

THE FOOD STORE.APP: Revolutionising cloud kitchens and the food delivery system

The food industry is highly versatile and dynamic in nature, where restaurateurs constantly adapt to new and emerging business models suiting the needs of customers and the market.

Recognising the sharp shift in popularity from dine-in food towards a cloud-based food ordering system, TheFoodstore.App was launched in June 2020 amidst the pandemic.

TheFoodstore.App is a technology-based Internet company that works on a unique 360° e-commerce platform providing a complete solution of various cuisines with own and partnered food delivery logistics, backed with data analytics, strong customer relation management, loyalty benefits, and online payments to name a few, in order to create a memorable meal experience.

Categorising TheFoodstore.App as an ordinary food delivery app would be entirely wrong. What makes this food-tech Internet company stand out among others is its functionality, which makes it beneficial for both ends of the spectrum — the customers and partners.

While it works on a B2B platform to provide ready-to-eat and ready-to-cook products to partner restaurants, it also offers partners the facility of branding exclusive brands through an efficient digital

marketing platform and technology, lending through an in-house tech team. Plans to launch their own technology enabled delivery fleet is in the pipeline as well.

While a plethora of food delivery services are now available, they tend to drag down the profitability of restaurants by charging high levels of commission and offering lucrative discount offers to customers. This may seem beneficial from a consumer's perspective but it is quite upsetting from an investor's point of view. However, in their model, TheFoodstore.App offers franchisees a reasonable rate, paving the path for operators to optimise profitability through a healthy business model.

TheFoodstore.App works to develop highly sought cloud kitchen brands, and on the other side, it tends to provide



the opportunity to young and smart entrepreneurs to step into the food business in a well-guided environment. As for customers, they can choose from myriad, affordable restaurants all over Dhaka, catering to a wide array of cuisines ranging from fast-food, wholesome meals, beverages, and gourmet desserts.

Additionally, their superior customer support service warrants a two-way communication channel with a robust feedback system, bridging the gap between consumers and restaurants. With the motto of "good food at your fingertips", TheFoodstore.App focuses on building an

exquisite array of food brands.

People can order via website or application, both of which offer a blog section known as "foodietalks" that features various food trends and includes recipe videos of the company's signature dishes, making it possible for customers to easily replicate their favourites. With an option to



track orders, currently they deliver all over Dhaka, delivery hours being 10 a.m. to 10 p.m. everyday.

One of the founders, Chef Subhabrata Maitra, stated, "The idea of the TheFoodstore.App is not to jump in the bandwagon of following a cloud kitchen concept. Here, we work with a triad of food, technology, and people to make it possible for every customer, be it individuals or corporates, experience the company motto 'good food at your fingertips' in its true meaning".

The response has been splendid so far as TheFoodstore.App has already spread its wings with a franchise model and is looking for start-up series — a funding to boost the company with stronger growth prospects.

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By Fariha Amber

#PRESS RELEASE

Bangladeshi Wedding Photo "Highly Commended" at Sienna Creative Photo Awards

Sohel Ahmed, a part of the team of photographers behind the Reels and Stories wedding photography services, was awarded the "Highly Commended" recognition for one of his colourful captures during a Gaye Holud ceremony in Bangladesh. He received the plaudit under the Wedding category of the Sienna Creative Photo Awards 2021 competition. He is the first Bangladeshi to be recognized in this way. The winning photograph was taken on a rooftop where the bride along with her relatives were celebrating the traditional ceremony of applying turmeric paste to the bride ahead of her wedding day.

Sohel is a resident of Dhaka, and currently pursuing his MBA from University of Dhaka. He has always been passionate about photography, and is partial to wedding photography. He is currently a core photographer at Reels & Stories.

Reels & Stories is a wedding photography & cinematography service provider company, actively giving service all over Bangladesh. The main purpose of this team is to document the most beautiful day of their valuable clients, in the most artistic and efficient way so that they can cherish the moments whenever they see the visuals. The team was founded by Kazi Mushfiq and Navid Kabir, along with Sohel Ahmed, Touhidur Rahman Raad, Toufiq Ahmed and Zahedi Shams.



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