

Takeaway Survival Guide





While all sectors of the world's economy are affected by the coronavirus outbreak, hospitality is one that has been hit particularly hard. The good news is that, despite the closure of our favourite pubs, restaurants and cafés, the demand for takeaway meals is high!

With the government relaxing rules on providing a takeaway service, it's now easier than ever before to shift your business focus to meet the rising demand and get back to serving your loyal customers.

To help our clients and businesses alike seize this opportunity, we've put together a simple guide to get your takeaway service up and running as quickly and as smoothly as possible.

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Collection, delivery or both?

If you're providing deliveries, social distancing rules still apply. This means orders should be dropped off on doorsteps, maintaining a two-metre distance between staff and customers. Make sure your drivers are safe - provide them with hand sanitiser, gloves, masks etc.

Deliveroo, Just Eat & Uber Eats will charge a fee if you are unable to employ your own drivers.

If you're thinking of just offering collections, pick-up times should be staggered and queue management systems should be put in place to prevent crowding in or outside the premises.





Think quality over quantity

Condense your menu to make it easier to prepare orders quickly and efficiently. Your point of sale system should let you easily disable any menu items you aren't currently using or create alternative menu options.

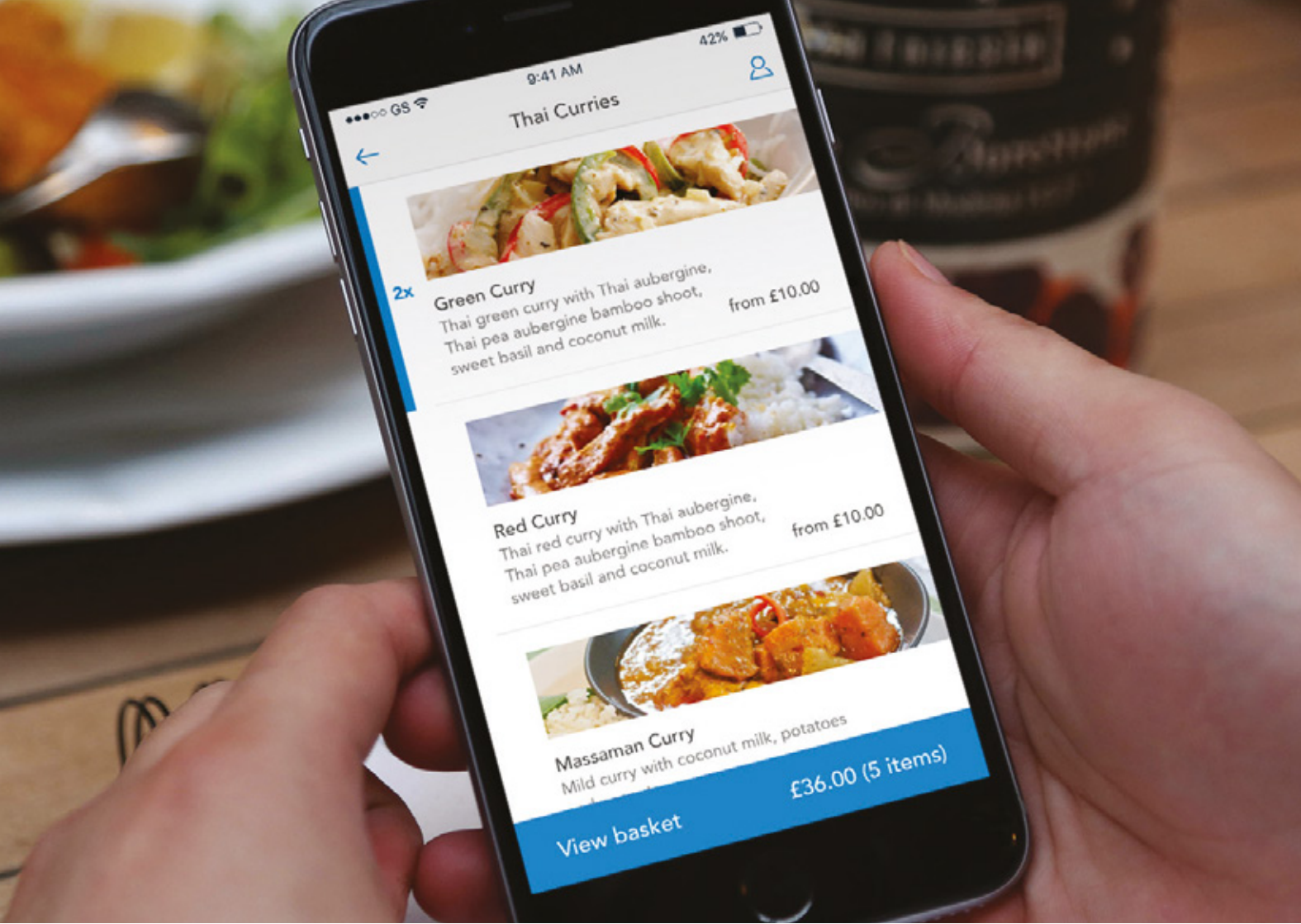
Remember packaging!

It's often the simple things we forget. With a surge in demand for takeaway services, there could be a wait on suitable packaging, so get in there early.



Get your ordering system up and running

You'll need an efficient system in place to handle your new orders and payments. We've partnered with Preoday - a pre-ordering and 'click and collect' solution - to help get any company that wants online ordering, up and running. The system integrates with your existing website and lets customers order food and drink at their convenience. It's as simple as that.



Manage inventory effectively

You don't want to run out of product just as the service is taking off, so get on top of your inventory! Know exactly how much you've got and what you'll need more of and when. Your suppliers are likely to be extremely busy, so make sure you keep in regular contact.





Let your customers know

Once everything is in place, it's time to start shouting about your new takeaway service by updating your website and social media. Why not try emailing your past customers using free software like Mail Chimp. You could introduce promotional offers or a loyalty scheme to keep customers coming back for more!



To find out more about **Preoday** and how **Cunninghams** can help your business and new takeaway service thrive, contact us on **0330 024 5014**.

