

Restaurants can continue to be functional and risk-free businesses for both clients and owners.



Delivery & Take Away



Monitoring and managing all the incomes and expenses



Reserve fund for more financial safety

Resetting the business strategy:

- ✔ This is the moment when you should develop and optimize dynamic approaches like "delivery" and "take away" to minimize the crisis' impact over the cash flow.
- ✔ Business strategies should be adapted to the local market trend by monitoring and managing all the incomes and expenses.
- ✔ Make a reserve fund for more financial safety.

Adapting and Refreshing the business approach

- ✔ Adapting the physical spaces to dedicated "take away" zones and increasing safety through strict hygiene rules - these activities must stand at the core of any restaurant's daily activity.
- ✔ The deliveries agents must have complete and proper types of equipment to increase your customers' trust in your services.
- ✔ Constantly update your menu. Create multiple versions for what your restaurant is offering: corporate delivery for lunch and dinner (for the working days of a week), special family menus for weekend.
- ✔ Use self-sealing packaging to offer the guarantee that the products aren't touched by anybody (Snick Packing is offering this kind of solutions)
- ✔ Direct deliveries counting on your restaurant's employees and cars, and the pickup service availability - these are smart and healthy approaches for your business.
- ✔ Fewer restaurant locations by defining some key working ones where all the activities can be done. This is an efficient way to reduce costs.
- ✔ Extend the delivery target zone so you can attract more customers through your restaurant's offer.
- ✔ Offer delivery alternatives like fresh food/staple food (e.g., vegetable boxes). That way you can ensure a dynamic flow for raw products and provide an attractive add-on service.

Marketing and Communication

- ✔ Attract customers through special promotion campaigns and discount coupons (minimum 25%). This is the kind of proven discount percent that can maximize the orders' volume for your restaurant. By promoting it that way, you'll increase the number of customers.
- ✔ Vouchers - another efficient way to promote your restaurant's menu. You can offer the opportunity to buy vouchers at special prices so your client could opt for a delivered one.
- ✔ Communicate your offers through newsletters, product's/restaurant's stories, and sponsored promotions. The influencers can play, also, a significant role in promoting your restaurant. Media celebrities, experts, or cooking enthusiasts - any of them can make a great difference for your sales. By counting on influencers, you'll have the chance to promote your restaurant online - the place where everybody spends enough time deciding on what they should spend their money on. Pay attention to the influencers you are going to work with. If your restaurant's target is represented by the people with medium-large incomes, select only the influencers that usually communicate with this type of audience.

Only by increasing your communication and marketing efforts you'll be able to generate value during these troubled times. Use the online promotion strategies into your business advantage - as much as possible.

Receive online orders on Facebook Messenger, or even use a Dedicated Restaurant's Solution for Sales, Marketing and Delivery. This complete and specific solution will help you to eliminate the costs related to third-party deliveries and to increase the orders' volume.

You'll have access to:

- ✔ an eCommerce website optimized for mobile and for search engines (SEO)
- ✔ a Mobile App based on a CRM solution for receiving orders in real-time, and manage clients' data and communication easily.

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0% commission



Solution delivery in only 3 days

(after complete debriefing your business' needs)



Installment payments, according to your needs

The main steps to get a Complete Solution for your own Restaurant: Sales, Marketing & Delivery



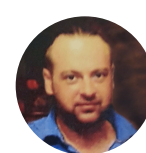
Send us an email at: contact@roweb.ro

CONTACT US

Some of our clients already use this solution and enjoy the benefits by increasing their online sales.

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Working with Roweb helped us transform the way that we run our business. In addition to orders made by customers that visit our restaurant, now we sell much more to customers that view our menu on our website and then order either online.



Mihai Negru
Mansion Pub Owner

www.mansion-pub.ro

Before implementing this solution, we've taken orders mostly via phone - a time consuming and unproductive activity if you take into account that not all the clients could reach us. Now, the apps and the solution's functionalities help us to have better ordering management even when we deal with a high volume of orders. So, the impact is significant in terms of sales and deliveries.



Ovidiu Stoica
GreenPub Owner

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