Introduction
Currently IU students have inconvenience of waiting in long lines in campus Cafeteria to get foods. As a business idea student organization, Innovative Idea Tank(II Tank) came up with an idea of a product that can reduce this inconvenience enormously and help RPS to increase sales by increasing turnover rate. Our online preorder system will have three main features: First, online payment with meal points. Second, screen at each cafeteria store that shows order status to staff. Third, notification when foods are ready.

Product
Our product is web-based and app-based online platform that enables preorder of campus cafeteria foods. The product has three key features.

1. **Online payment with meal points.**
   When users (students) select cafeteria and foods they want on mobile app or web, they will have two options of payments which are credit/debit card and meal points. After making online order, users will go to cafeteria they chose, and pick up the foods that has their name marked on food container. Because they have already paid for their foods online, they just need to show their student ID card to cashier to verify themselves so that stealing others’ prepaid foods is prevented.

2. **Screen at each cafeteria store that shows order status.**
   A screen will be installed at every campus cafeteria store. When users made orders online, cafeteria staff at each store will be able to see orders on screen. When foods are done, staffs should check name of who made order and write that full name on food container.

3. **Notification when foods are ready.**
   When foods are ready, cafeteria staffs will mark that foods are completed on the screen that shows order status. Then notification will be sent to whom made that order. In this way, users will know when to visit cafeteria to pick up their foods.

Business Development Strategy
Strength of this product is convenience of users. Students don’t have to stand in crowded cafeteria waiting for their foods during busy hours. Weakness is inconvenience of cafeteria staffs. They will have one more task to do which is checking on the screen when foods are ready so that notification will be sent. Opportunity is higher turnover rate. Due to reduction in waiting, cafeteria will earn more revenues by attracting more students. Threat is congestion. Cafeteria may need rack or cart that foods will be put until they are picked up.

Our product decreases the wait time that will lead to increase in sales with increased turnover rate. Our system can be accessed through web or mobile application, which customers can pre-order and pick up their food when they receive alerts. Customers can simply select cafeterias, restaurant, and menu for the specific food item they would like to order. The customers will pay through the Internet, using meal points. Once the food is ready, the customers will be notified through web or application, which will
reduce the wait time. The food will be marked with the customer’s full name, and customers must present their student id card to verify themselves at cashier desks.

On the supply point of view, online orders will be delivered to designated cafeteria staffs. Once the food is ready, the staff will alert to customers and will write the customer’s full name on the containers of the food item. Cashier will check the student’s name on id card to ensure that it is identical to the name on the food container.