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RESPOND → PLAN → RETURN STRONGER



School of Hotel and Restaurant
Management

Navigating Online Orders in the Food Industry

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Why dining out is scary...

- Touching door handles: **78 percent**
- Using public restrooms: **74 percent**
- Sharing condiments (ketchup bottles, etc.): **64 percent**
- Using dishware/silverware/glassware: **48 percent**

Going Contactless – Providing options



Going Contactless

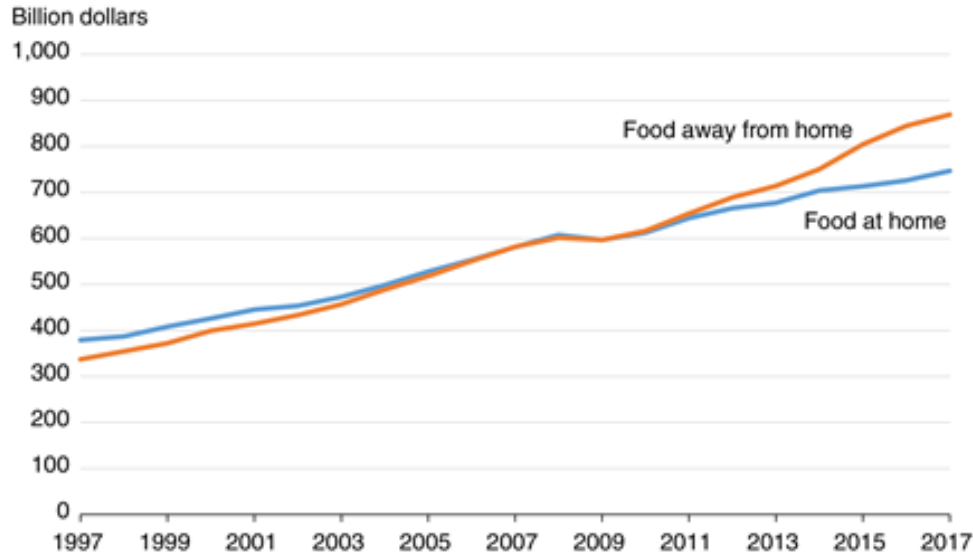
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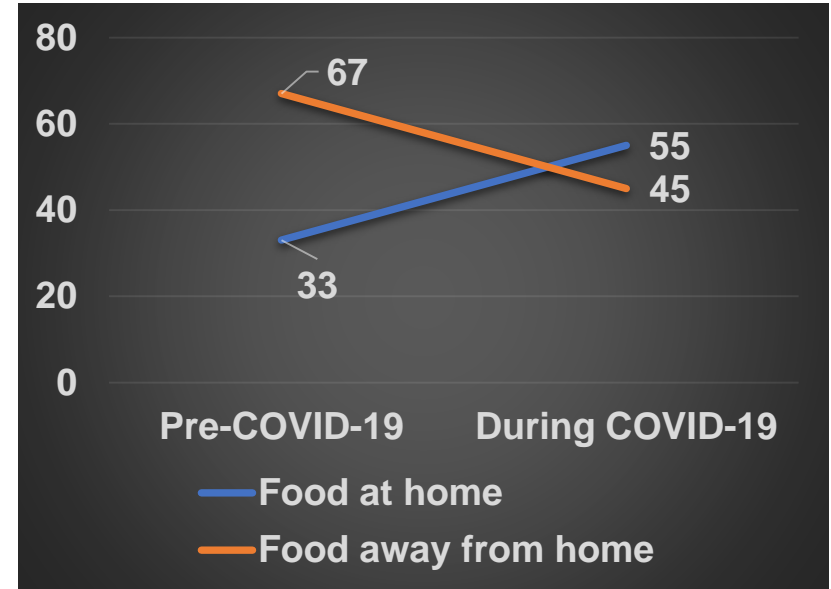
Food away from home...

89 percent of respondents said they felt safer **eating food from at home** or a grocery store

Food-away-from-home expenditures surpassed food-at-home expenditures in 2010



Source: USDA, Economic Research Service, Food Expenditure Series.



Online Ordering

- 60% of U.S. consumers order **delivery or takeout** once a week.
- 31% say they use **third-party delivery** services at least twice a week.
- Digital ordering and delivery **have grown 300% faster** than dine-in traffic since 2014.
- 59% of restaurant orders from **millennials** are takeout or delivery.
- 60% of restaurant operators say that offering delivery has **generated incremental sales**.

Components of Delivery Program

Marketplace

Restaurant's native app/website or on a third-party aggregator.

Menu

Limiting number of menu items (no more than 50 items, minimizes time spent scrolling).

Logistics

Restaurant's in-house staff or outsourced to a third-party logistics company.

Feedback

Learn from your guest and improve their experience

Selection of Online Food Ordering System

1. Pricing (set up fee, monthly fee, commission per order etc.)
2. Deployment/Integration (Windows, IOS, Cloud-based)
3. Simple & User-Friendly Setup
4. 24/7 Customer Support
5. Landing Page
6. Social Media Integration
7. Real Time Reporting
8. Loyalty Program Integration (coupon, rewards etc.)
9. Search Engine Optimization (SEO)
10. Marketing Tools (email, text etc.)

Kind Hospitality Solution – GloriaFood

- Free online ordering system for restaurants
- No hidden fees & no contracts
- One of the top 10 apps
- User-friendly, step by step set up
- Social media integration
- Marketing tools
- Real time reporting
- Minimum support requirements

Thank you...

Feel Free to Contact Us:

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