

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The online food ordering system is referred to as a system that will be used to facilitate and provide comfort to the end users. The system is aimed to automate the process of taking orders from the customers and it helps the customers to place the order by just a few clicks. This system will provide a platform for food lovers to get registered and get updates about the latest food deals and orders. It also helps the end users to view the menu of the restaurant even without registering. The system is focused to provide facilitation to the food lovers by saving them from the struggle of going to the restaurant to have some meal.

2.2 Background of origination

COMPANY BACKGROUND AND STRUCTURE

There is a continuous change in business and technology. Keeping this evolution of technology in regard there is a need for automated systems in the food industry as well. Food and hunger are the basic needs of human beings and online food ordering system has contributed to the improvisation of this need and has also added leisure. Online food ordering application helps in the addressing of needs of human across all races and cultures. The main aim of the online food ordering system is to facilitate the management of the restaurant and to provide ease to the customers. The system of online ordering of food had gained so much

importance in the food industry. It not only increases the satisfaction of customers but at the same time also provides monetary benefits to the owner. It can cause an increase in food sales. Customers tend to shop more when ordering online. Moreover, the system provides quick processing of orders thus helping the restaurant staff in better management and at the same time increasing satisfaction and trust among the guests. Online food delivery system is the best option for food lovers who are reluctant to go to the restaurant to eat a meal. This system provides the opportunity to order food by just a few clicks. This system is being developed for the otm restaurant which is located in Malaysia. The purpose of the system is to provide comfort to the people of Malaysia.

This system has an easy to use, user interface. Online food ordering system can be used by all types of customers. It has an easy method of ordering food. Moreover, it also provides the option of cancellation of order within five minutes. It saves the customers from the old and traditional system of queuing. Using an online food ordering system repeated orders can also be managed without the input of many efforts. Another benefit of the system is that business is live and running for twenty- four hours of the day thus, generating much more revenue. The old system of ordering and getting food is prone to many human errors, online food ordering system also helps in the removal of human errors as the whole process is automated, customer can confirm and review the order and transaction and restaurant staff also reviews and confirms the order details to ensure minimum error and maximum quality of the system.

In the world of competition and advanced technology, there is dire need of every business to use the platform and opportunity of online business and e-commerce. Setting up an online system for ordering of food ensures the growth of business and also enhanced profits and market share. It also distinguishes the system over the competitors. (What are the uses and benefits of online food ordering system?, n.d.)

Online food ordering system eliminates the problems associated with the old system of ordering food. Often times, there is misunderstanding and miscommunication between the restaurant staff and customers. The restaurant staff may fail to completely understand the order placed by the client. This misunderstanding can also lead to the delivery of the wrong item to the customer. Customer satisfaction is the most important thing for the success of the business, repeated mistakes, miscommunication and misunderstandings can result in the loss to the business instead of profit. When a restaurant provides a digital platform for the service of customers which results in increased popularity and sales.

The online food ordering system is cost effective as there is no need to purchase or any paid registration to use the system. As it a web-based application, so, also there is no need for any kind of installation of the system to use the application. Thus, an online food ordering system not only saves time but is also cost-effective and good at pockets. This system allows to do expanded market research and also provides an idea to the business management about the changing market and trend. It also provides an idea to the business management about the

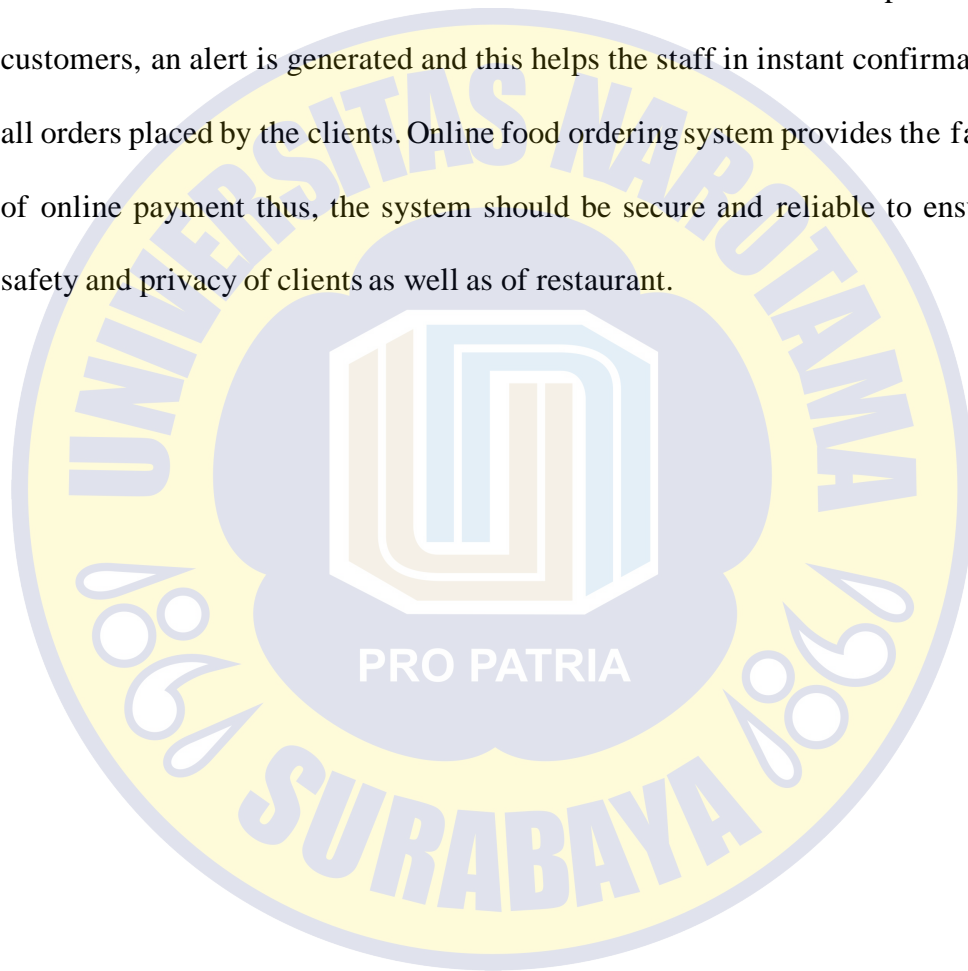
taste and choice of their customers. When business management is well aware of their target market and customers, then they can take steps in the improvement of their services. It gives an idea that where the effort needs to be applied and which areas need to be improved. It also helps the management in keeping the record of all transactions made by the system. Thus, the overall result of the application of a food ordering system is increased throughput and accuracy of the whole process.

Now, the food lovers do not have to freeze their cravings when they are unable to cook rather, they can order online at an hour of the day. This not only helps in satisfying the cravings of the customers but also provide them with the quality that they desire. Online food ordering application can work wonders for the food restaurant as well as for the food lovers. While the application helps the restaurant management to easily and efficiently manage the business, enhance and accelerate the sale of food products, the establishment of connection with the customers and retention of existing customers and also gaining a new one, it also facilitates and comforts the customers by providing them their favorite food items at their doorstep. They can explore the whole menu of the restaurant by just sitting at home and can make the selection. Customers can get the food of their own choice without putting much effort. There are also a variety of options to choose from. Furthermore, the clients can get the food delivered according to their own convenience and their preferred time without standing in a long line. (What are the uses and benefits of online food ordering system?, n.d.)

Online food ordering system can also help the customers in advertisements. When a customer registers then his/ her record is added to the database of the

system and this record can be used further for the loyalty programs. Registered customers are informed about the latest deals and items.

Furthermore, the responsive design of the system also facilitates the clients and they can access the system through any device. Customers can also give feedback about the services of the restaurant. As soon as the order is placed by the customers, an alert is generated and this helps the staff in instant confirmation of all orders placed by the clients. Online food ordering system provides the facility of online payment thus, the system should be secure and reliable to ensure the safety and privacy of clients as well as of restaurant.



1. Menu Drive

Menu Drive provides a branded online & mobile ordering platform with customer analytics, marketing automation and a ton of other features to help you increase your revenue and surpass the competition with state of the art software)menudrive, 2018(. The system allows the customer to place an order but the system have same problems such as the system will not allow the customer to see the menu and the meal ingredients. So, the proposed system will provide this function for the customers.



Figure 1