

Project Proposal

Fresh Bite Café's New Online Ordering System

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Executive Thesis

Currently, Fresh Bite Café takes only orders over the phone or in store. This procedure raises the possibility of incorrect orders and causes delays during peak times.

The introduction of an online system that enables clients to place orders via a website or mobile device is suggested by this concept. The new method will boost revenue, decrease wait times and enhance customer happiness.

Background in Business

A tiny neighborhood Café, Fresh Bite Café offers coffee, breakfast, lunch and snacks. The café has a lot of regular patrons, although during busy times there are long lines.

Present difficulties consist of:

- Prolonged wait times
- Inaccurate phone orders
- Restricted possibilities for ordering
- Employees taking too long to answer calls

Suggested Resolution

Establish a system for online ordering that has the following features:

- Online menu
- Safe online transactions
- Scheduling of pickups
- Email order confirmation
- Mobile friendly webpage

ADVANTAGES

Benefit	Description
Quicker Service	Clients place orders prior to arrival
Increased Sales	More purchases are encouraged by easier ordering
Improved Clients Experience	Reduced waiting time
Reduced errors	Clients place their own orders
Increased Productivity	Employees concentrate on cooking

ESTIMATED COST

Item	Cost
Website Development	\$2,500
Online Ordering Software	\$800
Staff Training	\$400
Marketing	\$300
Total	\$4,000

Anticipated Results

In six months, the café anticipates:

- 20% rise in internet sales
- Shorter wait time for customers
- An increase in client satisfaction
- A rise in recurring business

Conclusion

Implementing an online ordering system is an affordable investment that will boost operational effectiveness, enhance customer service, and facilitate future company expansion.

REFLECTION LOG

1. Why did you choose Microsoft Word?

Microsoft Word is a professional business program that enables me to generate well formatted business documents, which is why I chose it.

Word has helpful features that make the document easier to read, like headings, tables, page layouts, and formatting tools.

2. What information did you use?

I applied my basic understanding of corporate operations, digital transformation, customer service, and online ordering systems. Additionally, I made accurate cost and business benefit projections.

3. What changes did you make?

While the document was being created:

- Clear headings were added
- Cost and benefit tables were included
- I enhanced the design
- Spelling and grammatical corrections
- Professional typefaces and formatting were used

4. How did you improve your work?

I made my document better by:

- Maintaining uniform formatting
- Putting data into sections
- Facilitating reading of the document
- Using tables to clear display data
- Checking the text for grammatical and spelling mistakes