Adama Traore

Foodly

With the growing number of food trucks around the university campus and different cities, our company has the opportunity to generate revenue by implementing Foodly a mobile application for food trucks. The need of this app is based on the fact that food truck customers spend a lot of time waiting for their food outside, sometimes in bad weather, and this app will allow people to order in advance and spend no time waiting in line for their food to be ready. We will make money by charging trucks owner for using the app through sale commissions.

Foodly will successfully connect food truck owners and their customers. Users can download Foodly via the Apple store from their mobile devices. By using the app synchronized with their device GPS, users will be able to determine the nearest food truck location. The app will include specific information about food trucks such as the rating and the reviews from different customers. Menus can be designed to help users quickly identify the quality of the food and the calories each dish contains. Also, truck owners will be able to update their menu on the app independently. After customers place their orders, they can immediately receive an estimate time for pick up. The payment can be made with credits cards, visas or any other type of online payment. To process the orders, the truck owners will only need an iPad device with a stable internet connection.

Users will download the app for free and the truck owners will pay a subscription fee. We can charge the truck owners a percentage for each transaction processed through our application. The application can also generate money through mobile advertising for business with related products that customers are most likely to buy.