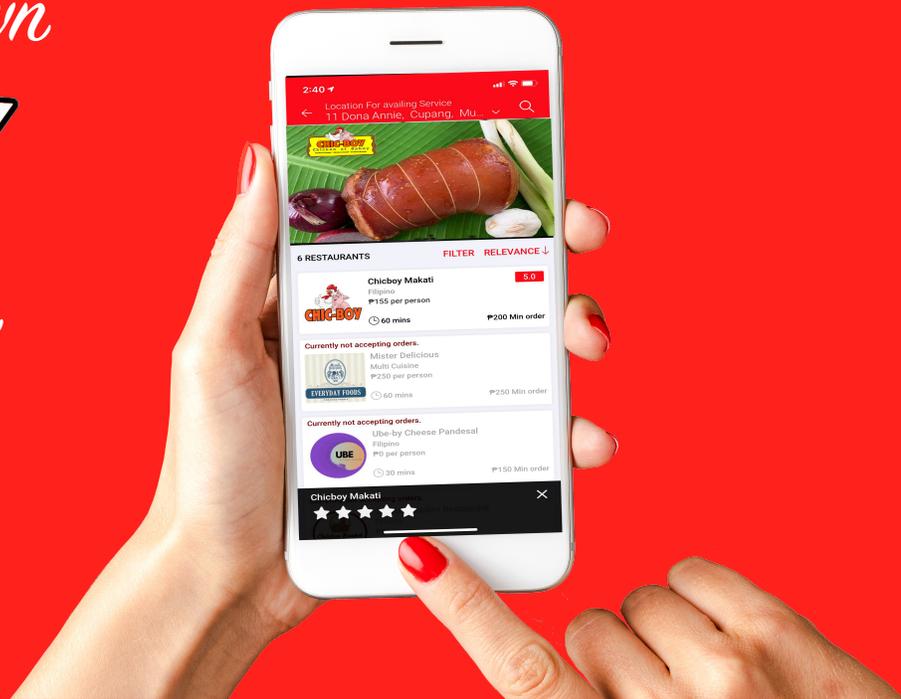




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Cloud Kitchens to Outpace On-Prem Resto Sales

Food deliveries are rapidly gaining momentum and giving jerks to the revenue of dine-in restaurants primarily because of the shift in customer preference caused by the pandemic and an increased sense of hassle in dining out.

People don't want to risk exposing themselves to the virus just to go to their favorite restaurants; they rather prefer relishing their favorite cuisines in the comfort and convenience of their homes with their family or while watching their favorite Netflix movie or browsing the web.

Before the outbreak of the pandemic, study shows that restaurant delivery sales are projected to grow at more than three times the rate of on-premises revenue through 2023. But due to the pandemic, it fastforwarded 2020 to 2023.

According to a report from L.E.K. Consulting, before the pandemic, majority of the growth will be in digital orders, "As consumers find themselves more and more pressed for time, online ordering from restaurants has captivated a diner demographic increasingly shaped by the sophisticated world of consumer ecommerce," says Manny Picciola, Managing Director at L.E.K. Consulting and co-author of Meals on Wheels: The Digital Ordering and Delivery Restaurant Revolution. "And millennials are a driving force behind the growth of digital ordering and delivery.

Now, like so many things, the pandemic is accelerating existing trends. Online delivery sales have soared, and, while previously heavily biased toward younger demographics, a very large number of people have become exposed to the ease of online delivery using sophisticated apps. A very large number of people have also become aware of the health risks of eating in packed restaurants. Even if a vaccine for COVID-19 is already available in some countries, it's likely that there will be a new caution

when seasonal flu and colds happen. The pandemic has offered a crash course in how viruses spread.

As most of us have by now been driven to embrace technology and the promised convenience it brings to our everyday lives, the rising demand for technology-enabled services is already unprecedented. The on-demand services sector has been very much a part of this trend.

The past couple of years have seen the emergence, proliferation, and exponential growth in popularity of app-based on-demand services. Nowadays, individuals and businesses are craving for utter ease and convenience of having products, parcels, food, and most other items picked up and delivered fast and efficiently, and only with just a few taps or clicks from their mobile phones or desktops practically wherever they are.

Restaurant Business in the New Normal

The Covid stay-at-home order brought with it new challenges, but also many new opportunities. **Chic-Boy Cloud Kitchen** is one of them. It is a High Profit, Low Risk Restaurant Business Model in the new normal, it is a restaurant that provides no dine-in facility. It functions as a production unit with a space for cooking and packing of food to be delivered.

As consumers shift their dining behavior in the New Normal, many people opt to order food online for delivery. Orders come in, meals are cooked, packed and then whisked immediately to their delivery locations.



Chic-Boy Cloud Kitchens eliminates the requirement of having a space in a high-visibility area. Rather than paying for accessibility, better-developed malls, or even large parking spaces, one can now have a restaurant business at home.

All Chic-Boy products will be prepared, marinated and packed in our Food Commissary to maintain its consistent good taste and highest quality standards.



Aside from word of mouth and social media presence to draw in customers, Chic-Boy cloud kitchens will have a **RENT FREE** mall space at **MOVE IT Cloud Mall** wherein customers can order online. A mobile smart phone or tablet, an internet or data connection is all that is needed.

Each Chic-Boy cloud kitchen in the **MOVE IT Cloud Mall App** will have its own Dashboard wherein the kitchen owner may edit the product menu, promos, take orders, manage customers and see all data transactions made in the Chic-Boy Cloud Kitchen in real-time.

All Chic-Boy Cloud Kitchens will be equipped with a Cloud POS by Loyverse for sales & inventory management.

With the availability of **MOVE IT** services and the growing comfort of mobile ordering, coupled with Chic-Boy's popularity and very delicious food offering, this model will definitely succeed.

The cost of setting up a Chic-Boy cloud kitchen will be P350k inclusive of all Equipment and the Franchise Fee which is valid for 3 years.

Included in the Franchise package are:

1. Equipments:
 - a. Stainless Steel LPG powered oven with stand
 - b. Chest Freezer
 - c. POS system
2. Kitchen Utensils:
 - a. Chopping Board
 - b. Chopping Knife
 - c. Broiler Fork
 - d. Kitchen Knife
 - e. Weighing Scale
 - f. Kitchen Thermometer
3. Initial Products:
 - a. Lechon Liempo Roll - 20 pcs
 - b. Lechon Manok - 20 pcs
 - c. Chicken Inasal - 10 packs (40pcs)
 - d. Turones - 5 packs (105pcs)
 - e. Special Vinegar Sachet - 1 pack (100pcs)
 - f. Inasal Sinamak Sachet - 1 pack (100pcs)
 - g. Chicken Oil Sachet - 1 pack (100pcs)
 - h. Garlic bits Sachet - 1 pack (100pcs)
 - i. Yema Dip - 5 cans
4. Packaging Supplies: 200pcs each
 - a. Bento Box with cover (4 divisions)
 - b. Bento Box with cover (2 division)
 - c. Cutlery (spoon, fork, knife, toothpick and tissue)
 - d. Take-out box
 - e. Brown take-out bag
 - f. Lechon take-out Box with handle
5. Training:
 - a. Cooking preparation
 - b. Cooking Process
 - c. How to use POS
 - d. How to use Move It Mall App
 - e. Sanitation



KUMPLETO MEALS

KM-1

Chicken Inasal Meal (paa)

served with ginisang kangkong sa bawang, plain rice, and turones de leche

KM-2

Chicken Inasal Meal (petso)

served with ginisang kangkong sa bawang, plain rice, and turones de leche

KM-3

Lechon Sisig Meal

served with ginisang kangkong sa bawang, plain rice, and turones de leche

KM-4

Cebu Lechon Manok Meal (paa)

served with ginisang kangkong sa bawang, plain rice, and turones de leche

KM-5

Cebu Lechon Manok Meal (petso)

served with ginisang kangkong sa bawang, plain rice, and turones de leche

KM-6

Cebu Lechon Manok Meal (petso)

served with ginisang kangkong sa bawang, plain rice, and turones de leche

CHIBOG BUSOG MEALS

CB-1

Chicken Inasal Meal (paa) w/ Rice

CB-2

Chicken Inasal Meal (petso) w/ Rice

CB-3

Lechon Sisig w/ Rice

CB-4

Cebu Lechon Manok (paa) w/ Rice

CB-5

Cebu Lechon Manok (petso) w/ Rice

CB-6

Cebu Lechon Liempo w/ Rice

Side Order

Ginisang Kangkong sa Bawang

Turonos de Leche



Ready to Cook

Cebu Lechon Liempo Roll

Cebu Lechon Manok

Chicken Inasal



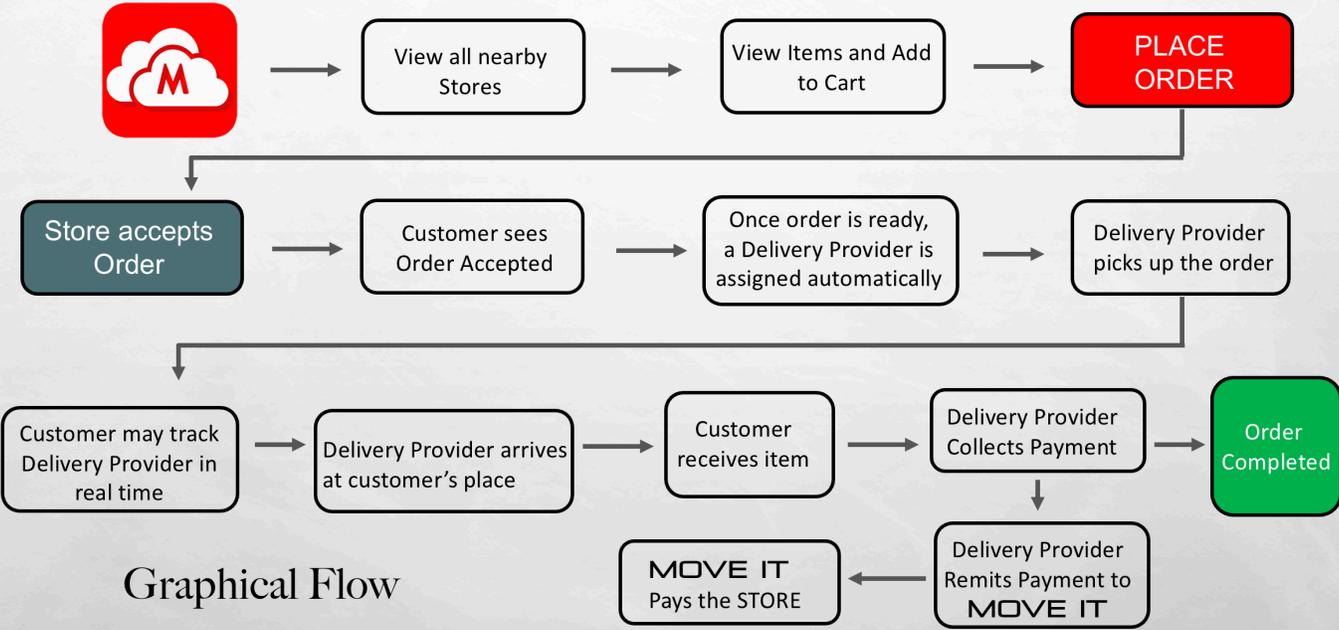
Sauce

Special Vinegar 750ml

Special Vinegar 1 liter

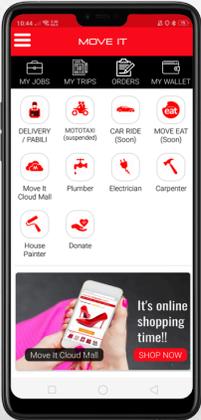


MOVE IT Cloud Mall



Online Business doesn't have to be Complicated

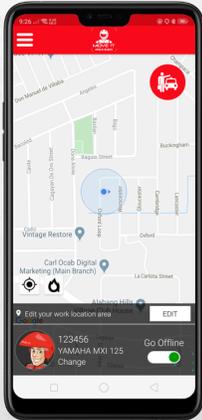
There are 3 different apps at work to make the entire process possible.



The Customer APP



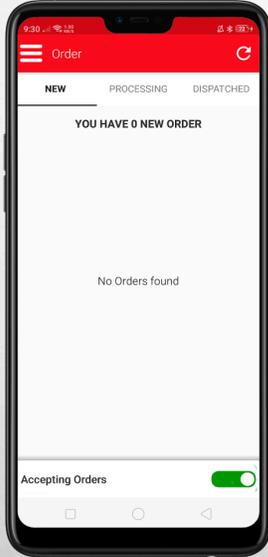
The Store APP



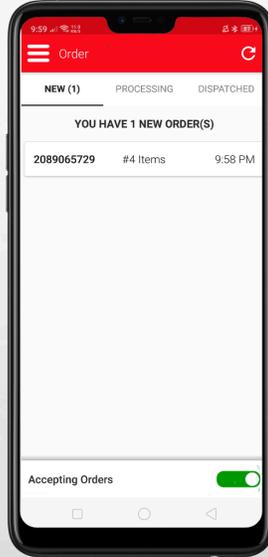
The Driver APP

Order Process

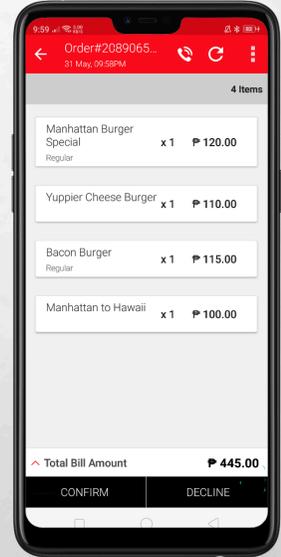
STORE APP



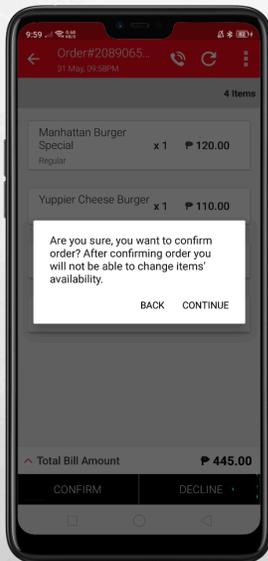
Store waits for Order



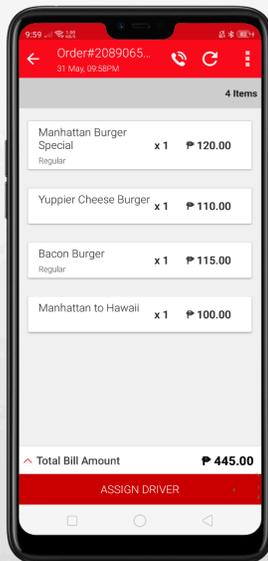
Store is alerted for Order



Store accepts Order



Store confirms & Prepares Order



Store assigns a Rider



Rider Picks up the item



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NOW**

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