TAKE EAT EASY KENYA

A Product by ValueAppz (RestroApp)

Client Name: Take Eat Easy Kenya
Product: Restaurant App & Website

EXECUTIVE SUMMARY

Take Eat Easy Kenya is a multi-cuisine restaurant food ordering-delivery service based in Nairobi, Kenya. They offer food from Indian & Chinese to Continental dishes at affordable pricing. They have the specific requirement, to get an app created, which can help them to turn their potential customers into loyal customers.

Accordingly, we provided a complete food ordering and delivery management solution to them. It includes features like book orders, add favorites, deals & discounts, refer and earn, reviews & ratings and get loyalty points with a quick door to door delivery system, which helped customers to take an informed decision. That's the reason 'Take Eat Easy Kenya' is becoming the fastest-growing food delivery service in Nairobi.

Also, **''Take Eat Easy Kenya' App has been nominated as 'The Best Food Delivery App of the year' at East FM Star Awards, 2019.** This innovative merchant-focused solution took the restaurant business to the pinnacle of success and transformed it completely.
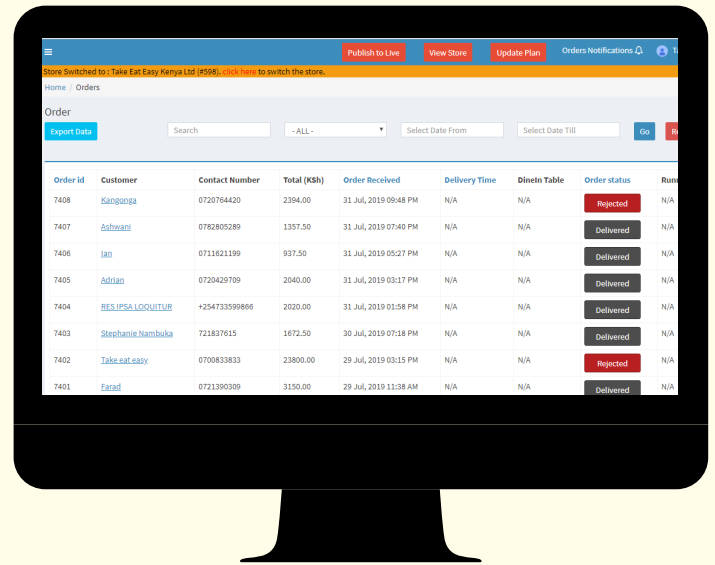
OUR DELIVERABLE

1. User App – Android & iOS

2. Admin Dashboard

3. Runner Delivery App

FEATURES AND STRATEGY

A. ADMIN
ORDER MANAGEMENT

- Admin Dashboard
- Delivery Zones
- Google Analytics
- Orders Management
- Theme Selection
- Store On/Off Status
- Store Operating Hours
- Email Notifications
- Menu/Inventory Management
- Geo Fencing

B. RUNNER
DELIVERY MANAGEMENT

- LogIn with contact Number
- Login with OTP
- Home Screen
- Duty On/Off Status
- My Order details
- My Payments
- My Availability: User can set his availability on calendar.
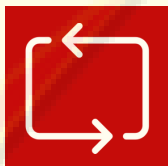
C. USER FEATURES

iOS + Android Native App

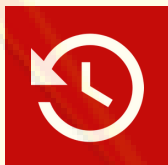**Push Notifications**

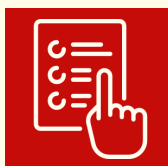**Offers and Coupons**

My Favorites

Reorder

Login (Facebook) or OTP

Order History

Integrated Facebook SDK

Order Options (Pickup/Delivery/In-store or Dine in)

Locate Us

Contact Us

BENEFITS DRAWN FROM THE APP

CUSTOMER BENEFITS

- Detailed navigation menu
- Offered whooping discounts
- On-time food delivery
- Real time tracking
- Push notifications
- Gratification of customers
- Convenience of ordering

RESTAURATEUR BENEFITS

- Increased revenue
- Owner administration
- Quicker turnover
- Expanded target audience
- Retained customers
- Inventory control
- Hassle-free management
- Stood out among competitors
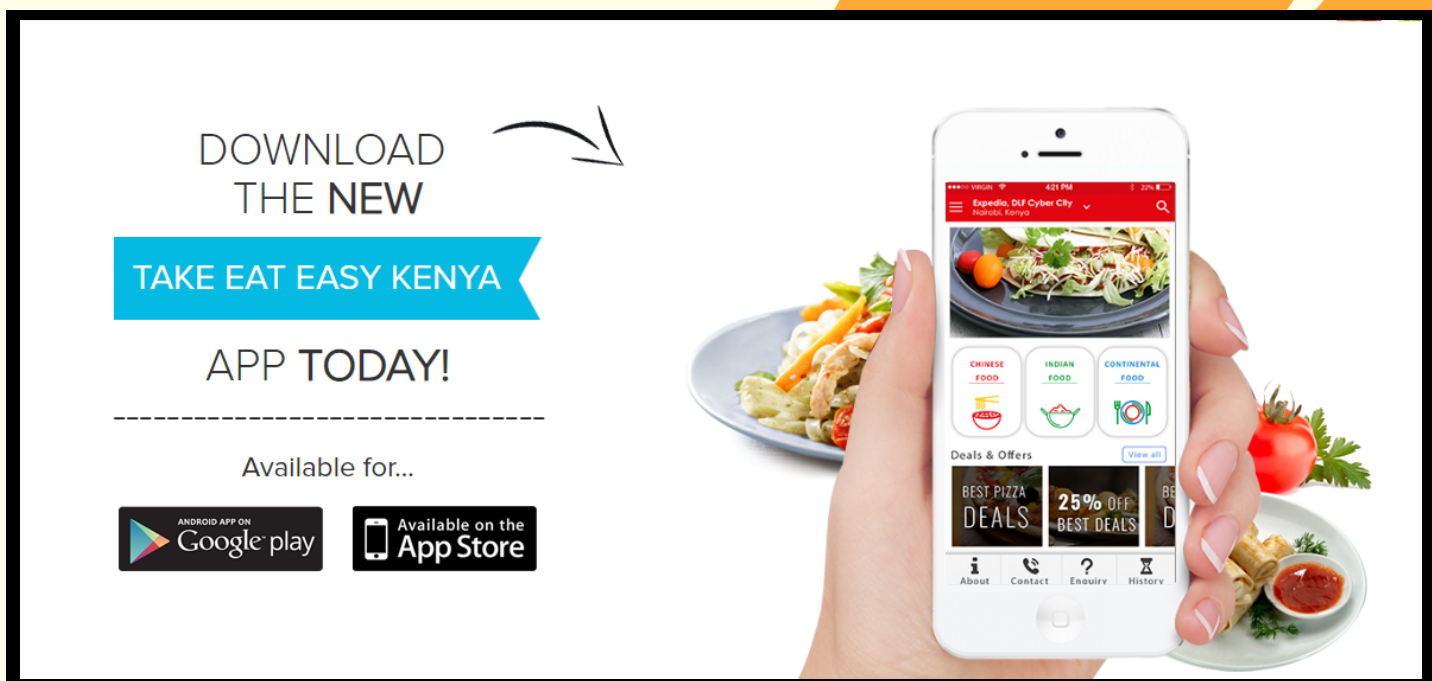- Created brand awareness

RESULTS

Achieved a powerful presence among the customers. The business sales has increased to million KES in the last two years, which is approximately 62% higher than before.

The 'Take Eat Easy Kenya app' turned out to be business facing and customer facing while taking marketing to another level.

Tracked sales, inventory staff management, menu management, business reporting ability, push notification, use-friendly system, loyalty program, technical support, manage inventory were the advanced features.

THANK YOU!