

# FOODIE – HOMEMADE FOOD ORDERING APPLICATION FOR FOOD BUSINESS



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## Product Background

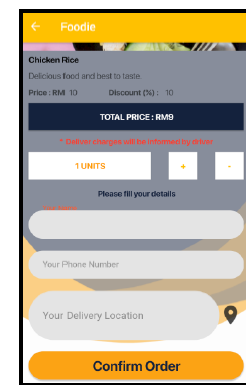
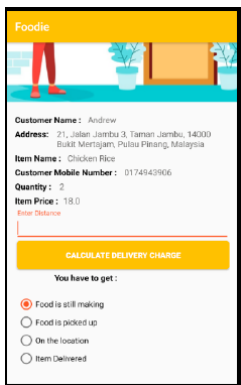
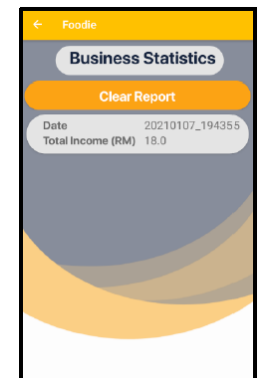
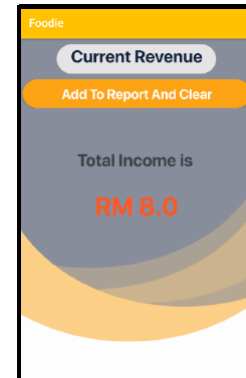
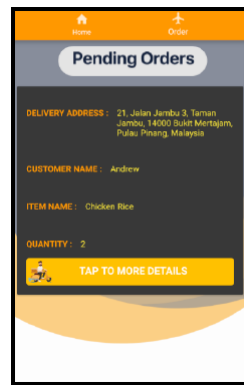
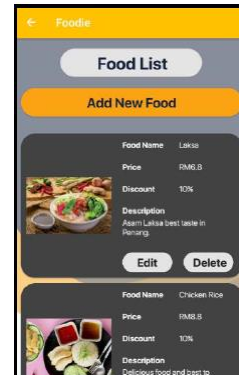
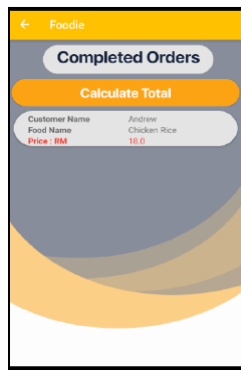
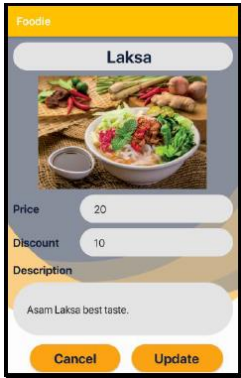
The COVID-19 outbreak had seen the beginning in Malaysia of several new home kitchens and handmade food ordering systems. As the lockdown led to massive job losses and one of the greatest hits was the restaurant industry, some shifted to online catering and food delivery to feed a growing population for home-delivered food in the middle of the lockdown. The project aims to design and develop a homemade food ordering application for a homemade food business that can help the new entrepreneur to solve the following problem occurred like the lack of resources to develop a food order application, time-consuming for the consumer to order homemade food by ordering face to face, and food safety and health concerns become higher in the pandemic outbreak.

### Novelty/ Originality/ Inventiveness

- Simple and brand-new application - suitable for new startup entrepreneurs in homemade food business
- Does not require high level skill to use the application
- Have report/statistic features for admin to view their profit
- Sorting - Popular meals, the latest meals, and cheaper meal show on the home page.
- Considers the complete past order-history of a user

### Benefits/Usefulness/Applicability

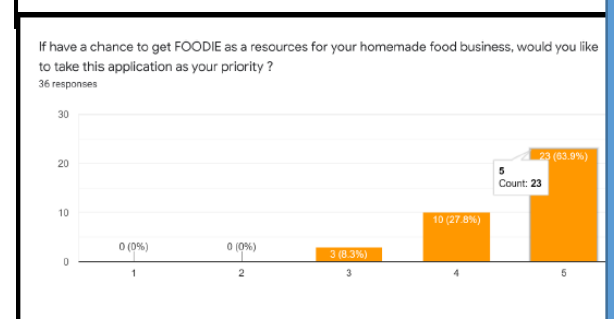
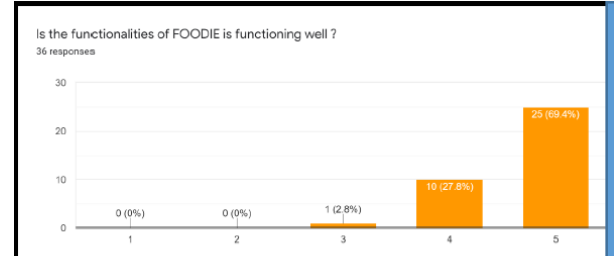
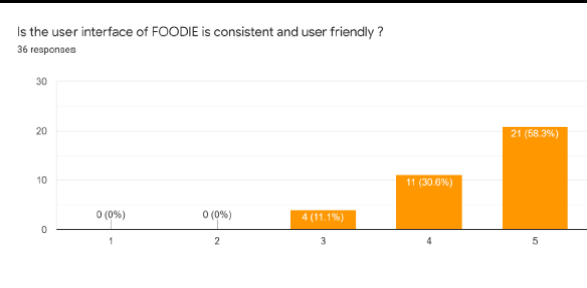
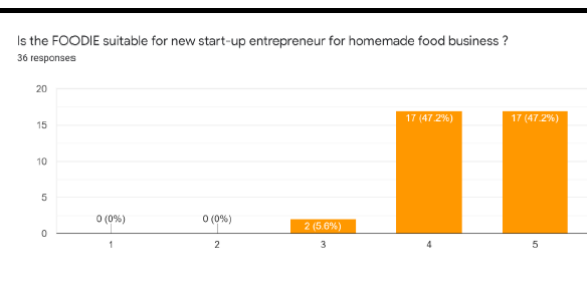
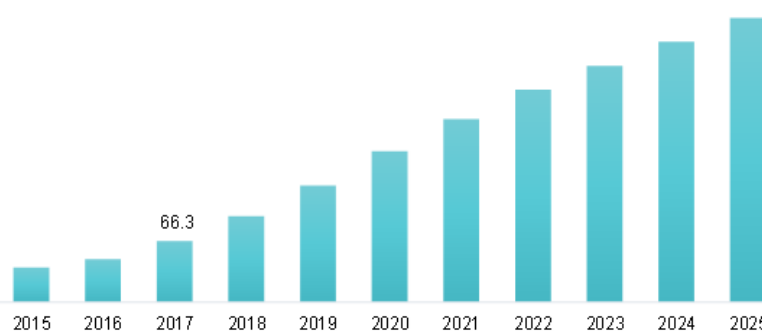
- Benefits to both users either seller or buyer.
- Save time and practice social distancing
- Makes the ordering process easier
- Efficient customer and order management
- Better customers data
- Greater reach



### Potential Market/Marketability

- The Malaysia online food delivery market is expected to reach over 319.1 Million USD by 2026
- New startup entrepreneurs of homemade food businesses can have a platform to promote homemade food and encourage contactless ordering.
- The new startup entrepreneur no need to spend extra funds to find the resources to build the application
- During the COVID-19 outbreak, entrepreneurs who sell food from home without having resources
- Online food ordering has been the preferred option, with restaurants closing down.

Malaysia Online Food Delivery Market, 2015-2025 (USD Million)



USER FEEDBACKS

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