STARTECH INOVATORI 2021.

APLIKACIJA ZA DIREKTNO PORUČIVANJE HRANE "PORUČI"

Nov proizvod za tržište / IT

GO DIGITAL

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Tim razvija aplikaciju Poruči, zamišljenu kao centralni integrisani sistem za samostalno poručivanje i preuzimanje hrane iz restorana i brzih hrana, koji čini preko 60% porudžbina, dok je poručivanje putem aplikacija za dostavu hrane zastupljeno sa oko 40%. Sistem omogućava restoranu da uvodi promocije (promo kod sa popustom, popust na određeno jelo, popust ili poklon na određeni broj porudžbina), i rešava ključni problem, što većina restorana nema novca za angažovanje dispečara koji će se javljati na telefon i primati porudžbine. Pored online poručivanja, sistem omogućava korisniku da i u samom restoranu skenira QR kod i napravi porudžbinu bez prisustva konobara što smanjuje kontakt ljudi, stvar koje će biti poželjna u budućnosti. Pored toga, svaki restoran može kroz sistem sam generisati svoj vebsajt i aplikaciju. Ovakav sistem još uvek ne postoji na tržištu Srbije i regiona, i kroz StarTech program, tim radi na dokazivanju koncepta i razvoju beta verzije aplikacije.

TRŽIŠNI FOKUS I POTENCIJAL

Primarno tržište je Srbija i region Zapadnog Balkana, s potencijalom razvoja i na evropsko i svetsko tržište. Ciljne grupe su ugostitelji, restorani, restorani brze hrane, kao i krajnji korisnici aplikacije – gosti restorana. S obzirom na potencijal ovakvog rešenja, s veoma malim i brzim modifikacijama, aplikacija će u narednom periodu biti razvijena i za sve ostale maloprodaje, ne samo za prehrambene artikle restorana. Na teritoriji Republike Srbije, na osnovu podataka iz APR-a, u delatnostima restorana i ostalim uslugama pripremanja hrane i pića, registrovano je oko 27,000 privrednih subjekata, koji su svi ciljno tržište za aplikaciju Poruči.

TIM

Projektni tim uključuje tim lidera sa 6 godina iskustva u radu sa restoranima, u ulozi komercijaliste i direktora marketinške agencije za online marketing, kao i pokretača dve franšize restorana koje su prodate. U timu su i iskustvni stručnjaci iz oblasti menadžmenta, informacionih tehnologija, prodaje i marketinga.

STARTECH INNOVATORS 2021

DIRECT FOOD ORDERING APP – ORDER

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The Order application is designed as a central integrated system for ordering and collecting food from restaurants and fast-food spots, that accounts for 60% of orders, compared to 40% via apps. The system enables restaurants to introduce promotions (promo codes with discounts, discounted meals or a gift for a certain number of orders) and it resolves the key problem – the fact that most restaurants cannot afford an officer to answer the phone and manage orders. Along with online orders, the system allows users to scan a QR code in the restaurant and make an order without a waiter, thus reducing the number of needed staff and the overall costs. Further one, each restaurant can use the system to generate their own template website and app. The system is not currently present in Serbia and the region, and through StarTech program, the team is working on proof of concept and developing a Beta version of the app.
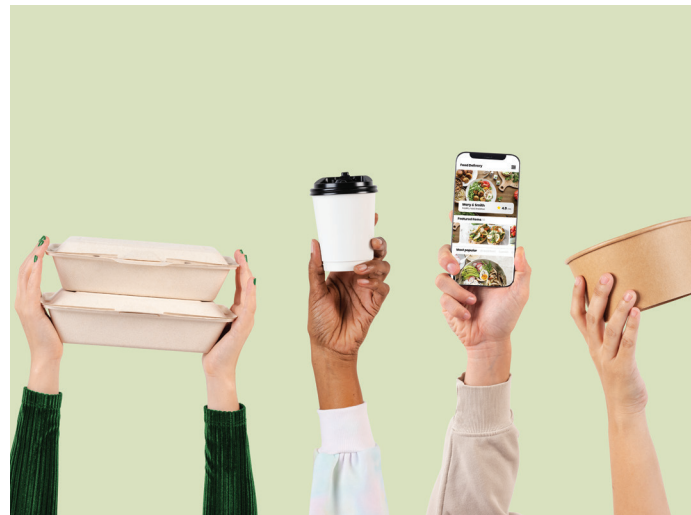
MARKET FOCUS AND POTENTIAL

The primary market for the mobile application is the market of Serbia and the Western Balkans region, with potential for development on both the European and world markets. The target groups are caterers, restaurants, fast-food restaurants, as well as end users of the application – restaurant guests. Given the potential of this solution, with very small and fast modifications, the application will be developed in the coming period for all other retail, not only for restaurants and food. In Serbia, based on the Business Registers Agency data, there are around 27,000 businesses registered as restaurants or for other food and beverage preparation, all of them being potential target market for the Order application.

TEAM

The project team involves a team leader with six years of experience in working with restaurants, as commercial officer and head of marketing agency for online marketing, and a founder of two franchise schemes that were further sold to investors. The team also involves experts in the field of management, information technology, sales and marketing.

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