



MGT 615 – STRATEGIC MANAGEMENT

Professor: Dr. Jody Tompson

Client: Cindy Siriwong

Researched and Written By:

Brooke Sites, Cameron G. Phillpotts, Fatih Ozge, Harika Rudraraju



The University Of

T A M P A

TABLE OF CONTENTS

I. INTRODUCTION

II. IDENTIFICATION AND EVALUATION OF THE COMPANY'S PURPOSE

III. EXTERNAL ANALYSIS

- Industry's Dominant Economic Traits
- Industry's Competitive Forces
- Key Success Factors
- Competitive Position of Rivals
- Drivers of Industry Change and Industry Foresight

IV. INTERNAL ANALYSIS

- Financial Ratio Analysis
- Value Chain Analysis
- Resource-based View of the Firm

V. BUSINESS LEVEL STRATEGY REVIEW

VI. RECOMMENDATIONS

- SWOT Analysis
- Recommendation 1- Vision Statement
- Recommendation 2- Marketing Strategy

VII. CONCLUSION

VIII. REFERENCES

IX. APPENDIX

INTRODUCTION

In today's world, technology is reshaping the way restaurants operate and serve their customers. Since 2020, ordering food from a favored restaurant online has become more common than ever before. Although it was increasing prior to 2020, environmental factors have increased the adoption of online ordering across consumer markets. This shift in how consumers interact with their favorite restaurants must be supported by a robust online ordering software and service combination.

Behind every meal and a satisfied customer lies a whole world of operations and technology. With the evolving trends in dining and rise in online ordering the backend software services play a pivotal role to ensure the restaurant stays competitive and efficient. This report provides a clear understanding of businesses like TakeOut Button® who are the backbone for these operations.

TakeOut Button®, a food ordering technology company, was started in 2013, by a foodie- Cindy and a Techie- Kevin. They provide online ordering software solutions to restaurants for pickup, delivery, catering and shipping. They also provide personalized and customized website design, online marketing, and integration & support to Mom & Pop restaurants to increase online sales, reach a broader customer base, enhance accuracy of orders, and improve staff efficiency. It also maintains the branding of the customer company throughout the relationship that sets it apart from its competitors.

The primary objective of this report is to provide a comprehensive strategic analysis of the TakeOut Button®. It assesses the current state of the company by conducting an in-depth external analysis of the industry, evaluating the internal resources and capabilities of the company, identifying, and evaluating TakeOut Button®'s current strategy and formulating strategic recommendations. By the end of this report, we aim to develop a strategic road map for TakeOut Button® that will help thrive in this dynamic industry.

The insights generated from this analysis will provide the potential to boost delivery, drive growth and profitability, improve lead generation, enhance customer engagement and a strategic plan for scalability beyond Tampa Bay.

This report is structured into five main sections. First, we will identify and evaluate TakeOut Button®'s purpose and strategic direction. The next section will explore the external factors influencing the business's operations, followed by an internal analysis of the company. Later, TakeOut Button®'s current strategy will be evaluated to check if it is consistent with its mission and vision. Finally, we will provide strategic recommendations along with an action plan that will guide the company towards a great future.

IDENTIFICATION AND EVALUATION OF THE COMPANY'S PURPOSE

The TakeOut Button® strategic direction is to expand upon its customer base to independent restaurateurs in the near term while exploring technological innovation to complement service offerings. The TakeOut Button® mission is, “*Passionately helping restaurateurs and caterers by providing innovative solutions for serving their customers*” (TakeOut Button, 2023). This is supported by two critical goals which are to create easy-to-use solutions, and level the playing field for their clients. TakeOut Button® does not have an established vision for its company. See the recommendations in the last section of this document for a recommended vision statement and supporting justification of that recommendation. The strategic direction of TakeOut Button® has five elements: arena, vehicles, differentiators, staging, and economic logic. These five elements will help expound upon specific factors captured from their website and during a recent owner interview. The strategic elements include:

1. **Arena** defines the geographic area a company wants to compete in. It is intended to ensure leaders consider markets, product lines, resources available, and industry production chains.
2. **Vehicles** consider how a company will get access to desired arenas. This could include consideration of partnerships or joint ventures required to access markets in specific arenas. Licenses may also be required to operate which would be considered as a vehicle requirement.
3. **Differentiators** describe how a company will establish uniqueness in the market they intend to operate. This could include not only processes and services, but also how a company leverages its supply chain, manufacturing process, or pricing models.
4. **Staging** describes the speed at which a company desires to execute against the three previous concepts. It is a sequence of events that leads to the execution against the strategy.
5. **Economic Logic** is how a company will make money based on their business model. It is how a company describes their economic viability. Considerations include aspects such as economies of scale or unique products or services that can be offered.

The TakeOut Button® arena of approach is to pursue independent restaurateurs in the US market and provide an easy-to-use back-end software solution for online ordering. These customers are targeted based on their tight finance restrictions on start-up capital, local market focus, and competitive rivalry with larger chain restaurants. TakeOut Button® seeks to capitalize on its reasonable prices and streamlined services to capture these clients, which may be priced out of larger online ordering software offerings or high commission third parties. The initial part of

independent restaurant start-up is when TakeOut Button® is targeting to engage and offer their service but can intercede at any point in the client's business life cycle.

To reach the desired arenas, TakeOut Button® is exploring three separate vehicles. The first option is to leverage traditional marketing and advertising such as business cards, word of mouth, and investing in some search engine optimization to increase its search results. The second approach is to expand its offerings at trade shows and begin to develop mutually beneficial relationships with partners that offer complimentary services. This is leveraging a network of professional peers to ensure the business network and potential client base expands. Finally, TakeOut Button® is exploring technology innovation to connect local restaurateurs to larger industries such as hotel chains through interactive ordering kiosks. All three of these vehicles are designed to drive additional customers to TakeOut Button® and potentially build longer lasting relationships across all offered services.

The TakeOut Button® differentiates itself through three key factors. The first is that it doesn't require a long-term contract compared to several of its market competitors. TakeOut Button® offers whole life cycle services, which include website design, implementing ordering solutions, online marketing, and integration of various point of sale (POS) and credit card process solutions (TakeOut Button, 2023). In many cases, the competitors force their clients to commit to a specific POS solution which are tied to specific credit card processing providers that have static charges or percents that are taken from orders (Cindy, 2023). This flexibility provides options to customers and helps integrate into existing systems easier. Finally, TakeOut Button® offers custom website design and registration over the template model leveraged by most competitors. This custom design and website registration is different than most industry peers. For marketing purposes, most large competitors will leverage their own website and create a client's webpage within their site, which will initially drive traffic to the vendors site, increasing their ranking within the search engine instead of the client's own webpage. (Cindy, 2023)

TakeOut Button® staging approach has two on-going elements. The first is to drive additional clients to the business through traditional and trade show partnerships in the near term. These activities are currently on-going and options to expand this through investment or hiring new sales representatives are actively being considered. The next staging item is in testing and future focused around technology innovation to connect TakeOut Button® customers with other local businesses, specifically hotels, that could drive additional orders and clients to the restaurants. This will require additional time and investment but may present a unique opportunity for TakeOut Button® to leverage a new to market technology innovation to drive a new clientele.

Economic logic is the final factor of TakeOut Button® strategic direction and explores the value of offerings. TakeOut Button® does offer a service without long-term commitments and

obligations from its customers, which varies from its main competitors, which may require two- or three-year contracts. A quick look at the company's fee schedule compared to two competitors provides some insight into the potential costs and varying services.

Service Offering	Price	Charge Frequency
Domain Registration	\$30.00	Annual
Website Design & Maintenance	\$30.00	Monthly
Service Charge	\$65.00	Monthly
Base Fee	\$1.00	Per order (customer charge)
Delivery Fee	\$1.25	Per order (In addition to base, customer charge)
Online Catering	5%	Per Sale
Online Merchandise	5%	Per product (gift cards)

Table 1: TakeOut Button® Fee Schedule

Chownow (ChowNow, 2023)

Service Offering	Price	Charge Frequency
Service Subscription	\$139.00	Monthly
Delivery fee per order	\$7.98	Per order (\$3.99 to customer and owner)
Order Charges	14%	Per order (customer or owner charge options)

Table 2: ChowNow Fee Schedule

GetBento (BentoBox CMS, Inc., 2023)

Service Offering	Price	Charge Frequency
Service Subscription	\$279.00	Monthly (Bundle cost to mirror offered services)
Setup Fee	\$1000.00	One-time fee (template website, can update every 3 years)

Table 3: GetBento Fee Schedule

The details of offerings will be analyzed further in the competitive analysis portion of this report, but even an initial analysis provides insight into cost savings that TakeOut Button® can emphasize with similar or enhanced offerings providing economic value for its customers. TakeOut Button® offers comparable or improved services for \$97.50 a month compared to ChowNow at \$139.00 a month and GetBento at \$279.00 a month.¹

¹ Does not take into consideration order fee costs since this is a variable cost and would require comparison of internal data from all three business, which was unavailable at time of analysis.

EXTERNAL ANALYSIS

External analysis examines the factors outside the company's control, like the economy, laws, and competitors. It is crucial for a company's strategic decision-making process.

The following section of the paper conducts an external analysis of TakeOut Button® by assessing the industry's dominant economic traits, competitive forces, key success factors, competitive position of rivalry and drivers of industry change.

Industry's dominant economic traits

Dominant economic traits offer a lens to view an industry's structure, growth prospects, and competitive intensity. In essence, they reveal the health and direction of the sector. For the online ordering system industry, these traits are crucial in gauging its profitability and future challenges. In this report, we'll delve into these characteristics, specifically focusing on the realm in which TakeOut Button® operates.

Market Outlook

In 2022, the market for online food delivery² earned revenue of \$160.3 billion and it is anticipated to grow up to \$ 483.9 billion by 2032³. From 2023 to 2032, the industry is anticipated to increase at a compound annual growth rate (CAGR) of 12% (Globe Newswire, 2023).

To give clients a seamless and easy experience, online food delivery companies have made significant investments in technology, including smartphone applications and artificial intelligence. With the growing use of smart phones, customers easily access these services and order food instantly. The changing lifestyles and eating habits along with rising the number of dual income households have helped businesses thrive. To attract and retain more customers, the platforms provide benefits like heavy discounts, promotional offers, multiple payment options which have propelled the market's growth (Grand view, 2022 & Globe Newswire, 2023). The COVID-19 pandemic had a detrimental effect on the industry's growth rate in 2020 as the demand for such services reduced. The disruption in the supply chain, customers revenue loss, safety precautions to avoid spreading of virus and closure of restaurants during the peak time contributed to this decline. However, the industry grew drastically as the pandemic slowed down (Sebastian, 2023).

² The Market research does not differentiate between the online ordering and Online food deliver industry; Hence the paper refers to the Online food delivery industry.

³. \$ 483.9 billion by 2032 includes both grocery and restaurant food delivery.

For the projected period 2016 to 2022, the Asia Pacific region has the greatest revenue in the worldwide online food delivery market, with a market share of 37% and the highest projected CAGR. The rising levels of per capita income and the shifting tastes of millennials are responsible for this regional growth. Additionally, the usage of smartphones and adaptation to technologies have contributed to the market growth. The popularity of food delivery apps in the area is also being aided by the expansion of the e-commerce industry in developing nations like India and Japan.

In 2021, North America established itself as the second largest market. With the changing lifestyles and increasing preference for fast food, the market has seen a healthy growth (Grand view, 2022 & Globe Newswire, 2023).

Competitive Landscape:

The Online food delivery industry is driven by factors like technological advancements, market share, global share and consumer preferences leading to intense competition. The scope of rivalry is broad and includes a diverse range of players:

- **Third party service providers:** Companies like Uber Eats, Grubhub and Door Dash bring the consumer and the restaurants together.
- **Restaurant-owned Platforms:** To maintain good customer service, many restaurants have their own online ordering platforms to enhance the experience.
- **Cloud kitchens:** Recently, cloud kitchens like Ghost Kitchen and kitchen united that only focus on delivery and takeout have gained popularity.
- **Global expansion:** Companies like Swiggy and Zomato (India) and Meituan (China) have entered the international markets thereby increasing the competition.
- **Specialized delivery applications:** Companies like Slice for pizza and HungryPanda for Chinese have started focusing on single customer segments enhancing the competition.
- **Grocery delivery services:** Companies like Amazon and Instacart have started delivering groceries and prepared meals (Ahuja & et. al 2021, Hirschberg & et. al 2016)

Direct Competitors for Takeout Button:

1. Menufy:

A software online ordering service provider that helps restaurants in the USA to custom-build websites for their customers to place orders digitally.

The software is at an affordable price for small restaurants and Menufy has very low processing rates. It provides customized email and SMS Marketing campaigns for only \$99 per month. It provides customer support in English, Spanish and Mandarin for clients.

Moreover, Menufy sends order alerts via calls and texts to those restaurants that have difficulties with internet connection.

Pricing for Menufy:

- **Monthly software fee:** \$0
- **Installation fee:** \$0
- **Pre-order fee:** \$1.50
- **Delivery fee:** 12.5%
- **Payment Processing:** 2.75% + 30 cents
- **Contact Length:** Month to Month (Nasir, 2023 & Delucci, 2023).

2. Toast

A full restaurant points of sales (POS) system with built-in online ordering tools. The online orders appear directly in the POS order system and are printed automatically.

Toast's tools are very easy to use but only work on Toast POS. Toast has a Takeout app that helps customers find restaurants based on location, mealtime preferences and cuisine. The software also has loyalty programs and a gift card option for customers who opt to use it. In addition to online ordering, Toast provides inventory management for restaurants.

Pricing for Toast:

- **Monthly software fee:**
 - **POS:** \$0-\$165 (plus POS Subscription)
 - **Online Ordering:** \$ 75 or Pay-as-You-Go with an additional 0.40% in processing fee.
- **Contract length:** 2 years
- **Payment Processing:** 2.49%+ 15 cents to 2.99% + 15 cents, depending on POS plan (Hollander, 2023 & Delucci, 2023).

3. BentoBox (Get Bento)

A full-service restaurant website development platform that includes online ordering, it provides restaurants with integrated analytics and tools that help in understanding their customers.

BentoBox, creates websites tailored to the restaurant's preferences and offers customization. It allows customers to reserve tables and places orders online. It comes with CRM integration and offers marketing automation and loyalty programs that help restaurants drive more sales by increasing engagement.

Pricing for BentoBox:

- **Product Pricing:**
 - **Essentials** (a present website and BentoBox's tools): \$149/month + \$1,000 set-up fee
 - **Plus** (A custom website designed for the restaurant and e-commerce tools): \$249/month + \$1,500 set-up fee.
 - **Sell** (Gift card sales option and the ability to accept online orders): \$79/month + \$500 set-up fee.
- **Bundle Pricing**
 - **Presence** (SEO, Local Sync, Forms & Alerts): \$179/month + \$1,000 set-up fee.
 - **Storefront** (Online Ordering, Gift cards & Merchandising Sales, Pre-Order & Catering, Dine-in Order & Pay, Automated Marketing, Loyalty): \$279/month + \$1,000 set-up fee.
 - **Concierge** (Customized website, Branded Marketing Tools, Annual business Review, Annual Website Redesign): \$349/month + \$1,500 set-up fee. (Nasir, 2023; Woodward, 2023 & BentoBox, 2023)

Vertical Integration

Many companies like Door dash and Grubhub in this industry are trying to expand their operations to reduce costs, to have better control of quality and quantity and potentially add a new source of revenue.

With the increase in demand for non-perishable goods being delivered home, some delivery platforms have integrated with many stores to deliver groceries and other goods along with restaurant food (Whitley, 2022).

Grubhub partnered with convenience stores like 7-Eleven to provide more choices for its customers. Kyle Goings, Grubhub's director of growth and new verticals issued a statement "Diners have come to expect more choices when they land on Grubhub, including convenience options, which we see as a natural extension of our marketplace and a way to bring more value to the entire Grubhub ecosystem."

Uber eats also entered the market, by providing access to groceries, alcohol, convenience, flowers, and retail. It used the Super Bowl commercial "Uber Don't Eats" to promote the delivery of non- food items (Castroddale, 2022).

Door Dash has started Dash mart, a go to store in the App that provides everything from fresh meats, produce, baked goods to household essentials and more. It partnered with companies like CVS, Wawa, Walgreens, and 7-Eleven (DoorDash,2023). Along with this, Door Dash partners with companies like Canter's Deli and Milk bar, where the company licenses its concept to Door Dash. Door Dash handles everything including their hiring, supply chain cooking and delivery. This helps the platform to have more control over the quality of food that is ordered through their company (Guszkowski, 2021).

Many companies now are planning to develop in-house technology solutions that can help the restaurants streamline their operations like POS systems.

Nature and pace of technological change

Accelerated Technological Developments:

The online food ordering industry is currently undergoing rapid technological advancements, including the advent of sophisticated mobile applications and the incorporation of Artificial Intelligence (AI). In this sector, AI is chiefly deployed to refine operations and amplify user experiences by analyzing critical data points like customer preferences and order history. This aids in the optimization of delivery routes, enhancement of order accuracy, and provision of personalized menu suggestions. Consequently, this results in diminished errors, shorter delivery times, heightened efficiency, and augmented customer satisfaction.

A July 2023 article by Bloomberg highlighted that DoorDash, a leader in this industry, has pioneered the integration of an AI chatbot within their food ordering system (Gurman & Davalos, 2023). This innovation assists users in exploring dining options more efficiently. Following this, they introduced another groundbreaking feature, an AI and Agent-powered voice ordering solution, enhancing the ordering process even further (DoorDash, 2023).

Moreover, developments in Virtual Reality (VR) are also transforming the industry, enabling the inception of virtual menu explorations wherein customers can interact with dynamic, virtual menus (Varman P.G., 2023). Given these progressive technological strides, it is anticipated that innovations in the food ordering and delivery sector will continue to accelerate. In 2022, the U.S., the world's second-largest online food delivery market after China, recorded approximately \$218 billion in revenues, with the meal delivery segment contributing over \$76 billion. By 2027, projections suggest a surge nearing \$500 billion, driven by growth in both online grocery and meal delivery sectors (Beyrouthy, 2023).

These encouraging growth projections are poised to attract more contenders into the sector, and the ability to integrate technology within the value chain will likely become a crucial competitive factor. The successful implementation of advanced technologies is foreseen as a pivotal determinant in the competitive landscape of the food order as well as delivery industry.

Product and customer characteristics

Product Characteristics:

Product characteristics refer to the distinct attributes or features of a product that set it apart and make it unique within the marketplace. These attributes can be tangible (physical) or intangible (non-physical), and they are essential in influencing a consumer's purchasing decision, determining the product's position in the market, and shaping its overall perception among consumers.

We will now outline the key product characteristics obtained from the research paper authored by Pathal et al. and from an article published by Binariks, a prominent global software developer in the food ordering industry.

1. User Interface & Experience:

- **Main Interface:** This central landing platform seamlessly integrates all the vital functionalities, offering a visual and intuitive gateway to all services, making it easy for users to navigate.
- **Dynamic Lists:** These constantly updated lists showcase available restaurants and grocery outlets, ensuring users aren't inconvenienced by outdated listings. They cater to real-time scenarios like peak business hours, ensuring an accurate representation.
- **Interactive Search:** Beyond a standard search function, this feature anticipates user needs, providing relevant restaurant or dish suggestions. Its intelligent design can even suggest correct options if users input slightly incorrect dish or restaurant names.

2. User Authentication & Profiles:

- **User Profile:** A personal dashboard for users, emphasizing security with efficient login mechanisms. The integration with social media platforms, such as Google or Facebook, offers a hassle-free registration and login process. Once inside, users can personalize their experience with saved payment options, order history tracking, and more.

- **Register and Login:** This authentication step is critical for a personalized user experience, ensuring order histories, preferences, and payment options are unique to each user.

3. Core Ordering Features:

- **Search and Menus:** Using sophisticated APIs like GrubHub and FourSquare, the platform showcases a rich array of food choices, keeping users informed about the latest offerings and specials.
- **Group Orders:** Designed for collective ordering experiences, this feature allows multiple users to consolidate their individual orders, making communal meal decisions streamlined. An added benefit is the auto-bill split, simplifying payments.
- **Reorder Options:** This convenience feature enables users to swiftly reorder their favorite meals. This is especially beneficial for regular users who have established preferences.
- **Customizable Menus & Item Descriptions:** Restaurants have the flexibility to keep their offerings fresh, reflecting seasonal items or daily specials, ensuring users are always in the loop about the latest culinary delights.

4. Payment & Transaction:

- **Secure Payment Integration:** The system prioritizes transactional security, integrating with globally recognized payment platforms like Stripe and Paypal. This ensures users can transact with confidence, knowing their financial data is protected.

5. Delivery & Tracking:

- **Accurate Delivery Time Prediction:** By leveraging Machine Learning algorithms, the platform provides users with highly accurate delivery time estimates, setting clear expectations.
- **GPS Tracking:** Using industry-standard tools like Google Maps and Google Places APIs, users can track their orders in real-time, ensuring transparency and reducing uncertainty.

6. User Engagement & Feedback:

- **Ratings and Reviews:** A platform for users to voice their experiences, helping other users make informed choices and providing valuable feedback to restaurants.

- **Notifications System:** Timely alerts keep users informed about order statuses, any promotional offers, or essential updates, ensuring they're always in the know.
- **Recommendations:** Driven by user behavior and broader market trends, this feature offers personalized dish or restaurant suggestions, making discovery easier and more tailored.

7. Additional Features:

- **Voice Instructions & Integration:** This accessibility feature ensures the systems is inclusive, catering to visually impaired users. It also taps into the increasing trend of voice-driven commands, offering users a hands-free ordering experience.
- **Integration with social media:** A twofold benefit: users enjoy streamlined registration and login, and it provides an organic marketing channel as users share their experiences.
- **Integration with Third-Party Apps:** Beyond delivery, this feature integrates with apps that allow reservations, reviews, and more, making it a comprehensive culinary platform.

8. Customer Support & Interaction:

- **Live Chat:** An instant communication channel, this feature bridges users with restaurant representatives or delivery personnel, ensuring any queries or special requests are addressed in real-time.

Customer Characteristics

In the online ordering systems industry, platforms like Takeout Button service a diverse customer base, which includes both the end consumers and the restaurants. The characteristics of each of these customer segments are distinct and crucial in shaping the service offerings and operational strategies of platforms operating in this industry.

1. End Consumers:

Based on the study conducted by the National Restaurant Association (NRA), it can be inferred that individuals ordering food through web and app platforms predominantly belong to the Millennial and Generation Z cohorts. For example, 72% of millennials and 66% of Gen Z consider takeout and delivery crucial to their lifestyle, often blending restaurant-prepared items into their homemade meals (Adams, 2022).

2. Restaurants:

The COVID-19 pandemic severely impacted the restaurant industry, prompting an urgent need to enhance digital customer experiences. While large chains were equipped with

efficient online ordering systems and attractive menus, many smaller restaurants lagged behind. For these establishments, an online ordering platform is crucial, offering both a lifeline during reduced physical sales and an avenue for growth (Brewer & Sebby, 2021).

Scale economies and experience curve effects

Economies of Scale:

Large players in the industry benefit from economies of scale, allowing them to optimize operational costs, offer competitive pricing, and invest in technological advancements.

1. Experience Curve Benefits:

With increased experience, companies can refine their business models, optimize logistics, and improve service quality, contributing to enhanced customer satisfaction and retention.

2. Learning and Adaptation:

Experience allows companies to better understand customer preferences, streamline supply chain operations, and adapt to market changes more effectively, thereby gaining a competitive advantage.

Capacity utilization and resource requirements

In the industry where companies like Takeout Button operate, capacity utilization and effective resource management are pivotal to success.

1. Capacity Utilization:

- **Technology Infrastructure:** The ability to handle high volumes of online traffic and process numerous transactions simultaneously is crucial. A resilient, scalable, and secure IT infrastructure is imperative to avoid system downtimes and ensure uninterrupted service.
- **Customer Service and Support:** Adequate staffing and training are needed to ensure that customer inquiries, complaints, and issues are addressed promptly and effectively.
- **Logistics and Supply Chain Management:** For businesses that provide integrated logistics solutions, optimal utilization of delivery fleet and routing is essential to ensure timely deliveries.

2. Resource Requirements:

- **Human Resources:** Skilled personnel in IT, customer service, marketing, and operations are indispensable.
- **Technological Resources:** Investment in state-of-the-art technology platforms, cybersecurity, and data analytics is crucial for operational efficiency and competitive advantage.
- **Financial Resources:** Sufficient capital is required for technology development, marketing initiatives, and operational expenses, among other needs.

Industry profitability

Industry profitability hinges on a myriad of factors, including market share, operational efficiency, and customer satisfaction. Here's an insight into the financial landscape of the online ordering systems industry:

1. Revenue Streams:

- **Subscription Fees:** Regular income from restaurants subscribing to the platform.
- **Transaction Fees:** Earnings from each transaction made through the platform.
- **Advertising Fees:** Revenue generated from restaurants paying for prominent listing or advertising on the platform.

2. Cost Factors:

- **Operational Costs:** Expenditure related to technology maintenance, customer service, and general operations.
- **Marketing and Promotion Costs:** Investments in advertising, promotions, and other marketing initiatives to attract both restaurants and end consumers.
- **Research and Development Costs:** Expenditure on developing new features, enhancing platform functionality, and ensuring technological advancement.

3. Profit Margins and Market Competition:

High competition often leads to price wars and promotional offers, which can erode profit margins. Differentiation through unique features, superior customer service, and effective marketing can command premium pricing and improve profitability.

Industry's competitive forces

In this section, we will conduct a comprehensive analysis of the competitive forces within the online food ordering system industry. The purpose is to provide readers with a nuanced understanding of the industry's dynamics and the factors that shape competition

1. Potential Entry of New Competitors:

- **Assessment:** Moderate Threat (3/5)
- **Explanation:** The online ordering system industry, marked by its expansion and growth potential, presents a moderate entry challenge. Dominated by major players such as Uber Eats and ChowNow, the industry demands substantial differentiation, significant investment, and innovative strategies for new entrants to establish themselves. Overcoming the established brands' market reach and technology standards requires a compelling unique selling proposition (USP) and considerable resources. Building brand reputation amid strong competition poses an additional hurdle. While not impossible, entering this market demands a strategic and resource-intensive approach.

2. Threat of Substitute Products:

- **Assessment:** Moderate Threat (3/5)
- **Explanation:** In the online food ordering system industry, substitutes encompass a spectrum ranging from traditional non-digital methods to various tech-enabled alternatives. Traditional methods, such as phone orders or in-person dining, serve as conventional substitutes. While digital solutions like online platforms and mobile apps have gained prominence, traditional methods persist, exerting a moderate level of substitutive pressure.
 - **Quality and Cost Considerations:**

Traditional methods offer a different set of pros and cons. The quality of substitutes, such as the experience of dining in a restaurant or the personal interaction of placing a phone order, may appeal to certain customer preferences. On the flip side, the cost associated with traditional methods, including travel expenses for in-person dining, may influence the competitive balance.
 - **Evolution of Technology and Consumer Preferences:**

As technology adoption and consumer preferences evolve, the competitive landscape may witness shifts. The convenience and efficiency of tech-enabled solutions may alter the perception of traditional methods, potentially impacting their substitutive pressure. Currently, the industry maintains a balanced competition scenario, with the coexistence of traditional and digital ordering methods.

3. Bargaining Power of Suppliers:

- **Assessment:** High Threat (4/5)

- **Explanation:** Within the online ordering system industry, the power of suppliers, particularly foundational technology providers like Oracle and Square, is substantial. The U.S. Point of Sale (PoS) market, valued at \$4.97 billion in 2022 and projected to reach \$13.49 billion by 2030, is dominated by key players such as Square Inc., Toast, Inc., and NCR Corporation (Fortune Business Insights, 2023). The market consolidation among these leading players suggests a concentration of power.

These major suppliers employ strategies like mergers, acquisitions, product launches, collaborations, and partnerships, strengthening their position and influencing the industry landscape. Their control over a significant portion of the market allows them considerable leverage in pricing their solutions for restaurants. The rapid growth of the PoS market further amplifies their influence.

The adaptability of external ordering solutions, exemplified by Apple's desire for complete control over its operating environments, poses a potential threat. If major suppliers decide to restrict connectivity to their systems, it could create significant challenges for companies like TakeoutButton. The risk of such restrictions underscores the considerable power these suppliers hold over the industry.

To navigate this landscape effectively, businesses must be mindful of the potential impact of supplier decisions on their operations and explore diversification strategies to mitigate risks associated with dependence on a few key players.

4. Bargaining Power of Buyers:

- **Restaurants – Moderate Threat (3/5), Individual Consumers - Moderate Threat (3/5)**
- **Explanation:** In the context of a two-sided market, the bargaining power of buyers varies between restaurants and individual consumers.
 - **Restaurants:** The buyer base, consisting of restaurants, holds a moderate level of influence. Their sensitivity to prices and the variety of choices available in the market contributes to their bargaining power. While they may not have collective bargaining capabilities, individual restaurants can impact market dynamics. If a platform fails to offer competitive pricing or a satisfactory selection, restaurants have the flexibility to switch to alternative platforms. This ability to choose alternatives establishes a moderate level of bargaining power for restaurants. As a result, businesses in the industry must pay careful attention to price points and service variety to meet the expectations of restaurant buyers and maintain their market position.

- **Individual Consumers:** Similarly, individual consumers in the market also possess a moderate level of bargaining power. Their choices are driven by factors such as pricing and the variety of options available. While individual consumers may not collectively negotiate, their ability to easily switch between platforms based on pricing and service offerings impacts market dynamics. Businesses must recognize and respond to the preferences of individual consumers to meet their moderate bargaining expectations. Adapting to changing consumer preferences and ensuring competitive pricing are crucial strategies for maintaining a strong position in this segment of the market.

By recognizing and evaluating the distinct power dynamics on each side of the market, businesses can tailor their strategies to effectively address the needs and expectations of both restaurants and individual consumers.

5. Rivalry among Competitors:

- **Assessment:** Very Strong Threat (5/5)
- **Explanation:** The online food ordering system industry is characterized by an exceptionally high level of rivalry among competitors, earning a rating of very strong.
 - **Industry Structure and Growth Rate:**

The industry structure is marked by the presence of major players, such as Uber Eats and ChowNow, that have firmly established themselves and set elevated standards in service delivery and technological advancements. These dominant competitors contribute to the heightened level of rivalry, given their substantial resources and well-recognized brands. The industry's high growth rate, fueled by the increasing demand for online food ordering services, intensifies the competition as companies vie for a share of the expanding market.
 - **Exit Barriers:**

Exit barriers, such as substantial initial investments in technology and infrastructure, further amplify the competitive intensity. Companies, especially newer or smaller ones, face challenges in exiting the market due to the significant investment made in establishing their presence. This factor contributes to a scenario where competitors are compelled to stay and fiercely compete rather than exit the industry.

In conclusion, the threat of competition within the online food ordering system industry is very strong. The combination of established major players, rapid industry growth, and high exit barriers necessitates extreme agility, continuous innovation, and strategic differentiation for

both maintaining market positions and for new entrants attempting to make inroads. The competitive landscape underscores the critical importance of industry players adopting customer-centric strategies and embracing innovation to navigate the challenges posed by the intense rivalry in this dynamic market

Key Success Factors:

Key success factors are the critical elements like behaviors, characteristics and competencies that play a vital role in influencing its success within an industry. They are the standards that emerge as the industry becomes more mature (Tompson, 2019).

The recent evolution in the online food delivery industry has helped in reshaping the way people dine and businesses operate within the food service sector. In this age, achieving and sustaining success is a complex challenge with growing competition. The success in this industry is a result of using different strategies and understanding the key success factors.

Here is a list of key success factors that have been dictated by consumers and the firms in the industry:



Figure 1: KSF of Online Ordering industry

The Key Success Factors are listed below based on their importance:

1. Website design

According to McKinney “A customer who has difficulty in searching and getting the needed information is likely to leave the site.” So, to create a positive association and trust companies often invest in providing a well-designed user interface and experience. All platforms are easy to navigate and have simple and easy to understand ordering processes (Heena, 2019 & Kedah, 2015).

2. Information quality

It is crucial to have a list of items on the menu and prices that are accurate and up to date. Discrepancies in information can lead to customer dissatisfaction and disputes. Moreover, the availability of extensive information helps the customer make better buying decisions, leading to customer satisfaction.

3. Security

Maintaining high level security is very important for any online food ordering platform. It protects customer data like personal information and payment details. Companies integrate with trusted payment methods to protect any financial information. This helps in protecting customer data, preventing fraud and building trust (Kedah, 2015).

4. Payment system (Pricing and fees)

Having a pricing system that is transparent is crucial and plays a major role in the success of the platform. It communicates all the costs associated with the order including delivery fees and taxes. This helps in providing a positive customer experience and retains customers.

5. Technology integration

Online food ordering platforms should be up to date on payment methods, GPS tracking for orders and other technological updates that can enhance the customer experience leading to immense satisfaction (Saranya & Sreerekha, 2021 & Kedah, 2015).

6. Wide restaurant selection

Online food ordering platforms offer a wide range of restaurants to their customers. This increases the chances of attracting a wider customer base and encourages repeat business as they will return to explore more options. Along with global chains these platforms also have local restaurants as they offer regional dishes that are savored by customers.

7. Delivery- Delivery system

Delivery plays a very crucial role in maintaining customer satisfaction. Having efficient and reliable delivery is vital. Many companies use in-house delivery systems or rely on third party delivery services to ensure timely and accurate delivery.

8. Customer service/ support:

The probability of a customer making a repeated purchase is strongly correlated to the perceived level of customer satisfaction. Companies that have good customer care and support can help in addressing issues and quickly resolving complaints. This will have a strong effect on customer satisfaction and loyalty (Kedah, 2015, Reddy & Aradhya, 2020 & Heena, 2019).

9. Marketing

Many dominant platforms are involved in effective and creative marketing strategies that help in attracting and retaining customers. Social media advertising, promotions, loyalty programs and discounts play a major role (Heena, 2019).

To be successful in the online ordering industry, a combination of these factors along with adaptability to new market changes and delivering value to customers and restaurants is essential.

Competitive Position of Rivals

Strategic Group Map of the Online Food Ordering/Delivery Industry

A strategic group map is a comparative diagram that seeks to identify commonalities between competitors within an industry. By comparing the major competitors within an industry to each other based on significant competitive characteristics, we find that similar companies tend to cluster into “strategic groups” tending to have similar competitive strategies for their businesses. By identifying strategic groups within an industry, it becomes easier to identify common strengths, weaknesses, and areas of opportunity within the industry. Below, is the strategic group map that we’ve generated for the online food ordering and delivery industry:

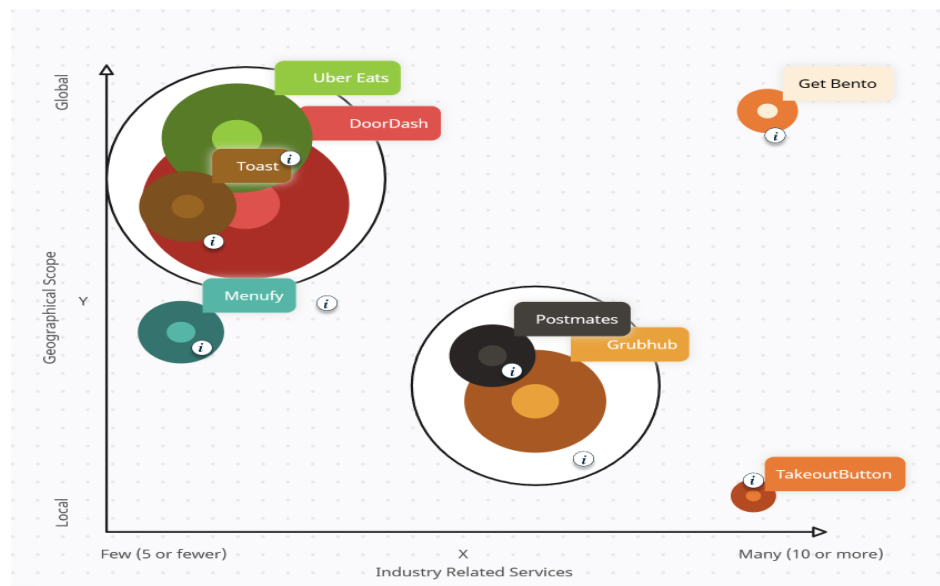


Figure 2: Strategic Group Map of the Online food Ordering/Delivery Industry

In the strategic group map above, data was collected directly from the information readily available on each company's official website. Geographical scope is a means of measuring the size of each company's potential business operations. The number of industry related services is a means of measuring each company's level of how focused or differentiated each company's product and service offerings are and includes every product or service available for purchase by the customer, from domain & website bundles and software packages to hardware offerings and order delivery. The major competitors within the online food ordering and delivery industry are sized by market share and clustered both by geographic scope and the number of food industry related services they provide. This segmentation reveals a few distinct outliers and two clusters: Group 1 (upper left) and Group 2 (lower middle).

Group 1 represents large, international, companies with dominant market shares, each highly specialized in their services: marketing, ordering, processing, delivery. Group 2 is made up of national businesses with significant market share that provide the food industry related products and services of Group 1 but have differentiated via loyalty programs and website offerings. As for the outliers, Menufy, sits just below Group 1 because it does not operate internationally. While both Get Bento & Takeout Button have found additional means of service differentiation, the former of which operates globally, while the latter is local to a few cities.

Figure 3, below, is a chart displaying the market shares of the leading food delivery businesses within the US:

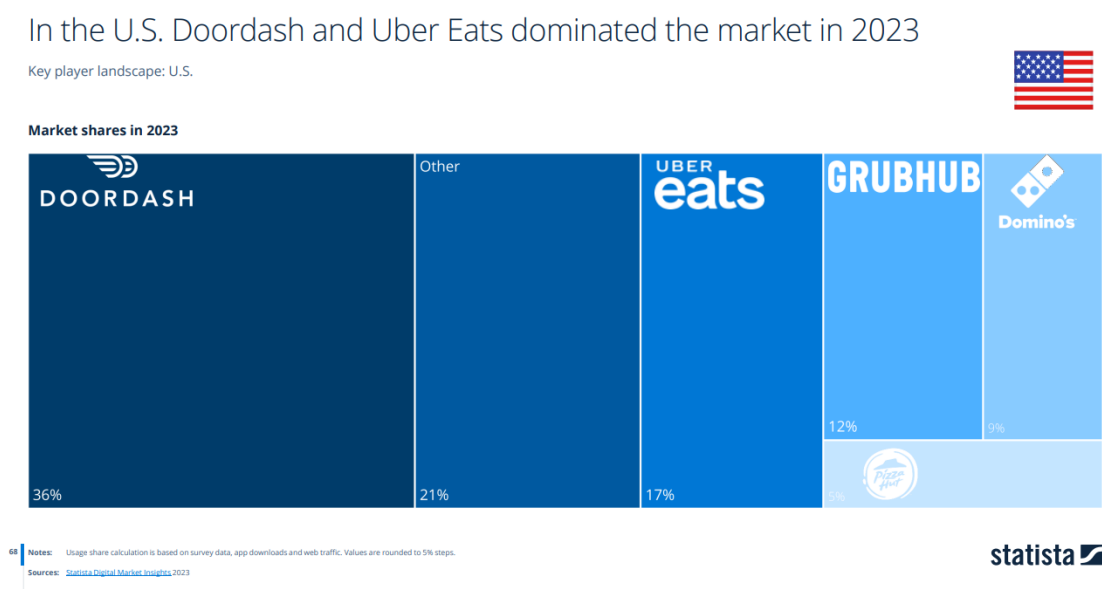


Figure 3: Market share of the leading food delivery businesses within the US

In the table above we see that DoorDash is the largest competitor by market share within the US with a market share of 36% while Uber Eats follows in 2nd with 17% and Grubhub 3rd with 12%. While DoorDash and Uber Eats dominate, the importance of innovation and technology within this industry continue to grow.

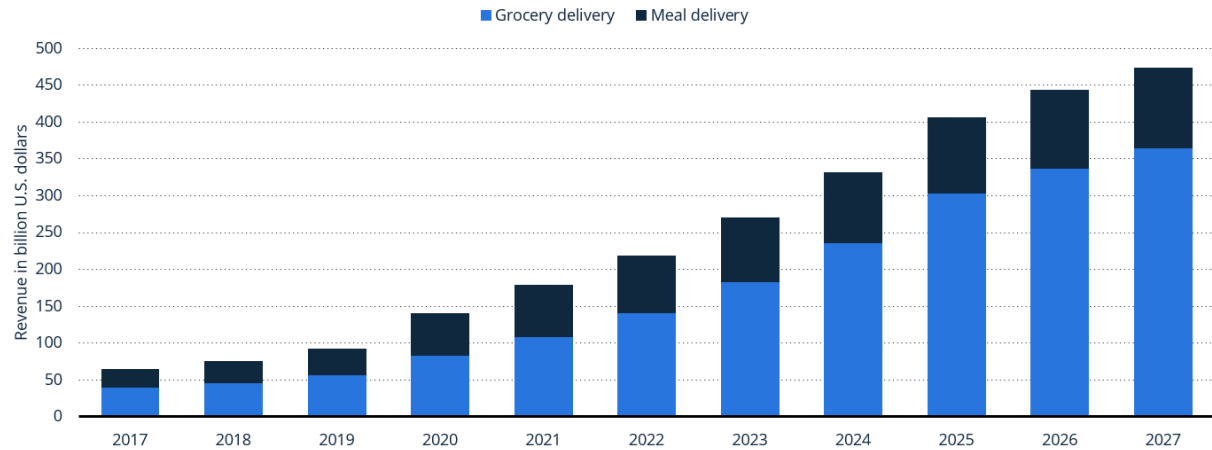
Drivers of Industry Change and Industry Foresight

Drivers of industry change come in various forms and tend to be a combination of factors that include, but are not limited to industry growth changes, technology and process innovations, and consumer preference changes. During this analysis it is important to conceptualize how the industry may look in 10 years and the factors that may influence that change. This supports strategic thinking on how to adapt a firm's more immediate tactical plans to align with the expected longer-term outlook for the industry. The online food delivery industry growth is still expected to occur but is beginning to slow year-over-year. Technology and process innovation is occurring and includes changes to how users interact and purchase not only food but other services online, which could substantially change in the next 5-10 years. Ongoing industry changes to online ordering are also creating fundamental shifts in the restaurant structure with the introduction of ghost kitchens.

The online food ordering industry has seen substantial growth in the last decade, but this growth is expected to decrease over the next decade. Online "meal delivery" has grown from approximately \$23.88 billion USD in 2017 to \$86.91 billion USD in 2023 (Statista, 2023). Over the next four years the meal delivery industry is expected to grow by an additional \$22.09 billion USD to \$109 billion USD (Statista, 2023). On average the meal delivery industry is increasing approximately \$8.5 billion USD per year from 2017 to 2027, but closer analysis shows that growth is beginning to slow leading into 2027. Between 2023-2027 the average growth per year is \$5.5 billion USD per year. To emphasize this decline in growth, the expected growth from 2022-2023 is 12% or \$10.74 billion USD while the expected growth from 2026-2027 is only 2% or \$2.7 billion USD. This indicates that growth is expected to continue but will begin to flatten within the US market over the next decade. Flattening of growth will create a more competitive market, which tends to see activities such as acquisitions which result in a few very large providers competing in the market. A more competitive market will create challenges for smaller businesses attempting to enter this market or obtain a reasonable market share in the industry. Those businesses remaining in the market will need to differentiate themselves and adopt new niche offerings or technologies over the next decade as competition increases.

Revenue of the online food delivery market in the United States from 2017 to 2027 (in billion U.S. dollars)

Revenue of the online food delivery market U.S. 2017-2027



Description: In 2022, the total market size of the online food delivery industry in the United States was estimated at approximately 217.6 billion U.S. dollars, with the grocery delivery segment generating an estimated 141.4 billion U.S. dollars in revenue, and the meal delivery segment around 76.2 billion dollars. [Read more](#)
Note(s): United States; May 2023
Source(s): Statista; Statista Digital Market Insights

statista

Chart 1 : Online Food Delivery growth from 2017-2027

Considering the market's expected growth decline over the next 10 years technology, innovation, and process efficiencies will begin to define existing and new industry leaders. One area to consider is the integration of immersive technologies such as virtual reality, mixed reality, and augmented reality to access the metaverse. Major investments are occurring in this technology market with almost \$120 billion USD to date just in the Metaverse concept (McKinsey Explainers, 2022). The metaverse market consists of 10 different segments, but for the purposes of this report the eCommerce aspects will mostly apply (Statista Advertising and Media Insights, 2023). Since online commerce already exists, the metaverse will begin to change that online experience from a phone or computer screen to an interactive virtual world via immersive technologies. With 10% of the population already testing or owning AR or VR technology, this is expected to increase over the next decade (McKinsey Explainers, 2022). The Metaverse is expected to have a compound annual growth rate (CAGR) of 36.71% per year and revenue in 2023 is projected to reach approximately \$54.95 billion USD with a potential future market of \$490.4 billion USD by 2030 (Statista Advertising and Media Insights, 2023).

Trends shaping the minimum viable Metaverse

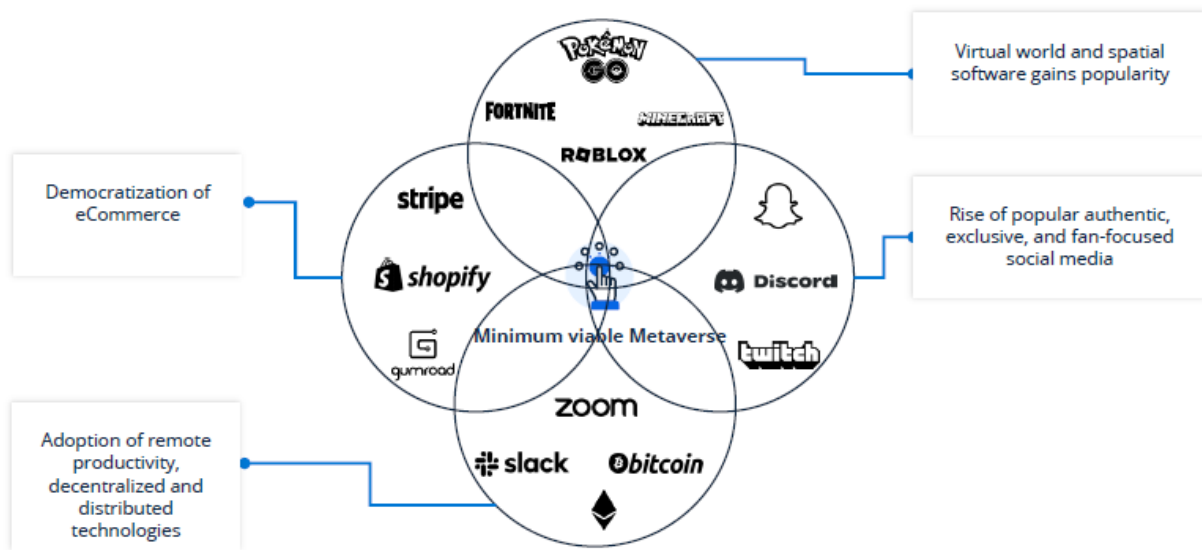


Chart 2: Minimum Viable Metaverse (sources: Tencent's Dreams; Geffen; Forbes; Kunari)

The growth of the metaverse market creates a unique environment in which to develop ordering and interactive food experiences for online users, while also updating baseline technologies to adapt to the new environment. The metaverse technology will be more mature by 2033 and additional developments will allow users to interact with restaurants in a new and unique way. Providing interactive views of desired dishes, the ability to watch the process of an individual's order being made and delivered in a virtual world and using different currencies. The metaverse environment will also support the use of virtual currencies like cryptocurrencies that function and have real purchasing value. Since traditional banking technologies and processes tend to be slow to adapt, these more technology-based currencies could grow in the metaverse environment. The technology to facilitate this ordering, payment, and delivery within the metaverse could create a unique offering in the increasingly more competitive online food ordering industry that is emerging.

The final area that will be assessed is the emerging industry of ghost kitchens. This concept incorporates the use of a kitchen to cook food without the need for tables, waiters, greeters, or any of the other expenses that exist with a normal restaurant. Ghost kitchens are relatively new in the industry and were just emerging mainstream just prior to the COVID pandemic. As a result of the pandemic, ghost kitchens took on a niche market role and created a unique opening in the market to fill consumers dining out needs. Post-pandemic, ghost kitchens were finding it difficult to survive as consumers wanted to return to the restaurant experience (Kandasamy, 2022). This may be a temporary slump with this concept. With emerging technologies like the Metaverse developing, the virtual experience may become more important for those consumers with a

supporting ghost kitchen that provides various offerings centralized close to customers becoming a more common need. Since ghost kitchen's customer interaction is all virtual, creating online experience from menu selection to purchase and delivery will be important for success. The U.S. currently has an estimated 1,500 ghost kitchens and that is expected to rise (Deliverect, 2023). Most ghost kitchens currently leverage large well-known brands and their offerings, but as technology progresses this may open opportunities for individually owned ghost kitchens with unique offerings.



Figure 4: Ghost Kitchen Concept Drawing (Source: Rational-online.com, ghost kitchen plan)

When considering the drivers of industry change, it is important to digest the various direct and indirect aspects of what could impact the industry in 10 years. The decreasing growth and high likelihood of a more competitive environment combined with the drive towards emerging experienced based immersive experiences, and the ability to deliver various offerings to consumers in a close radius could be major drivers over the next 10 years. Whether Takeout Button integrates these concepts could help drive niche offerings well ahead of its competitors and even industry leaders. Being first to market with a unique integration of concepts has historically shown great success for the firm that made that initial leap.

Imagine TakeOut Button® in 2023 taking advantage of some of the opportunities outline here. Ghost kitchens have become much more popular with both franchise firms and joint ventures by independent restaurants using a single kitchen space wanting to offer at-home style cooking for

delivery. Ordering is completed online and in Metaverse environments with orders being placed at traditional restaurants and ghost kitchens close to the client's residence. These orders are delivered via AI driven cars and drones to people's homes. On the backend, Takeout Button® has cornered the market several areas for ghost kitchens through competitive pricing, strong partnerships with payment processing firms and both drone and automated vehicle delivery fleet. TakeOut Button® ordering kiosks have become a staple for hotel stays and even exist within the virtual metaverse providing a familiar and easy to use order service.

INTERNAL ANALYSIS

Internal analysis of a company is a critical process as it helps the company understand its current position, capabilities, and resources. The primary goal of internal analysis is to assess the company's ability to achieve its objectives, compete effectively in the market and make informed strategic decisions.

The following section of the paper conducts an internal analysis of TakeOut Button® by performing financial analysis, value chain analysis and VRIO analysis.

Financial Analysis

To comprehensively understand TakeOut Button®'s financial position, it's vital to analyze the financial reports of an industry leader like Toast. By examining Toast's key financial metrics and operational indicators, we can gain valuable insights into a successful company in a similar field. This comparison helps gauge industry standards, benchmarks, and financial trends, offering a reference point to assess TakeOut Button®'s competitiveness. The analysis will primarily focus on Toast's Consolidated Balance Sheets, Statements of Operations, and Cash Flows from its 10-K report for the fiscal year ending December 31, 2022. These documents provide a comprehensive view of Toast's financial health, covering assets, liabilities, revenue, expenses, and cash flow. Comparing and interpreting these figures will reveal insights into Toast's efficiency, profitability, and financial standing, aiding in understanding TakeOut Button®'s potential position within the industry. Toast's Recent financial performance

Toast's recent financial performance

Toast (NYSE:TOST) made its public debut in September 2021, securing roughly \$870 million in total proceeds through an initial public offering (IPO) at a share price of \$40.00 (Jones, 2022). In the twelve months leading up to June 30, 2023, Toast generated \$3.32 billion in revenue, marking a year-over-year growth of 50.23%. For the quarter ending June 30, 2023, the revenue was \$978.00 million, exhibiting a 44.89% year-over-year growth. In the year 2022, Toast achieved an annual revenue of \$2.73 billion, reflecting a growth of 60.18% ("Toast Stock Analysis," n.d.).

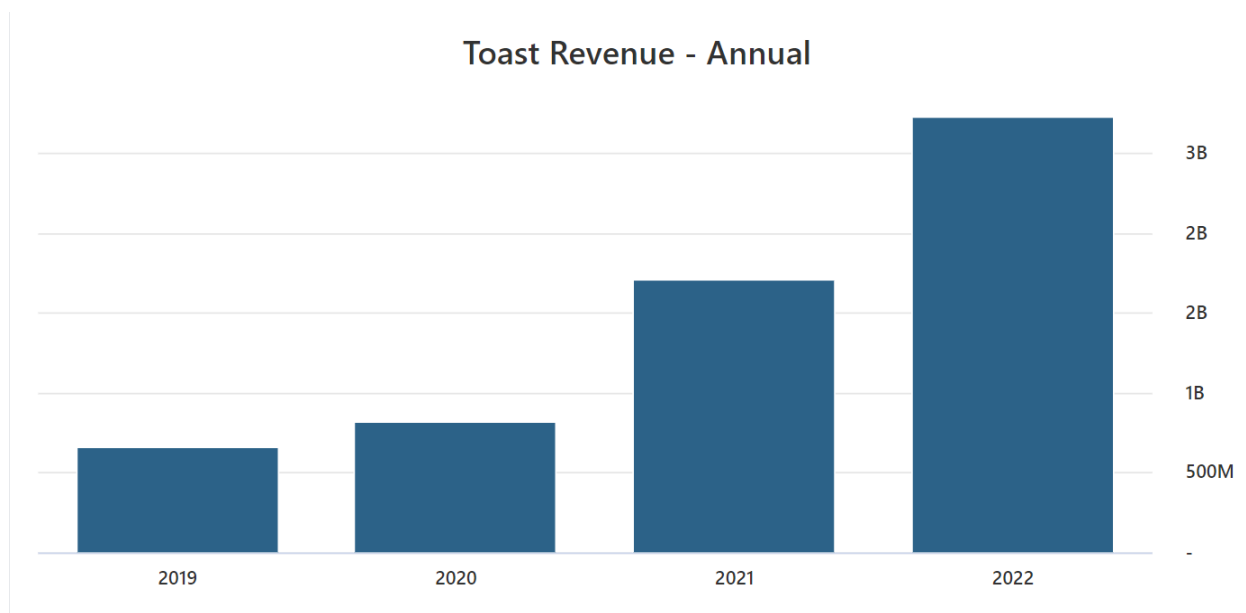


Figure 5: Toast annual revenue. Source ("Toast Stock Analysis," n.d.)

Profitability Ratios:

In general, profitability ratios provide crucial insights into a company's capacity to generate profits in relation to its revenue and costs. They measure the efficiency and effectiveness of a company in managing its operations, particularly in generating profits.

These ratios are important for TakeOut Button® for following reasons:

1. **Benchmarking against Industry Standards:** By comparing TakeOut Button®'s profitability ratios with those of a comparable company like Toast, the former can gauge its own performance against industry standards. Understanding where it stands in terms of profitability helps identify strengths and weaknesses.
2. **Operational Efficiency:** These ratios reveal how efficiently a company is managing its costs, generating revenues, and translating those revenues into profits. This insight can guide TakeOut Button®'s management to improve operational efficiency.
3. **Investor and Stakeholder Confidence:** Investors and stakeholders are interested in a company's ability to generate profits. Strong profitability ratios can attract potential investors and build confidence among stakeholders, signaling financial stability and growth potential.
4. **Strategic Decision-Making:** For TakeOut Button®, these ratios can influence strategic decisions, such as pricing strategies, cost management, and investment choices, to enhance profitability and long-term sustainability.

Following are the profitability ratios of Toast:

1. Gross Profit Margin: 18.7%

Formula: $(\text{Gross Profit} / \text{Total Revenue}) \times 100$

Explanation: Measures how efficiently a company generates profit from its direct costs of goods sold.

This signifies that for every dollar of sales, Toast retains 18.7 cents after covering the cost of goods sold. A higher gross profit margin is generally indicative of efficient production and pricing strategies.

KeyBanc Capital Markets Technology Group surveyed 350 private SaaS companies, revealing an average gross margin of 73%. This margin incorporates customer support within the cost of goods sold (COGS) and excludes companies with less than \$5 million in GAAP revenue (Chargebee, 2023).

2. Operating Profit Margin: -14.06%

Formula: $(\text{Operating Income} / \text{Total Revenue}) \times 100$

Explanation:

Reflects a company's efficiency in managing operating costs related to its core business activities.

This negative margin indicates that Toast's operating costs and expenses are higher than its gross profit and revenue. It suggests that the company is currently incurring losses from its core operations.

In the SaaS industry, a positive operating profit margin is typically considered healthy. The exact benchmark for a good margin varies among companies and market conditions. Generally, for a growing SaaS company, margins around 10% to 25% can be favorable. However, the company's growth stage, business model, and operational efficiency strongly influence what's deemed as a healthy margin. Comparing TakeOut Button®'s margin to industry averages or top competitors will provide clearer insights into what's considered healthy within its market segment.

3. Net Profit Margin: -10.07%

Formula: $(\text{Net Profit} / \text{Total Revenue}) \times 100$

Explanation:

The net profit margin demonstrates the percentage of revenue that turns into profit after accounting for all expenses, including taxes and other costs. A negative net profit margin, as in Toast's case, implies the company is operating at a loss.

The Rule of 40

The Rule of 40 is a financial guideline popular in the SaaS (Software as a Service) industry, initially popularized by Brad Feld. This rule aims to balance a SaaS company's growth with its profit margin to assess its overall health and sustainability.

The formula for the Rule of 40 is simple: Add a company's revenue growth rate (typically measured by MRR or ARR growth) to its EBITDA margin (a measure of profitability). If the sum of these two metrics exceeds 40%, the company is considered in good shape.

For example, if a SaaS company is growing at a rate of 30% annually (measured by MRR or ARR) and has an EBITDA margin of 15%, its total (30% + 15%) equals 45%, which exceeds the Rule of 40 benchmark.

This rule helps to strike a balance between growth and profitability. A high growth rate might offset a lower profit margin, ensuring that a company is well positioned for continued growth and future profitability.

As for the TakeOut Button®, applying the Rule of 40 could be a beneficial indicator to assess its performance. By comparing TakeOut Button®'s revenue growth rate (MRR or ARR growth) and its EBITDA margin to see if their combined value exceeds 40%, you can gain insights into how effectively the company is balancing growth and profitability. If TakeOut Button®'s result surpasses 40%, it suggests the company is potentially in a healthy position, effectively managing growth and financial performance.

Below is Rule of 40 calculation of Toast. As of Q4 2022 Toast's most recent GAAP Rule of 40 calculation was 70.2%, so the firm has performed quite well in this regard, per the table below:

Rule of 40 - GAAP	Calculation
Recent Rev. Growth %	86.2%
GAAP EBITDA %	-16.0%
Total	70.2%

Figure 6: Rule of 40 Toast. Source (Jones,2022)

Liquidity Ratios:

Liquidity ratios measure a company's ability to meet its short-term financial obligations. They provide insight into a firm's ability to manage its operational cash flow, cover immediate

expenses, and pay off short-term debts. For TakeOut Button®, these ratios are vital as they assess the company's ability to handle financial responsibilities in the short term.

These ratios are crucial for TakeOut Button® for several reasons:

- 1. Ability to Meet Short-Term Liabilities:** Liquidity ratios, such as the current and quick ratios, help TakeOut Button® understand if they can fulfill their immediate financial obligations without relying on external funding or facing financial distress.
- 2. Operational Efficiency:** A higher liquidity ratio implies a stronger capacity to manage day-to-day operational costs, ensuring stability in the face of unexpected expenses or economic downturns.
- 3. Creditworthiness:** Strong liquidity ratios can boost TakeOut Button®'s creditworthiness in the eyes of lenders, potentially leading to better terms for obtaining loans or other financial assistance.
- 4. Investor Confidence:** Investors and shareholders often look at liquidity ratios to gauge the company's ability to manage its short-term financial commitments. Higher liquidity ratios may instill confidence in investors.

For TakeOut Button®, maintaining healthy liquidity ratios is essential for ensuring smooth operations, managing short-term financial obligations, and presenting a financially robust profile to potential investors, creditors, and other stakeholders.

Following are the crucial liquidity ratios of Toast:

1. Current Ratio: 2.83

Formula: $\text{Current Assets} / \text{Current Liabilities}$

Explanation:

The current ratio measures a company's ability to cover short-term obligations with its short-term assets. A ratio greater than 1 indicates that a company can comfortably settle its short-term liabilities with its current assets. A higher current ratio, such as Toast's 2.83, suggests a healthier liquidity position, indicating the company's capability to meet its short-term obligations using its current assets.

2. Quick Ratio: 2.62

Formula: $\text{Current Assets} - \text{Inventories} / \text{Current Liabilities}$

Explanation:

This ratio is a measure of the company's ability to pay off short-term liabilities with its most liquid assets. A quick ratio of 2.62 suggests that Toast can cover its immediate liabilities efficiently without relying on inventory.

Activity Ratios

For a company like TakeOut Button®, which may not maintain inventory in the traditional sense, activity ratios become more about optimizing the management of other assets, such as accounts receivable and overall operational efficiency. This is especially crucial in a service-oriented business, where the focus is on transactions, deliveries, or other operational aspects.

Activity ratios, in this context, focus on measuring the efficiency and management of the company's service processes, order delivery times, managing accounts, and possibly, the speed of collection of receivables.

They help TakeOut Button® in evaluating how well the company turns its operational assets (like its service system or other operational resources) into revenue, thus reflecting the effectiveness of its business model. This approach aligns with service-oriented businesses that rely more on efficient service delivery rather than managing traditional inventory.

Understanding the effectiveness of asset turnover in the form of service operations, quick delivery times, or order processing could provide insights into optimizing these operations to generate revenue faster. These ratios can help identify areas of improvement and streamline operations for better service delivery or quicker order processing.

Following are the activity ratios of Toast:**1. Asset Turnover: 1.55**

Formula: Total Revenue / Total Assets

Explanation:

The asset turnover ratio of 1.55 signifies that for every dollar invested in total assets, Toast produced \$1.55 in revenue during the stated period. This ratio reflects an efficient utilization of assets to drive sales. Higher asset turnover ratios typically indicate effective asset utilization, which is favorable as it implies that the company is generating revenue efficiently from its assets.

2. Accounts Receivable Turnover: 40.8

Formula: Net Credit Sales / Average Accounts Receivable

Explanation:

The high accounts receivable turnover of 40.8 indicates that Toast is efficient in collecting payments from its customers.

Given Toast's Accounts Receivable Turnover of 40.8, when calculating the average collection period:

$$\text{Average Collection Period} = 365 \text{ days} / 40.8 \approx 8.9 \text{ days}$$

Hence, this indicates that Toast takes roughly 8.9 days, on average, to collect outstanding payments from credit sales. This shows effective management in converting credit sales to cash. Automated accounts receivable payment processes contribute to this efficient turnover, allowing Toast to swiftly convert outstanding credit sales into cash. For TakeOut Button®, implementing an invoice software system akin to what Toast uses could significantly aid in expediting their cash flow. Utilizing such software streamlines invoicing and payment collection, enabling faster conversion of credit sales into accessible funds, thus potentially improving cash turnover and positively impacting the company's financial health."

Leverage Ratios:

Leverage ratios measure a company's use of debt to finance its operations and how it manages debt in relation to equity. These ratios provide insight into a company's level of financial risk and its ability to meet its financial obligations. They are important for TakeOut Button® as they reveal the company's debt structure, financial stability, and capacity to handle debt.

TakeOut Button® can derive valuable insights from leverage ratios when examining its own financial health. A high debt-to-equity ratio, for instance, might indicate excessive reliance on borrowed funds, potentially leading to financial instability or difficulty meeting debt payments. On the other hand, a low debt-to-equity ratio suggests the company is less reliant on borrowed funds, indicating a stronger financial position.

Analyzing these ratios would assist TakeOut Button® in understanding its financial risk exposure, allowing the company to make informed decisions about its capital structure and debt management, ultimately affecting its long-term financial health and stability.

Following is the leverage ratio of Toast:

1. Debt-to-Equity Ratio: 0.60

Formula: Total Liabilities / total Equity

Explanation:

The Debt-to-Equity Ratio of 0.60 signifies that the company holds \$0.60 in debt for each dollar of equity. This ratio indicates moderate reliance on debt financing and can help assess the company's financial risk and growth potential. Comparing this ratio with industry standards is crucial for understanding TakeOut Button®'s financial structure and risk profile.

2. Debt Ratio: 0.38

Formula: Total Liabilities/ Total Assets

Explanation:

The Debt Ratio of 0.38 represents the portion of a company's assets that is financed through debt. This ratio indicates that 38% of Toast's assets are covered by debt. It provides insights into the company's financial risk and leverage. A lower debt ratio generally implies a lower financial risk, suggesting that a larger proportion of the assets is financed by equity. This could indicate financial stability and a reduced likelihood of facing difficulties in servicing its debt obligations.

The financial analysis of Toast provides TakeOut Button® with valuable guidance to fine-tune its strategies and improve its performance in the industry. By comparing these figures, TakeOut Button® can learn from Toast's successes and areas needing improvement. The analysis suggests that TakeOut Button® needs to focus on improving how efficiently it runs its operations to enhance profitability. Additionally, it's important to ensure enough cash flow to meet short-term financial obligations, to impress potential investors and creditors. Considering that TakeOut Button® focuses on services, there is an opportunity to improve how efficiently the services are delivered to boost revenue. Examining Toast's approach to debt reveals the importance of managing debt sensibly to ensure long-term growth and stability. Ultimately, this analysis helps TakeOut Button® navigate the market better and learn from Toast's experiences to strengthen its own financial position.

Value Chain Analysis

Value chain analysis focuses on analyzing a company's operations as value adding strategic business units by generating a visual model of these units and their connections. The resulting model reveals a system of activities and the respective connections within the business model. Typically, this model fits into a larger model serving as a link between any suppliers and buyers. Value chain analysis aims to identify the primary and secondary activities involved in organizational strategy, the linkages and coordination between them, and any supportive logic behind the decisions surrounding these activities.

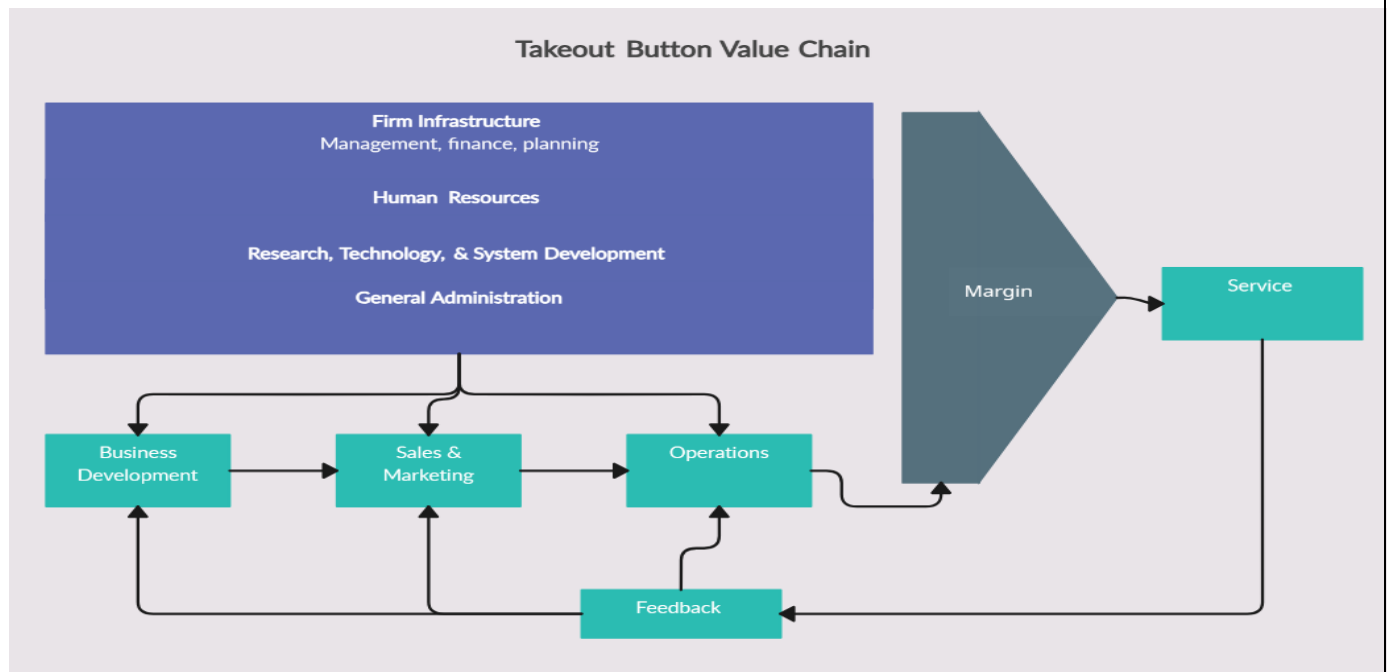


Figure 7: Value Chain for TakeOut Button®

Primary Activities

1. Business Development

Business Development at TakeOut Button® is supported by Cindy and includes idea generation, attending trade shows and similar networking events, partnering with the University of Tampa capstone accelerator program, active reading, and other similar activities resulting in changes that directly pours into Sales & Marketing though lead generation and new products.

2. Sales & Marketing

The Sales & Marketing unit is also run by Cindy and takes place through various channels including an online website, SEO, word of mouth, direct & indirect sales. The function of this unit is to identify & attract potential customers and then convert them into clients. Once this conversion is made, interaction with them becomes operational.

3. Operations

Operations at TakeOut Button® include the generation of domains, website, SEO marketing, web design tools, and custom ordering software solutions provided to clients. This major process relies on the ongoing support of tech and system development units to maintain the functionality of the services provided to continue to drive value to the clients. While the client-side SEO marketing, domain generation, website design, & email management are operated by Cindy, the software & database technology supporting the

operations are designed, coded, tested, managed & maintained by Kevin. This strong partnership allows the team members to spend their time efficiently by focusing on their respective specialties, enabling the flow of operational activities to be well-executed.

4. Service

Post operations, clients may request changes to their existing package due to changes in their needs, to their competitive landscape, to their operations, or a variety of other reasons. These changes are managed by Cindy. Additionally, occasionally tools break down & digital tools may experience outages, such break downs are swiftly recuperated by Kevin. In response to these changes and unforeseen events, it is important that service for the packages purchased is available for clients as needed.

5. Feedback

Feedback collected from clients about their experiences with each service at each is crucial information allowing TakeOut Button® to hear the voice of their customer, understand their needs, innovate in response, and potentially anticipate customer needs in the future. This valuable feedback, if leveraged, can drive value through improvements made in both primary and secondary business activities.

Support Activities

1. Firm Infrastructure

In TakeOut Button®, Cindy and Kevin split management responsibilities based on the demands of their given roles. Collaboration is key in planning efforts for client relations, business development, & led by Cindy while Kevin manages the financial and technical work.

2. Research, Technologies & System Development

TakeOut Button® conducts various forms of research concerning both the clients and the industry. This leads to improved planning and decision making across all aspects of the company. Regarding technology and system development, this is where the bulk of the value is generated. Aside from domain registration, all packages available for purchase flow from the technologies provided.

3. HR & General Administration

General Administration is managed by Cindy, ensuring that all business functions are compliant with legal requirements. HR is minimal as there are just two employees, (Kevin and Cindy).

Analysis

The flow of value in TakeOut Button® begins with the Firm infrastructure and the Research, Technologies, & System development. The planning and technology in TakeOut Button® flow directly into each of the primary business units, ensuring that the products and services provided by TakeOut Button® are relevant while keeping the door of opportunity open for new offerings and partnerships. In combination with the feedback received from existing clients, the supporting technology generates compounding value as each bit of improvement leads to a stronger offering of products and services.

With a small team, TakeOut Button® has been able to leverage its human capital in an efficient manner. The size of the team has kept HR tasks minimal and allowed the team to focus on their end of the operations. With Kevin focused primarily on the Technology and the Finance side of the business, this leaves the nontechnical operations to Cindy.

The Sales and Marketing unit directly funnels into the Operations & Service units upon landing each client. This strong linkage has allowed TakeOut Button® to maintain a streamlined process for each customer. However, this strong linkage between Operations & Service also causes significant strain on Cindy's availability for Business Development & planning based on Feedback analysis. This strain could be alleviated if pressure was reduced from within the Sales and Marketing unit by recruiting or outsourcing talent to take on TakeOut Button®'s needs. An increased allocation of time toward business development, collaboration, & partnerships could prove to reveal meaningful efficiencies within other business units, both primary and supportive.

VRIO Analysis

A VRIO analysis is based on the "Resource Based View" (RBV) that helps TakeOut Button® understand how it can attain competitive advantage (Tompson, 2019). RBV is a philosophy that focuses on the internal resources and capabilities of TakeOut Button® that form the foundation of the company's strategy. The RBV philosophy emphasizes that the company should focus on their foundational resources and leverage them to create long term and sustainable value (Utami & Alamanos, 2023).

To analyze if TakeOut Button® has achieved competitive advantage, its resources and capabilities must meet the VRIO criteria:

- **Value:** Resources add value to the company when they help in responding to unexpected events and exploit the opportunities and overcome challenges.
- **Rarity:** The resources of the company should be compared to other firms' resources in the industry. The company's resources should be relatively rare and uncommon in the industry.

- **Imitability:** The resources of the company should be difficult for other firms to replicate or imitate. This can be based on their complexity, legal protection (Copyright & Patents) or historical events.
- **Organization:** The company should have systems, communication, and culture to make the most of the resources that are valuable, rare and difficult to imitate (Tompson, 2019).

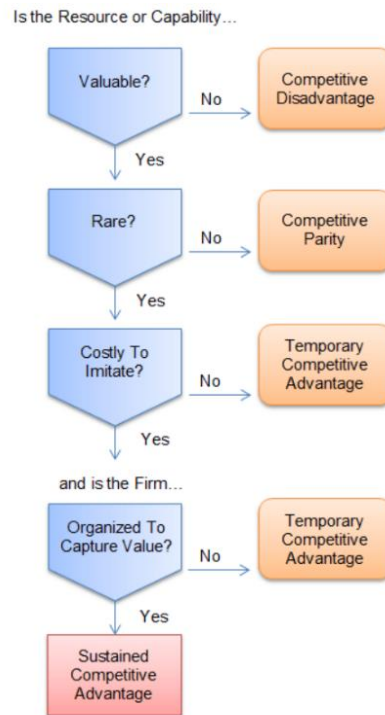


Figure 8: Flowchart for VRIO Analysis (jurevicius, 2023)

To conduct a VRIO analysis, a list of resources that form the foundation of TakeOut Button®'s strategy is listed. This is followed by applying the VRIO logic to each resource and concluding a competitive implication.

List of resources:

1. Technology infrastructure

The technological infrastructure includes the custom ordering software developer, website designing tools, integration capabilities and data security which are the technological foundations of TakeOut Button® (TakeOut Button®, 2023).

2. Software team

Highly skilled software engineer, Kevin a co-founder is a critical human resource. With over 30 years of expertise in software programming and web applications, he possesses extensive knowledge of online ordering, security, and ecommerce advancements. Kevin

is well versed in the requirements for constructing a reliable web-based service with a user-friendly interface that can be easily scalable (TakeOut Button®, 2023).

3. Marketing and Sales team

Resources for marketing and advertising are vital to attract clients. Cindy, a co-founder of TakeOut Button® is responsible for creating marketing strategies to reach potential restaurant clients and acquire customers, making her a valuable resource for growth (Cindy Siriwong, 2023).

4. Pricing Strategy

Income generated from service offerings is a financial resource that sustains and grows the business. TakeOut Button® has a wide range of services and offers a pricing strategy lower than compared to its competitors. This helps the company attract many mom-and-Pop restaurants, creating a large customer base. Having a wide range of services provides stability for the company (TakeOut Button®, 2023).

5. Customer service experience

Providing excellent customer service is vital for maintaining a company's reputation and customer satisfaction. Cindy, at TakeOut Button® assists the restaurant owners with training and resources that help them make the most of TakeOut Button® 's services. Being a People oriented person and having a background in computer science, Cindy understands how technology can fulfill her client's needs. By being the sole point of contact, she establishes very close relationships with clients. The company's testimonials show how happy the clients are with their experience with Cindy (TakeOut Button®, 2023).

6. Office space

Office space is the physical location where TakeOut Button® performs its operations including administrative tasks, meetings with restaurant owners and collaborations. TakeOut Button® works in a remote setting and wishes to continue to do so as it gives them an advantage to work with any restaurant within the US (TakeOut Button®, 2023). The adoption of remote work environments allows for access to talent across a larger geographic area, while also reducing common overhead costs that would be incurred to operate a physical office space.

Applying VRIO logic to each resource:

1. Technology infrastructure:

- **Valuable:** The technological infrastructure (Custom ordering software and Website design tools) of TakeOut Button® enables any restaurant or catering services to have a strong online presence and streamline their ordering process which enables them to exploit opportunities and neutralize threats.
- **Rarity:** The ability to provide customizable and integrated solutions for customers depending on their preferences is not offered by many companies. The ability to match the specific brands and needs of restaurants is somewhat rare.
- **Imitability:** Developing and maintaining a customizable and integrated technology solution is costly and time consuming, making it somewhat difficult to imitate. As updates or changes are requested by one client, these can be adopted within the overall software and shared with other clients, improving the overall platform, and making the software more unique.
- **Organization:** TakeOut Button® is capable of effectively utilizing this resource as it provides valuable and personalized solutions to its clients.

VRIO ASSESSMENT: This resource provides a sustained competitive advantage as it is valuable, somewhat rare, and difficult to imitate and the organization can effectively use it. However, technology evolves over time, so TakeOut Button® must continuously leverage and update its technology infrastructure to maintain its competitiveness in the market.

2. Software Team:

- **Valuable:** With over 30 years of experience in software programming and website development, Kevin adds value to TakeOut Button®. His skills and experience are pivotal in developing and maintaining the software, which is the core of their business. Kevin's in-depth knowledge of online ordering software and website design tools is particularly valuable as it helps the company neutralize any unseen threats.
- **Rarity:** The skill itself is not rare, but having deep industry knowledge and expertise in restaurant-specific software and design along with the time and effort invested by Kevin is rare. He also has proprietary knowledge of the platform and software.
- **Imitability:** The competitors cannot easily imitate the expertise and effort Kevin puts into TakeOut Button®. It takes many years to develop a similar level of proficiency and commitment.
- **Organization:** TakeOut Button® effectively utilizes its software talent and expertise to develop and deliver high quality services.

VRIO ASSESSMENT: This is a second source of sustained competitive advantage as skilled and determined software developers are high in demand. Kevin's skills and knowledge are not easily replicable, making it a valuable and a unique resource. This expertise is a significant differentiator that sets TakeOut Button® apart from its competitors in terms of platform quality and innovation. It is essential for the company to retain and continue to leverage its software team to maintain a competitive advantage.

3. Marketing and sales team:

- **Valuable:** Cindy's entrepreneurial spirit and enthusiasm have added immense value to TakeOut Button®. She creates and implements marketing strategies and promotes company's services. With her people-oriented personality she has many restaurants and convinced a few customers to work with TakeOut Button® and switch from their competitors.
- **Rarity:** Communication and marketing skills are not rare. In this industry it is common to find people with marketing extensive knowledge and skills as it plays a crucial role in increasing sales.
- **Imitability:** The competitors can easily imitate these skills as she has limited expertise in this field.
- **Organization:** TakeOut Button® does not effectively utilize its marketing and sales efforts as they only use social media to market themselves and TakeOut Button® wishes to invest in a marketing team as it is one of their weaknesses.

VRIO ASSESSMENT: This is a competitive disadvantage as the resource provides value, but it is not rare, or difficult to imitate. In the long run it is beneficial for TakeOut Button® to invest in developing its marketing capabilities by expanding the team as the business grows.

4. Pricing strategy:

- **Valuable:** TakeOut Button®'s ability to generate income from various services offerings is highly valuable. The competitive pricing strategy attracts many customers, especially small businesses like mom-and-pop restaurants. This helps the company exploit different opportunities it has.
- **Rarity:** The low-price strategy is not that rare. Many companies try to maintain the same price range to stay in the competition.

- **Imitability:** It is difficult to imitate the exact mix of services along with low pricing strategy. As the company's costs are low, lower pricing works for TakeOut Button® without impacting its profit margins.
- **Organization:** TakeOut Button® has effectively organized its pricing strategy by offering a wide range of services at lower prices to attract a broad customer base.

VRIO ASSESSMENT: This resource provides a temporary competitive advantage as it is valuable, not rare, but difficult to imitate and the organization can effectively use it. By diversifying revenue streams and appealing to mom-and-pop restaurants, TakeOut Button® has positioned itself well to achieve financial stability and attract a large customer base. It is important for the company to continue to optimize its pricing strategy to maintain a competitive advantage.

5. Customer Service Experience:

- **Valuable:** Cindy's role in assisting clients (restaurant owners) and forming very close relationships with them is very valuable. Her understanding of technology and ability to fulfill their needs also adds significant value as these qualities will help her overcome any unexpected threats the company faces in future.
- **Rarity:** Having a dedicated and knowledgeable person like Cindy who combines her thorough understanding of technology with a people-oriented approach is not rare.
- **Imitability:** It is difficult to imitate the exact blend of knowledge, skills and personality that Cindy possesses. It takes time to form and develop close ties with clients and bridge the gap between technology and customer needs.
- **Organization:** TakeOut Button® has effectively organized its customer service experience by establishing close relationships with clients and providing personalized support.

VRIO ASSESSMENT: This is a temporary competitive advantage with Cindy's unique combination of skills and expertise. Her ability to build strong relations with restaurants, understanding their technological needs and providing tailored assistance sets TakeOut Button® apart from its competitors. Moving forward, it is essential for the company to continue nurturing and developing relationships to maintain competitive advantage.

6. Office space:

- **Valuable:** Working remotely has added value to TakeOut Button® as there are no boundaries allowing employees to work from the comfort of their homes. This leads to flexibility as restaurant owners generally do not step out of work and connect only via technology. Remote work reduces the costs and provides easy access to talent.
- **Rarity:** As office space is a necessity for any business, and with the growth of technology, remote work is no longer considered rare.
- **Imitability:** Remote work is not difficult to imitate. Most of the competitors can implement remote work policies and offer their employees the chance to work from home.
- **Organization:** As TakeOut Button® only has two employees, it does not require organizational capabilities to leverage it effectively.

VRIO ASSESSMENT: Remote work does not provide any competitive advantage in the industry, hence considered a competitive disadvantage. Remote work for TakeOut Button® works well as it can maintain productivity and collaboration along with cutting the costs of renting or owning a physical space for office setup.

Resource	Valuable?	Rare?	Hard to imitate?	Exploited by Organization?	Competitive Implication
Technology Infrastructure	Yes	Yes		Yes	Sustained Competitive advantage
Software team	Yes	Yes	Yes	Yes	Sustained Competitive advantage
Marketing and sales team	Yes	No	No	No	Comparative disadvantage
Pricing Strategy	Yes	No	Yes	Yes	Temporary Competitive advantage
Customer service experience	Yes	No	Yes	Yes	Temporary Competitive advantage
Office space	Yes	No	No	Yes	Competitive Parity

Table 4: TakeOut Button® VRIO Analysis

TakeOut Button® possesses a good set of resources that have their unique values and contribute to the competitiveness in the market. The highly skilled software resource, Kevin stands as a sustained competitive advantage by leveraging his expertise in the restaurant industry. The technological infrastructure also offers a sustained competitive advantage by delivering customizable solutions for its clients. With technological knowledge and a people-oriented personality, Cindy stands as a temporary competitive advantage by providing personalized customer service experiences. TakeOut Button® needs to continuously invest and optimize these resources along with setting up a marketing team or developing a marketing plan that will help them maintain and expand their competitive position in the market.

BUSINESS LEVEL STRATEGY REVIEW

Business level strategy is intended to take a more granular look at how TakeOut Button® can define its competitive scope and capitalize on its competitive advantages. Competitive scope refers to the breadth of operations across their primary dimensions that include geographic, demographic, and psychographic. In addition, the product line breadth can also be leveraged to understand a company's competitive scope. The competitive advantage is defined in the VRIO process and can provide insight into how a firm can create a sustained competitive advantage amongst its peers in the industry. How a business leverages its resources to create value, rarity, difficulty in imitation, and exploits these to its advantage can result in a sustained competitive advantage.

Competitive scope and competitive advantage can be better understood based on the five elements of strategy (outlined in Figure 5) and introduced in the Identification and Evaluation of the Company's Purpose section. The following analysis will leverage the five elements to better understand how TakeOut Button® is positioned in a strategy matrix and its competitive scope and advantages.

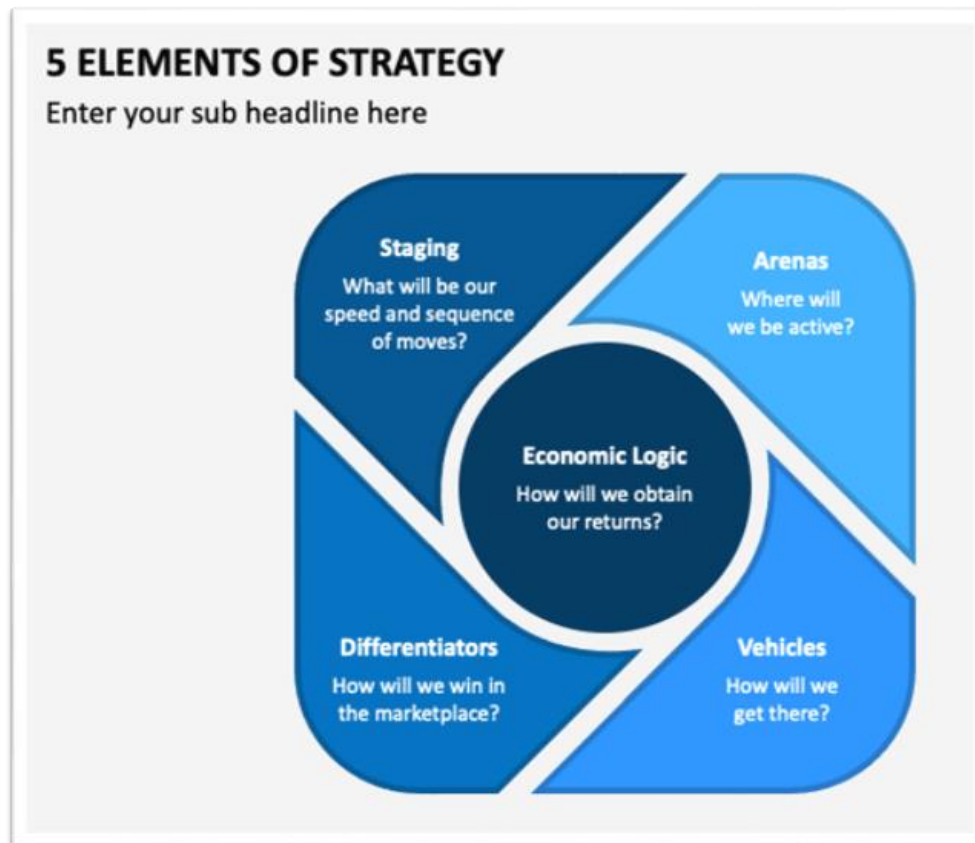


Figure 9: Five Elements of Strategy

Arena

The TakeOut Button® strategy is to compete on a regional scale, primarily within the United States. This strategy allows for a common approach to client engagement and familiar marketing environment. Since services offered by TakeOut Button® are online it becomes easier to conduct cross-state business activity, but some legal and business activity may still require registration in certain states. Overall, TakeOut Button® has scoped its geographic scope to the United States and online to focus their resources and experience in a familiar and easy to access market.

The regional arena was selected based on the desired focus on independently owned restaurants as clients. The United States has a large market for independently owned businesses with a market size of approximately \$190.51 Billion USD (Statista Research Department, 2022). Based on TakeOut Button® services, this arena fills a niche related to online presence and marketing that would be offered to franchise restaurants as part of their contract with corporate, but independent restaurants must figure out on their own.

The National Restaurant Association indicates that 70% of all restaurants are single unit operations within the U.S. (National Restaurant Association, 2023). That translates to approximately 155,450 establishments nationwide and appears to be on an increasing trend

(reference Chart 1). Since COVID, the restaurant industry has experienced a substantial change in how clients interact with their business. Even now many adults attend restaurants less and plan to continue to do so, which indicates the desire to order online or at home. A recent survey published in April 2023 by Statista identified this trend is persisting as outline in Chart 2 (Statista Research Department, 2022).

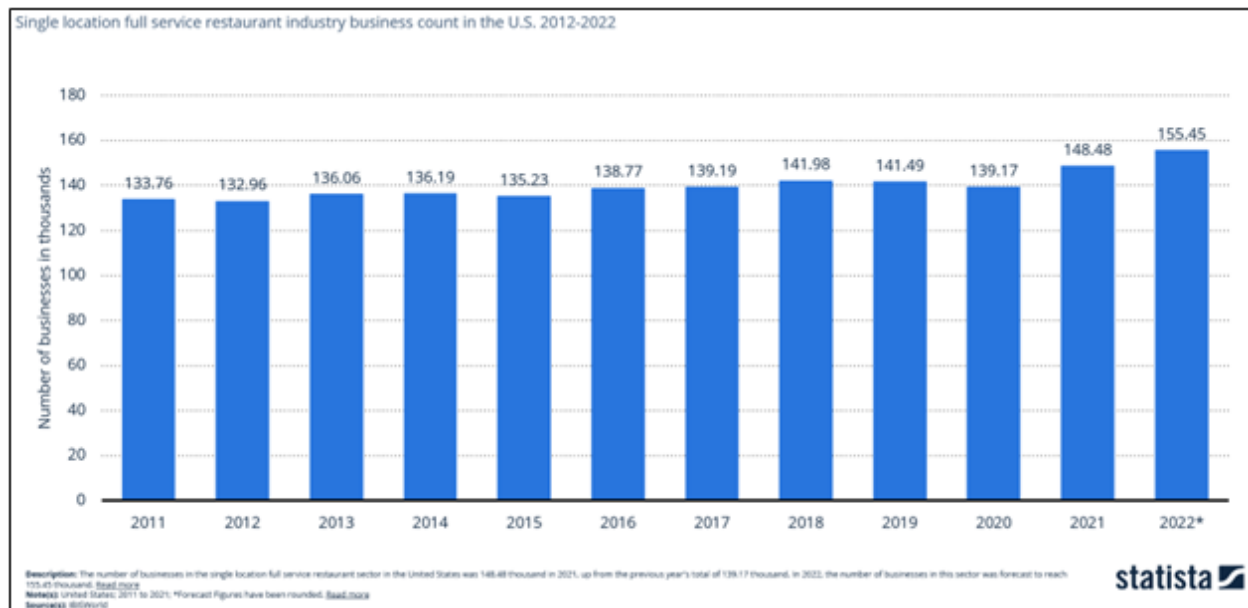


Chart 3: Number of Single Location Restaurants within U.S.

Eating out frequency of adults compared to six months ago in the United States as of April 2023, by restaurant type

Frequency of adults dining out at restaurants in the U.S. 2023, by restaurant type

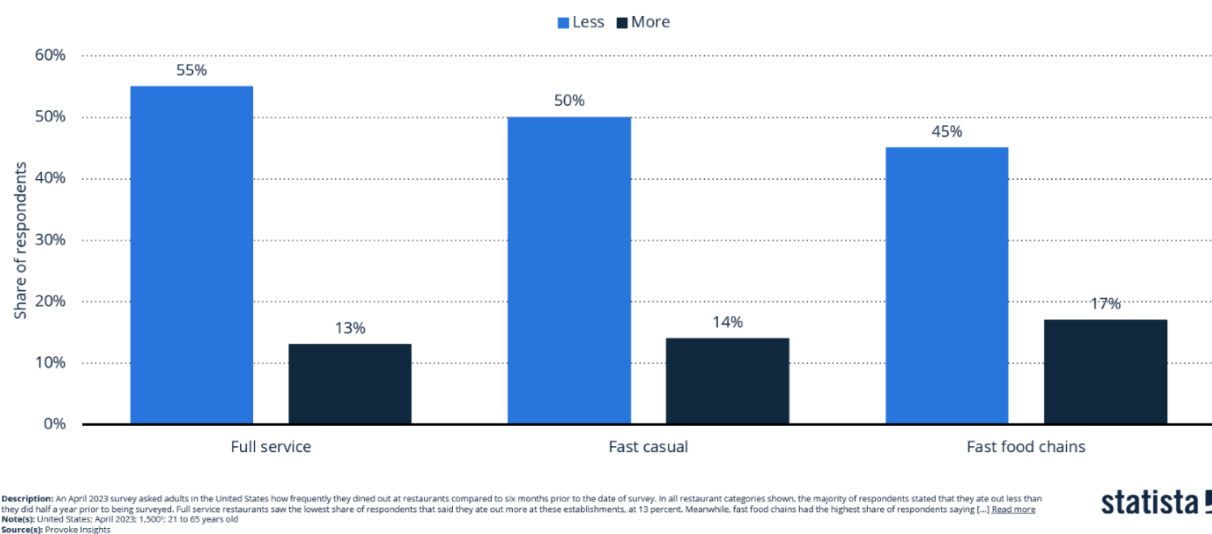


Chart 4: Adults Preference for Eating out More or Less

Vehicle

The TakeOut Button® approach to Identifying, engaging, and obtaining new clients includes multiple steps. The first step is to develop a mature, easy to navigate website (<https://www.TakeOut button.com/>) that outlines their services and offerings. This has been in use since organizational establishment. The marketing of this site has been through word of mouth, online SEO optimization, and more recently partnerships.

Another method leveraged by TakeOut Button® is to develop partnerships with other businesses that also provide various services to restaurants. Two options are offered as a part of the program, which includes becoming a referral partner or a reseller agency. A referral partner sends potential clients to TakeOut Button® and if they are onboarded as a client earns a commission. The reseller agency would incorporate the online ordering platform into their portfolio and allow it to be sold as part of other technology services or packages. Both expand access to potential clients by leveraging other professional businesses.

The final methods discussed with TakeOut Button® involved attending trade shows and conducting face-to-face marketing with others in the restraint industry. This approach is being leveraged to generate potential leads for the partner program, but also develop longer term partnerships where the technology could be packaged with other services or technology.

Differentiators

Due to the small size of TakeOut Button® a clearly defined and executed differentiation strategy is required. This helps define the competitive advantage of TakeOut Button® and how it intends to compete in the market. TakeOut Button® has three differentiators at this time. This includes the technology platform that is self-designed and maintained, the ability to charge less than major competitors, and interest in catered customer service experience.

The first differentiator is the uniquely designed online ordering platform which allows TakeOut Button® to offer services comparable to larger competitors at a much-reduced cost. Online ordering technology provides a solution that allows customers to order through a restaurant owned website that will then be transferred to the kitchen for cooking. This technology package offers multiple point-of-sale partners and payment gateway partners for transaction processing and resiliency for payment processing if one partner goes down. TakeOut Button® does not require long multi-year contracts for its services, which can be appealing to users as many competitors require multi-year contracts to be established. Finally, TakeOut Button® services address one of the key issues facing many restaurants today, which is combating higher costs. 21% seek to reduce costs through the integration of technology, which TakeOut Button® could offer based on their pricing packages (Statista Research Department, 2022).

Leading actions taken to combat higher costs in restaurants in the United States as of November 2022, by restaurant type			
Actions taken by restaurants to combat higher costs in the U.S. 2022, restaurant type			
	Full service segment	Limited service segment*	All restaurants
Increase menu prices	89%	86%	87%
Change menu items	70%	48%	59%
Reduce hours of operation on days that it is open	49%	46%	48%
Close on days that it would normally be open	36%	27%	32%
Not operate at full capacity	36%	34%	35%
Postpone plans for expansion	34%	43%	38%
Reduce the number of employees	29%	35%	32%
Incorporate more technology	21%	21%	21%
Postpone plans for new hiring	18%	21%	19%
Eliminate third-party delivery	16%	10%	13%

Descriptions: As of November 2022, the leading action taken by restaurants to combat higher costs in the United States was increasing menu prices, with 87 percent of restaurant operators doing so. Meanwhile, a much higher share of FSR operators than QSR operators said that they would change menu items to combat higher costs, at 70 percent vs. 48 percent. [Read more](#)
 Note: United States, November 2022. 3,000 respondents; respondents were restaurant operators. * The limited service segment includes quick service, fast casual, and coffee/snack concepts. [Read more](#)
 Source: National Restaurant Association

statista

Table 5: Actions taken by owners to compete rising prices

The second differentiator is their pricing packages compared to their competitors and contract length requirements. As mentioned previously, TakeOut Button® does not require long term contracts to start a relationship with them. This is very appealing to start-up businesses and allows owners to feel more in control of their expenses. Early on this document, in the Identification and Evaluation of the Company's Purpose section, examples were provided on how TakeOut Button® consistently beats competitors in pricing. ChowNow is 42.5% higher while GetBento is 186% higher in monthly costs. This price differentiation provides a very competitive and compelling argument for potential clients to switch to TakeOut Button® services.

The final differentiator is the focus on catered customer support for clients. This approach is a critical factor as many major competitors are focused on the number of users or adopters of their platform and offer online customer service that is commonly outsourced to a third party not directly tied to the business. The TakeOut Button®'s approach is to have direct access to clients to understand their needs and issues. This aligns with recent marketing studies that show 86% of U.S. based personnel surveyed consider human customer service important or very important. Developing strong client relationships through customer service will help build a positive reputation around the company's interaction with its clients.

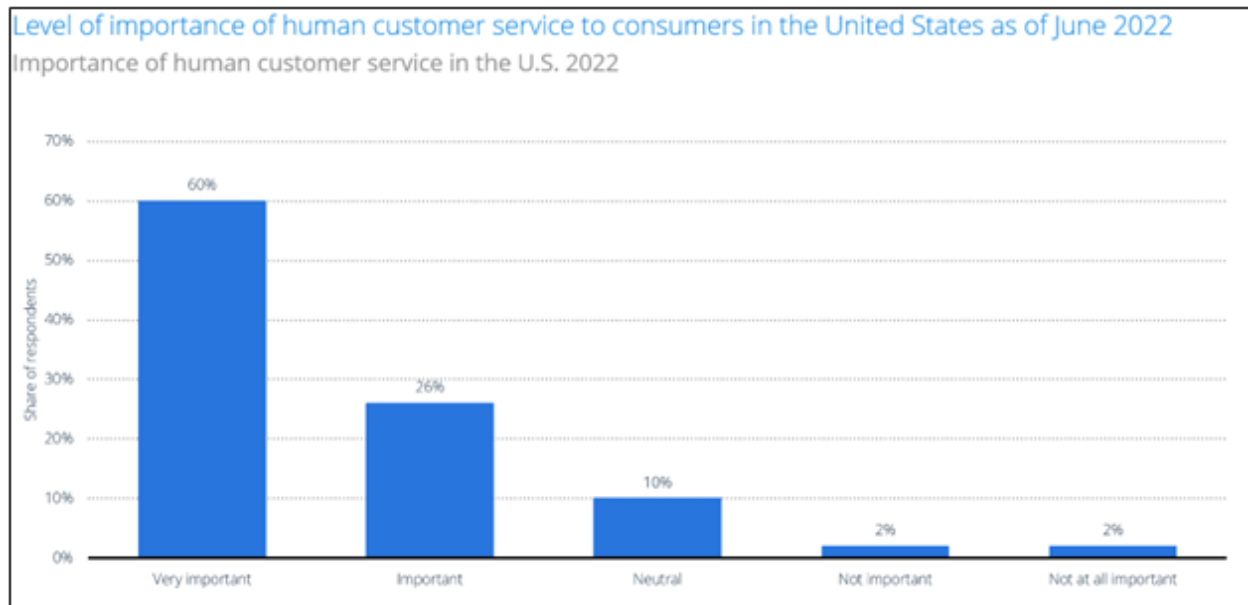


Table 6: Importance of Customer Service in the US (Statista)

Staging

Staging is focused on the speed and sequence of moves that will be taken to achieve business success. A clear timeline was not defined, but an urgency of effort was expressed by TakeOut Button®. A sequence of events can be tentatively derived from interviews in that TakeOut Button® desires to improve its market presence through partnerships and referral programs supported by participation in trade shows and events. This will help establish itself as a known market competitor. Next it will seek to leverage its existing and potentially new technologies to support client business activities and interconnect restaurants in new and innovative ways. Finally, it is researching the need to expand marketing capabilities in the form of new talent acquisition to support organic business growth and that of clients which subscribe to its marketing services.

The marketing actions are intended to increase the client base, to drive increased revenue growth and to allow for additional investments in staffing. This staffing plus up would focus on continued client growth, improved technology development, and enhancing marketing services offered by TakeOut Button®. In time, this process should result in consistent client growth with over time with measured staff growth to maintain the technology, pricing, and customer service model.

TakeOut Button® should consider taking time to develop a measured and structured approach plan aligned to a schedule. This is an area that could use improvement and will help establish a series of steps the company can take to accomplish its desired tasks.

Economic Logic

To understand the potential economic value provided by TakeOut Button® services there are several items that must be reviewed. The calculations will be conducted on a per restaurant bases and then can be applied over multiple buckets of potential earning. Analysis does not incorporate ad-hoc earning like device rentals or mark ups on technologies sold to independent establishments. The TakeOut Button® fee schedule was described earlier in this document but is also provided below as a basis for the analysis. This fee schedule will set that basis for potential earnings.

Service Offering	Price	Charge Frequency
Domain Registration	\$30.00	Annual
Website Design & Maintenance	\$30.00	Monthly
Service Charge	\$65.00	Monthly
Base Fee	\$1.00	Per order (customer charge)
Delivery Fee	\$1.25	Per order (In addition to base, customer charge)
Online Catering	5%	Per Sale
Online Merchandise	5%	Per product (gift cards)

Table 7: TakeOut Button® Fee Schedule

Before conducting calculations, research was conducted to understand the average number of online orders an independent restaurant should expect on a daily basis. Unfortunately, data available was dated to 2017, but at that time it was estimated at about eight per day (Kathleen L., 2023). Based on the changes to the environment since then, it is assumed that this has doubled to approximately 16 per day, although the number could be higher and dependent on the popularity of client restaurant. Successful independent restaurants have on average 250 customers daily with very popular or high-end establishments serving 1,000 or more. All online orders are expected to be delivered orders for the purposes of below analysis. Business is assumed to be open six days per week.

A single independent restaurant would provide the following revenue on an annual basis based on the provided fee schedule. Catering and merchandising was not included based on limited data available.

Sample Revenue Analysis for Single Client Restaurant (Annual)		
Revenue	Domain Registration	\$30.00
	Website Design & Maintenance	\$360.00
	Service Charge	\$780.00

	Base Fee Charges (16 Orders/day)	\$4,992.00
	Delivery Fee Charges (16 Orders/day)	\$6,240.00
Total		\$12,402.00

Table 8: TakeOut Button® Individual Restaurant Earning Potential

Operating expenses were unavailable for this analysis, so it would be difficult to represent proper growth and scaling potential, but the below outlines four scenarios and potential revenue earnings per scenario. Expenses are expected to increase at each level based on desired differentiation approach to maintain quality customer service. In addition, Base fee charges and delivery charges are variable costs that could shift dramatically depending on clients' restaurant popularity or business model (ghost kitchens). The below table can be used to develop potential revenue goals for the company and drive plans on how the numbers will be achieved over time.

Client Restaurant Count	10	50	100	1000
Expected Revenue	\$124,020	\$620,100	\$1,240,200	\$12,402,000

Table 9: TakeOut Button® Revenue Potential over various customer goals

In conclusion, TakeOut Button® has several opportunities to leverage its strengths to position itself for future growth. An internal analysis of financials and comparing it to the performance standards outlined here will help to gauge the current position of the company in the market. Value chain analysis highlighted the conceptual flow of information that TakeOut Button® follows and where key components for the company exist. In addition, VRIO was reviewed from a resource perspective to identify areas for potential competitive advantage. Finally, the business level strategy was reviewed on how TakeOut Button® is approaching business. All these factors help to define and describe the internal nature of the company and should be considered in future decision making. The next section will combine both external and internal analysis to highlight recommendations that TakeOut Button® can pursue to improve business operations.

RECOMMENDATIONS

Leading into the recommendations section a Strengths, Weaknesses, Opportunity, and Threat (SWOT) analysis based will help outline which areas Takeout Button may wish to focus on in the future. SWOT analysis helps assess where a company lies in comparison with its competitors and the market based on internal and external factors. Strengths focus on what a company excels at and areas it should prioritize and leverage to succeed in the market it operates. Weaknesses of a firm will outline areas that prevent a firm from operating at full potential. Opportunity is intended to identify external factors that a company could exploit by leveraging its strengths or based on changes to the market environment. Threats are external factors that could harm the company

in a negative way and are considered risks. The following SWOT chart outlines some of Takeout Buttons SWOT factors considered during recommendations development.

Strengths (Internal)	Weaknesses (Internal)
<ul style="list-style-type: none"> • S1 – Software Team • S2 – Technology • S3 – Customer Service • S4 – Pricing Strategy 	<ul style="list-style-type: none"> • W1 – Financial Position • W2 – Marketing • W3 – Long term vision
Opportunity (External)	Threats (External)
<ul style="list-style-type: none"> • O1– Large Market for individually Owned Restaurants • O2 – Solve customers’ primary problems • O3 – Metaverse and online ordering 	<ul style="list-style-type: none"> • T1 – Unsure economy • T2 – Market is becoming more competitive • T3 – Shifts in customer preferences

Table 10: TakeOut Button® SWOT Analysis

Strengths

Strengths are discussed in more detail in the VRIO section of the internal analysis portion of the report. In the list of resources section Technology Infrastructure, Software Team, Pricing Strategy, and Customer Service Experience are all covered in more detail. The relevant resources are listed below as well in the competitive implications of these strengths. Additional details are listed in the VRIO section for reference.

Resource	Valuable?	Rare?	Hard to imitate?	Exploited by Organization?	Competitive Implication
Technology Infrastructure	Yes	Yes	Yes	Yes	Sustained Competitive advantage
Software team	Yes	Yes	Yes	Yes	Sustained Competitive advantage
Pricing Strategy	Yes	No	Yes	Yes	Temporary Competitive advantage

Customer service experience	Yes	No	Yes	Yes	Temporary Competitive advantage
------------------------------------	-----	----	-----	-----	---------------------------------

Weakness

Marketing and sales appear to be one of the areas of the business that could be improved. This is covered in more detail in the VRIO section as well. Vision statement is identified as a weakness based on the absence of one. This is an easy weakness to mitigate and will be discussed further in recommendations. The final weakness is the financial position, which is based on a lack of data and uncertainty in financing options and the ability to assess ratios. In the internal analysis section of this report financial analysis is provided of an industry peer and an outline of healthy financial ratios to compare to internal performance.

Resource	Valuable?	Rare?	Hard to imitate?	Exploited by Organization?	Competitive Implication
Marketing and sales team	Yes	No	No	No	Comparative disadvantage

Opportunity

Opportunities are identified throughout the document by aligning internal information and external market factors to benefit Takeout Button. In the internal analysis section, arena portion, Statista reported on the growing number of independently owned restaurants, which is key market for Takeout Button (National Restaurant Association, 2023). Learning how to tap into this market either through online groups, sale reps, or other means would allow Takeout Button to advertise its strengths and vision in working with independent restaurant owners. The next opportunity is also in the internal analysis section, differentiators portion, where a survey shows the key problems independent restaurants face which include integration of technology, price increases, and eliminating third party delivery (Statista Research Department, 2022).

The final opportunity presented itself close to the end of the external analysis section, drivers of industry change, and outlined the future of online ordering and various expected changes over the next 10 years. Researching and further analyzing where Takeout Button could aligns its strengths to exploit some of the potential future opportunities should result in the company being able to position itself quickly as technologies emerge and new clients like ghost kitchens mature.

Threats

The final and very important section are threats or risks that Takeout Button may face. Aligned strengths to offset these threats and mitigating weaknesses will reduce the chances of a threat impacting Takeout button. The first threat is the state of the economy and how a declining economy can impact the overall restaurant industry. It tends to be cheaper to eat at home and eating out is considered an activity that can be cut to save money, if the economy declines intendent restaurants may see a decline in revenue which will also impact their ability to afford online ordering platforms or even stay in business.

The next threat is the flattening of the market around online food ordering. This is outlined at the end of the external analysis section in the drivers of industry change section. Although the online ordering revenue is expected to grow, within the next 10 years it will flatline and this means the market will move into a more highly competitive state with smaller companies being bought out or it becomes more difficult for new market entrants.

The final threat is the potential for shifts in customer preferences from online ordering or eating out at restaurants. This is starting to see a slow shift as noted in the internal analysis section, arena portion, where it has been noted that coming out of the COVID environment people are beginning to return to visiting actual locations (Statista Research Department, 2022). Reducing online ordering would have a direct impact on Takeout Buttons revenue as fees per order are a major revenue generator. This is outlined more in the internal analysis section, economic logic portion.

Recommendation #1 - Vision Development (S2, S3, W3, O1)

- **What must be done:** Write a vision statement.
- **Who will do it:** leadership team.
- **Time frame:** Immediate
- **Resources required:** Minimal (time)

A vision statement is an integral aspect for a company to develop and is easy to implement. It should be forward-looking and focused on what the company would like to see as the outcome of its efforts. The vision should describe in a concise manner what Takeout Button wants to be in 10 or 15 years. Vision statements are important to convey the intent and purpose of the company for the future. Both employees and clients should be able to read the vision statement and understand what the company intends to achieve. Lack of a vision statement can send messages as well, which can be seen as a company that has yet to define its future or is uncertain of its niche in the market.

To understand what a corporate vision statement looks like, here are a few examples from major technology companies.

- **Concept Vision Statements**
 - a. **LinkedIn:** “Create economic opportunity for every member of the global workforce.”
 - b. **Google:** “To provide access to the world’s information in one click.”
 - c. **Shopify:** “To Make commerce better for everyone.”
- **Quality Based Vision Statement**
 - a. **Amazon:** “Our vision is to be earth’s most customer-centric company, where customers can find and discover anything they might want to buy online.”
 - b. **Starbucks:** “To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.”
 - c. **Ben & Jerry’s:** “Making the best ice cream in the nicest possible way.”

Based on these various vision statements the below are three recommendations for TakeOut Button®. Each will focus on the priorities verbalized during meetings and observed on the website.

- *“To be a leading online ordering service provider through innovation and partnerships, where customers can achieve their dreams of owning and operating independent restaurants.”*

This vision statement highlights the desire to grow and expand as a service provider while leveraging technology and partners. It also incorporates a view of the company’s clients’ desires and dreams.
- *“Bringing together technology, innovation, partnerships and quality customer service to grow a team of independently owned restaurants.”*

This vision again focuses on the combination of technology and innovation to drive success for the company. It still envisions strong industry partnerships and customer service as being important factors, which are strengths for Takeout Button. In addition, the clients’ independence as a business owner is also emphasized, which is intended to convey how Takeout Button wants to partner so both succeed.
- *“To level the online ordering environment for intendent restaurateurs to achieve their dreams.”*

This is a more simplistic and concise approach but captures the intent of what Takeout Button wishes to achieve with its relationship with clients. It keeps it short and clear and focuses on the larger conceptual goal of Takeout Button to level the playing field.

Once a vision statement is agreed upon by the company leadership, it should be published for both employees and prospective clients to view. This can occur in various forms which include:

1. Posting to the “About Us” section of the website.
2. Include in marketing material that is intended to describe the company and its purpose/intent.
3. Incorporate into talking points and sales pitches or partnership engagements.

The vision statement is an easy to implement recommendation that can have substantial impact with clients and employees in communicating intent and purpose of a company. Time should be taken to review options provided and determine if they meet Takeout Buttons’ needs or if a variation or different approach to a vision is appropriate. Overall, Takeout Button should seek to implement a vision statement that aligns with its long-term strategic vision.

Recommendation #2 – Marketing Strategy (S1, S2, S3, S4, W2, O1, T2)

- **What must be done:** Develop and implement a marketing strategy
- **Who will do it:** Marketing team.
- **Time frame:** Immediate to a year

A marketing strategy is a comprehensive plan that outlines how a company should approach to promote and sell its products or services. It involves setting up specific objectives and determining the tactics and channels to reach and engage the audience. A well-developed marketing strategy is crucial for the overall success and growth of a business.

A low-cost beginning to a comprehensive marketing strategy is a social media marketing (SMM) strategy. Below is a detailed plan on how TakeOut Button® can implement a good Social Media Strategy across various platforms followed by an Email Marketing Strategy.

SOCIAL MEDIA STRATEGY FOR TAKEOUT BUTTON®

Goals of Social Media Strategy

1. **Increase Brand Awareness: Gain 500 followers on each social media platform within six months.**

Gaining 500 followers is achievable for TakeOut Button® if it regularly posts relevant content and uses targeted hashtags.

2. Lead Generation: Generate at least 2 leads per month through social media channels.

Attract at least 2 restaurant owners and managers looking to improve their online ordering systems by implementing targeted campaigns.

3. Engage with Audience: Achieve an average engagement rate⁴ of 2% on every post.

An average engagement rate of 2% is achievable for TakeOut Button® by responding promptly to comments and encouraging discussions through polls.

4. Generate Website Traffic: Increase website visits from social media by 20% in the first 3 months.

Platform Selection:

The Following is a list of social media platforms TakeOut Button® should utilize to maximize its online presence and reach for its business.

1. Facebook & Instagram

- **Visual appeal:**

As Instagram is a visual centric platform, TakeOut Button® can show graphics and design concepts that will help them capture the attention of restaurant owners.

- **Engagement with restaurants:**

Instagram allows direct engagement with restaurant owners through comments, direct messages and features like quizzes and polls, which help TakeOut Button® build relationships with potential clients.

- **Storytelling through posts and stories:**

TakeOut Button® can use Instagram to share stories on how it has helped the restaurant improve their online ordering systems (Kuligowski, 2023).

⁴ Engagement rate is a metric that allows the company to track how actively it's audience is involved with their content. Engagement rate % = [(Likes + Comments + Shares)/ Total Followers] * 100



Figure 11: Example of Storytelling through posts and stories

2. LinkedIn

- **Professional Networking:**

As LinkedIn is a professional networking platform, it is ideal for TakeOut Button® as it can connect with restaurant owners and managers.

- **Showcasing Expertise:**

TakeOut Button® can use LinkedIn to share articles, case studies and updates about the restaurant industry, online ordering trends and technology advancements. This will help the company build trust among the potential clients.

- **Targeted Advertising:**

TakeOut Button® can reach clients on LinkedIn with specific job titles, that helps them focus on the right target audience (Johnson, 2023).

KPIs to consider while evaluating the goals for Social Media Campaigns:

1. Increase Brand Awareness:

- **Follower Growth Rate:** Number of new followers over a specific period.

2. Lead Generation:

- **Number of social media Leads:** Total number of leads generated through social media channels.
- **Conversion Rate from social media:** Number of social media leads converted to actual customers divided by the total number of social media leads.
- **Source of leads:** Which social media platforms are generating the most leads.

3. Engage with Audience:

- **Number of likes, comments, and shares per post**
- **Average Engagement Rate:** Total engagements (likes, comments, and shares) divided by total reach *100.
- **Analysis of the most engaging content type**

4. Generate Website Traffic:

- **Referral Traffic from social media:** Number of website visits originating from social media platforms (Macready, 2023).

To achieve these KPI's, TakeOut Button® should consider implementing the following strategies:

1. Content Strategy:

A content strategy is essential for creating meaningful, purposeful, and effective content that not only helps to attract and retain the attention of the audience but also contributes to the overall success of the business. Below is the detailed plan for the content that TakeOut Button® can use as a guide to post for different social media platforms.

FACEBOOK & INSTAGRAM (Content Themes)

a. Product/ Service showcase

- TakeOut Button® can use high quality visuals and videos highlighting key features of custom branded online ordering software.
- It can share before-and-after pictures of the restaurant websites that were transformed by its services.

b. Client Spotlight

- TakeOut Button® can benefit from sharing testimonials or short videos shared by satisfied clients.
- It can show the success stories of restaurants that have improved their sales through TakeOut Button®.

c. Educational Content

- TakeOut Button® needs to focus on carousel and infographic posts that explain the benefits of online ordering software for restaurants.

- Along with the benefits it can add tips and best practices that help in optimizing the online ordering process.

d. Behind the Scenes & Interactive Content

- To make it more authentic, TakeOut Button® can highlight the hard work that goes into creating effective online solutions for clients.
- It can post quizzes, polls, and stories to engage the audience.

e. Seasonal Promotions

- To be relevant, TakeOut Button® can tailor their content to align with seasonal events, holidays, and promotions.
- Encourage clients to share their holiday themed experiences with TakeOut Button®.

LINKEDIN (Content Themes)

a. Educational Content:

- TakeOut Button® can start by sharing informative articles about the importance of online ordering for restaurants and how software makes it easier.
- Share How-to-Guides on optimizing websites for better user experience.
- It can also provide infographics of statistics on online ordering trends.

b. Case studies and success stories

- TakeOut Button® can share client spotlights, featuring stories on how specific restaurants improved their sales and efficiency.
- Client spotlights create visually appealing graphics with client testimonials.
- It can highlight the challenges faced by the restaurants and how TakeOut Button® provided solutions.

c. Service features and updates:

- TakeOut Button® can write articles about how each feature can benefit restaurant owners.
- Articles inform the audience about new integrations and create short demo videos on the updates.

d. Industry Trends & Insights:

- TakeOut Button® can write opinions on the future of online ordering and restaurant technology.
- It can provide infographics summarizing key findings from industry reports.
- Along with these, TakeOut Button® can also share monthly trends and data driven insights into the latest industry trends.

e. Engagement & Interaction:

- TakeOut Button® can interact and engage with audiences by sharing interesting and entertaining facts about the industry.
- Post thought provoking questions related to the industry while asking them to share their experiences and thoughts.

2. Hashtag Strategy:

The use of relevant and trending hashtags is a powerful strategy. By strategically incorporating these hashtags, TakeOut Button® can increase visibility, enhance the discoverability of its content, reach a larger audience, and enhance engagement.

a. Identify Relevant Hashtags:

TakeOut Button® can identify hashtags that are directly related to the restaurant industry, online ordering, and website design. For example, #OrderingElevated, #WebFeastDesigns, #SavorTheClick.

b. Branded hashtags:

TakeOut Button® can create a branded hashtag from its name or unique tagline associated with their brand. It can encourage followers and customers to use this hashtag when posting about its experiences working with TakeOut Button®.

c. Local hashtags:

TakeOut Button® should include local hashtags to target a more localized audience. This will be beneficial for engaging with clients in specific geographic areas.

d. Create hashtag campaigns:

TakeOut Button® can develop and promote specific hashtag campaigns to encourage followers to participate.

3. Engagement Strategy:

An engagement strategy is crucial for building a connection with the audience on social media platforms. For TakeOut Button® creating meaningful interactions can strengthen relationships with existing and potential clients.

a. Prompt response to comments:

TakeOut Button® needs to monitor comments posted on their social media platforms regularly. Responding promptly to comments can show their responsiveness and attentiveness to their customers.

b. Ask questions:

TakeOut Button® can use social media posts and stories to ask questions related to the industry to encourage participation and gather insights. For example: “What features do you value most in online ordering system?”

c. Run Polls:

TakeOut Button® can create polls to collect feedback and engage through quick interactions. This will help the company gain valuable insights while making the followers feel involved.

d. Recognize and Tag clients:

When clients share their experiences, TakeOut Button® can recognize and thank them by tagging them. This not only shows appreciation but also encourages others to share their experiences, ensuring wider reach.

4. Analytics and monitoring:

Analytics and monitoring are crucial aspects of a successful social media campaign. TakeOut Button® needs to regularly track its social media analytics to assess the performance, understand customer behavior and make data driven decisions.

One of the easiest ways to analyze and monitor is by using the tools available online. The following are a list of tools that can help TakeOut Button®:

a. Instagram Insights (Built-in):

Instagram insights is a built-in free analytical tool that is designed for Instagram business accounts.

Key features:

- It provides an account overview by tracking reach, impressions, and engagement metrics. It also monitors follower growth.

- It analyzes the performance of individual posts, stories, and promotions.
- It helps you understand the demographics of followers, including age, gender, and location. It also tracks when followers are most active.
- It monitors profile visits and interactions along with tracking website clicks for accounts with linked websites.

b. Hootsuite:

Hootsuite is a social media management platform that offers a variety of analytical tools to help users monitor and optimize their social media performance across different platforms.

Key features:

- It schedules posts across multiple social media platforms and manages social media accounts from a single dashboard.
- It tracks key performance metrics for each post on each social media platform and generates custom reports.
- It monitors competitor performance and provides a comparison (Hootsuite, 2023).

Hootsuite offers three plans based on the needs of their clients.

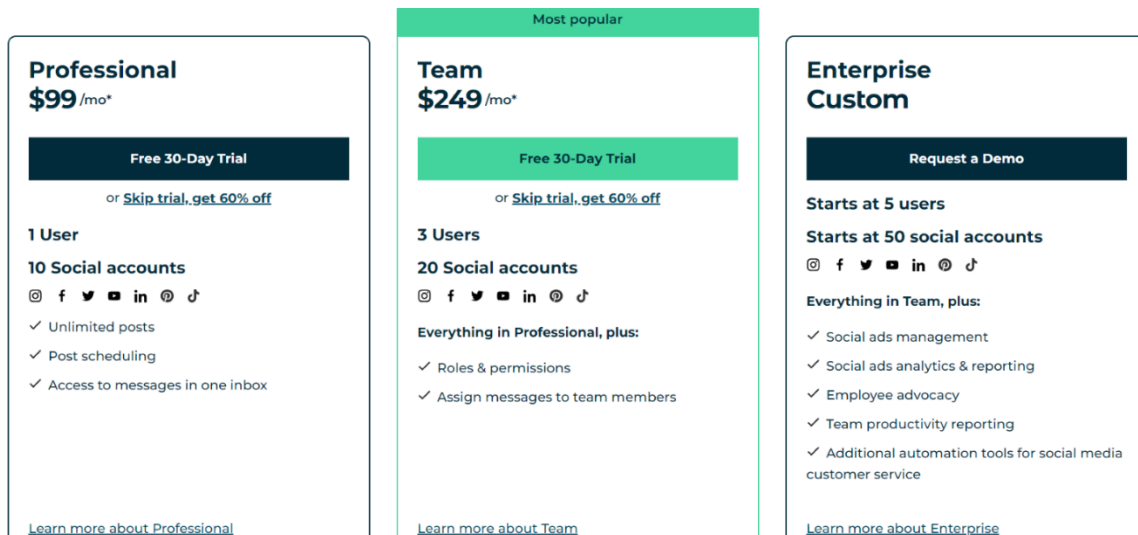


Figure 11: Pricing plans of Hootsuite (Hootsuite, 2023)

c. Sprout Social

Sprout Social is a comprehensive social media management and analytical tool that helps businesses manage their online presence effectively.

Key features:

- It schedules and publishes posts across various platforms.

- It plans content with a content calendar.
- It monitors brand mentions and sentiment and tracks industry trends and keywords.
- It tracks post-performance, engagement, and audience demographics to generate in-depth reports.
- It responds to messages and comments from unifies inbox and provides timely customer support.

Sprout Social offers a range of plans based on the needs of their clients.

Standard	Professional	Advanced	Enterprise
\$249 per month Each additional user +\$199/mo	\$399 per month Each additional user +\$299/mo	\$499 per month Each additional user +\$349/mo	Contact us for pricing Custom-built plan to meet your needs
Start your free trial	Start your free trial	Start your free trial	Request a demo
No credit card required	No credit card required • Request a demo	No credit card required • Request a demo	
Includes: <ul style="list-style-type: none"> ✓ 5 social profiles ✓ All-in-one social inbox ✓ Publish, schedule, draft and queue posts ✓ Social content calendar ✓ Review management ✓ Profiles, keywords and locations monitoring ✓ Tasking and social CRM tools ✓ Group, profile and post-level reporting ✓ Paid promotion tools to boost Facebook posts ✓ Suggestions by AI Assist ✓ iOS and Android mobile apps 	Everything in Standard, plus: <ul style="list-style-type: none"> ✓ Unlimited social profiles ✓ Competitive reports for Instagram, Facebook and Twitter ✓ Message tagging ✓ Custom workflows for multiple approvers and steps ✓ Scheduling for optimal send times ✓ Response rate and time analysis reports ✓ Trend analysis for Twitter keywords and hashtags ✓ Paid social reporting for Facebook, Instagram, Twitter and LinkedIn ✓ Helpdesk, CRM and Social Commerce integrations 	Everything in Professional, plus: <ul style="list-style-type: none"> ✓ Message Spike Alerts for increased message activity ✓ Enhance by AI Assist ✓ Digital asset and content library ✓ Chatbots with automation tools ✓ Sentiment in the Smart Inbox and Reviews ✓ Saved replies ✓ Inbox rule builder for automated actions ✓ Automated link tracking ✓ CSAT and NPS surveys ✓ External approvals 	Everything in Advanced, plus: <ul style="list-style-type: none"> ✓ Tailored implementation and onboarding to get teams up and running quickly ✓ Professional consulting services ✓ 24/5 prioritized customer support Customize further with our premium solutions, including: <ul style="list-style-type: none"> ✓ Social Listening to uncover emerging trends, brand influencers and competitive intel ✓ Premium Analytics to measure success across all social channels ✓ Employee Advocacy solutions to amplify your brand's organic reach ✓ Influencer Marketing to connect with creators and manage campaigns

Figure 12: Pricing plans of Sprout Social (Sprout Social, 2023)

d. LinkedIn Analytics (Built-in):

LinkedIn analytics is a free feature available to all LinkedIn users to understand their audience and improve engagement.

Key Features:

- It monitors profile viewers and provides trends in profile visits.

- It tracks the performance of all the posts and analyses reach, engagement and clicks.
- It identifies industry and job functions and provides a clear understanding of follower's demographics.
- It evaluates content quality and helps to improve engagement (LinkedIn, 2023).

e. LinkedIn Sales Navigator:

LinkedIn Sales Navigator is a premium tool designed for sales professionals, providing advanced analytics and insights to identify and engage with potential leads.

Key Features:

- It provides personalized lead recommendations based on the criteria.
- It finds prospects based on company size, industry for precise lead targeting.
- It helps businesses send personalized messages to leads directly using InMail credits.
- It informs about job changes and company updates and real time updates on leads and accounts.

LinkedIn offers a range of plans based on the needs of their clients.

Plan	Price	Frequency	Action
Professional	\$99.99	Per user per month	Start your free trial
Team	\$149.99	Per user per month	Start your free trial
Enterprise	Contact Us		Request demo

Includes Premium features, plus:

- 25+ advanced lead & company search filters
- Lead recommendations based on your saved searches
- Custom lists to save and track your priority leads and accounts

Includes Core features, plus:

- Easily upload your Book of Business via CSV
- Get alerted when buyers show interest in your company
- Unified billing for your team

Includes Core & Advanced features, plus:

- CRM updates with Data Validation
- Integrate CRM contacts
- [Advanced enterprise integrations](#)

Figure 13: Pricing plans of LinkedIn Sales Navigator (LinkedIn, 2023)

All these tools have a free trial, allowing TakeOut Button® to explore the applications features before subscribing. It is crucial to assess analytics regularly as it gives valuable insights. This data driven approach is essential for sustained success in social media marketing.

Here is a complete detailed marketing strategy to optimize your Facebook.

The subsequent discussion outlines the integration of Facebook for lead generation, illustrating how this approach aligns with the earlier SWOT analysis, setting the stage for a comprehensive in-depth examination.

Strengths (Internal)

Software Team (S1): The existing Facebook page can serve as a platform to showcase the expertise and innovation of TakeOut Button's software team. Regular updates, success stories, and interactive content can highlight the strength of the company's technical capabilities.

Technology (S2): Utilizing Facebook allows TakeOut Button to leverage modern technology trends in digital marketing. The platform's features, such as live videos and interactive posts, can be harnessed to demonstrate the company's technological prowess.

Customer Service (S3): The Facebook page provides an additional channel for responsive and proactive customer service. Addressing queries, concerns, and feedback on this widely used social platform can enhance the customer service experience.

Pricing Strategy (S4): The Facebook page can be strategically used to communicate and promote any special pricing strategies or promotional offers. This can help in reaching a broader audience and attracting new customers.

Weaknesses (Internal)

Financial Position (W1): A well-executed Facebook strategy can contribute to addressing financial concerns by expanding the customer base and driving sales. Engaging content can attract potential clients and create opportunities for partnerships.

Marketing (W2): Facebook serves as a powerful marketing tool. By addressing weaknesses in the current marketing strategy through targeted campaigns, content marketing, and community building, TakeOut Button can strengthen its overall marketing efforts.

Long-term Vision (W3): The Facebook platform can be used to communicate and reinforce the long-term vision of TakeOut Button. Engaging posts about the company's mission, values, and future goals can help build a community around its vision.

Opportunities (External)

Large Market for Individually Owned Restaurants (O1): Facebook provides a vast audience of potential clients, especially among individually owned restaurants. Tailoring content to address the specific needs and challenges of this market segment can capitalize on this opportunity.

Solve Customers Primary Problems (O2): The Facebook page can be a platform to understand and address the primary problems of customers. Conducting surveys, Q&A sessions, and sharing valuable insights can position TakeOut Button as a problem-solving partner.

Metaverse and Online Ordering (O3): Integrating discussions about the metaverse and the future of online ordering on the Facebook page can position TakeOut Button as an industry thought leader, staying ahead of trends and innovations.

Threats (External)

Unsure Economy (T1): A proactive Facebook strategy can help TakeOut Button navigate economic uncertainties by maintaining brand visibility, communicating stability, and offering value-driven content even in challenging times.

Market Becoming More Competitive (T2): The competitive landscape can be addressed through differentiation on Facebook. Highlighting unique features, success stories, and client testimonials can set TakeOut Button apart in a crowded market.

Shifts in Customer Preferences (T3): Regular engagement on Facebook allows TakeOut Button to stay attuned to changing customer preferences. Feedback, comments, and reactions can provide valuable insights to adapt to evolving preferences swiftly.

In November 2023, Takeout Button's Facebook page boasts 610 likes and 655 followers. Now, the focus is on growing this followership. Unlike old notions, followers aren't passive scrollers; they actively engage with content. They like, share, message, and contribute to a page's success.

But why prioritize followers? On social media, followers aren't just observers; they are potential customers. More followers mean more chances for business success. Small businesses like Takeout Button target this audience to boost sales.

So, the goal isn't just numbers; it's about creating a Facebook space that resonates with followers, keeping them engaged, and turning them into valuable contributors to Takeout Button's success.

Following is a comprehensive seven-step strategy designed specifically for Facebook will be discussed.

Part 1: Audience Segmentation and Facebook Page Optimization

Audience Segmentation:

In the dynamic world of online business, Takeout Button's journey to success hinges on two vital strategies: understanding restaurant owners deeply and making its Facebook page a digital haven.

For Takeout Button, delving into restaurant owner segmentation is akin to having a tailored solution for each type of business. By identifying owners based on the type of cuisine they offer, their location, and their target audience, Takeout Button can speak directly to their business aspirations.

Imagine understanding that a trendy urban cafe may seek innovative digital menus, while a family restaurant might prioritize online family meal promotions. This insight lets Takeout Button tailor its services and content to meet the unique needs of each business. It's like offering a personalized business strategy for every culinary venture.

Craft an Inviting Facebook Page: Your Digital Business Partner

Takeout Button's Facebook page is not just a page; it's the digital business partner for restaurant owners. To make it indispensable, ensure all the essential details – the benefits of digital menus, success stories, and cost-effective solutions – are there. It's like having a compelling business proposal that says, "Let's grow together!"

In the ever-evolving landscape of social media, Takeout Button's current approach, featuring snapshots from tradeshow and system benefits, is effective. However, there's a vast untapped potential waiting to be explored through dynamic content like Reels and Carousels which will be elaborated under Part 2.

Part 2: Content Strategy and Paid Advertising

Dynamic Calendar for Strategic Scheduling:

A social media content schedule plan, commonly known as a content calendar, acts as a strategic guide detailing the timing, content, and platforms for a brand's social media posts. It functions as a proactive tool for businesses like Takeout Button, offering a structured way to organize and plan content in advance, fostering a dependable and well-crafted online identity. This becomes particularly crucial for Takeout Button, serving as a scheduling compass. It empowers the pre-scheduling of posts, creating a systematic weekly overview. This disciplined method guarantees a regular posting schedule, ultimately enhancing engagement.

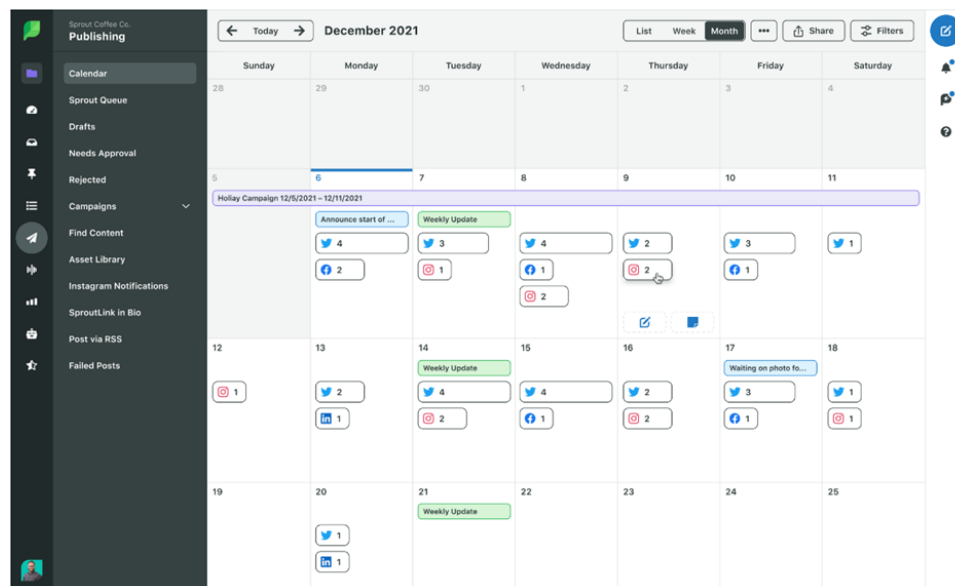


Figure 14: Content Calendar from Sprout Social

For the content scheduling tool, we've identified Loomly as a potential provider. With a starting subscription of \$32 per month. The standard package is priced at \$64 and includes advanced analytic tools. More details on pricing and packages can be found under: <https://www.loomly.com/pricing>

Another critical aspect is the timing of posts. The heatmap below illustrates engagement levels during different hours, offering insights into when Takeout Button can strategically schedule posts to maximize effectiveness during peak times.

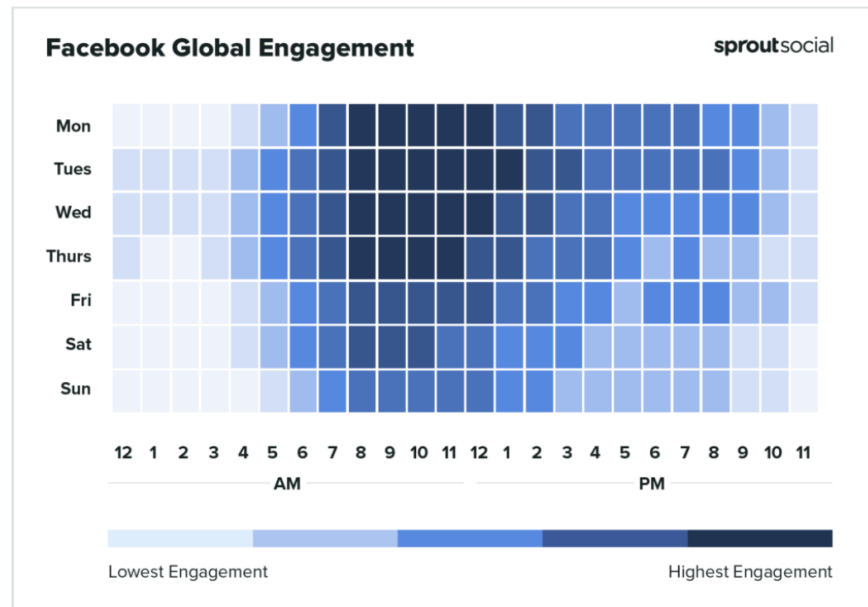


Figure 15: Heat map for Global Facebook Engagement

Diverse Content Formats:

Venturing beyond standard visuals, diversify content formats by incorporating engaging videos and immersive stories. Two particularly effective methods to enhance the online presence are through reels and carousels.

- **Reels: Capturing Attention in Motion**

While pictures tell a story, Reels take it a step further by bringing images to life through short, engaging videos. A recent social media study found that Reels boast an average engagement rate of 1.23% (Cucu, 2023), making them a powerhouse for capturing audience attention. Think of Reels as the dynamic storytellers of the digital world, offering Takeout Button a chance to showcase tradeshow, system benefits, and success stories in a more captivating and shareable format.

- **Carousels: Unveiling the Full Story**

If a picture is worth a thousand words, a Carousel lets Takeout Button narrate a whole novel. Instead of a single static image, Carousels allow for a series of images or videos. According to a social media study by Socialinsider, carousels typically drive more conversations. This format enables Takeout Button to dive deep into the benefits of its system or the immersive experience of tradeshow. Users can swipe through, absorbing a comprehensive visual story.

Now, think of Reels and Carousels as your dynamic duo, ensuring that Takeout Button's posts are not just seen but interacted with. Reels capture attention, while Carousels

provide the complete narrative. As social media trends shift towards these dynamic content types, incorporating them into Takeout Button's strategy promises not just visibility but active engagement, driving the brand's story further in the digital realm.

Paid Advertising:

To maximize reach and engagement, Takeout Button can leverage the powerful tools offered by Facebook Ads Manager. This platform allows for the creation of highly targeted ads, ensuring that promotional content reaches the most relevant audience.

- **Targeted Ads Creation:**

Utilize Facebook Ads Manager to craft targeted advertisements. This involves defining specific criteria such as demographics, location, interests, and behaviors of the desired audience. By tailoring ads to a well-defined target group, Takeout Button can optimize the effectiveness of its marketing efforts.

- **Ad Format Experimentation:**

Facebook offers a variety of ad formats, each with its own strengths. Takeout Button should experiment with different formats, including image ads, video ads, carousel ads, and more. Testing various formats allows the company to identify what resonates best with its audience and fine-tune future advertising strategies accordingly.

- **Implementation of Facebook Pixel:**

Implementing Facebook Pixel is crucial for tracking the effectiveness of advertising campaigns. Facebook Pixel is a piece of code that, when added to the website, provides valuable insights into user interactions. It helps measure the impact of ads, track conversions, and optimize for specific objectives (Meta, 2023). By analyzing Pixel data, Takeout Button can refine its targeting and content strategies for better results.

Part 3: Local Community Engagement and Contests

Local Community Engagement:

- **Create a Group and Send an Invitation Link:**

Establishing a dedicated group on Facebook provides Takeout Button with a focused platform to engage with its target audience. By sending invitation links, the company can invite local restaurant owners to join the group, fostering a sense of community and creating a direct channel for interaction. This space serves as a valuable hub for owners to connect, share experiences, provide feedback, and seek direct assistance from Takeout

Button. The shared knowledge within the group contributes to a collaborative and supportive community.

- ***Share Exclusive Offers for Group Members:***

Offering exclusive deals and promotions to group members incentivizes engagement and cultivates a sense of exclusivity. This strategy encourages participation within the group and enhances the perceived value of being a member.

- **Join Local Restaurant and Community Groups:**

Actively participating in existing local groups related to restaurants and communities allows Takeout Button to tap into conversations, understand local needs, build relationships and advertise their services. By contributing valuable insights, the company can position itself as a knowledgeable and supportive resource.

Just a quick search for "restaurant owners" in Facebook groups, resulted in a total of 202 thousand members in the first 6 listings. This highlights a substantial potential audience. Takeout Button can strategically place high-quality content in these groups to reach and engage with a relevant audience actively seeking solutions for their businesses.







	Restaurant Owners Public · 103K members · 25 unread posts · Member since November 2023 All restaurant owners & managers can post & share their business related experience, achievements, events. Owners can share your photos, videos, restaurant's top features,...	Visit
	Restaurant Owners Private · 39K members · 9 posts a week Restaurant Owners sharing their expertise and experiences.	Pending
	Restaurant Owners Private · 15K members · 9 posts a week This group is created for Restaurant Owner to discuss their queries and help other restaurant owners to increase their business.	Join
	Restaurant Owners & Managers Networking Group 🍔🍷 Public · 4K members · 10 posts a day A group for Restaurant Owners & Managers to support each other & share their thoughts.	Join
	Restaurant Owner's Group - News & Tips (Free group) Public · 12K members · 10+ posts a day Welcome visitors, We launched this group to share and post food industry related latest news, technologies, marketing tips, software helps,etc. Post freely and enjoy! Regards,...	Join
	Restaurant Owners Startup & Growth Private · 29K members · 7 posts a week The Restaurant Startup & Growth is a Closed Group for restaurant owners, restaurateurs, executive chefs, managers, and private investors to discuss, network,...	Pending

Figure 16: Group Search Result for "Restaurant Owners" in Facebook

Contests and Giveaways:

- **Run Contests Encouraging User Participation:**

Organizing contests related to the restaurant industry sparks interest and participation. This could include challenges, polls, or creative contests that not only entertain but also showcase the benefits of Takeout Button's services.

An example of a contest could be following:

"Perfect Plate Challenge"

Objective: Encourage restaurants to showcase their best dishes while emphasizing the role of Takeout Button in enhancing their online visibility.

How It Works:

Invitation:

Invite restaurants to participate in the "Perfect Plate Challenge" via social media and email.

Submission:

Restaurants share pictures of their most visually appealing and delicious dishes on social media, tagging Takeout Button and using a dedicated hashtag.

Public Voting:

Encourage followers and customers to vote for their favorite dish by liking, commenting, or sharing the submissions.

Winner Announcement:

The restaurant with the highest engagement or a panel-selected winner receives a feature on Takeout Button's platform, highlighting their menu and online ordering system.

Benefits:

Showcasing Variety:

Demonstrates the diverse range of dishes available through Takeout Button's partnered restaurants.

Engagement: Increases social media engagement and user interaction.

Promotion: Provides an opportunity for Takeout Button to promote the winning restaurant and its online ordering services.

- **Utilize User-Generated Content:**

Encourage group members to contribute content, such as testimonials, reviews, or pictures showcasing their use of Takeout Button's services. User-generated content adds authenticity and can be leveraged for wider marketing initiatives.

Part 4: Facebook Events and Messenger Marketing

1. Facebook Events:

- **Strategy:** Leverage Facebook Events to promote exclusive promotions, launches, or significant milestones for Takeout Button.
- **Execution:**
 - **Event Creation:** Develop a compelling Facebook Event for a special promotion, such as a webinar focusing on "Elevating Your Restaurant's Online Presence" with Takeout Button.
 - **Engaging Event Description:** Craft a captivating event description highlighting the unique insights participants can gain and the advantages of using Takeout Button.
 - **Visual Engagement:** Include visually appealing banners or graphics related to the event, reinforcing Takeout Button's brand identity.
 - **Confirm Your Attendance:** Prompt followers to confirm their attendance, fostering a sense of anticipation. Use phrases like "Secure Your Spot" or "Confirm Your Attendance for Exclusive Insights."
 - **Encourage Event Sharing:** Motivate followers to share the event on their timelines or within relevant groups, amplifying reach.
- **Example:**
 - **Event Title:** *"Unlocking Online Success: A Takeout Button Webinar"*
 - **Description:** *Join us for an exclusive webinar where we unveil strategies to enhance your restaurant's online success using Takeout Button. Confirm your attendance now to secure your place and gain valuable insights into boosting your online presence.*

2. Messenger Marketing:

- **Strategy:** Harness Facebook Messenger for direct customer inquiries and implement chatbots for streamlined automation.
- **Execution:**
 - **Messenger Integration:** Ensure Takeout Button's Facebook page is equipped with Messenger for handling business inquiries.
 - **Chatbot Deployment:** Implement a chatbot to efficiently address common queries, such as pricing, features, or onboarding processes. For example, a user asking about subscription plans could receive automated responses detailing plan specifics.
 - **Benefits of Automation:** Emphasize the advantages of prompt responses and 24/7 availability through Messenger. Illustrate how the chatbot simplifies the user experience.

- **Example:**
 - **User:** *"Interested in Takeout Button's services. What are your pricing plans?"*
 - **Chatbot:** *"Hello! 🙌 We're thrilled you're exploring Takeout Button. Our pricing plans commence at \$X/month. Would you like more details or a personalized consultation?"*

These approaches empower Takeout Button to host engaging events and streamline customer inquiries through Messenger, showcasing responsiveness and accessibility.

Part 5: Reviews, Collaborations, and Partnerships

1. Customer Reviews:

Encouraging customers to leave reviews is a powerful strategy to build credibility and trust. Takeout Button can prompt satisfied clients to share their positive experiences on the Facebook page. Providing a seamless process for leaving reviews, perhaps by featuring a dedicated section or periodically requesting feedback, can boost engagement.

Example: Takeout Button could launch a "Review Rewards" campaign, where customers who leave reviews get exclusive discounts on their next service or are entered into a giveaway.

2. Collaborations and Partnerships:

Exploring partnerships with local influencers in the restaurant industry can broaden Takeout Button's reach. By co-hosting events or promotions with influencers, the company can tap into their followers and establish a more extensive network.

Example: Takeout Button could partner with a popular local chef or food blogger for a live virtual event discussing the latest trends in online ordering systems, attracting both their audience and potential clients.

Part 6: Data Analytics and Lead Generation

1. Data Analytics:

Regularly analyzing Facebook Insights and Ad performance is crucial for optimizing Takeout Button's social media strategy. By delving into metrics such as reach, engagement, and click-through rates, the company can gain insights into what content resonates best with its audience. Adjusting the strategy based on these results ensures a more effective and targeted approach.

Example: After analyzing Facebook Insights, Takeout Button might discover that posts featuring success stories of restaurants using their services receive higher engagement. In response, the company could prioritize creating more content in this format.

2. Lead Generation Campaigns:

Designing lead generation ads with incentives can help Takeout Button capture valuable customer information. This involves creating ads that prompt users to provide their contact details or engage in specific actions in exchange for discounts, resources, or exclusive access.

Example: Takeout Button could run a lead generation campaign offering a free downloadable guide on "Optimizing Online Orders for Restaurants." Interested restaurant owners would then need to provide their email addresses to access the guide, allowing Takeout Button to nurture leads.

Part 7: Feedback, Retargeting, and Monitoring

1. Customer Feedback:

Gathering feedback through Facebook surveys enables Takeout Button to directly engage with its audience and gain valuable insights. By creating surveys that ask customers about their experiences, preferences, and suggestions, the company can understand its strengths and areas for improvement.

Example: Takeout Button could conduct a survey asking restaurant owners about their biggest challenges in online ordering. The feedback received could guide the company in enhancing its services to address specific pain points.

2. Retargeting Campaigns:

Implementing ads for users who engaged with previous content is a powerful way to increase brand recall and conversion. Takeout Button can use Facebook Pixel to track users who interacted with its posts or visited the website, then show targeted ads to keep the brand top of mind.

Example: A user who watched a video about the benefits of Takeout Button's online ordering system could be retargeted with an ad highlighting a limited-time promotion or a case study showcasing successful results.

3. Monitoring and Response:

Regularly monitoring comments and messages on Facebook is crucial for maintaining a positive online presence. Providing prompt responses to inquiries and feedback demonstrates responsiveness and a commitment to customer satisfaction.

Example: If a restaurant owner comments on a Takeout Button post asking for more information about the online ordering system, a timely and informative response can be provided, initiating a potential customer relationship.

These actions help Takeout Button actively engage with its audience, refine its offerings, and build stronger customer relationships.

EMAIL MARKETING STRATEGY FOR TAKEOUT BUTTON®

Email marketing is a strategic digital marketing approach for TakeOut Button® to reach, engage and build relations with various restaurant owners and potential clients in the restaurant industry through emails. It involves sending targeted and personalized emails to the clients with the goal of promoting TakeOut Button® 's services and encouraging the clients to sign up for their services.

TakeOut Button® needs a strong email marketing strategy for:

- **Lead Generation:**

It helps the company build a database of potential clients who are interested in improving their online presence and ordering systems. By growing their email lists, they can connect with potential clients and increase their customer base.

- **Effective communication:**

Email marketing helps the company to communicate its value, proposition, and unique selling proposition directly to the right target audience.

- **Segmentation:**

Email marketing helps TakeOut Button® to segment its clients into various categories so the right message reaches the right audience.

- **Nurturing relationships:**

By sending out engaging and relevant information to their existing & potential clients, email marketing helps TakeOut Button® to build trust and loyalty among the restaurant owners.

- **Cost-Efficiency:**

Email marketing is comparatively affordable compared to the other marketing methods to reach a wide range of audiences without involving high costs (Riserbato, 2023).

Email marketing helps TakeOut Button® to communicate effectively, engage and convert potential clients making it a key component for the marketing and client acquisition strategy.

Goals for Email marketing:

1. Grow the email subscriber list by 15% in the next 12 months.

As TakeOut Button® is starting its new email marketing strategy, a 15% increase in the subscriber list is reasonable as it is necessary for the company to focus on subscribers who are genuinely interested in the company.

2. Increase email open rates by 5% in the next 6 months.

A 5% increase in open rates is achievable, as this allows TakeOut Button® to focus on its email deliverability and gives it enough time to understand what content works for them.

3. Boost the email Click- through rate (CTR) by 10% for promotional emails within the next 6 months.

A 10% increase in CTR is more attainable, as it allows TakeOut Button® for crafting and testing relevant email content.

To achieve these goals TakeOut Button® needs to follow a well-established strategy that needs to track its progress regularly and focus on improving continuously to meet these goals.

How to build an email List:

Building an email list is the process of gathering email addresses from restaurant owners and potential clients in the restaurant industry who are interested in the services provided by TakeOut Button®. The following are a list of steps that can help the company build an email list:

1. Website Signup forms:

TakeOut Button® can create a user-friendly signup form on the website (preferably on home page or contact us) to encourage visitors to enter their email addresses to subscribe.

2. Social Media Promotion:

TakeOut Button® can use the above discussed social media platforms to promote the email list signups. They can share posts and Ads encouraging clients to subscribe.

3. Lead Magnets:

In exchange for email sign ups' TakeOut Button® can offer valuable resources like industry reports or guides to restaurant owners who can access this free information by providing their email addresses.

4. In person signups:

While attending trade shows and industry events, TakeOut Button® can have a sheet or tablets where the restaurant owners can provide their emails.

5. Contests and Giveaways:

Running online contests or giveaways on websites where restaurant owners can participate by subscribing to the email list. A pop up or banner on the website saying *"Subscribe and Get a chance to win exciting prizes"* can help TakeOut Button® to get clients on their list.

6. Referral programs:

Once TakeOut Button® has a good number of clients enrolled on their list, they can encourage their existing clients to refer TakeOut Button® to their peers to join the list. An incentive like a discount on the monthly package can be given on successful referrals (Macdonald, 2022; Forsey, 2023 & Brevo, 2023).

By following these strategies TakeOut Button® can grow its email subscriber base and deliver relevant content to their clients.

Email Campaigns

The following are a few examples for creating email campaigns along with their KPIs.

1. Educational Campaign:

- **Email 1: Introduction:**

The campaign starts with TakeOut Button® sending an initial email introducing itself and explaining its benefits for restaurants that want to enter the online ordering platform.

- **Email 2: Increasing Revenue**

It should follow up with another email that focuses on how TakeOut Button® helps restaurants boost their sales.

- **Email 3: Enhance Customer experience.**

The next email should highlight how TakeOut Button®'s services simplify and improve customer ordering experience.

- **Email 4: Testimonials and Success Stories**

The following email shares the testimonials from existing clients who have enjoyed working with TakeOut Button®.

- **Email 5: Exclusive Offer**

Finally provide the subscribers with a special offer or discount for signing up.

The KPIs to consider evaluating the success of this campaign are:

- **Open Rate:** Measures how many recipients have opened the emails.
- **Click Through Rate:** The percentage of recipients who have clicked on the links provided in the emails.
- **Conversion rate:** Measures the percentage of recipients who signed up for their services after receiving the campaign.

2. Interactive Demo Campaign:

- **Email 1: Invitation**

The campaign starts with an email inviting restaurants owners to a live interactive demo of the services.

- **Email 2: Demo Reminders**

A follow up email will be sent a few days before the scheduled demo, that will emphasize the benefits of the session.

- **Email 3: Post Demo Follow Up**

After the demo, an email needs to be sent thanking the attendees along with summarizing the key benefits and additional information about the services provided.

- **Email 4: Testimonials**

The following email shares the testimonials from existing clients who have enjoyed working with TakeOut Button®.

- **Email 5: Call to Action**

The campaign can end with a final follow up email encouraging the restaurant owners to sign up and start their journey (Refer to appendix for email examples for this campaign).

The KPIs to consider evaluating the success of this campaign are:

- **Demo Attendance Rate:** Check the number of recipients registered for attending the demo.

- **Post-Demo Engagement:** Track the number of recipients followed up or took action such as signing up for the services.
- **Conversion Rate:** Measure the number of restaurant owners who became clients after participating in the campaign.

3. Seasonal Promotional Campaigns:

- **Email 1: Introduction**

The campaign starts with TakeOut Button® sending an initial email introducing itself and explaining its benefits for restaurants that want to enter the online ordering platform.

- **Email 2: Holiday Preparation**

A follow-up email will provide tips and strategies on how to prepare for increased orders during holidays.

- **Email 3: Special seasonal Features**

The next email should emphasize the features TakeOut Button® has that can enhance the seasonal experience.

- **Email 4: Testimonials**

The following email shares the testimonials from existing clients who have enjoyed working with TakeOut Button®.

- **Email 5: Exclusive Seasonal Offer**

Finally, the campaign ends with a final follow up offering restaurant owner a limited discount for signing up.

The KPIs to consider evaluating the success of this campaign are:

The same KPIs from the first campaign will be considered for this campaign as well.

- **Open Rate:** Measures how many recipients have opened the seasonal promotional emails.
- **Click Through Rate:** Track the percentage of recipients who have clicked on the seasonal offer links provided in the emails.
- **Conversion rate:** Measure how many restaurant owners signed up due to the seasonal promotions.

Email Marketing software

Email Marketing software is essential for TakeOut Button® as it manages campaigns, provides personalized communication and analytics ensuring targeted and measurable outreach.

Here is a list of software that will help TakeOut Button® with its email marketing:

1. Constant Contact:

- Constant Contact is a beginner friendly software that allows users to efficiently handle various aspects of their email marketing.
- It allows users to easily manage email lists, contacts, templates, and marketing calendars.
- The platform offers unlimited emails, tracking and reporting features, social media sharing tools, a free image library, list segmentation, and integration with Facebook ads.
- Additionally, Email Plus accounts provide advanced features such as email automation, drip campaigns, surveys, polls, coupons, online donations, and subject line A/B testing. These features enable users to send targeted emails, optimize open rates, and integrate seamlessly with Shopify stores for eCommerce purposes.
- It has a 60-day free trial and after that its pricing starts from \$ 9.99/ month.

2. HubSpot:

- HubSpot is a renowned CRM and email marketing software offering a free service with advanced automation features for business growth.
- Integration with HubSpot CRM enables personalized emails based on subscriber details.
- It provides enterprise-level features such as send time optimization, high deliverability, A/B testing, analytics, marketing automation, and drip campaigns.
- The free plan includes CRM and essential tools, allowing users to send 2,000 emails and store unlimited subscribers. For advanced capabilities, paid plans start at \$45/month.

3. Moosend:

- Moosend is an affordable email marketing service for small businesses.
- It offers marketing automation, email list building tools, and landing pages.
- Users can create and customize email newsletters with pre-made templates or entirely custom designs.
- It also offers detailed email analytics, including metrics like opens, clicks, bounces, product views, purchases, and predicted demographics.
- It has a 30-day free trial with unlimited emails and after that its pricing starts from \$ 9/ month.

4. Mailchimp:

- Mailchimp is one of the top email marketing software.
- It helps in scheduling campaigns, conducting A/B testing, and accessing comprehensive reports on open rates and click-through rates.

- Its user-friendly interface includes drag-and-drop features for easy email customization.
- Its free plan allows up to 500 contacts and 2,500 monthly email sends.
- Along with the free plan it has three paid plans:
 - Essentials: \$13/month
 - Standard: \$20/month
 - Premium: \$350/month (Aland, 2023 & Balkhi, 2023).

By using any of the above-mentioned email marketing software, TakeOut Button® can simplify the process, enhance personalization, and generate valuable insights for an effective email marketing strategy.

Feasibility and Implementation

While roughly any combination of the social media and email campaigns listed above are relatively cheap to implement from a financial perspective, each strategy requires a significant amount of time and strong attention to detail to effectively execute. In consideration of the staff available at TakeOut Button®, we recommend selecting one of the following two options to ensure that these tasks do not take away from the current business requirements: hire a marketing intern or outsource the social media and email campaigns to a 3rd party marketing company.

1. Marketing intern

- The costs associated with hiring a marketing intern may range from \$15 to \$25 per hour depending on the experience of the intern.
- Interns require specific guidelines and potential training to be defined to perform at a satisfactory level.
- Interns typically have a learning curve where they improve over time. Their effectiveness is limited by the rate at which they can become proficient in their role.
- Implementation of this option is dependent on how quickly an advertisement for the opening can be placed and the time needed to complete the interviewing process and can range from a few weeks to a few months.

2. 3rd party company

- The costs associated with a marketing company typically range from \$50 to +\$300 per month depending on the service package provided, the size and the experience of the company selected.
- 3rd party marketing firms have the required skills but need clear expectations to be defined to produce the desired results.

- Firms can roll out their plans upon their understanding of client needs.
- The implementation of this strategy can take anywhere from a few days to a few months and depends on how quickly a business contract can be agreed upon.

As these options fall within marketing & business development activities. They would fall under the responsibility of Cindy. However, it would be beneficial for work culture & office synergy if Kevin takes part in the interviewing/vetting process for any intern or 3rd party company selected. The first step Cindy should take is to define the marketing needs based on which campaigns appeal to TakeOut Button® and which implementation option would work best based on the needs and existing resources available. Next, a clear list of requirements and qualifications should be developed and ready for use, allowing her to quickly vet prospects for the implementation process. Finally, the last step is to have the new resource (intern or firm) execute the desired campaigns on Cindy's behalf, allowing her to focus on other attention requiring activities.

CONCLUSION

Throughout this report, TakeOut Button's® industry and competitors were assessed along with the company's internal operational activities to identify opportunities for growth. The future holds a lot of opportunity for TakeOut Button® as the industry is still growing and maturing into a more competitive state and technologies are changing quickly with new e-commerce sites like Meta. With proper investment and a sound plan based on information presented within this report, TakeOut Button® can become a strong and solid service provider with independent restauraners. External analysis indicated there is a niche market for the online ordering services being offered at a competitive rate. TakeOut Button® can leverage its strengths and exploit some of the opportunities outlined to develop a more robust customer base and continue growth from there. As outlined in the recommendations, marketing and potential client outreach will be a key factor in this effort. It is the hope of the analysts involved in this report that the information contained within will help TakeOut Button® achieve its dreams and help independent entrepreneurs in the food service industry achieve theirs as well.

From the students at the University of Tampa, Skyes School of Business, thank you for putting your company out there for us to review and analyze. Wishing TakeOut Button® all the success in the future.

“Everyone wants to live on top of the mountain, but all the happiness and growth occurs while you're climbing it.” – Andy Rooney

REFERENCES

- Ahuja, K. Chandra, V. Lord, V. & Peens, C. (2021, September 22). *Ordering in: The Rapid Evolution of Food Delivery*. Retrieved from: <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/ordering-in-the-rapid-evolution-of-food-delivery>
- Andrew, John. (2023, April 27). *Online Food Delivery Market- Competitive Landscape*. Retrieved from: <https://medium.com/@johnandrew9704/online-food-delivery-market-competitive-landscape-ce67060ac4f2>
- BentoBox (2023). Pricing. Retrieved from: <https://www.getbento.com/pricing/>
- Castrodale, J. (2022, February 17). *Food Delivery Apps Want to Deliver More Than Your Meal*. Retrieved from: <https://www.foodandwine.com/news/uber-dont-eats-grubhub-goods-7-eleven-partnership>
- Delucci, R. (2023, March 20). Best Online Ordering Systems for Restaurants in 2023. Retrieved from: <https://fitsmallbusiness.com/online-ordering-system/>
- DoorDash. (2023). *Boost retail sales with Dash Mart*. Retrieved from: <https://get.doordash.com/en-us/products/dashmart>
- Emergen Research. (2023, April 21). *Top Food Delivery Services Companies in The World*. Retrieved from: <https://www.emergenresearch.com/blog/top-food-delivery-services-companies-in-the-world#:~:text=Major%20Companies%20and%20Competitive%20Landscape&text=the%20Omarket%20are%3A-,DoorDash,Just%20Eat%20Takeaway>
- Globe Newswire. (2023, April 26). *Online Food Delivery Market Size to Grow by USD 483.9 Bn by 2023? Grocery Delivery Segment to Hold a Significant Share in 2022*. Retrieved from: <https://www.globenewswire.com/en/news-release/2023/04/26/2655249/0/en/Online-Food-Delivery-Market-Size-to-Grow-by-USD-483-9-Bn-by-2032-Grocery-Delivery-Segment-to-Hold-a-Significant-Share-in-2022.html>
- Grand View. (2022). *Online Food Delivery Services Market Size, Share & Trends Analysis Report By Channel Type, By Payment Method, By Type, By Region and Segment Forecasts 2022-*

2030. Retrieved from: <https://www.grandviewresearch.com/industry-analysis/online-food-delivery-services-market>
- Guszkowski, J. (2021, September 10). *Why the ghost kitchen of the future could be vertical*. Retrieved from: <https://www.restaurantbusinessonline.com/technology/why-ghost-kitchen-future-could-be-vertical>
- Hirschberg, C. Rajko, A. Schumacher, T. & Wrulich, M. (2016, November 9). *The Changing Markets for Food Delivery*. Retrieved from: <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-changing-market-for-food-delivery>
- Hollander, J. (2023, February 17). 15 Best Online Ordering Systems for restaurants in 2023. Retrieved from: <https://hoteltechreport.com/news/online-restaurant-ordering>
- Nasir, B. (2023, April 7). The 7 Best Online food ordering systems in 2023. Retrieved from: <https://www.blinkco.io/blog/online-food-ordering-system-for-restaurants/#:~:text=Integrated%20food%20delivery%20systems%20are,more%20flexibility%20for%20both%20businesses.>
- Sebastian, N. (2023, October 3). *Food Ordering and Delivery Platforms- Market, Trends and Opportunities*. Retrieved from: <https://www.goodfirms.co/resources/food-ordering-delivery-platforms-market-trends-opportunities>
- Whitley, J. (2022, March 11). *Gopuff's Vertical Integration throws the DoorDash Model out the Window*. Retrieved from: <https://seekingalpha.com/article/4494873-gopuffs-vertical-integration-throws-the-doordash-model-out-the-window>
- Woodward, E. (2023) The great big list of digital ordering restaurant systems. Retrieved from: <https://www.meetbbot.com/blog/digital-ordering-list>
- Gurman, M., & Davalos, J. (2023, July 27). DoorDash Is Working on an AI Chatbot to Speed Up Food Ordering. Bloomberg. Retrieved from: <https://www.bloomberg.com/news/articles/2023-07-27/doordash-is-working-on-an-ai-chatbot-to-speed-up-food-ordering?leadSource=uverify%20wall>
- DoorDash. (2023, August 28). DoorDash Introduces AI and Agent-Powered Voice Ordering Solution. Retrieved from: <https://about.doordash.com/en-us/news/introducing-ai-and-agent-powered-voice-ordering>
- Varman P.G., A. (2023, June 21). Impact of virtual reality and augmented on food industry. LinkedIn. Retrieved from: <https://www.linkedin.com/pulse/impact-virtual-reality-augmented-food-industry-arunmozhi-varman-p-g/>

- Beyrouthy, L. (2023, June 28). Online Food Delivery Services in the U.S. Statista. Retrieved from: <https://www.statista.com/topics/3294/online-food-delivery-services-in-the-us/>
- Pathak, H., Gupta, N., Premakar, D., & Garg, P. (2022). Design of Web App for Online Food Services. *International Journal of Research in Applied Science and Engineering Technology (IJRASET)*, 10. DOI: 10.22214/ijraset.2022.43136
- Binariks. (2023, March 22). 15 Essential Features of a Food Delivery App for Ordering. Retrieved from: <https://binariks.com/blog/10-essential-features-of-a-food-delivery-app-for-ordering/>
- Adams, R. (2022, August). Boomers less likely to adopt tech, subscription trends in foodservice. *Food Beverage Insider*. Retrieved from <https://www.foodbeverageinsider.com/market-trends-analysis/boomers-less-likely-to-adopt-tech-subscription-trends-in-foodservice>
- Brewer P, Sebby AG. The effect of online restaurant menus on consumers' purchase intentions during the COVID-19 pandemic. *Int J Hosp Manag*. 2021 Apr;94:102777. doi: 10.1016/j.ijhm.2020.102777. Epub 2021 Jan 2. PMID: 34785837; PMCID: PMC8588438.
- Brewer, P., & Sebby, A.G. (2021). The effect of online restaurant menus on consumers' purchase intentions during the COVID-19 pandemic. *International Journal of Hospitality Management*, 94, 102777. <https://doi.org/10.1016/j.ijhm.2020.102777>
- Kedah, Z. (2015, December) *Key Success Factors of Online Food Ordering Services: An Empirical Study*. Retrieved from: <http://ur.aeu.edu.my/529/1/Key%20Success%20Factors%20of%20Online%20Food%20Ordering%20Services-2-19.pdf>
- Heena, U. & Mansi, K. (2019, May). *Key Success Factors of Online Food Ordering Services*. Retrieved from: <http://ignited.in/I/a/109792>
- Reddy, S. & Aradhya, B. (2020, April) *Driving Forces for the Success of Food Ordering and Delivery Apps: A Descriptive Study*. Retrieved from: <https://deliverypdf.ssrn.com/delivery.php?ID=843106086008087064080031065102067010017051024001008020124118113123013018071028116091049101001060018038058113070075022064087116109034011046042125018002101115127024119035092066012081109097015126083006090082010093119030068100101101006125125105112102099027&EXT=pdf&INDEX=TRUE>
- Saranya, R. & Sreerekha, T. (2021, June). *Preference and Comparative Analysis Towards Online Food Delivery Applications*. Retrieved from: <https://www.jetir.org/papers/JETIR2106116.pdf>

- BentoBox CMS, Inc. (2023, September 24). *Pricing*. Retrieved from BentoBox:
<https://www.getbento.com/pricing/>
- ChowNow. (2023, September 22). *ChowNow.com*. Retrieved from ChowNow Pro:
<https://get.chownow.com/pro/>
- Cindy. (2023, September 13). CEO. (F. Ozge, C. Phillpots, Rudraraju, & B. Sites, Interviewers)
- Deliverect. (2023, January 1). *The future of inline food ordering: trends and predictions for 2023*. Retrieved from deliverect: <https://www.deliverect.com/en/blog/trending/the-future-of-online-food-ordering-trends-and-predictions-for-2023>
- Kandasamy, V. (2022, September 20). *How are Ghost Kitchens Evolving Post-Pandemic?*
 Retrieved from Forbes:
<https://www.forbes.com/sites/forbestechcouncil/2022/09/20/how-are-ghost-kitchens-evolving-post-pandemic/?sh=3b53bdb555e5>
- McKinsey Explainers. (2022). *What is the metaverse?* Online: McKinsey Global Publishing.
- Statista. (2023, April 1). *Online Food Delivery in the U.S.* Online: Statista. Retrieved from Statista.com: <https://www-statista-com.eseach.ut.edu/study/135702/online-food-delivery-in-the-us/>
- Statista Advertising and Media Insights. (2023). *Metaverse - Market Datat Analysis and Forecast*. Online: Statista.
- TakeOut Button. (2023, September 23). *About TakeOut Button*. Retrieved from TakeOut Button:
<https://www.takeoutbutton.com/about/takeout-button-story>
- Chargebee. (2023). *What is SaaS Gross Margin?* Chargebee.
<https://www.chargebee.com/resources/glossaries/saas-gross-margin/>
- Jones, D. (2022, October 6). *Toast raises revenue expectations, but operating losses remain high. Seeking Alpha*. <https://seekingalpha.com/article/4545120-toast-raises-revenue-expectations-but-operating-losses-remain-high>
- Jurevicius, O. (2023) “Resource Based View” Retrieved from:
<https://strategicmanagementinsight.com/tools/resource-based-view/>
- Kathleen L., K. M. (2023, 10 17). *On average, how many online orders does an independent restaurant receive per day or per week or per month, in the US?* Retrieved from Askwonder.com: <https://askwonder.com/research/average-online-orders-does-independent-restaurant-receive-per-day-week-month-us-4bmqbgf1p#:~:text=To%20wrap%20it%20up%2C%20independent,may%20be%20from%20online%20orders.>

National Restaurant Association. (2023, 10 2023). *National Statistics*. Retrieved from National Restaurant Association: <https://restaurant.org/research-and-media/research/industry-statistics/national-statistics/>

Statista Research Department. (2022). *Food Service Industry in the U.S. – Statistics and facts*. Online: Statista.

TakeOut Button®. (2023). “About TakeOut Button®.” Retrieved from: <https://TakeOutbutton.com/>

TakeOut Button. (2023, September23). *About TakeOut Button*. Retrieved from TakeOut Button: <https://www.takeoutbutton.com/about/takeout-button-story>

Thompson, G. (2019) “How Strategy works” 3rd edition.

Toast. (2023). *Form 10-K. Financial Report for the Year Ended December 31, 2022*. Retrieved from Securities and Exchange Commission website: https://www.sec.gov/cgi-bin/viewer?action=view&cik=1650164&accession_number=0001650164-23-000069&xbrl_type=v#

Utami, H. & Alamanos, E. (2023) *Resource-Based Theory: A review*. In S. Papagiannidis (Ed), [TheoryHub Book](#). Retrieved from: <https://open.ncl.ac.uk/> / ISBN: 9781739604400

Riserbato, R. (2023, June 20) *16 Email Marketing Benefits Your Marketing Team Must Know*. Retrieved from: <https://blog.hubspot.com/marketing/benefits-of-email-marketing>

Macdonald, M. (2022, June 22) *How to Build an Email List: 12 Winning strategies*. Retrieved from: <https://www.shopify.com/blog/build-email-list>

Brevo. (2023, July 28). *How to Build an Email List: 10 Tactics that work*. Retrieved from: <https://www.brevo.com/blog/email-list-building/>

Forsey, C. (2023, July 21). *How to Build an Email List from scratch: 11 Incredibly Effective Strategies*. Retrieved from: <https://blog.hubspot.com/marketing/list-building>

Balkhi, S. (2023, September20). *7 Best Email Marketing Services for Small Business (2023)*. Retrieved from: <https://www.wpbeginner.com/showcase/best-email-marketing-services/>

Aland, M. (2023, April 18). *Best Email Marketing Software*. Retrieved from: <https://www.investopedia.com/best-email-marketing-software-5088645>

Kuligowski, K. (2023, July 06). *12 Reasons to use Instagram for your business*. Retrieved from: <https://www.business.com/articles/10-reasons-to-use-instagram-for-business/>

Johnson, S. (2023, October 26). *15 LinkedIn Marketing Hacks to Grow Your Business*. Retrieved from: <https://www.businessnewsdaily.com/7206-linkedin-marketing-business.html>

Hootsuite (2023). *Pick the plan that's right for you*. Retrieved from: <https://www.hootsuite.com/plans>

Sprout Social (2023). *Pricing Plans*. Retrieved from: <https://sproutsocial.com/pricing-3/>

LinkedIn (2023). LinkedIn Page Analytics. Retrieved from: <https://www.linkedin.com/help/linkedin/answer/a547077>

Keyhole (2023). *How to create monthly Instagram analytics report + Free Template*. Retrieved from: <https://keyhole.co/blog/instagram-analytics-report-template/#:~:text=Instagram%20Insights%3A%20Instagram%20Insights%20is,have%20a%20Instagram%20Business%20account.>

Macready, H. (2023, August 16). *25 social media KPIs you should be tracking and when*. Retrieved from: <https://blog.hootsuite.com/social-media-kpis-key-performance-indicators/>

Voroneckis, R. (2019, May 2). *Why Are Followers Important For a Small Business?* Medium. Retrieved from: <https://medium.com/@r.voroneckis/why-are-followers-important-for-a-small-business-bc437cac39f3#:~:text=Instagram%20Followers%20serve%20as%20potential,your%20chances%20of%20conducting%20sales.>

Cucu, E. (2023, June 27). [STUDY] Instagram Benchmarks: What Is the Best-Performing Content Type on Instagram Based on Data. Social Insider. <https://www.socialinsider.io/blog/instagram-benchmarks/>

Meta. (2023). What is the Meta pixel? [Facebook Business]. <https://www.facebook.com/business/tools/meta-pixel>

Barnhart, B. (2019, October 10). *10 Ways to Increase Facebook Engagement that Work*. Sprout Social. <https://sproutsocial.com/insights/facebook-engagement/>

McLachlan, S., & Newberry, C. (2021, July 14). *23 Simple Ways to Increase Facebook Engagement (Free Calculator)*. Hootsuite. <https://blog.hootsuite.com/increase-facebook-engagement/>

Suri, R. (n.d.). 6 Benefits of Facebook Groups. Convosight.

<https://www.convosight.com/blogs/power-of-facebook-groups/>

Farkas, D. (n.d.). Case Study: How to Successfully Generate Revenue With Facebook Groups For Your Online Store. The Upper Ranks. <https://theupperranks.com/ecommerce/sales-facebook-group/#:~:text=Since%20you%20likely%20already%20spend,%2C%20fans%20and%20ultimately%3A%20revenue.>

APPENDIX

INTERACTIVE DEMO CAMPAIGN

Email 1: Invitation

Subject: TakeOut Button: Unlock the Power of Seamless Online Ordering - Join Our Interactive Demo!

Dear **[Restaurant Owner's Name]**,
I hope this message finds you well.

I'm reaching out to introduce you to a game-changer for your restaurant business - Takeout Button, your future partner in unlocking the full potential of online ordering, website design, integrations, and comprehensive support.

We understand the challenges restaurant owners face in today's dynamic market, and we have the perfect solution for you. I'd like to personally invite you to an exclusive live interactive demo where we'll showcase how Takeout Button can elevate your online presence and streamline your operations.

Key Highlights of the Demo:

- ✓ **Custom Branded Online Ordering Software:** Tailored to fit your brand seamlessly.
- ✓ **Website Designing:** A stunning online presence that captivates your customers.
- ✓ **Integrations & Support:** Effortless and comprehensive integration with top-notch support.
- ✓ **Online Marketing:** Strategies to boost your online visibility and increase orders.

Details for the Interactive Demo:

- **Date:** [Date]
- **Time:** [Time]
- **Location:** [Include the link]

Don't miss out on this opportunity to transform your restaurant's digital presence. RSVP now by clicking **[here]** or simply reply to this email with your preferred time slot.

We look forward to showcasing how Takeout Button can revolutionize your business.

Best regards,
[Your Full Name]
Takeout Button Team

Email 2: Demo Reminders

Subject: TakeOut Button: Just a Friendly Reminder - Your Exclusive Demo is Approaching!

Dear **[Restaurant Owner's Name]**,

I'm sure you are busy, so I'll keep this brief. As your scheduled interactive demo with Takeout Button approaches, we wanted to remind you of the incredible insights and benefits you stand to gain from this session.

Why Attend the Demo?

- ✓ Explore the tailor-made solutions we offer for your restaurant's success.
- ✓ Get a firsthand look at our cutting-edge online ordering software.
- ✓ Learn how our website designing can elevate your brand's online presence.
- ✓ Understand the seamless integrations and top-notch support we provide.
- ✓ Discover the online marketing strategies that drive real results.

We understand your time is valuable, but this demo could be the key to unlocking a new era of success for your business.

If there's anything specific, you'd like us to cover during the demo, feel free to reply to this email, and we'll ensure it's included in our presentation.

Thank you for choosing Takeout Button. We look forward to connecting with you soon.

Best regards,

[Your Full Name]

Takeout Button Team

Email 3: Post Demo Follow Up

Subject: TakeOut Button: Thank You for Attending - Highlights from Your Takeout Button Demo

Dear **[Restaurant Owner's Name]**,

We extend our sincerest gratitude for joining us in the recent interactive demo of Takeout Button's services. It was a pleasure having you, and we hope you found the session as informative and inspiring as we did.

Key Benefits and Takeaways:

- ✓ **Custom Branded Online Ordering:** Effortlessly manage orders with a branded touch.
- ✓ **Website Designing:** Elevate your restaurant's online presence with a stunning website.
- ✓ **Integrations & Support:** Experience seamless integration with our dedicated support.
- ✓ **Online Marketing:** Unleash the power of strategies that drive customer engagement.

Should you have any questions or need further clarification on any aspect covered during the demo, please don't hesitate to reach out. Our team is here to ensure you have all the information needed to make an informed decision.

Ready to embark on this exciting journey together? Simply click **[here]** to start the next chapter for your restaurant.

We appreciate your time and look forward to the opportunity to serve you.

Best regards,
[Your Full Name]
Takeout Button Team

Email 4: Testimonials

Subject: Hear What Our Valued Clients Are Saying - Takeout Button Success Stories

Dear **[Restaurant Owner's Name]**,
Curious about the real impact Takeout Button can have on your restaurant? Let our satisfied clients tell you their success stories!

What Our Clients Are Saying:

- “We partnered with TakeOut Button to create an easy and manageable ordering platform for Da Sesto Italiano Ristorante E Vino. Cindy and Kevin have been very professional and responsive in helping create an ordering platform and website that is always evolving. Please contact me and I can tell you so much more. Thank you TakeOut Button for helping us in these difficult time!!” – **Da Sesto Italiano**
- “TakeOut Button has been a tower of strength in our business development. The services they offer is above and beyond the call of duty. Their web design services are very creative and substantial in detail and attractiveness. We could not have done it without them and we appreciate all they have done for us. Top notch service.” --**Taste of the Island Marketplace**

Don't just take our word for it – discover the genuine experiences of restaurant owners who chose Takeout Button to transform their businesses.

Ready to join the ranks of satisfied clients? Click **[here]** to explore more success stories and see how Takeout Button can be the catalyst for your restaurant's success.

Best regards,
[Your Full Name]
Takeout Button Team

Email 5: Call to Action

Subject: Elevate Your Restaurant's Success - It's Time to Sign Up with Takeout Button!

Dear **[Restaurant Owner's Name]**,

We hope this message finds you inspired by the success stories and possibilities shared during our recent interactive demo.

Now that you've seen firsthand how Takeout Button can revolutionize your restaurant's online presence, it's time to take the next step towards success.

Your Journey Begins Now:

✅ **Sign Up Today:** Click **[here]** to start your journey with Takeout Button.

✅ **Exclusive Offer:** As a thank you for your time, enjoy **[special offer details]**.

Our team is ready to support you every step of the way. From custom-branded online ordering to stunning website design and powerful marketing strategies – we're here to make your vision a reality.

Don't miss out on the opportunity to transform your restaurant's future. Sign up now and let's embark on this exciting journey together.

Best regards,

[Your Full Name]

Takeout Button Team