



Experience **30-50%** Increase
in Your Restaurant Sales



Client Business Description

- ◇ A restaurant aggregator service providing online ordering (web & mobile) to its customers for over 10 years.

Background

- ◇ MenuDrive's SaaS platform helps multi-store brick-and-mortar restaurants to generate additional sales via eCommerce & mCommerce.
- ◇ MenuDrive Omni-Channel Platform helps restaurants receive online orders for food.
- ◇ Backend Integrations to provide accurate & real-time information about Orders pipeline.
- ◇ MenuDrive serves restaurants in US, Canada and Australia.

Challenge

- ◇ Customers are often limited by the food options they have at their location.
- ◇ To counter sales plateau, restaurants need additional sales channel to grow.
- ◇ Take out manual intervention as much as possible from order receiving to fulfillment.

Idea

- ◇ Create a SaaS platform to help brick-and-mortar restaurant to run an online store on web & mobile apps.
- ◇ Create a 'Mobile App as a Service' to allow restaurants to publish native apps on different appstores.
- ◇ Streamline entire value chain across Omni-Retail Channels for restaurants to receive & deliver orders.
- ◇

Our Solution

- ◇ Mobile Pundits created MenuDrive as a SaaS Platform that allowed restaurants to be accessible through their own unique URLs.
- ◇ MenuDrive featured a CMS for restaurants to manage their microsite content such as Food Menus, Orders and Status Updates.
- ◇ Mobile Pundits created a Mobile App Publishing Platform to enable MenuDrive to create mobile applications for each of the restaurants using a self care administration panel.

Technologies Used

- PHP / HTML 5 / JS
- MySQL
- PhoneGap

About Mobile Pundits

Mobile Pundits is an ISO 9001:2008 Certified, leading provider of end-to-end Mobile Development & Testing solutions.

Since over 15+ Years now, Mobile Pundits' expert team has been helping our Clients with:

- ◇ Enterprise Mobility Strategy & Consulting
- ◇ Mobile Application Development
- ◇ Mobile Product Development
- ◇ Mobile Application Porting
- ◇ IoT (Internet of Things)
- ◇ Cross Platform Development
- ◇ Responsive Web Design & Development
- ◇ Mobile Testing

15+
Years

of Mobile Development

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