

Internship Report

Le Chef Limited

"Smart Restaurant Solutions"



Internship Report on

Process Analysis Of Website Development & Management “Le Chef Limited”

Submitted To:

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Submitted By:

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April 20, 2016

April 20, 2016

Supervisor,
Rahma Akhter
BRAC Business School
BRAC University

Subject: Submission of Internship Report on “Process Analysis of Website Development & Management, Le Chef Limited”

Dear Ms. Akhter,

With due respect, I am submitting my internship report on the topic titled “Process Analysis of Website Development & Management, Le Chef Limited” as a partial fulfillment of my BBA Program.

It is my pleasure to inform you that I have been serving as a permanent employee of Le Chef Limited under the Administration Department in Web Administration team from April, 2015 to April, 2016. It was an excellent opportunity for me to. I would like to thank you for giving me the opportunity to work on this assigned topic to enhance my knowledge. This report explores the process of website development & management of Le Chef Limited and the importance of this activity in the Organization. I hope you will find it worthy.

Therefore, I sincerely hope that you will appreciate my effort.

Sincerely,

.....
Fannana Ahmed
ID: 10204129
BRAC Business School

ACKNOWLEDGEMENT

At first I would like to thank the Almighty for giving me the strength and determination to make it possible for me to complete my work and perform necessary research for preparing the report within the given time. In this procedure, I would like to mention some people with due respect and honor who assisted me, without any hesitation to complete my internship report within the due time. Therefore I would like to thank them all from the bottom of my hearts.

My heartfelt gratitude goes out to my business faculty and also my internship supervisor Rahma Akhter, who was always ready to guide me and solved all the difficulties that I faced during the accomplishment of the report.

Most importantly, I would also like to thank Syed Saad, project manager who helped me by providing informative instructions. I was closely attached with him during this period. Without his help this project would have been difficult to complete.

Lastly, I also thank my family members, relatives, friends and other well wishers for their undeniable support and encouragement throughout the preparation of the report on Le Chef Limited.

EXECUTIVE SUMMARY

Since Le Chef Limited launch in January 2014 in United Kingdom, its impact was felt immediately overnight. Online food ordering and reservation became an affordable option for customers across a wide range of market segments. Currently, Le Chef Limited is one of the largest E commerce website providers in United Kingdom in terms of market share and the largest public limited company established by any Bangladeshi in United Kingdom. This enormous achievement would not have been possible without the satisfaction and retention of the loyal restaurant owners. Highlighting the previous statement, this report solely focuses on the activities of Le Chef Limited.

The report begins off by revealing insight into the organization profile including the history of Le Chef Limited, their vision, mission and strategy, products and services, activities and performances. It also describes the existing competitors and their competitiveness in response to economic condition. This piece of the report demonstrates the inner ability which is influencing in the execution with respect to fulfilling the clients' wants and needs from the organization. The accompanying section of the report is an appraisal of the exercises of the company's administration division. It also describes the activities and the process of the team. Elaborating what I have learned and understood comes the perception and discovering that have been assembled over the year. The following fragment discusses the findings and scope of the team according to my understanding. It also talks about the processes that are not for the customers' eyes and how the team functions. The report closes with the proposal on how they can enhance their endeavors and proficiency and the conclusion.

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Chapter 1

Origin of the Report:

This report is a requirement of the internship program and therefore it is a must to complete my graduation. My admirable supervisor Ms. Rahma Akhtar has instructed me in this regard and I have put my best effort to make this report a good one. I have served the Administration team of Le Chef Limited over a year and I have acquired practical experience on website administrative activities of the stated organization. In few words, my basic job responsibility was to assist clients of UK in terms of their desired website development for their businesses. I have had proper guidance from Syed Saad who is the Project Manager of Le Chef Limited.

General Objective:

The key objective of this report is to assess the overall website management functions, assisting clients of UK and maintaining brand identity of the organization to recommend the changes those can add up to the performance of the organization.

Specific Objective:

The specific objectives of this study are:

- To know about the organization and its parent in details and the ownership structures
- To have an overview on the products and services offered by Le Chef Limited
- To understand and analyze the whole process
- To know about other activities related to websites

Scope of the Report:

The report will provide an idea about Le Chef Limited, its background and management structure, product knowledge and other things related to the organization. In addition to that, this report contains a website development process to of the company.

Methodology:

To make this report more expressive and presentable, both primary and secondary sources of data were used widely.

- **Primary Data:** Primary data used in this report is given from my own experience, discussion with other executives and managers of the organization.
- **Secondary Data:** Secondary data was collected from articles of different journals and newspapers. Moreover, to prepare this report I have gone through different websites of Le Chef Limited in order to get quantitative data; such as the product and service prices, maintenance charges, necessary equipment prices etc.

Limitations:

Information of Le Chef Limited is scarce as it is not registered in Bangladesh and therefore difficulties have to be dealt with while preparing this report. Moreover, as an executive I did not have access to all the files and folders because of the organization's confidentiality policy and I have very limited scope to reveal financial data in this report. This study has kept limited on analysis. Again time is another constraint of this report. I had more than enough time to explore their business; then again it was difficult to write the report as I was maintaining full time office for 6 days a week and 10 to 11 hours per day.

Chapter 2

Company Profile:

Le Chef Limited introduces a Smart Restaurant Solution; which guides a restaurant owner to do what is best he can do for his business. It offers online ordering website to the restaurant owners customized to their requirement, maintaining the business identity; where customers can order their takeaway food online either for collection or deliver direct to the restaurant. Those restaurants also become a part of ChefOnline which is the national platform where customers can search for their local restaurants either to reserve a table or order a takeaway online which comes direct to the restaurant. They provide home, online ordering, reservation, gallery, press and media, customer review and contact page on each website. The restaurant owners can choose template, background and all other categories for their website as per their desire.

ChefOnline have developed a unique website solution that is based around individual restaurant business that helps them keep their customers loyal to their brand identity. Their unique system comes with its own CMS (Content Management System) that helps the restaurant to promote their website where they can add offers, promotions, set up loyalty points, track orders, check customer database and much more. They made the setup system very user friendly so that any restaurant person can operate the system. Every business is different and has its own marketing goals. ChefOnline puts its clients in control of their website and assists them in case if they need help. They have a strong team of people who are in hand to help with anything they need. The team is divided in to website developers, website designers, graphic designers, SEO specialists, marketing and support. They also receive mobile apps (android & iOS) and social media services (Facebook, Twitter & Google+) along with the website. They receive report on the order each day in the end of the day; which helps the restaurant owner to keep a track of his orders. To sum up, they give a complete online solution to the restaurant business which helps the business expand by getting more and more customers from online marketing. Their goal is providing optimized and user friendly portal to increase restaurant businesses during connecting customers with the best deals in their area.

Organization Structure:

On the organizational structure of Le Chef Limited, shareholders are staying in the highest point of the level took after by Board of Directors (BOD) and Managing Director & Chief Executive Officer. Both BOD and CEO is been checked by Audit Committee. The prompt subordinates are:

Chief Executive Officer
Chief Financial Officer
Chief Technical Officer
Chief Commercial Officer
Human Resources & Administration Senior Director
Legal Affairs Director
Government Relations & Regulatory Affairs Senior Director
Company Secretary & Local Compliance Officer

Values:

- Straight Forward: We say what we do and we do what we say.
- Reliable: A promise made, is a promise kept.
- Innovative: No gimmicks; useful and usable.
- Passionate: We are passionate to provide the best product and best service.

Strategies:

Le Chef Limited follows the following strategies:

- Functional Level Strategy: Focuses on efficiency, quality and innovation
- Business Level Strategy: Applies both the cost leadership and differentiation strategies as their business level strategies

The Company's Major Functions and Products:

ChefOnline is offering a complete package starting from scratching a new restaurant business to develop the existing one. It offers several systems along with a fully customized online ordering websites that helps their clients to increase their sales and to build and maintain a repo with their customers. They offer EPoS cloud system, mobile app, search engine optimization and so on to ensure that the business is completely facilitated with everything that it needs to grow online. In this growing and challenging market, every business requires extensive social media services. The media marketing experts and the team of SEO specialists are working to introduce each restaurants to a wider audience. They provide social media services like Facebook page, Google+ page, Twitter, Pinterest and many more. Also on online order, the delivery person and customer gets unique mobile

apps for both Apple & Android phones. They also offer an order tracking and content management system.

1. E-Commerce Website:

ChefOnline is offering a complete website; including homepage, online ordering page, reservation page, gallery, press & media page, customer review page, contact page and so on to the restaurant owners. The websites are designed and customized according to the requirement and choice of the clients maintaining their business identity. Restaurant owner can choose templates, background and all other categories for their website as per their desire. Their customers can order online for collection or delivery using the restaurant website. They can also reserve a table through the website. The website will keep customer database, where they will find customers' complete details.

2. Website Control Panel:

ChefOnline provides the control panel access to the restaurant owners and the interface is very user friendly that allows them to track sales, respond to the feedbacks received from customers, post promotional offers and discounts, update dishes and prices in menu, to make any changes in business hours and to create and edit new website content. The control panel has multilayer security that allows employees to access the website back office according to their job responsibilities.

3. Online Takeaway Ordering:

ChefOnline provides the platform where customers can order their takeaway food online either for collection or deliver direct to the restaurant. Those restaurants also become a part of ChefOnline which is the national platform where customers can search for their local restaurants to order a takeaway online either for collection or for delivery which comes direct to the restaurant. It allows customers to order food quickly and easily.

4. Online Reservation:

According to a study from 2014, over 50 percent of consumers had made a reservation online at some time or another. While the percentage of those making online reservations on a regular basis remains small, only around 9 per cent, this is still a hefty chunk of the marketplace that restaurant business owners cannot afford to miss out on. Similarly as the online takeaway ordering system, online reservation allows customers to reserve restaurant tables quickly and easily through the restaurant website or ChefOnline portal.

5. EPoS System:

EPoS System is a versatile bit of technology that provides a fast and efficient way to deal with customers. They handle the calculations involved in sales, issues receipts. Integrates directly with credit card payment systems, keeps track of stock levels and of course keeps track of customer information. The ability to manage stock and CRM (Customer Relationship Management) allows EPoS system to make a measurable difference to the bottom line. It uses its own cloud server to keep the system running. Through this system, restaurant owners can give offers and discounts to his customers, print slips and invoices and monitor restaurant's online orders and web traffic. Any restaurant person can use this system depending on access level. Each user can be assigned a password appropriate to their authorization of transaction.

6. Customer Database:

ChefOnline customer database helps businesses to understand customer type and needs. As it stores previous ordering records of each customer, it is easier to understand what exactly what that customer wants. It allows the restaurant owner to experiment with a new menu and push sales, offers and discounts to understand the reaction of their customers. ChefOnline customer database makes information accessible.

7. Driver Tracking:

ChefOnline driver tracking service helps customers to track their order from the oven to the delivery location. It eliminates the long waiting period after ordering for delivery. Restaurant owners can also monitor the progress of orders and the location of delivery person. It also helps the delivery person to identify the delivery area. Necessary actions can be taken depending on this track record if there is a delay to deliver in any particular area for any certain reason.

8. SEO Integration:

ChefOnline integrates SEO (Search Engine Optimization) along with all the restaurant websites, which ensures the website content features prominently on major search engines such as Google. At ChefOnline, they have a resourceful SEO experts team who are working with the content and ensuring that our websites are fully in track with the latest SEO service. SEO is the process which gets a website as close to the top of a search engine's rankings as possible. ChefOnline team works with their clients to choose the best keywords and the parts of the site that need the most work. They do have 3 different SEO program packages; which are basic package, standard package and premium package. They provide the basic package along with the website and do not charge anything for the service. For

standard package, they relate 8 to 10 best keywords from website content. For premium package, they increase the keywords to 15 to 20. There is a reasonable set up cost and competitive monthly fees for standard and premium package.

9. Marketing Packages:

ChefOnline offers a broader range of marketing package which includes customized email marketing, text marketing and social media marketing.

- **Email Marketing Package:** In the email marketing package, ChefOnline provides customized email templates that can be used in restaurant marketing campaign. They directly work with clients to create a bespoke service that increases and develops business and promotes the brand as well.
- **Mobile Marketing:** Statistics now show that around 65 per cent of emails that are opened are viewed on smart phone devices. With this in mind, the marketing team of ChefOnline has developed email templates which are completely optimized for mobile viewing, maximizing the potential for this type of campaign. They also offer text marketing campaigns where promotional information are delivered directly to the customer via SMS.
- **Social Media Marketing:** Social media is a platform through which marketers can catch the greatest portion of its market. ChefOnline team works to produce a social media campaign considering your business identity. It can be by promoting offers, promotions and events or by creating shareable content which effortlessly expands customer base.

10. Best Android & iPhone Apps:

ChefOnline provides an Android & iPhone Mobile Apps which associates with the restaurant business. By using these apps customers can easily order from their mobile phone. To avail both iOS and Android app, restaurant owners have to pay a one off development cost of £399.00 and the annual admin and registration fee is £99.00. To avail either iOS or Android app, restaurant owners have to pay a one off development cost of £299.00 and the annual admin and registration fee is £99.00. There is no annual maintenance fee.

11. Reviews:

When customers place an order at the restaurant website, they receive an email to give a feedback. The review goes to the restaurant owner for approval. In ChefOnline's review service, all reviews need to be approved and verified by the business owner before they are posted live. The business owner can reply to the consumer in any review. Approved website reviews will be displayed on restaurant's profile, which can have a marked effect on your click-through and sales conversion rates.

12. Business Card:

Business cards are something that says almost everything about a business or a brand. ChefOnline provides full color high-quality cards are sure to create a great first impression. There are different ranges. Client's can order something simple or extravagant.



Quantity	400gsm Matt Lam	400gsm Spot UV / Matt Lam
1000	£50	£110
3000	£125	£200
5000	£175	£350

13. Takeaway Menu

Menus are most important for restaurant business. ChefOnline provides full color high-quality menus are sure to create a great first impression. There are different ranges of sizes from A5 to A3. Client's can order something simple or extravagant. It can be printed on one side or both side in different quality papers.



• **130 GSM Leaflet Price:**

Size	1K	2.5K	5K	10K	25K	50K	100K
A4	Call	Call	Call	£395	£450	£695	£1,295
B4	Call	Call	Call	£450	£595	£895	£1,595
6pp A5	Call	Call	Call	£450	£695	£1,195	£1,895
A3	Call	Call	Call	£495	£695	£1,250	£2,350

• **150 GSM Leaflet Price:**

Size	1K	2.5K	5K	10K	25K	50K	100K
DL	£65	£125	£150	£225	Call	Call	Call

• **170 GSM Leaflet Price:**

Size	1K	2.5K	5K	10K	25K	50K	100K
DL	£70	£130	£180	£230	Call	Call	Call
A4	Call	Call	Call	£465	£595	£950	£1,695
B4	Call	Call	Call	£495	£695	£1,150	£1,895
6pp A5	Call	Call	Call	£575	£895	£1,525	£2,550
A3	Call	Call	Call	£595	£950	£1,695	£3,150

14. A La Carte Menu:

A la carte menu is the most important marketing tool of a restaurant. A well designed menu can educate and entertain the customer. It describes the restaurant's identity and specialties to the customers. ChefOnline provides full color high-quality a la carte menu are sure to create a great first impression. There are different ranges. Client's can order something simple or extravagant.

Quantity	Pages	Finis	Price
50	8pp	350gsm Matt lam with eyelet	Call
100	8pp	350gsm Matt lam with eyelet	Call



15. Bespoke Website:

In general, ChefOnline makes the website on a fixed format but some restaurant owners or other businesses want their websites to be more attractive, inclusive and enticing to customers. Smart Restaurant Solutions offers affordable WEB DESIGN packages that help business owners to get the most out of their website and reap the benefits of online commerce. In that case, they charge those businesses for making websites depending on the quality of the website and requirements of the clients.

Chapter 3

Specific Responsibilities of the Job:

During my stay at ChefOnline, I was responsible for a lot of tasks to get done. Administration executive or an account manager is such a role without which the company cannot complete any given task. The responsibilities I had are discussed below:

1. Registering with ChefOnline:

They have a format of collecting information and they call it 'Information Gathering Form'. To register, restaurant owners have to visit ChefOnline website: www.smartrestaurantsolutions.com and they can sign up by filling up that application form. They also organize road shows in different occasion. People can sign up directly from the road shows. Sometimes they call ChefOnline and we collect their restaurant name and postcode from them to make the registration.

2. Information Gathering:

Information those are required to make a website, we account managers deliver those information to the developers. Firstly, we collect the information through their live website. Then we go for extensive research and try to find out more information through Google search, face book, twitter, Google+, trip advisor etc. We call the restaurant owner and the restaurant to double check if all the information we received are updated.

ChefOnline PRINT

CUSTOMER INFORMATION

Admin Name:

ChefOnline Reference:

Date: Referral Name:

Personal Information

Title: Full Name:

Mobile: Email:

Business Information

Legal Name: Company Name:

Address:

Postcode:

Tel No: Email:

Opening Hours:

Website Address:

Restaurant Information

Services Offered: ☐ Restaurant ☐ Takeaway ☐ Delivery ☐ Collection ☐

Min Order £: Menu Type:

Delivery Hours: Collection Hours:

Delivery Postcode:

Delivery Radius: Chargeable Delivery Radius:

Technical / Website Information

EPOS System: ☐ Yes ☐ No

Receipt Printer: ☐ Yes ☐ No

Payment Method: ☐ Sage Pay ☐ Cash ☐ Paypal ☐ Pay on collection

Homepage Images: ☐ Client Site ☐ ChefOnline ☐ Food Hygiene Rating: ☐ Yes ☐ Rating

Offers & Promotion: ☐ Yes ☐ No

Facebook: Twitter:

Google+: TripAdvisor:

3. Menu Entry:

Once we receive the updated menu, we send the menu and website back office credentials to the data entry operators to enter the menu. They do the menu entry based on the following checklists.

Chilies Benchmark:

- ☐ Curry – 1 Chilli
- ☐ Madras – 2 Chillies
- ☐ Vindaloo – 3 Chillies

Spice Levels:

- ☐ Mild
- ☐ Medium
- ☐ Low
- ☐ Slightly Hot
- ☐ Fairly Hot
- ☐ Hot
- ☐ Very Hot
- ☐ Extreme Hot

Combination Sequence:

- ☐ Chicken
- ☐ Chicken Tikka
- ☐ Lamb
- ☐ Lamb Tikka
- ☐ Prawn
- ☐ King Prawn
- ☐ Vegetable

Allergens:

- ☐ Fish: Salmon, Sea bass, Cod, Any kind of Fish falls under this allergens.
- ☐ Peanuts: Any item where the description carries only peanuts will be under these allergens.
- ☐ Nut: A nut is a fruit composed of a hard shell and a seed, which is generally edible. Almonds, Brazil nut, candlenut, cashew, Chilean hazelnut, macadamia, Malabar chestnut, pecan, pine nut, pistachio, walnut, yeses nut and all the other nuts fall under this category of allergens.

- ❑ Egg: Any item where we see the description carry egg will be under these allergens.
- ❑ Milk: Butter, raitha, ghee, milk shake, ice-cream, dairy, margarine, yogurt, cream, pancakes, puddings, custards and any other milk items other than coconut milk will be under these allergens.
- ❑ Mustard: Mustard is a condiment made from the seeds of a mustard plant. Any item where we see the description is carrying mustard will be under these allergens.
- ❑ Soya: The soybean or soya bean is a species of legume native to East Asia. Soya bean and soya sauce are considered under this allergens.
- ❑ Crustaceans: Crustacean is a large group of arthropods; usually treated as a subphylum which includes such familiar animals as prawn, king prawn, shrimp, crab, lobsters, scampi, crawfish, krill and barnacles.
- ❑ Sesame Seeds: Sesame is a flowering plant in the genus Sesame. Sesame seed can be kernels, whole, roasted, toasted & dried.
- ❑ Cereals Gluten: Usually these allergens are used in bread, wheat and mostly dishes made of flour.

Other Instructions:

- ❑ We use the symbol (S) beside each Starters/Appetizers. If it is a combination, we use the symbol with combination items; except papa dam and chutney.
- ❑ When the combination item has no description and only 2/3 items are there, we add combination name in description. Ex: (Chicken/Lamb).
- ❑ In terms of traditional dishes, we never put combination. We always put item description or leave it empty if we do not have any description.
- ❑ We use the symbol (V) beside each vegetarian dish.
- ❑ Balti dishes will always be in a separate category.

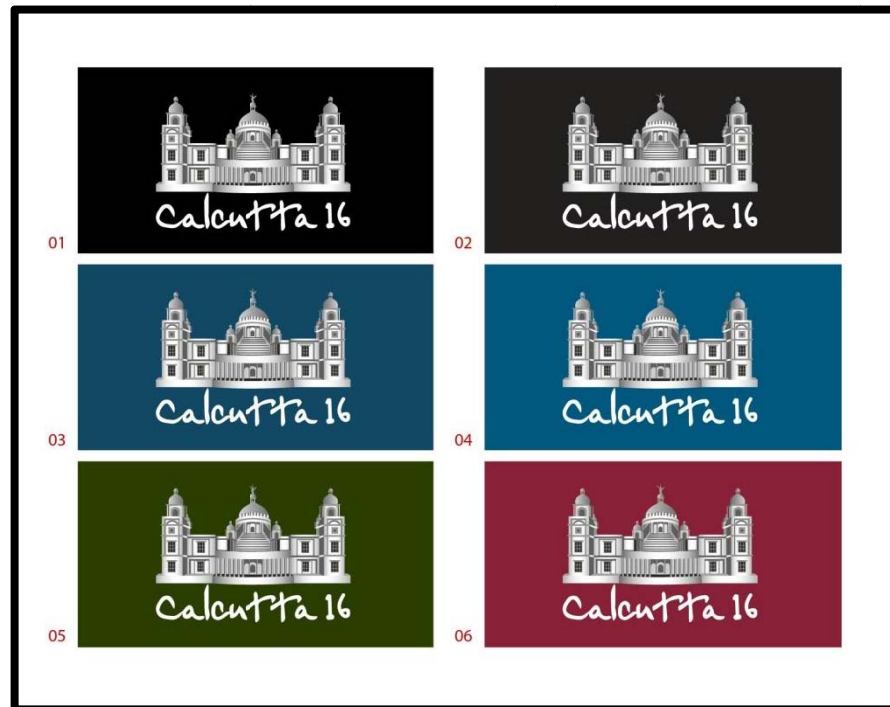
4. Proofreading of Menu:

When the menu entry and final QA is done by the data entry operator, it comes to the account managers for proofreading. We make sure the following checklists to make sure a completely correct menu.

- ❑ Checking spelling, punctuation and grammatical errors
- ❑ Letter and word capitalization
- ❑ Following a single spelling of any dish name
- ❑ Making sure we did not add up more and sentences sound meaningful
- ❑ Checking chili, spice level and allergens
- ❑ All prices are correct

5. Designing New or Updating Existing Logo:

While market research, sometimes we fail to find out a good quality logo. In that case we send the logo design to the design team and they prepare logo for the restaurants. Sometimes business owners order to create new logo. We collect information from them and create at least 6 logos and send for their approval. Once it is approved, we use it on the website.



6. Designing Complimentary PDF Menu, Business Card, Leaflet:

There are number of VIP stakeholders for whom we prepare complimentary PDF menu, business card and leaflet. We collect information from them and create at least 6 drafts and send for their approval. Once it is approved, we send it for printing.

7. Website Development and Testing:

Website developers develop the website under a specific format depending on the information given. They generally follow the color scheme of the existing website of the client or the color they have sued in their menu or logo and send it to the test engineers to make sure that the system is working appropriately.

8. System Testing:

Test engineers make test orders and test payments to make sure the system. They follow the following guidelines while placing test.

Log In: Shad Indian Restaurant
Name: Test Engineer
Tel: 07770 040404
Post Code: SE1 2TH
Address: 96 Tooley Street London
Email: test@chefonline.co.uk

While sending test emails, we always use info@concernedrestaurant and put client's personal email address in CC.

For online test order, we needed to put the following note:

Dear Sir,

This is a test order. We would appreciate if you could confirm receipt of this order by replying to this email.

Thank you.

Kind Regards,
Test Engineer
Chef Online Smart Restaurant Solutions

For online test reservation, we needed to put the following note:

Dear Sir,

This is a test reservation. We would appreciate if you could confirm receipt of this reservation by replying to this email.

Thank you.

Kind Regards,
Test Engineer
Chef Online Smart Restaurant Solutions

After testing, they send the draft website back to the account managers for approval.

9. Approval from Administration:

Once we receive the draft website from the developers, we review the website as per the information gathering. We proofread the website content and make necessary changes by logging into the back office. We also go through the menu to make sure that all the dish names, prices and allergens are correct. If we find any discrepancy, we discuss the issue with the developers and resolve it. We approve the draft website and make it ready to send to client for their approval.

10. Sending Draft Website to Client and Following Up:

Once we send the draft website to the client through an email, we give them a call on that date to make sure they have received it. If we do not get to speak to the client on the same day, we send them text messages and request to check their email and give us a call back to discuss further. Following up requires planning and monitoring. For example, Mr Pavel owns 5 different restaurants and they are Kosturi, Guffa Raja, Calcutta Club, Bengal Lancer and Thai Moom. When we are calling the client regarding any one of his restaurants, we need to make sure that we know all the updates of that particular restaurant; along with the other restaurants he own. For that we need to plan and prepare ourselves accordingly. While following up with the client, they come up with their opinions about the draft website. Sometimes they ask for a few changes and sometimes they place new requirements. It is our duty to make sure that the changes have been made and we notify the client promptly. Feedback that we receive from the client's, we pass the information to the developers to solve the issue. Once the issues are solved we notify the client again. We continue to follow through until the client is 100% satisfied.

11. Domain:

On the Internet, a domain consists of a set of network addresses; such as www.whois.com. A domain name is an identification string that defines a realm of administrative autonomy, authority or control within the Internet. Domain names are formed by the rules and procedures of the Domain Name System (DNS). Any name registered in the DNS is a domain name.

12. Domain Purchase:

Domain registration fee may vary subject to either .co.uk or .com. It costs £7.50 per year for .co.uk and £15.00 per year for .com; paid in advance every 2 year.

13. Domain Transfer:

We prefer domain transfer over domain purchase. If a client wants to keep 2 different websites for his restaurant, that creates confusion among his customers. In order to avoid such confusions, we suggest merging their existing website to the new one. We need their

domain details to host our online ordering website. The name and URL of the service provider, username and password; these are the domain information we require to transfer the domain. For .com, we need EPP (Extensible Provisioning Protocol) or Authorization Code. For .co.uk, we need your IPS Tag (Internet Provider Security Tag). With these credentials, we can maintain their website from our end and they do not need to go to another service provider.

If they have an international domain and the extension is .com, we need the authorization code. There is a security lock in the domain. While transferring the domain, we need to send a transfer request to the service provider from our server. We have to unlock the domain before sending the transfer request. We will require the authorization code to unlock the domain and only then we can transfer the domain to our server.

IPS Tag refers to Internet Provider Security Tag; which is a security lock for the domains of UK. If the domain extension is .co.uk, we need the IPS Tag. While transferring the domain, we need to send a transfer request to the service provider from our server. We have to unlock the domain before sending the transfer request. We will require the IPS Tag to unlock the domain and only then we can transfer your domain to our server.

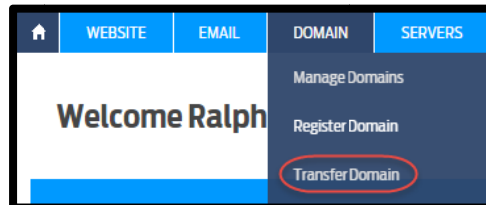
FTP refers to 'File Transfer Protocol'; through which we can upload the files of your online ordering website on your existing domain. For FTP access, we need the hostname, login username and password.

Transferring domain hosting makes the website work more efficiently as ChefOnline has a very reliable server. They can manage and maintain web hosting efficiently. Domain hosting cost is £60.00 per year; paid every 2 years in advance. Client has to pay the hosting fee after the trial period of 6 months.

Transferring .co.uk Domain to Fast Host:

Following step needs to be taken to transfer a .co.uk to the first host.

1. Log in to control panel and select Transfer Domains from the *Domain* drop down menu.



- 2 Enter domain name in the text box and click Transfer In.

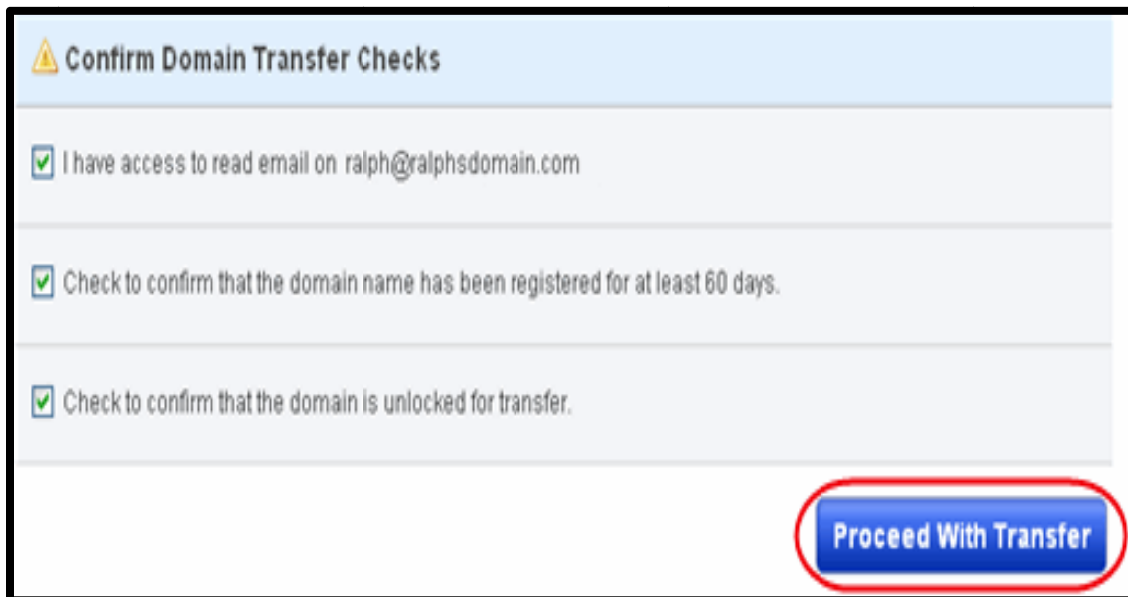
The screenshot shows the 'Transfer' tab in the ChefOnline interface. Below the navigation tabs, there is a section titled 'Transfer Domain into Fasthosts' with a subtitle: 'Move domain names from other providers to Fasthosts and benefit from total management and low cost renewals.' A text input field labeled 'Domain Name' contains the text 'ralphsdomainname.co.uk'. A blue button labeled 'Transfer In' is located at the bottom right of the form.

- 2 Select the contact details that would to assign to this domain upon successful completion of the transfer, and click Continue.
- 2 Ask domain's current registration provider to change the domain's IPS tag to LIVEDOMAINS, all in capital letters. This will usually take effect immediately but can take up to 72 hours.
- 2 If you are unable to contact current registrar, or domain name is Detagged, we will need to contact Nominate to change the domains IPS tag. Details can be found via the Nominate website.

Transferring .com Domain to Fast Host:

- 2 Remove any domain privacy and unlock the domain with current provider. We can check if the domain name has been unlocked and privacy removed with a search in www.whois.com.
- 2 Check the admin contact for domain name with current provider that the admin contact for the domain name is a valid mailbox that can send and receive emails. We can also search it through whois.com.
- 2 Request the transfer in fast hosts control panel. Log in to control panel and select Transfer Domain from the *Domain* drop down menu.

- ❑ Enter domain name in the text box and click Transfer In.
- ❑ We will have to check the registration of the domain name and discover what options are available. If we want to add hosting at the same time as the transfer, we have to click Host on the domain. If we just want to transfer the domain name at this time, we have to click Transfer Domain.
- ❑ The domain transfer wizard will then open. This will check the transfer status of the domain name and will advise if there are further registrar conditions that need to be met.
- ❑ We have to make sure that we have access to the listed email address. This is the email address we will contact to confirm the transfer of the domain name. We also need to ensure the domain has been registered for at least 60 days and that the domain is unlocked. If all these conditions are true, tick each box then we have to click the Proceed with Transfer button.



Confirm Domain Transfer Checks

☒ I have access to read email on ralph@ralphsdomain.com

☒ Check to confirm that the domain name has been registered for at least 60 days.

☒ Check to confirm that the domain is unlocked for transfer.

Proceed With Transfer

- ❑ We have to choose the hosting package to install on this domain.
- ❑ We have to select a contact from registration contacts. These contact details will be applied to the domain upon successful completion of the transfer.
- ❑ If the contact details we wish to use are not already in registration contacts list, we have to select Use New Contact and type the new contact in the given place and click Continue.
- ❑ When the domain name is transferred, we will have to renew the domain name for a year.

- ❑ We have to confirm the charges and click Order Now. We will then receive confirmation on screen that your domain name has been added to your control panel. Our current domain pricing can be found on the Fast hosts website.
- ❑ We have to provide your authorization code. The domain's administration contact will receive an email asking for confirmation of the transfer. The administration contact must follow the instructions given in the email within five days to confirm that they are happy for the transfer to go ahead. If prompted, they will need the previously obtained code.
- ❑ We have to wait for the transfer to be completed. Once we receive the administration contact's confirmation, we will have to email the current registrar of the domain to request the transfer.
- ❑ They will release the domain name and we will be able to administer it in Fast hosts control panel. This can take seven days to be completed.
- ❑ If the authorization email does not arrive, we have to check that the admin contact has access to the email address associated with the domain.

14. Implementing Online Payment Procedure:

For receiving online payment, we assist clients to open PayPal account most preferably. We also recommend Sage Pay, World Pay and some other online payment gateways. We integrate those payment systems with the websites. We also assist to integrate card system with the website.

15. Suggesting Required Equipments:

There are number of devices which we require for maintaining the online ordering websites.

❑ **Laptop or PC, Printer and Internet:**

If they do not have an EPoS system, they will require a PC or laptop to operate the control panel and a receipt printer to receive online orders. The control panel and dashboard we provide, it will have a lot of facilities that restaurant owners can utilize for their business. Without a laptop or PC they will not be able to use the system appropriately. In most cases they own PC and printer with internet connection or we supply our ChefOnline GPRS link printer which does not require PC or internet at a cost of £299.00. However, we give the printer for £100.00 as a one off set up fee depending on the client's demand. Thereafter the trial period, the cost of ChefOnline GPRS link printer is £299.00 or they can take it on a rental basis by paying £5.00 per week.

2 EPOS:

If any client already has an EPOS system, we can install our printer application which will use their existing system to print online orders without the requirement of additional hardware. In that case, they have to pay the EPOS standalone license fee of £9.95 per week. The one time setup cost will be £299.00. They can also purchase outright of EPOS from ChefOnline. It will come with 1 x 15.6" EPOS Terminal, USB printer, modem, cash drawer, 1 x 7" handheld PDA device. The system has 3 years warranty and it will cost them £1499.00 along with a one off set up fee of £199.00 and EPOS standalone license fee of £9.95 per week. They can also take the EPOS system on a rental package. It will cost them £19.50 per week and a set up fee of £199.00 for license & hardware. This system is very user friendly and we provide training on how to use it effectively and efficiently. It does not require any maintenance after the installation. It updates the system itself.

16. Providing Training on Controlling Website:

We provide back office login credentials to the restaurant owners so that they can control their website through the control panel. The notification of order online and reservation is sent to the given email address. We monitor all the online orders and reservation for the first week and let them know when they receive any order or reservation. From back office dashboard they can track all of transaction just by clicking on the "View all orders" Tab. Also, they can find desired transaction per day just by clicking on the particular date. From back office setting option, they can change delivery post codes. By login in to restaurant's back-office, they can go to Setting option and click on to Restaurant Manager. Clicking on the tab named Delivery Postcode to insert the radius (miles) and desired post codes manually. From back office, they can change menus clicking on "add menus". By doing so, they can add/ remove or edit cuisine/dishes. In back-office there is an option named Theme. Add Images is visible in the options. By clicking it the page comes up to Add New Image. There they need to select the Image for Gallery or Slider. Then they need to choose file and put the Status option Active and press Add. The back-office has an option named Marketing and under the option they can see Offers & Promotions. They can put offer under Add Offer and just need to fill up the selection boxes. Offer Title, Offer Description, Spent Amount (£), Offer For (Collection, Delivery, Both), Offer Position, Select from Gallery (Image) and Submit. They can put Discount to the option named Marketing and select Offers & Promotions. There is Add Discount button and you need to fill the boxes up. Discount Title, Discount Description, Spent Amount (£), Discount Amount (£), Discount for (Collection, Delivery, Both), Discount Position, Select from Gallery (Image) and Submit.

17. Customer Care

Customer Care is turned out to be a key quality to the organization with an enthusiasm to give quality administration. With strict administration quality checking, Call Center figured out how to keep up around 91% administration quality and an ideal administration level. Additionally, a mechanized e-voucher IVR framework helps serve essential inquiries quicker and in this manner decreased such calls arriving at operator's level. Frequently asked questions are recorded in the system. When any client asks any of those questions, automated voice record provides the solution to the client. In such case, the number of calls to the customer support team decreases and it increases their efficiency. They record all calls for security reasons and keeps a track of all calls through e-voucher. Efficiency in phonetic is a must for everyone working for the company. The chart of phonetic is following:

A = Alpha	N = November
B = Bravo	O = Oscar
C = Charlie	P = Papa
D = Delta	Q = Quebec
E = Echo	R = Romeo
F = Foxtrot	S = Sierra
G = Golf	T = Tango
H = Hotel	U = Uniform
I = India	V = Victor
J = Juliet	W = Whiskey
K = Kilo	X = Xray
L = Lima	Y = Yankee
M = Mike	Z = Zulu

18. Providing Training to New Recruits:

Providing training to the newcomers was also a part of the job. We had to confirm following criteria:

New Employee Training Checklist

Name of Employee:

Date:

Designation:

Joining Date:

No.	Training Module	Date of Attended	Trainer	Sign
1.	Product Knowledge			
2.	Customer Service a. Customer Service b. Telephone Etiquette c. Do's and Don'ts d. Phonetics			
3.	Menu Entry			
4.	BackOffice			
5.	Printer Apps Installation			
6.	Google Docs Update			
7.	Reporting Update			
8.	Collaboration with Other Departments			
9.	Email Communication			
10.	Market Research			

I would like to confirm that I have provided above trainings. Thank you.

Employee

HR Department

Project Manager

Chapter 4

Competitors and Differences with Competitors:

ChefOnline offers the most cost effective facilities to the restaurant owners that introduce their business with a greater network. They are so confident about client satisfaction that their service will be beneficial to its clients and they will agree that ChefOnline has improved their bottom line without compromising with quality; they are offering a free trial period. ChefOnline offers this system absolutely free of charge and does not charge any commission on any order coming either through client's own website or ChefOnline portal. Offers and discounts are directly passed to the customers without any hidden costs. The service is free for 6 months and they charge a weekly maintenance fee of £14.50 after the free trial period; which includes up gradation, support and change in website. This weekly management fee equals only £1.75 per day without VAT. If any client is not satisfied with the service and decides to cancel the service after the free trial period, they simply remove the website without any obligation. They make a contract with clients after the trial period only if they are happy with the service. So, they have nothing to lose.

Looking at the saving on orders and maintenance cost together with the development of website with the level of sophistication and technology used, the restaurant owners save approximately £7,260; which saves 13.44% in average. If we calculate based on a 3 years period:

Return on online business of £1,500 per month	£54,000
12% commission charged by other service providers	£6,480
Development and maintenance cost	£2400
Total cost	£8,880
ChefOnline charges	£1,620
Restaurant owners save	£7,260

Apart from that, the website keeps customer database, where restaurant owners can find customer details. No other company gives the total control of CMS to the clients. Just Eat gives their clients a printer but they also charge approximately £600 to £800 for setup. All

they give is a printer and ChefOnline provides the same. If they want to buy the laptop and printer, it will cost them less money and they will save more. If they have existing one, they do not have to purchase again. Here, ChefOnline offers the best deal.

SWOT Analysis:

Le Chef Limited has some inside quality and shortcoming alongside external opportunity and treats. These things have been depicted underneath.

Strengths:

1. There is a high market growth in UK in terms of restaurant business; which is one of the major strengths of ChefOnline as their business is completely depending on this sector.
2. Most restaurants of UK are owned by Asians. Unlike the other competitors, ChefOnline is owned by the Asians. As a result, they are receiving greater public attention.
3. ChefOnline has established their website development, customer support and administration department in Bangladesh. As the business development cost is comparatively low than the competitors, it helps them to offer cost effective product and service.

Weaknesses:

1. The company is incurring a huge loss during the first 6 months trial period. This strategy has increased the number of clients in a very short period; at the same time it is a barrier to the profitability.
2. The difference between Bangladesh and UK time is five to six hours. Maintaining every task by accepting the time zone is one of the major weaknesses of this company.
3. Practice of British English is not very common in our country but it is a must for ChefOnline employees. During recruitment, HR department struggles to make a fair judgment. Most website designers have limitations in this language but they know their work very well. Sometimes HR department recruits less experienced designers over more experienced designers depending on their language proficiency.

Opportunities:

1. Advancement of technology is a great opportunity for ChefOnline. In the era of electronic commerce, ChefOnline has created its own platform in a way that every up gradation of technology will be extremely beneficial for them.
2. Number of restaurant in UK is growing every day. The scopes of ChefOnline increase with the growing market.
3. As they are running all the major functions in Bangladesh and it is owned by the owner of a renowned local company, expanding this business here in Bangladesh can be counted as a great opportunity for ChefOnline.

Threats:

1. As soon as ChefOnline offered a competitive price, the other companies came down to a price war. As the competitors are more experienced in this business, they are coming up with more innovations; which can be a threat for ChefOnline in near future.
2. UK clients are not aware of the fact that ChefOnline is doing outsourcing. Most clients are ignorant about the idea of it. No matter how good service ChefOnline provides, none of their client's will be satisfied once they reveal the matter of outsourcing.
3. The business strategy is not favorable because of the free trial period. There are a number of clients who are using the service during trial period and taking off the website in the end of the trial period; so that they can avoid paying for the website. That causes a great loss for the company.

Feasibility in Bangladesh:

The entire world is becoming more and more advanced in terms of technology every day. They are coming up with new systems to make human life easier; but not every country is progressing in the same rate. European countries are more advanced than the Asian countries in technology as their lifestyle are more tech based. Financial solvency can be count as another issue. The system ChefOnline is providing that requires constant connectivity with internet. In Bangladesh, now we are using internet lot more than before but it is still not enough. Though we already have Food Panda, Hungry Naki and few other organizations who are into the same business; but the market of Bangladesh is still not ready for such advanced technology that ChefOnline is offering. It will not be feasible for the market of Bangladesh at this moment.

Findings and Recommendations:

To conclude, I would like to reinforce the fact that merge of UK culture with Bangladesh is not easy to be made. Having the development office in this country can minimize the cost but the supporting team needs to be in UK; which will increase project success. It's what the administration does that makes the difference; and that should depend on how successful they already are in delivering services and project management they want to improve. Being clear about the business objectives, significant improvements in project performance is necessary to maintain quality of product and service. Once the problems are clear and agreed, the type and range of services required to address them can be defined.

Conclusion:

If ChefOnline wants to bring new customers, grow online sales, get the phones ringing or keep customers coming back for more, then there is no alternative of SMART RESTAURANT SOLUTIONS. It works with values and vision, to build layers to maximize opportunity for business, creating a unique character for business which speaks directly to customers. Business can be discovered by people and lead the market precisely when they are searching for the things that they offer.

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