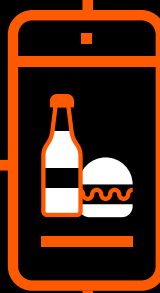


SMART F&B

survival guide



June 2021 Edition



Unilever
Food
Solutions

Support. Inspire. Progress.

OVERVIEW

Our F&B industry has been greatly impacted by COVID-19. To help our F&B operators through this challenging time, **Unilever Food Solutions** have put together this resources guidebook, where you can find information on available government grants, and the various platforms that you might need to transform your business to adapt during this critical time.



**SALES &
PROMOTION
PLATFORMS**



**PAYMENT
PLATFORMS**



**DELIVERY
TIPS**



**YOUR
F&B BUSINESS**



IT SOLUTIONS



**DELIVERY
PARTNERS**



**FREE LISTING
PLATFORMS**



GOVERNMENT GRANTS FOR F&B BUSINESSES

Starting a F&B business in Singapore is expensive – we all know that. So why not make use of the government grants and subsidies available so that you can reinvest the money into other aspects of your business?

ENTERPRISE SINGAPORE

[CLICK HERE FOR MORE INFORMATION](#)



FOOD DELIVERY BOOSTER PACKAGE

Who is eligible for this support?

Areas of support	Eligibility	Period of Funding
A Reduction of five percentage points of the commission cost charged by four food delivery platforms – Bungkus, Deliveroo, foodpanda, and GrabFood	F&B businesses that are on board the four food delivery platforms.	16 May to 15 Jul 2021
B Funding of 20% of food delivery logistics cost per trip for those that are fulfilling food delivery orders via eligible third-party logistics partners - Lalamove, Pickupp, Zeek Logistics, GrabExpress, pandago, Chope, DLVRD, Milkrun and YY Circle	F&B businesses that are fulfilling food delivery orders through third party logistics partners but are not facilitated by the four food delivery platforms mentioned in point A	16 May to 15 Jul 2021

Note: To qualify, local F&B businesses must be selling food that is prepared on premise for immediate consumption. This covers smaller establishments such as hawker stalls and cafes, to larger outfits such as food caterers and restaurants. Merchants retailing only pre-packaged products, e.g. snacks, ice cream, are excluded.

INFOCOMM MEDIA DEVELOPMENT AUTHORITY

[CLICK HERE FOR MORE INFORMATION](#)

DIGITAL RESILIENCE BONUS

Food services that are incorporated on or before 26 May 2020, and have adopted pre-defined categories of digital solutions by 30 June 2021, are eligible for the bonus. Eligible enterprises can receive payouts of up to \$10,000, if they:

- A** Adopt PayNow Corporate and InvoiceNow; and
- B** Adopt the digital solutions in the required categories.

F & B	Solutions to adopt in addition to PayNow Corporate and InvoiceNow	Bonus Amount
Category 1	(i) Accounting, (ii) HR/Payroll and (iii) Digital Ordering (Dine in/Takeaway)	\$2,500
Category 2	Online food delivery (via food delivery platforms or own online shopfront) or e-Procurement	\$2,500
Category 3	Data mining and analytics	\$500

JOB SUPPORT SCHEME

[CLICK HERE FOR MORE INFORMATION](#)

The Jobs Support Scheme (JSS) issues cash payouts to restaurants for 30% of the first \$4,600 of wages for every local worker (Singapore Citizens and Permanent Residents) in employment till September 2021. This support will be increased to 50% during the period of Phase 2 (Heightened Alert) that will take place from 16 May 2021 to 13 June 2021.

Sectors with JSS enhancement	JSS Support for P2(HA)		JSS Support for P3(HA)	
	16 May - 13 Jun	14 - 20 Jun	21 - 30 Jun	
Sectors where tightened measures require them to suspend many, if not all, operations - Food and Beverage (F&B) - Affected gyms and fitness studios - Performing arts organisations - Arts education centres	50%	50%	10%	

QUICK START GUIDE TO ONLINE FOOD DELIVERY

STEP 1 : CHOOSE HOW TO DELIVER



WILL YOU DELIVER YOURSELF?

Consider using your staff for more profitable deliveries



OR WILL YOU USE A DELIVERY PARTNER?

Consider using a delivery partner for increased visibility and help in delivering.

EXAMPLE



STEP 2 : BE VISIBLE ON GOOGLE

GET YOUR BUSINESS SET UP ON GOOGLE

- Setup your Google My Business account
- Represent your business effectively on Google with these setup tips
- If you're doing delivery without a platform, create your own links and add them to your Google listing

NEW GOOGLE FEATURE

Google has just added delivery and takeout filters on Google Maps to boost your presence

STEP 3 : UPLOAD YOUR MENUS



DISH IMAGES

best sellers looking their best!
(OR images provided by partner)



MENU CATEGORIES

e.g. Burgers, Vegan, Sandwiches,
Pasta, Desserts...



MEAL DEALS

design meals around top sellers
at better value than the items
individually



EXTRAS TO UPSELL

sauces, drinks, desserts...
popular brands like Hellmann's,
Tazo and Lipton work well.

Check UFS Academy at [UFS.COM](https://www.ufs.com) to learn how to photograph your dishes for social media and delivery platforms!

STEP 4: GET YOUR OPERATIONS IN PLACE



Reliable internet



Logged in to delivery partner tablet/POS



Delivery food containers & bags



Test your top sellers in the containers you will use for the average wait time. Adjust ingredients or containers to ensure appeal.



Designated pick up area for delivery collection



Have the order ready when delivery arrives. Speed is an important factor to customers! Review pre-time for top sellers and reduce



Be ready for extra volume on weekends

Check [UFS.COM](https://www.ufs.com) for 5 ways to check if you are ready for food delivery.

STEP 5 : PROMOTE DELIVERY!

- Stay connected with guests on social media (Instagram, Facebook, etc), via text and/or email: this is called customer relationship management (CRM).
- New to social media? Utilize best practices from Facebook and Instagram on how to promote your business.
- Monitor online reviews and respond. Regularly identify areas for improvement. You'll want to stand out on good service. This will boost your ranking on the delivery platforms and review sites.

QUICK START GUIDE TO ONLINE FOOD DELIVERY

WHAT TO PROMOTE ON SOCIAL MEDIA

- Drive awareness on safe delivery options for customers
- Available menu items including daily specials and specials add-ons like alcohol and beverages
- Show special offers like meal kits, food specials, and drink specials
- Utilize advanced ordering for more efficient customer experiences
- Encourage gift card purchase for delivery or for when doors open again. Offer promotions like discounted gift cards (spend \$75 now for \$100 later) or add-ons with a purchase (get a wine bottle for free with a \$75 purchase)
- Share specials surrounding national holidays and food holidays

ADD DELIVERY FUNCTION ON GOOGLE

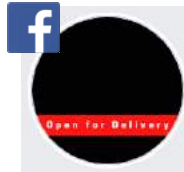
Restaurants can receive online orders directly from Google apps.



To manage this sign into Google My Business, click Info, under food ordering click Edit, then under Delivery, turn on Accept Partner Orders.

ADD A FACEBOOK FRAME

Restaurants can receive online orders directly from Google apps.



To manage this sign into Google My Business, click Info, under food ordering click Edit, then under Delivery, turn on Accept Partner Orders.

ADD DELIVERY STICKERS ON INSTAGRAM

Restaurants can receive online orders directly from Google apps.



To manage this sign into Google My Business, click Info, under food ordering click Edit, then under Delivery, turn on Accept Partner Orders.

REASSURE CUSTOMERS ON FOOD SAFETY

People want to hear that you're taking the proper precautions to ensure the safety of your customers and employees. Share your plan with your customers and be transparent. Some good safety practices are:



WE ARE MAINTAINING SOCIAL DISTANCING WHILE PREPPING YOUR FOOD



WE ARE WEARING PROTECTIVE EQUIPMENT LIKE GLOVES AND FACE MASKS



WE ARE REGULARLY WASHING OUR HANDS

BEYOND THE KITCHEN

We're all in this together. Let guests know what you're doing outside of the kitchen to help support the community.



DONATE EXTRA FOOD

Hospitals Health Care Facilities Food Banks



OFFER MEAL DELIVERY

To loved ones, Hospitals, First Responders



RECOGNIZE STAFF

Donate proceeds to Impacted employees and essential workers

Visit [UFS.COM](https://www.ufs.com) to learn more about safety tips!

MYTHS VS. FACTS OF FOOD DELIVERY

As food delivery services expand across Southeast Asia, food operators have rushed to profit from this booming market. If you're planning to add food delivery as part of your service offerings, here are some of the most common myths to watch.

MYTHS

VS.

FACTS

Food delivery spells more sales and profits for your operations.



Sales and profits

While sales volumes may rise, delivery partners take commissions for handling logistics, delivery, and customer service, cutting into your profit margin.

You need to be tech-savvy to operate online food delivery channels.



Implementation difficulty

Most delivery channels use simple interfaces. It's more important to have an operationally-savvy team that can handle multiple and varying orders.

Handling food delivery requests is easy. It is just like fulfilling additional orders.



Fulfilling delivery orders

Food delivery demands can vary significantly, which makes it tough to prepare and sustain.

Food is perishable which results in limited menu options for delivery.



Choosing the right dishes for delivery

There are tips and tricks, as well as different ingredients that can travel better than others.

GRABFOOD'S DELIVERY TIPS

Grabfood shares 5 tips for promoting your food delivery business

1

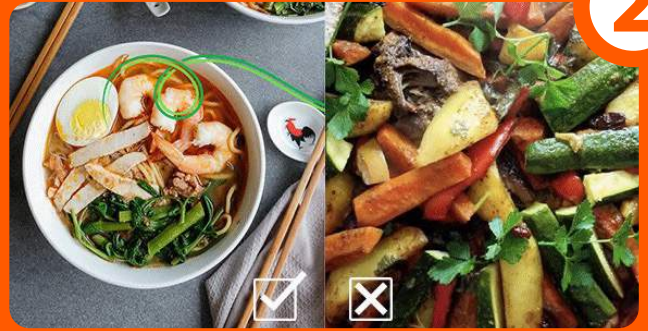


SELECT A MENU THAT DELIVERS WELL

There's nothing worse than waiting 30 minutes for wilted lettuce, soggy fried chicken or cold rice.

Avoid customer disappointment by offering dishes that travel well, like these easy-to-transport Salted Egg Custard Buns.

2



USE APPETISING PHOTOS

Grab customers' attention with well-lit food photography using simple backgrounds that highlight your dishes.

Edit professionally, but make sure the photos are still true to what the customer will be getting.

3



USE THE RIGHT PACKAGING

First impressions count, so it is crucial that your food comes in high-quality packaging that is leakproof, easy to open and maintains good food presentation during delivery.

And don't forget to display your logo on the packaging or include serviettes printed with your logo to promote your brand!

4



OFFER PROMOTIONS WITH YOUR DELIVERY PARTNERS

Collaborate with your food delivery partners to boost your exposure. Offer free delivery, bundled discounts through GrabFood, or launch a new menu item to test the response!

This has led to numerous success cases and uplift in revenue for many restaurants.

5



DELIVER PROMPTLY AND PUNCTUALLY

Your customers themselves will put in a good word for you if they are satisfied with your food and service. With an organised kitchen, you'll be able to hand the freshest food to delivery drivers on time, so customers will want to order from you again.



DELIVERY PARTNERS

There are more food delivery partners than the usual ones we know, each with their own benefits. How many food delivery partners below can you recognize?



Grabfood

Deliveroo

Foodpanda

Dabao Dash

For Hawkers

Chope

Why Q

For Hawkers

Startaster

Lalamove

Dlvr-it

Bungkus

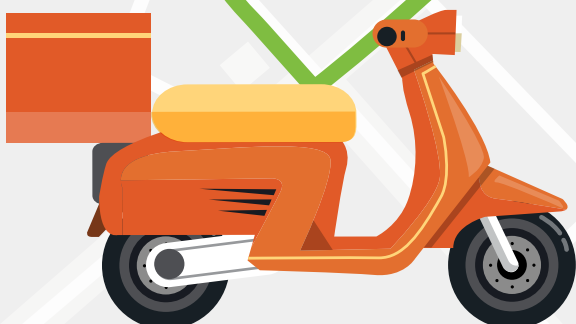




DELIVERY PARTNERS

Spoilt for choices when it comes to choosing a partner for food delivery? Below is a summary of what each partner offer, so that you can make the best decision for your business.

	Grabfood	Deliveroo	Foodpanda	Bungkus	Chope	Startaster	Why Q	Dabao Dash	Lalamove	Comfort Delivery
Type of Service	 DINER VISIBILITY				 LOGISTICS			 LOGISTICS		
Type of Service	Food Delivery Platform					Reservations, Deals, Takeaways and Food Delivery Platform		Match Maker for Delivery Drivers & Hawkers	Logistics Provider	Transportation Provider
Food Ordering Platform for Diners	✓	✓	✓	✓	✓	✓	✓			
Ability to Run Diner Promotions	✓	✓	✓		✓	✓				
Merchant Fees	Commission based						None (fees are charged to diners)	Depends on delivery provider	Distance based	
Recommended for	F&B brands who wants to tap on platform's diner database and run diner promotions							Hawkers & smaller F&B brands who wants to offer delivery with minimum/flat delivery fee		





PAYMENT GATEWAYS & IT SOLUTIONS

If you have decided to engage a third-party logistics provider for your delivery services, or you want to offer pre-order options for your customers, you might need some help in the IT department. Here are some resources that could be useful for you.



Favepay Grabpay

Nets Paynow

iChef Google Pay

IT SOLUTIONS

Oddle

All-In-One
Food Ordering System

Jiak Now

Free chatbot for
Food Delivery

Paperform

FREE Restaurant Online
Ordering Template

**Mobile Ordering
App**

Mobile Ordering
App





INCREASING YOUR BRAND AWARENESS

There are many ground up initiatives that sprouted up when the Phase 2 (Heightened Alert) was announced, all with the intention of spreading awareness to help our F&B industry. Get your F&B business listed on these platforms, this could potentially bring more orders during this period.

Shopee Carousell



My Treat	Support Local SG	Dine In Movement
We Jiak Local	Wheels on The Bars	Help our Hawkers

FACEBOOK

Hawkers United	Stay Home Makan SG	Singapore Restaurant Rescue	Can Eat! Hawker Food	SG Food United	Singapore Hawkers United
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INSTAGRAM

@savetheelderlyhawkers
@wheretodapaoa

SALES & PROMOTION LISTING

Tough Time Tickets





UFS ACADEMY

The skills I need to progress.

Master new techniques through bite-size videos created by professional chefs, exclusively for you.

Never stop learning:

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