

Activity 03 – UHMT1012

Innovative & Creative Solutions for Entrepreneurs

-----*Presented by Group 2*



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Presentation Outline

Topics to Discuss

1. About our service
2. Target market
3. Size of the market
4. Competitors
5. Business model
6. Uniqueness



About Our Service



QTable

- An application that enables peoples to reserve restaurants online.
- An effective booking restaurant system for customers and restaurants.
- Create an effective customer management solution for restaurants that is simple to use, and provide in multi-language
- Provide a variety of food vouchers and cashback rewards to customers
- Provide menu selection beforehand for a better customer experience.
- Provides the overall rating of the restaurant. (cleanliness, service, food)



Target Market

1. Restaurants
2. Non-disabled people
3. People with disabilities

RESTAURANTS



- Both fancy restaurants and affordable restaurants require a booking system to manage their restaurant.
- For the fancy restaurant, they prioritize customers' comfort so they can use this application for better services.
- For the affordable restaurant, there will be a lot of people, especially during peak hours. By using this app, they can update the vacant seat available from time to time.
- This app can help the restaurants to provide perfect food and service because Qtable removes the hassle in managing restaurant bookings

- 13- 50 years old non-disabled people.
- Focus on the people eat outside frequently
- Easier for them to book seats in restaurants.
- Avoid waiting in line.
- Can select their preferred dining room through our app
- Allow the customers to leave a note about their preferences or allergies

NON-DISABLED PEOPLE



PEOPLE WITH DISABILITIES



-This app will show restaurants suitable for people with disabilities and wish to eat outside
Examples:

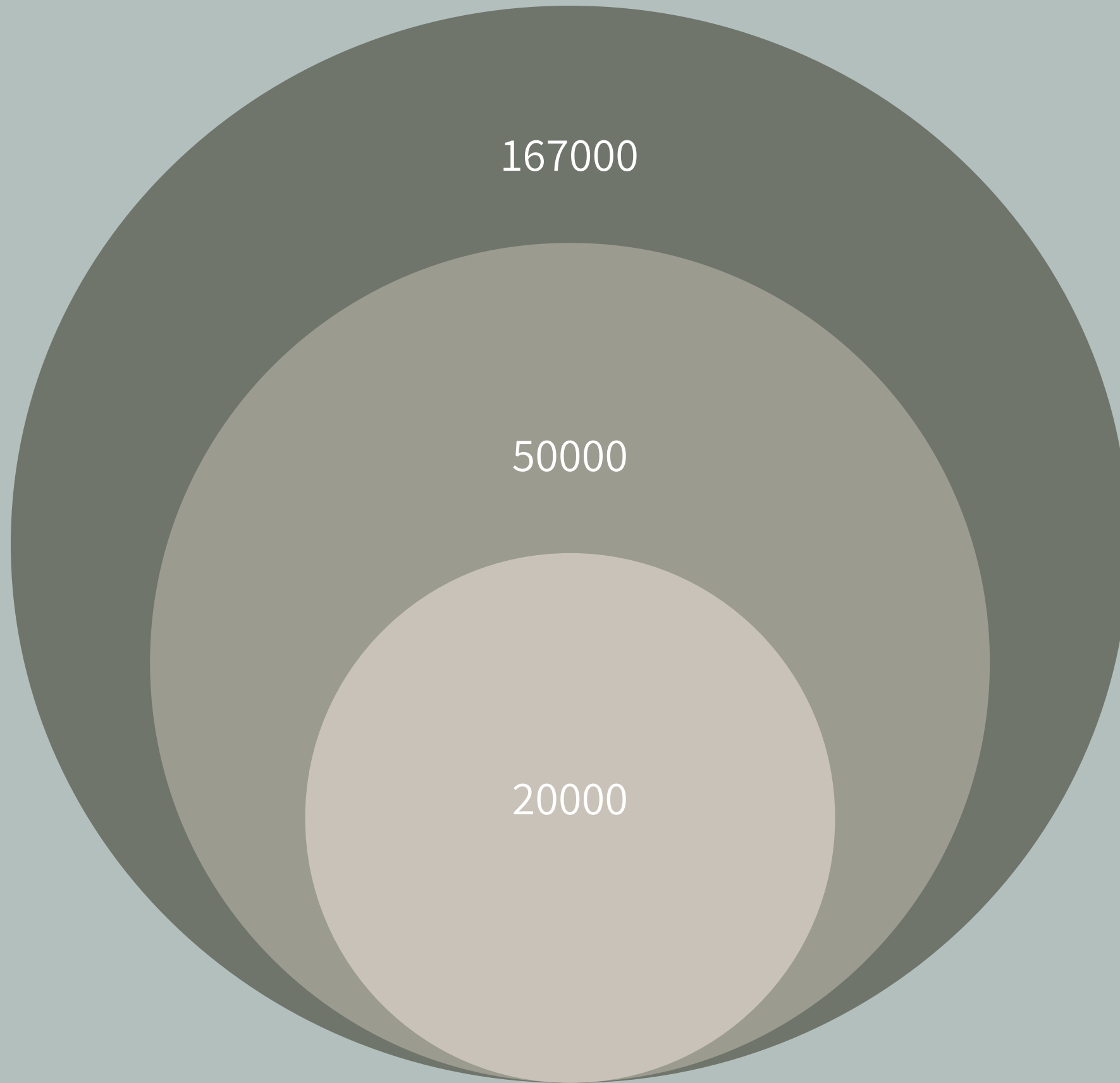
- For the people with a wheelchair, they need to find a restaurant with a larger space
- Restaurants that provides an accessible toilet
- Employees that can communicate with sign language
- Restaurants that provide disabled parking.

Size of the Market

Total Available Market (TAM):
167000 restaurants (est.)

Serviceable Available Market (SAM):
50000 restaurants (est.)

Serviceable Obtainable Market (SOM)
20000 restaurants (est.)



- Domestic market(2022)

- still new in the market so just focus on domestic consumer first
- average user who use this app is 50k
- servicing over 20000 restaurants across Malaysia from Kulim to Kuching
- Connects with worldwide GPS system and provide 24 hours selection

- International market

- estimate 5% user from international for the first 3 years
- especially tourist who traveling to Malaysia (easily for them to find a place to eat)(this can be achieved by effective promotion of the app)
- average international user is 5k
- Try to broaden the users to our neighbouring countries(indonesia,brunei,thailand,singapore)

Size of Market

Competitors



Eatigo - Asia No.1 restaurant reservation platform

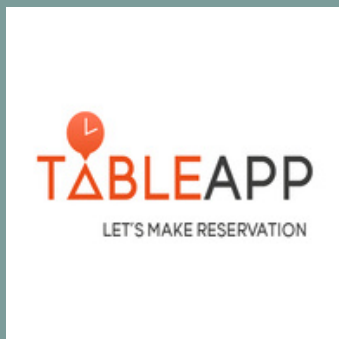


Table app - Malaysia's leading provider of online restaurant reservations.



Google - People use Google to browse the restaurant and reserve it through restaurant's websites.

BUSINESS MODEL

Qtable



KEY ACTIVITIES

- Increase the effectiveness of Qtable app
- Increase the users of Qtable
- Provide customer support to improve our service quality
- Invite more restaurants become our partners



KEY PARTNERS

- Restaurants (Supply side)
- Customers (Demand Side)
- Payment Service Providers (FPX)
- Online Map Services (Google Map, Bing Maps)
- Investors



KEY RESOURCES

- QTable online platform
- Restaurants.



CHANNELS

- Qtable websites
- Qtable app for iOS phone
- Qtable app for Android phone

BUSINESS MODEL

QTable



VALUE PROPOSITIONS

- Connect the diners and restaurants with a simplest and quickest way
- Reduce customers waiting time to have a meal in restaurants



CUSTOMER RELATIONSHIPS

- Social Media
- Customer Support
- Review, rating and feedback system



CUSTOMER SEGMENTS

Restaurants

- Restaurants that have trouble with management hassle
- Restaurants that have a lot of customers during peak hour
- Restaurants that wish to have a better service to customers

Customers / Diners

- Wish to have a meal outside but don't want to wait in line
- Prefer to have a meal in a comfort environment
- Always have a gathering with families or friend in restaurants

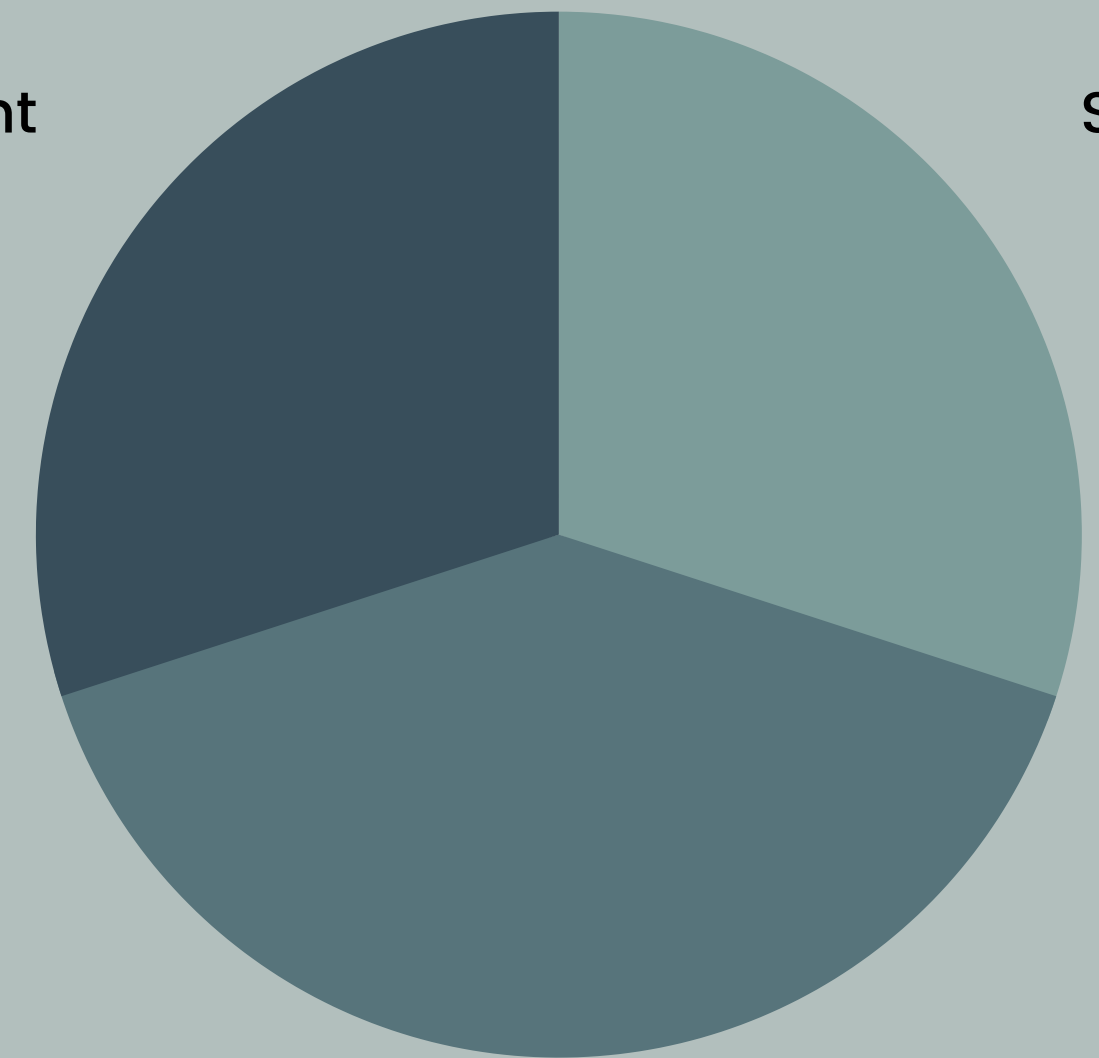
Cost Structure

- Online platform (websites and application)
maintenance and development
- Marketing expenditure
- Pay salaries to employees

QTable

Maintenance & Development
30%

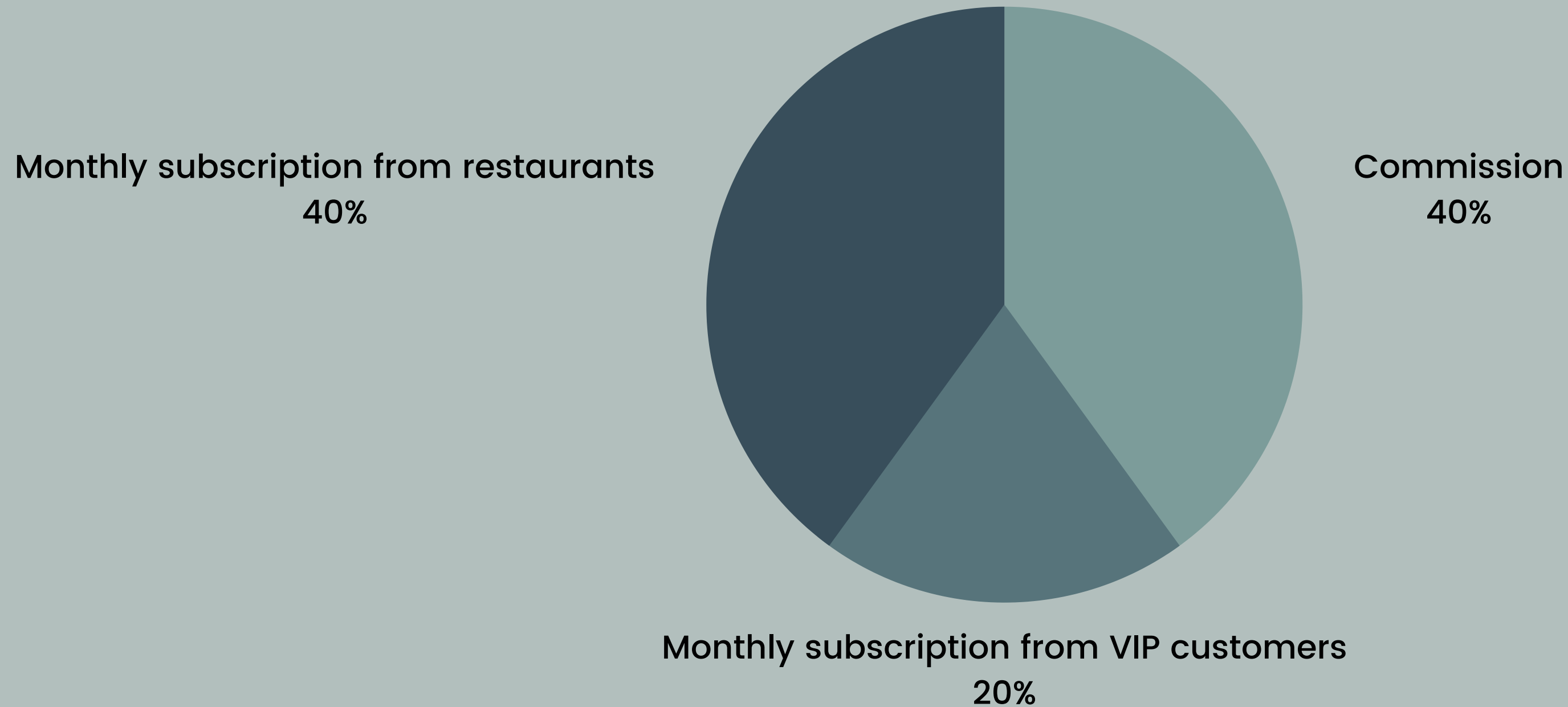
Salaries
30%



Marketing
40%

Revenue Stream

QTable



- Commission from each reservation (25%)
- Monthly subscription fee from VIP customers (RM15)
- Monthly subscription fee from restaurants (RM300 / RM500)

CUSTOMER PLAN

QTable

Basic (Free)

- Limited to 50 times to reserve a seat per month
- Earn a cashback reward of up to 10%
- For the users that reserve restaurants through Qtable more than 10 times/month, there will be an RM10 food voucher.

Premium (RM15/month)

- Unlimited times to reserve a seat
- Earn a cashback reward of up to 30%
- Automatically getting two 30% vouchers that can be redeemed in selected restaurants (with min spend of RM60)

RESTAURANT PLAN

QTable

Standard (RM300/ month)

- Online reservations (limited to 300 reservations / month)
- Provide reservation timeline
- Provide reservation floor plan
- Advance prepayments
- Get review and feedback from customers
- Reporting dashboard
- Live chat support

Premium (RM500/month)

- Online reservations (unlimited)
- Provide reservation timeline
- Provide reservation floor plan
- Advance prepayments
- Get review and feedback from customers
- Reporting dashboard
- Live chat support
- Email notifications and marketing campaign to customers
- SMS notifications and marketing campaign to customers

Uniqueness

01

Public facilities around the restaurant will be shown

- Qtable app will show the public facilities (public toilet, bus station, masjid) that are 10 km within the selected restaurant.)

03

Navigation system in the app

- If a customer has reserved a restaurant in Qtable app, then he can just use the app as a guide to reach that place.
- People do not need to use other navigation app to reach the particular restaurant.

02

Show The Restaurants That Are Disability Friendly

- Qtable app will show whether the restaurant is suitable for the people with disabilities (equipped with accessible toilet, large space, disabled parking)
- If the restaurant is wheelchair-accessible, there will be an icon display on the app





ARCHITECTURE PRESENTATION

Thank you

PRESENTED BY GROUP 2