

Mega mealZO

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LOCATION, LOCATION, LOCATION:

HOW TO CHOOSE THE PERFECT TAKEAWAY SPOT

Whether you are expanding into a new area with a new store, or relocating to a bigger and better environment, choosing the best spot for your new takeaway or restaurant is a crucial and important step. While its obvious you need to be aware of competition in the area you want to move to, there are 3 key things to consider before settling in your business' new home.



Student Life

If you're situated near a university or a college, students are a key demographic no matter the cuisine you sell. With plenty of disposable income and consistently connected to social media, by engaging in an area with a thriving student scene your business can capture new customers year-on-year. This can be especially impactful when implemented with student deals, with an upswing of 40% in orders on social days for business' situated near universities.



Community Cuisines

Another important thing to consider is what type of food you are selling, and who that will appeal to. Depending on the area of the UK, there are strong ethnic communities that in particular want a taste of home. Tapping into this market with authenticity, sincerity, and effort, can reap a loyal and strong customer base that will only expand due to word-of-mouth. You can diversify your menu, but producing key food items will create a successful enterprise from the very beginning.

Easy to find, easy to buy

This may seem obvious, but being visible and accessible is hugely important. Just because where you were set up before had a customer base, does not mean it will be easy to entice a new one to try your food. A good 'line of sight' for your business is as important as where it is - it can be the most popular part of a city, but if your business is on a street on its own or hidden by another, you may struggle. Signage and marketing can improve this, but its wise to start with as accessible a location as possible.

To conclude

Opening a new branch of your business or moving is a stressful time, belaboured by so many factors. However, considering where you're moving to before your leap can solve more headaches before they even start, and by choosing the right area you can even improve your odds of being a success within a new community!



THE FINAL QUARTER OF 2024: THE BIG NUMBERS

Now that 2025 is fast approaching and the takeaway and restaurant industry has shifted and changed in many directions, it's important to look at the state of the industry in a digestible way, so your business can start the new year with all the facts.



**£23.1
billion**

Whilst a £1.1billion growth of the takeaway and food service industry in a year seem like massive growth, it shows a significant slowing of the industry as a whole for the first time since 2020, with this number reflecting 0.8% less growth than the previous year, and less than the previous 3 years by a large margin. Only time will tell if in the next 12 months there may even be a negative trend in this figure.

**40%
Drop**

Lunchtime ordering has been affected in the past year, with 40% less people choosing deliveries or ordering fast food in their lunch break. This can be seen as due to the lasting effect of the cost of living crisis, and the rise of quick on-the-go meals provided by supermarkets.

A top-down view of a table with a white tablecloth. Several people's hands are visible, reaching for food. There are two boxes of golden french fries, a burger in a paper wrapper, and two open pizza boxes showing pizzas with various toppings. Small containers of sauce and glasses of beer are also on the table.

8 in 10

A massive 80% of the British population indulge in a takeaway or food delivery in 2024 despite the cost of living crisis in 2023. However, while 8 in 10 still order, the frequency has acutely dropped for the majority of the UK by 4%, becoming more of an occasional treat than a biweekly occurrence.

5% Rise

A notable increase has been seen in consumer preference for takeaways, with a business' eco-friendliness rising by 5 percentage points. While it is most prevalent in younger generations (18-35), the focus on sustainability slips depending on the location, with a significant portion of customers still preferring their local takeaway out of habit even if they are not as 'green' as somewhere less convenient.

Onto 2025

With all these numbers being recorded, 2025 could follow the trends seen here, with an emphasis on sustainability, cost effectiveness, and quick on-the-go meals. With the industry slowing after its meteoric 2020 rise, preparing for the future is vital.

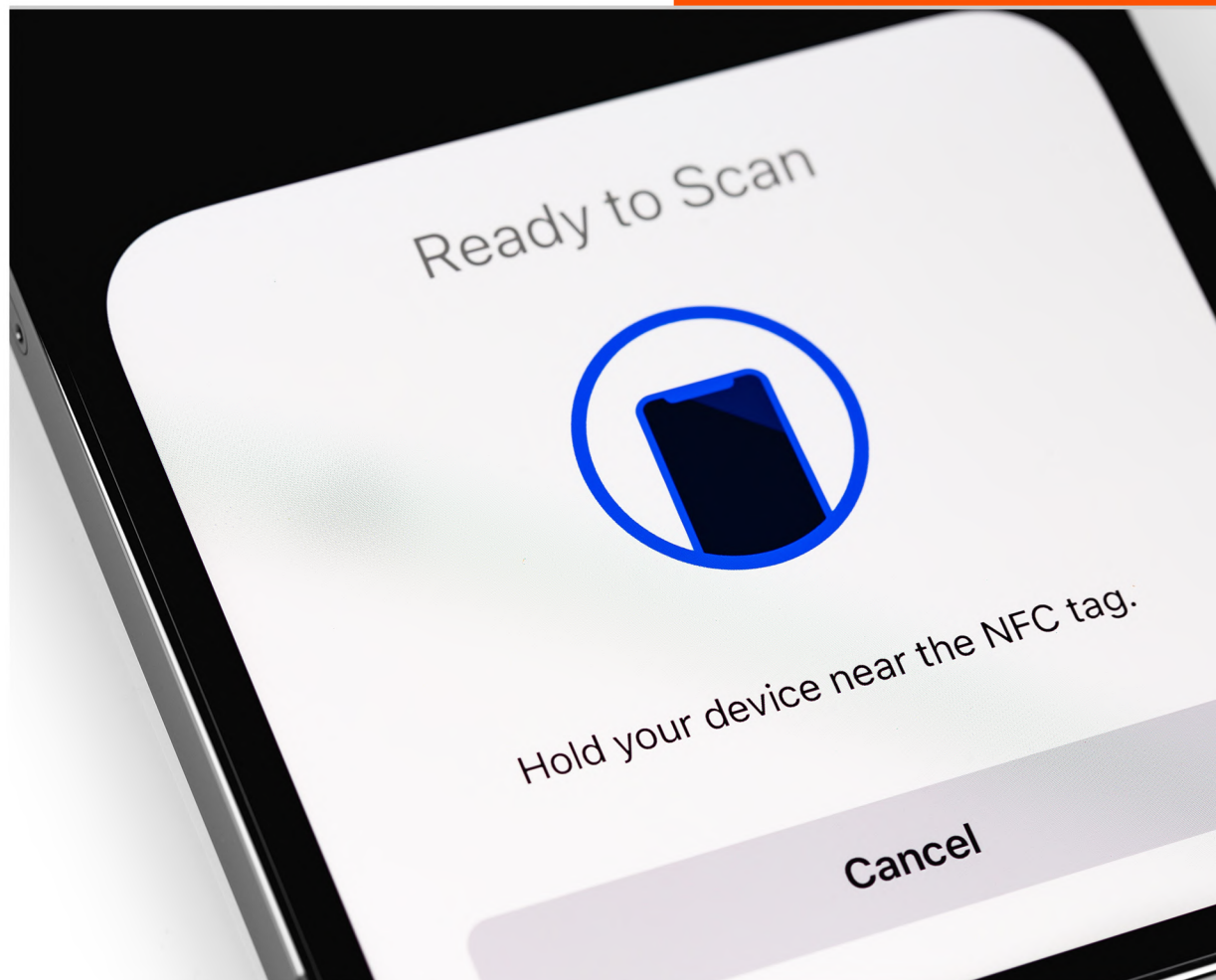


NFC/QR ORDERING: WHAT'S THE TRUTH?

Almost five years on from the pandemic that popularised phone ordering in the food service industry, it is clear NFC/QR Ordering is here to stay. But what are the common misconceptions with the technology, and what can the system do for your business?

Are they reliable enough?

While some may view this technology as a fad and prone to problems, this is far from the truth. While QR has been around for a long time, NFC technology has increased in use in the past 5 years by as much as 200%, being used in everything from review stands to payment tags. With 8 out of 10 phones on the market installed with this technology to replace the physical credit card, this technology is tried, tested, and found everywhere.



How will the work change?

The long and short of it is this technology can massively redistribute how your staff go about their shift. Instead of being stuck behind the counter taking orders and payments constantly, as well as balancing preparing the food, you can have more labour concentrating on making your food perfect and providing the best quality customer service. Even more, while some will argue that customers miss the interaction, a recent CGA Reach survey cited that 41% now prefer to book, order and pay through technology.



What about my menus?

A concern from some is that traditionally printed menus, often produced at a cost, will be wasted with this ordering system. However, this technology is an addition, rather than a cutting, to your order capability. Just because you will be able to edit your menu unlimited times online, does not mean that a traditional menus are not appreciated.

Why doesn't everyone have this?

It depends on business to business whether it is suitable. However, a growing portion of the takeaway and restaurant industry are investing in this technology, with the uptake in 2024 rising by 20% on the previous year. As a result, it is always wisest to stay ahead of the curve!