Digital Transformation for Beach Road Prawn Mee

Where You Satisfy Your Prawn Mee Craving

Beach Road Prawn Mee has been in the Food & Beverage Industry **since 35 years ago**, for its **known popularity in rich & savory** Prawn Noodle Soup! Let's take a look at how Beach Road Prawn Mee can remain competitive in the industry upon tapping on Information Technology.

Business Goals

At Beach Road Prawn Mee, they aim to maintain **high quality of prawn noodles** and **high standards of customer experience** in Singapore's Hawker industry! This enables traditional flavours like theirs to be renewed and passed on from one generation to the next.
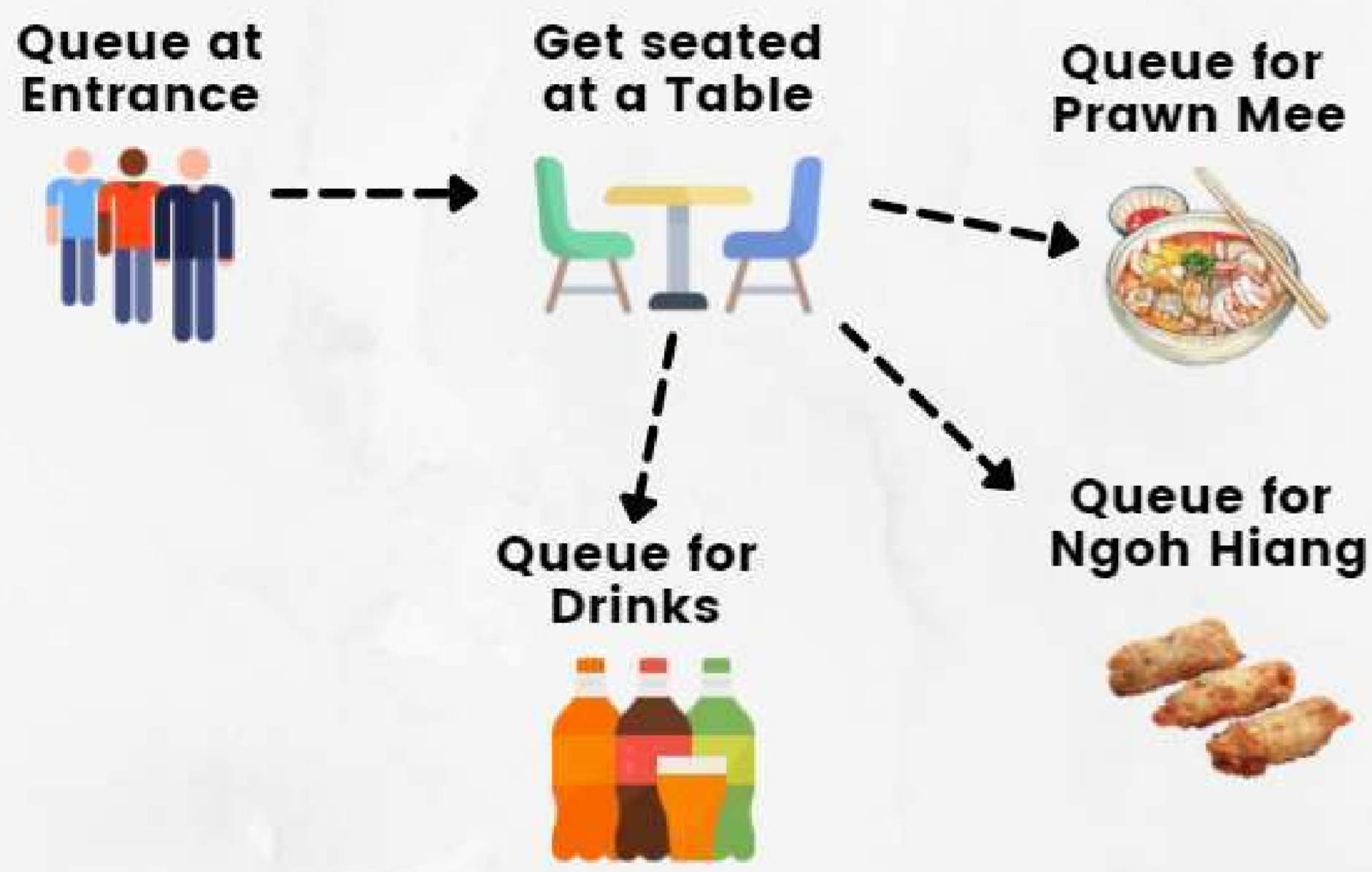
Analysis

Challenges

Long Queues everyday due to popularity of the restaurant

Multiple queues to order from the different stalls

One **single queue** to enter regardless of dine-in or takeaway

Messy and crowded with many staff and customers moving about

Lack of online presence

Michael Porter's 5 Forces

HIGH Threat of New Entry due to **low barriers to entry**

HIGH level of Competition as there are **numerous alternatives** available at **lower price** points and **shorter waiting time**

HIGH Threat of substitutes due to **cheaper alternatives** and **lower switching cost**

HIGH Buyer Power as the targetted audience are **price sensitive**

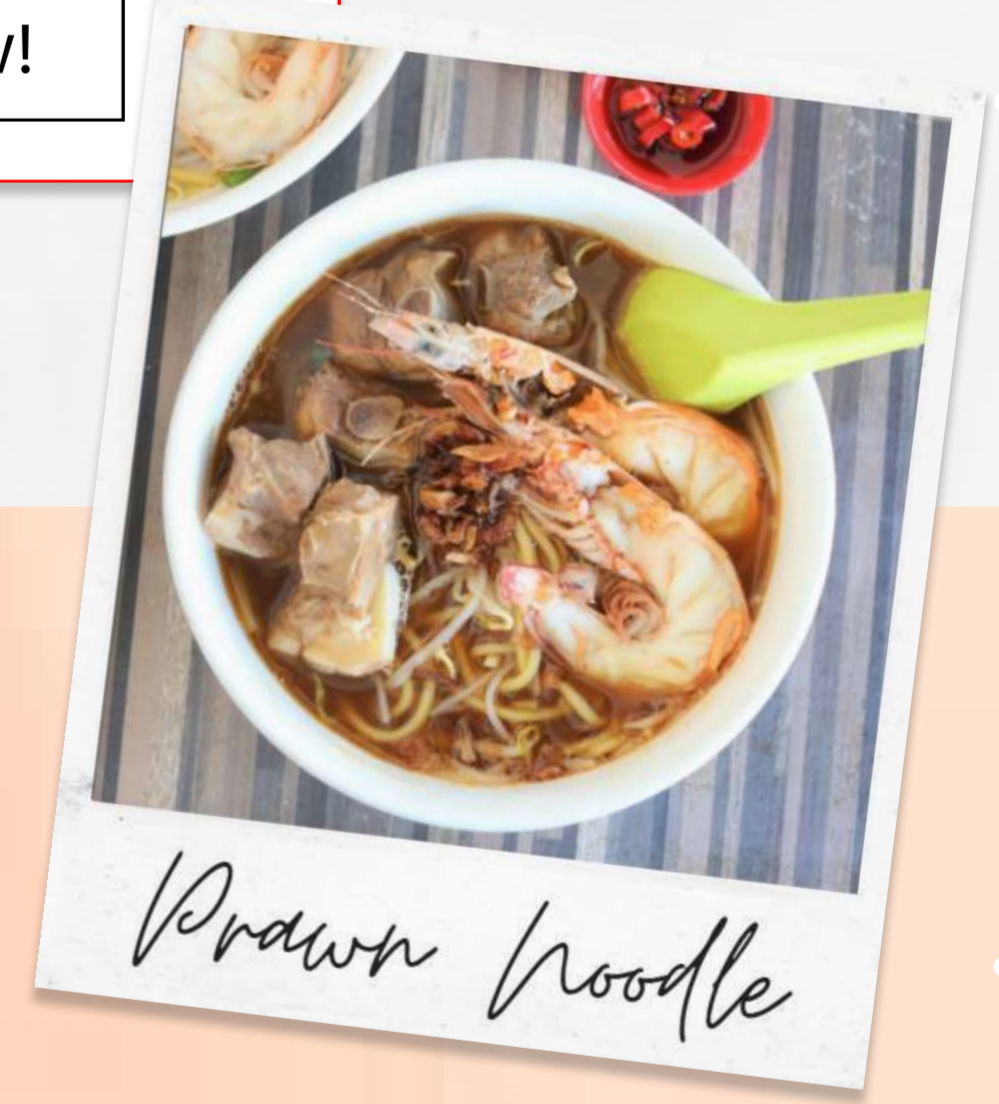**LOW** Supplier Power because one can **easily purchase** from different suppliers

Queues after Queues...

Queue at Entrance → Get seated at a Table → Queue for Prawn Mee

Queue for Drinks

Queue for Ngoh Hiang

⚠️ Problems   X

1. Customer satisfaction **compromised** as they have to wait **longer** than usual for their food.

2. **Potential loss in Revenue** due to loss of Customers

3. **Overcrowding** at store entrance might lead to violation of COVID-19 safe distanccing measures.

Solve Now!
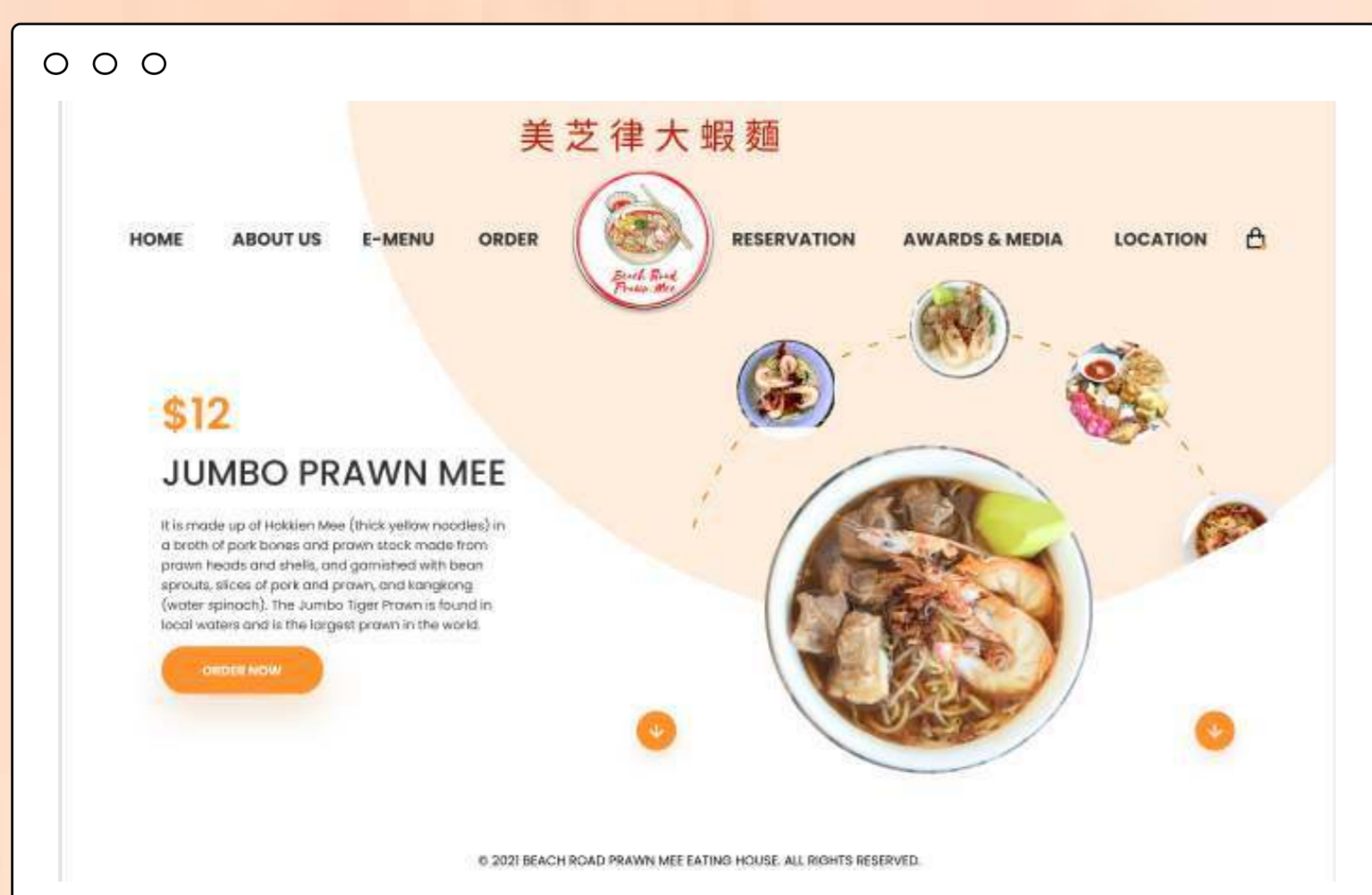
Prawn Noodle

Digital Transformation Strategy

Objectives

Reduce total Queuing Time

Increase Customer's Satisfaction

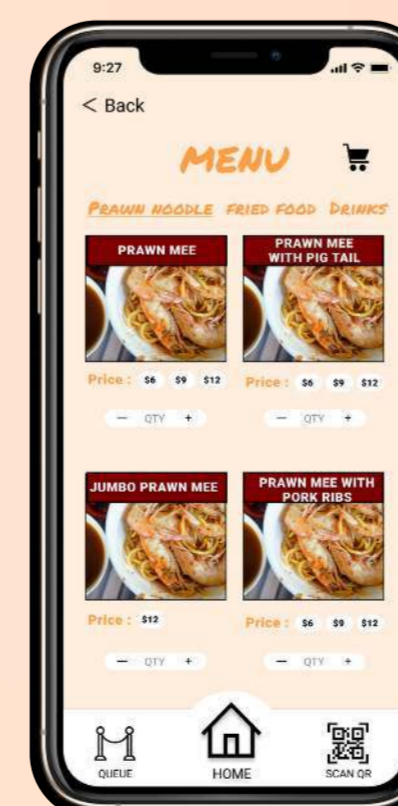### Discover & Explore our website, you can order online too

$12
JUMBO PRAWN MEE

Access the queue virtually

1. Enter phone number
2. Enter number of pax
3. Receive a queue number instantly

Browse while waiting

1. Find out what Beach Road Prawn Mee offers in the APP or www.beachroadprawnmee.com

Checkout anytime

1. Self-order
2. Self-checkout
Don't need to wait for staff to take your order or prepare the bill

Scan here to access the website

Scan here to access the Application