

TOC PRESENTS

BYTE The new operating standard for
Singapore's F&B in post Covid-19 times

PREPARED FOR



Challenge

How might we learn from COVID-19 to reimagine our futures for life, work, learning and play?

Overview

- Summary
- Background
- Problem
- Need
- Solution
- Advantages
- New Norms

Summary

The emergence of COVID-19 as a global pandemic brought with it unprecedented negative impacts on the economy. Retailers and F&B operators that have relied on traditional means of business have suffered the most during this time as result of tough administrative measures that limit consumer movement.

BYTE is an integrated digital platform that facilitates discoverability, productivity and autonomy for all F&B retailers and operators, big and small.

As the new operating standard for F&B in Singapore, it endeavours to change our way dining, ordering, eating.

Background

Ever since the World Health Organisation officially classified the Coronavirus Disease or COVID-19 a global pandemic in March 2020, F&B operators in Singapore started to see a sharp decline in footfall and overall sales.

Coupled with government advisories and uncertainties with regard to the disease, the general population became increasingly cautious — deferring plans to gather in large groups, dine out or even utilise shared or communal amenities.

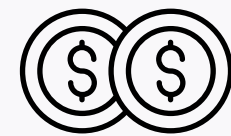
While businesses across the board have felt the severe impacts of COVID-19, F&B operators, particularly without a digital (web or social media) presence, have suffered the most.

Problem

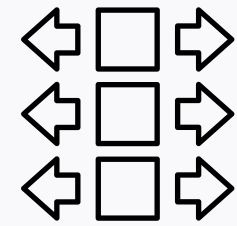
Value

With social distancing measures put in place, F&B retailers found themselves serving customers at half the capacity they usually would.

This means that in order to survive...



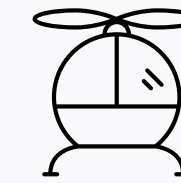
they had to find other avenues to make up the shortfall on daily covers to meet the minimum daily revenue



they had to extend their reach to customers beyond their principle geographical location



they had to meet the demand for more takeaway orders



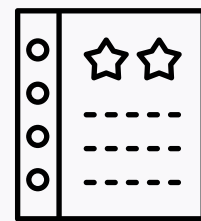
they had to rely on food delivery services or make their own arrangements for order fulfilment

Need

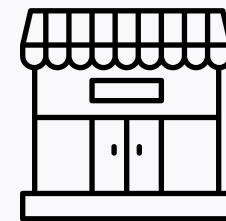
Value

The occurrence of COVID-19 exposed the need for most businesses, not merely F&B operators, to be digitally-ready.

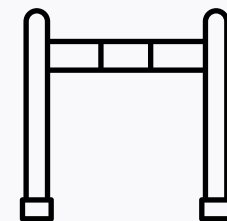
However, many F&B operators...



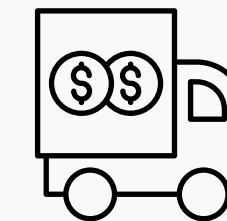
continue to rely on traditional methods of retail i.e. human traffic, physical menus, cash only, etc.



do not have an online or social media presence that aid in discoverability



are averse to / have no time / do not know how to prepare content to be published on the web



avoid using food delivery platforms such as Deliveroo, Food Panda or Grab Food due to the thin margins and high commission fees

Solution

Inspiration

BYTE is an integrated digital platform for all F&B retailers and operators, big and small, that facilitates discoverability, productivity and autonomy.

How it helps

1. Discoverability

BYTE offers F&B retailers and operators the support they need to go digital

2. Productivity

BYTE is equipped with reservation, ordering, fulfilment and payment capabilities to help F&B businesses operate at higher levels of efficiency

3. Autonomy

BYTE gives F&B businesses the flexibility to choose how they wish to market their services or deliver orders to customers – freeing them from the reliance on food delivery services

“BYTE aims to set the operating standard for all F&B retailers and operators in Singapore.”

1. Discoverability

BYTE offers F&B retailers and operators the support they need to go digital

Economies of Scale

Intended as a nation-wide digital initiative and standard, BYTE enables the discoverability of all participating F&B businesses simply by being on the platform.

Classification

Retailers and operators will be organised and classified to facilitate search-ability within the portal.

Standardisation

Location, contact details, operating hours, menu offerings, descriptions, images and prices will be published online in a simple, standardised format.

2.Productivity

BYTE is equipped with reservation, ordering, fulfilment and payment capabilities to help F&B businesses operate at higher levels of efficiency

Higher Table Turnover Ratios

With the likelihood of social distancing being maintained and limited seating available, F&B operators may soon require customers to pre-order and pay before arrival so as to facilitate higher table turnover ratios.

Space Management

In a post Circuit Breaker scenario, the reservation function allows businesses to notify customers of busy-periods they can / should avoid. Customers preferring to avoid crowds may choose to simply collect-and-go or have the order delivered to them.

Staff Acclimatisation

As an integrated platform that combines both ordering and fulfilment capabilities, service staff who are familiarised with BYTE will find it easy to transit between service roles. For instance, taking orders from dine-in customers and fulfilling takeaway orders.

3. Autonomy

BYTE gives F&B businesses the flexibility to choose how they wish to market their services or deliver orders to customers – freeing them from the reliance on food delivery services

Transferability

All content is presented in a standardised format that may be eventually be utilised by the business for use on their own websites; or on food delivery platforms, aimed at helping them further their reach.

Choice

Because food delivery platforms are the fastest, easiest way to be discoverable, many F&B businesses feel the need to use their services even if margins are low. BYTE gives F&B operators the option to choose their preferred delivery partners without the need to commit to high commission fees.

Advantages during a COVID-19 situation

Impact

Dine-In Scenario

Customers scan a unique QR code within each F&B outlet that launches the eMenu on their personal mobile devices

Pros - Helps users avoid the need to share physical menus

Pros - Businesses that prefer to be cost effective can avoid printing physical menus

Customers order and pay via their mobile devices through the portal

Pros - Reduces waiting time for customers

Pros - Reduces manpower cost for F&B operator

Pros - Facilitates quicker turnover for F&B operators requiring the space for other customers

Takeaway Scenario

Customers load a bookmarked F&B outlet that launches the eMenu on their personal mobile devices

Pros - F&B business retains customers' top-of-mind recall

Pros - Customers can access eMenus on demand

Pros - Businesses can continue operations by fulfilling takeaway orders

Customers order and pay via their mobile devices through the portal

Pros - Helps reduce need for additional staff for payment collection

“BYTE is the new way of dining, ordering, eating.”

The new norm

BYTE is the new operating standard for all F&B retailers and operators

BYTE democratises information by giving all F&B businesses, traditional or otherwise, a leg up into the digital world.

BYTE facilitates calculated dine-in or takeaway decisions by offering real-time information of seating availability and/or human traffic to customers

BYTE helps consumers become accustomed to more personal and contactless forms of ordering and payment to minimise the spread of harmful diseases

Execution

BYTE aims to make digital onboarding simple and fast for F&B retailers and operators. It is meant to be user-friendly and will exist as a website for timeliness of its delivery, with a six-month runway.

With investment, it may be further developed into a mobile app for better accessibility and push-notification capabilities for both customers and business owners.

Integration

As an integrated digital platform, BYTE may utilise existing reservation, ordering and payment systems that are already on the market.

Nonetheless, it is recommended that negotiations be conducted with such entities to minimise fees so as to maintain BYTE's affordability as an island-wide digital initiative.

Systems Thinking

Reservation

Chope, Open Table, etc.

Ordering

Waitrr, YQueue, etc.

Payment

FavePay, GrabPay, etc.

Delivery

Deliveroo, Food Panda, Grab Food, Pickupp, Lalamove, etc.

The
Outsiders
Co.

merci.

謝謝

thank you.

ありがとう

gracias.