

FoodPro® Web Catering™



WHAT IS WEB CATERING?

FoodPro Web Catering is an extension of your Catered Events Sales business that provides your customers with ability to plan events 24 hours a day, 7 days a week!

Web Catering is a web-based ordering system designed to help catering departments run their operation more efficiently and effectively by diverting incoming (phone, fax, or email) orders to the Web Catering website. The purpose behind Web Catering is to streamline the ordering process for "simple" events which don't require comprehensive menus or service instructions. In turn, this frees up sales staff to concentrate on detailing more complex events.

In addition to offering cost-effective menus, departments can implement rules-based deadlines and booking windows for their customers.

The screenshot shows the Aurora Catering website interface. It includes a login form with fields for email and password, and a 'Login' button. Below the login form is the Aurora Catering logo and contact information: 'We can be located at: 25 Campus Blvd., Alumni Center - Suite 100', 'Contact us: Monday - Friday, 7:30am - 5:00pm', 'Phone: 555-555-1234', 'Fax: 555-555-5678', and 'email: sales@auroracatering.com'. The website is powered by FoodPro. The main content area is titled 'Delivery and Pick-up Services' and lists various menu options: 'Deluxe Packages', 'Standard Packages', and 'Economy Packages'. It also mentions 'Other Services' and provides a copyright notice for 2012 Aurora Information Systems.

HOW DOES IT WORK?

The customer creates an account; defines a date, time, and location; and then builds their order. After creating their order, they checkout, and are given a confirmation number. They also provided with a system-generated email confirmation letting them know that the event request has been received.

A catering staff member also receives an email with the event details. If the department uses the FoodPro Catering Sales Module, then the Web Catering event is updated into Microsoft Outlook® and the catering staff can confirm (or cancel) the event and generate an event acceptance and confirmation email. If the department does not use the FoodPro Catering Sales Module, then they can key-in the event to their own application and provide the customer with a confirmation document from that application.

Integrated with FoodPro. The webpage templates that are provided as part of the product are populated with data and configured using FoodPro Programs like Menu Maintenance and Catered Events Inventory in addition to a program used specifically for this module: Catered Events Web Preferences.

The screenshot shows the 'CateringMadeEasy' website for the University of Northern Iowa. It features a navigation menu on the left with categories like 'Catering Order', 'Login Now', 'Deluxe Packages', 'Standard Packages', and 'Economy Packages'. The main content area displays a variety of catering options with images and descriptions, including 'Baked Goods', 'Cookies and Bars', 'Pastries, Donuts, Sweet Rolls, Bagels and Scones', 'Cakes and Cheesecakes', and 'Breads and Rolls'. Each item includes a price and a 'Click Here to Order' link. The website is powered by FoodPro.

"Working with the Catered Events Web Preferences program was fun and easy, watching the page come alive as I was building it was pretty neat and having the ability to set up the information in so many different ways has been beneficial to our catering business."

- Cathy Wylam, University of Northern Iowa

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FEATURES AND BENEFITS:

- Customizable Web Pages: multiple layout options, logos, links, menu structure, page theme colors
- Content Management Program enables easy access to change the content of the pages while maintaining the actual webpages in a secure environment
- Capable of presenting Multiple Locations, each with their own look
- Flexible Offerings: Per Item, Per Person, and Package Bundles (e.g. "box lunches")
- Utilizes Product and Menu Information fields to provide customers with extended descriptions (and pictures) of your offerings
- Customizable cutoff times (based on both calendar days and specific offerings) enforce booking window policies which help reduce "last minute" events
- The Customer Receipt displays the order total, taxes, service charges, and gratuities as appropriate so that the customer is well informed of the cost of their event
- When combined with the FoodPro Catering Sales Module, an optional billing interface can be utilized to ensure billing accuracy with a minimum of effort
- Reduction of food, labor, and production costs due to consistency of online menus and ordering processes

FOODPRO PROGRAMS:

Menu Maintenance

Offering all of the same features used by Board and Retail Operations, Catering Departments will use this program to create their menus that will be offered on the website. Menus will be used to group and categorize the various selections. Additionally, Product Information can be added to provide more complete descriptions of the menu. Users can also define details like: minimum number required to order, choosing to display on the Web (or not) and how to sequence the menu items on the Web. Lastly, as menus are built, users will be able to see the dynamic cost, revenue, and profit calculations on a per item and menu basis.

Catered Events Inventory Maintenance

Catering Departments are not limited to only selling recipes via menus, but they can also use the Catered Events Inventory Maintenance program to define inventory items to be sold as well. Users can setup inventory item details like: Menu Category, Selling Unit, Price Per Selling Unit, and Acceptability Factors. The program also displays the profit margin and a suggested selling price (to achieve the profit margin). This allows users to make price adjustments based on accurate information. Once these details are defined, items can be added to the website easily by using the Catered Events Web Preferences program.

Catered Events Lists

Use this program to control which days the Catering Department is not open (e.g. holidays).

Catered Events Web Preferences

The Catered Events Web Preferences program is a content management program. It enables a user to define the content that will be displayed on the web pages including (but not limited to): location descriptions, addresses, contact info, links to other websites or documents, and menus (or other items sold).

