the entire ordering process, starting from placing an order to coordinating pick-up at the restaurant. Moreover, they furnish tools for delivery drivers, such as maps and route optimization.*



WHAT ABOUT LOCATION?:

The geographic location holds significant importance; hence, it is essential to assess the demographics and preferences of the local community to tailor your services accordingly. A thorough understanding of your location can guide menu choices, delivery radius, and marketing strategies. Urban areas might also require a different approach than suburban or rural settings, considering factors such as population density, traffic patterns, and competition. In smaller urban areas, initiating your own delivery service may be feasible, as the demand can potentially be met with a modest staff. However, in larger cities or densely populated areas, fulfilling all orders with an in-house team may lead to overstretching and operational challenges, making external assistance advantageous.



STRATEGIC PRICING AND INVESTMENT CONSIDERATIONS:

As you consider adding delivery or takeout services to your restaurant, focus on strategic pricing for competitiveness and customer appeal. Analyse the costs, including menu items, packaging, and delivery logistics. Evaluate the financial implications, factoring in technology upgrades, marketing, and potential staffing needs. Assess scalability for accommodating off-site dining demands, and as recommended earlier, explore partnerships with third-party delivery services. Maintain transparent pricing, adjusting strategies based on customer feedback and market trends. With respect to the services currently provided in the restaurant, adapting to a delivery or takeout model primarily involves acquiring packaging materials for home consumption. Additionally, there may be an increased need for staff to manage the increased demand for food. However, other aspects of the restaurant operation should remain unchanged.



TECHNOLOGY AND INFRASTRUCTURE READINESS:

Evaluate your restaurant's preparedness in terms of technology and infrastructure. To successfully implement delivery or takeout services, ensure that your establishment is equipped with the necessary tools and systems to receive and process orders, efficiently track deliveries, and maintain overall operational efficiency. This may entail investing in point-of-sale (POS) systems, particularly if you do not use third-party apps for delivery, as well as delivery management software and a user-friendly online ordering platform. It is crucial to recognise that orders will be received from customers' devices and must be promptly accepted and transmitted directly to the kitchen to facilitate efficient preparation for the shipping process. Adapting your technology can help eliminate manual tasks, thereby minimising the risk of errors in processes and ensuring a smoother operational workflow.



THE COST OF THIRD-PARTY SOLUTIONS:

In our earlier recommendation, we explored the option of collaborating with third-party solutions to streamline the management of online orders, whereby your responsibility would mainly involve receiving, preparing, and delivering the orders to the designated delivery service. However, it is essential to note that these third-party services come with associated fees, the amount of which depends on the specific solution(s) you opt for (you can choose any number you find appropriate). While these services facilitate the implementation of delivery or takeout, it is crucial to factor in these fees as part of the operational costs associated with the convenience they provide. Be mindful of these financial considerations as you evaluate the overall feasibility and profitability of integrating third-party solutions into your restaurant's service model.



YOU WILL NEED AN ORDERING SYSTEM:

If you opt for an in-house delivery service, consider implementing an ordering system on your website that is similar to a booking feature. Ensure that the system is user-friendly and reflects the aesthetics of your restaurant. This involves regularly updating your menu and pricing to provide a seamless and visually appealing experience for customers placing orders through your platform. A well-designed and intuitive ordering system contributes to a positive user experience, encouraging customer engagement and loyalty. Refer to the best practices outlined in [Challenge 1: "Digital presence: connecting with diners"](#) for additional insights into establishing a strong digital presence and developing your digital menu.



MENU ADAPTATION AND QUALITY CONTROL:

While considering the adaptation of your menu for delivery and takeout services, it is crucial to address potential challenges. Some menu items may not travel well, while others may require special packaging to preserve their quality. It is essential to ensure that your menu is thoughtfully designed to cater to the needs of off-premises dining. Simultaneously, maintaining food quality during delivery is of paramount importance. Developing clear procedures and guidelines is key to ensuring that the food delivered to customers closely matches the high standards of an in-house dining experience. This involves attention to packaging and a commitment to accuracy, with the ultimate goal of delivering restaurant-level quality cuisine to your customers.

BEST PRACTICE 1 - DELIVERY, TAKEAWAY AND OTHERS: NEW BUSINESS MODELS AND REVENUE CHANNELS - **NEW ADDITIONAL RESTAURANT REVENUE WITH DELIVERY AND TAKEOUT SERVICES**



STAFF TRAINING:

To smoothly transition into delivery and takeout services, you should provide training for your staff to manage these added responsibilities effectively. This training should encompass various roles within your establishment, including kitchen staff, delivery drivers (if you decide to operate an in-house delivery service), and customer service representatives or waitstaff. Kitchen staff training should focus on optimising packaging processes to maintain food quality during delivery and takeout. For delivery drivers, emphasise efficient navigation, timely deliveries, and adherence to safety protocols. Customer service representatives or waitstaff should also be equipped with the necessary skills to handle customer inquiries, manage online orders, and ensure a positive customer experience. A well-trained staff is crucial for delivering excellence in your expanded service offerings and fostering customer satisfaction and loyalty.



SUSTAINABILITY CONSIDERATIONS:

Explore eco-friendly practices, specifically through sustainable packaging options. Assess the environmental impact of various packaging materials and opt for choices that prioritise recyclability or biodegradability. This initiative not only minimises the ecological footprint of your restaurant but also highlights your unwavering commitment to sustainable practices, resonating positively with environmentally conscious customers. Exercise caution while determining quantities and portions for home deliveries. Unlike in the restaurant setting, where you can observe the meals that are commonly left over, this visibility is not as evident in home deliveries. Hence, it is essential to strike a balance by efficiently gauging customer preferences and consumption patterns to minimise food waste and maintain cost-effectiveness in your delivery services. Regularly assess and adjust portion sizes based on feedback and consumption trends to optimise both customer satisfaction and operational efficiency.



CUSTOMER COMMUNICATION AND FEEDBACK MECHANISM:

Foster transparency by clearly communicating shipping and collection times, particularly if you operate without relying on third-party services. Recognise that popular apps often provide customers with estimated arrival times and the delivery driver's route. Such features might not be available to you if you manage deliveries independently. Hence, transparent communication regarding delivery details becomes even more valued by users. Ask your customers for feedback and proactively monitor and respond to it, consistently striving to elevate the quality of your service. We have outlined the best practices for this aspect in [Challenge 1: "Digital presence: connecting with dinners"](#), which can be reviewed for further guidance.



A FINAL RECOMMENDATION:

Consider initiating a takeout service as a preliminary step to assess your restaurant's readiness before venturing into home deliveries. While the appeal of offering home deliveries is understandable, it is imperative to approach this change thoughtfully and with thorough preparation. The resilience observed in restaurants during the pandemic, especially those equipped for at-home dining, highlights the significance of strategic preparedness. However, not all restaurants may be suitable for this shift due to factors such as the nature of their cuisine, the desired quality preservation, specific location constraints, or other considerations, as outlined earlier. Taking the initial step with a takeout service allows you to test the waters and gauge the feasibility of gradually expanding your services.

Integrating home delivery into your restaurant operations is an additional service that enhances your existing offerings. To ensure a seamless and efficient process, we strongly recommend reviewing the best practices outlined in *Challenge 2: "Facilitating booking: Easy reservation management"* and *Challenge 4: "Improving table service: faster and better processes"*.

Advanced Recommendations for Tackling This Challenge

- +++ Delivery Logistics and Logistical Challenges:** Restaurants venturing into food delivery services face a range of logistical challenges, from defining the scope of the delivery coverage area to upholding food quality for distant destinations and effectively managing resources such as manpower and fleet. The reliability of deliveries hinges on addressing issues such as traffic, order volume, staff training, and meticulous scheduling and route planning. To ensure a seamless and efficient process, it is imperative to strategically navigate these challenges. Restaurants must adeptly manage delivery routes, factoring in variables like traffic dynamics and ensuring punctual deliveries. Furthermore, optimisation techniques, including the analysis of traffic patterns and heat maps identifying high-density order areas, facilitate efficient route planning. This optimisation strategy involves prioritising orders based on date, time, and location, ultimately enhancing overall delivery efficiency. Managing a surge in orders during peak hours poses a significant challenge, necessitating strategic adjustments in operational capacity to accommodate online orders without disrupting service to walk-in customers. In essence, adopting a comprehensive approach to delivery logistics is indispensable for overcoming these multifaceted challenges and ensuring the triumph of a food delivery service. However, you must ensure that you possess the human resources and established operational processes within the restaurant that can comprehensively provide a wide array of options for order acceptance, in addition to your existing in-house dining services. This readiness sets the stage for a seamless integration of delivery and takeout services, enhancing your ability to efficiently handle orders and maintain the high standard of service you provide in your restaurant.

- +++ Economic Framework and Profit Margins:** Traditional profit margins for restaurants usually range from 3 to 9 percent. Nevertheless, the commissions and expenses imposed by delivery platforms can pose economic challenges for restaurants, especially if you are faced with a decline in in-house dining. Additionally, if the delivery segment expands to the point where extra physical kitchen space is required to meet demand, it may result in an increase in fixed costs. Therefore, careful consideration and strategic planning are essential for restaurants to navigate these economic complexities and ensure the sustainability of their delivery services while maintaining a healthy profit margin.

- +++ Customer Preferences, Expectations, and Delivery Challenges:** The range of food offered by a restaurant plays a crucial role in determining its suitability for delivery services. Specialising in dishes that do not travel well or have a short shelf life can restrict the feasibility of offering delivery. Moreover, if the restaurant's clientele leans towards in-house dining or places high value on the in-restaurant experience, the demand for delivery services may be limited. In addition, effectively managing customer expectations poses another substantial challenge. Customers anticipate both top-notch food and service, and achieving this can be a challenging task, particularly when contending with external factors beyond the restaurant's control, such as traffic or adverse weather conditions. Striking a balance between catering to diverse food preferences and upholding service excellence in the face of external challenges is pivotal for a successful and customer-centric delivery service.

Recipe for Success: Implementing Delivery and Takeout Services in Your Restaurant – 5 Step Guide

01

EVALUATE YOUR CURRENT CIRCUMSTANCES AND DETERMINE THE INITIAL ACTIONS TO UNDERTAKE.

Assess your restaurant's readiness for this additional revenue stream, considering factors such as logistics, staff capacity, materials, kitchen capabilities, and other aspects outlined in this guide. Begin by contemplating simpler options, such as initiating restaurant pick-up services, conducting small-scale tests in nearby areas, and validating the preparedness of your restaurant for this venture.

02

SELECT THE RIGHT DELIVERY SERVICE.

Choose the most appropriate provider or solution for your restaurant. Only undertake this task if you are confident; otherwise, rely on experts and existing solutions. Research and assess potential delivery service providers, taking into account their reputation, delivery coverage, and fees. If unsure, seek advice from industry experts, or explore turnkey solutions for a seamless implementation of delivery and takeout services. If you choose to manage it independently, make sure that your restaurant is equipped for increased order demand. Establish a user-friendly platform for order placement, ensuring quick acceptance and efficient kitchen management.

03

PREPARE THE MENU AND THE ORDERING SYSTEM, OR ONBOARD INTO THE SELECTED PLATFORM.

Ensure your menu is tailored for delivery and takeout, and consider items that travel well as well as packaging that preserves quality. Implement a user-friendly online ordering platform for seamless customer interactions. If you are handling your own delivery, create an efficient process for order acceptance and kitchen management. However, if you are partnering with third-party services, onboard smoothly into their platform, ensuring a cohesive and user-friendly experience for customers. You would need to input your menu items and prices onto the platform, along with essential business details, location, and other required information.

04

IMPLEMENT A ROBUST MANAGEMENT SYSTEM, CONDUCT STAFF TRAINING, AND CARRY OUT THOROUGH TESTING PROCEDURES.

Implement a robust management system to streamline order processing, delivery coordination, and overall restaurant operations. Consider all the necessary technology to optimise preparation, ranging from the POS system to kitchen displays. Provide comprehensive training to your staff, including kitchen personnel, delivery drivers (if managing in-house delivery), and customer service representatives. Make sure that they are well-versed in the nuances of the new delivery and takeout services, emphasising efficiency, quality control, and customer satisfaction. Conduct thorough testing of the entire system, from order placement to delivery, to identify and address any potential issues before the official launch. This step is crucial for a seamless and successful integration of delivery and takeout services into your restaurant operations.

05

LAUNCH AND MONITOR THE SERVICE.

Execute your delivery and takeout services and closely monitor their performance. Ensure that your staff is well-trained and familiar with the management system. Keep an eye on order processing times, delivery efficiency, and customer feedback. Continuously assess and refine your processes to enhance overall service quality. Implement marketing strategies to promote your new services and attract a broader customer base. Lastly, stay agile and responsive to evolving customer needs and market dynamics.

BEST PRACTICE 1 - DELIVERY, TAKEAWAY AND OTHERS: NEW BUSINESS MODELS AND REVENUE CHANNELS - **NEW ADDITIONAL RESTAURANT REVENUE WITH DELIVERY AND TAKEOUT SERVICES**

Take note of:

The surge in online ordering and delivery has given rise to cloud kitchens, i.e., restaurants exclusively operating for delivery. This trend offers a cost-effective approach and taps into changing consumer preferences. These restaurants can become a direct complement to your business.



Other SME restaurants have already proved the best practice

PM5 BY Greger - Inh. Marius Witt (from Germany) implementing the product of Deliverart SRL (from Italy).



Objective of the pilot

The primary objectives of the pilot initiative was to enhance and streamline the restaurant's food delivery management processes by leveraging digital tools and features. The goals encompassed improving operational efficiency, minimising order errors, facilitating smoother coordination among restaurant staff (particularly the kitchen team), optimising delivery routes, assessing the integration with the current POS system, and gaining access to comprehensive statistics and reports to evaluate food delivery performance. Through these objectives, the pilot wished to establish a more seamless and effective food delivery system within the restaurant.

Overview

The pilot project aimed to optimise and simplify the restaurant's food delivery management processes through digital tools that spanned four sprints over two months. With a total cost of €9321, including restaurant hardware and service provider expenses, the project focused on implementing an ordering and management system and kitchen display, as well as the overall system

implementation. Noteworthy findings included the importance of a strong understanding between the solution provider and the restaurant, anticipating a significant sales increase with the adoption of the delivery solution. The digitalisation of processes, real-time order information, and route optimisation contribute to improved service, reduced costs, and enhanced kitchen efficiency. Accessible on any device, the solution recommended a screen and printer for optimal functionality, allowing the restaurant to manage orders and delivery routes, while also building a customer database.

Before implementing the solution in this project's pilot, the restaurant exclusively provided takeaway services without delivery. The introduction of the delivery solution is anticipated to result in a substantial increase in the restaurant's sales.

— Restaurant PM5 BY Greger

HERE ARE OUR ACCOMPLISHMENTS:

- Development and optimisation of the digital system for processing orders.
- Implementation of a comprehensive system for efficiently managing the restaurant's delivery operations.
- Integration of a digital display system in the kitchen for real-time order information.
- Overall system implementation and onboarding of the restaurant staff in the final phase.

ABOUT THE RESTAURANT

PM5 by Greger, owned by Marius Witt, is a standalone restaurant and event location based in Düsseldorf, Germany. Established in February 2022, PM5 offers a running canteen with regular opening hours from 8:30 am to 3:30 pm. The peak dining hours begin from 12:15 pm to 1:20 pm, and the restaurant serves up to 120 meals during this period. In addition to the on-site dining, PM5 also provides external catering services. With a focus on casual dining, PM5 caters to a diverse range of customers. The establishment has a seating capacity of 162 people and operates with a team of five employees.

ABOUT THE SOLUTION PROVIDER

Deliverart is an integrated services ecosystem that simplifies home orders and delivery management. It seamlessly connects and consolidates all restaurant delivery orders over the phone, website, and delivery platforms in a single interface. Deliverart also manages the orders automatically while creating optimised multi-delivery routes for the riders.