


foodPAY





Index of contents

About us	1
Product explanation	2
Competitor Analysis	3
Market Study	4
User Interview strategy	5





About Food Pay

Food pay is a payment APP which allows its customers to 'Eat now and pay later'. Here the diners can dine at their favourite restaurant or even order food online and food pay pays the bill instead of them. Later, the diner just has to pay the bill in installments without any interest.

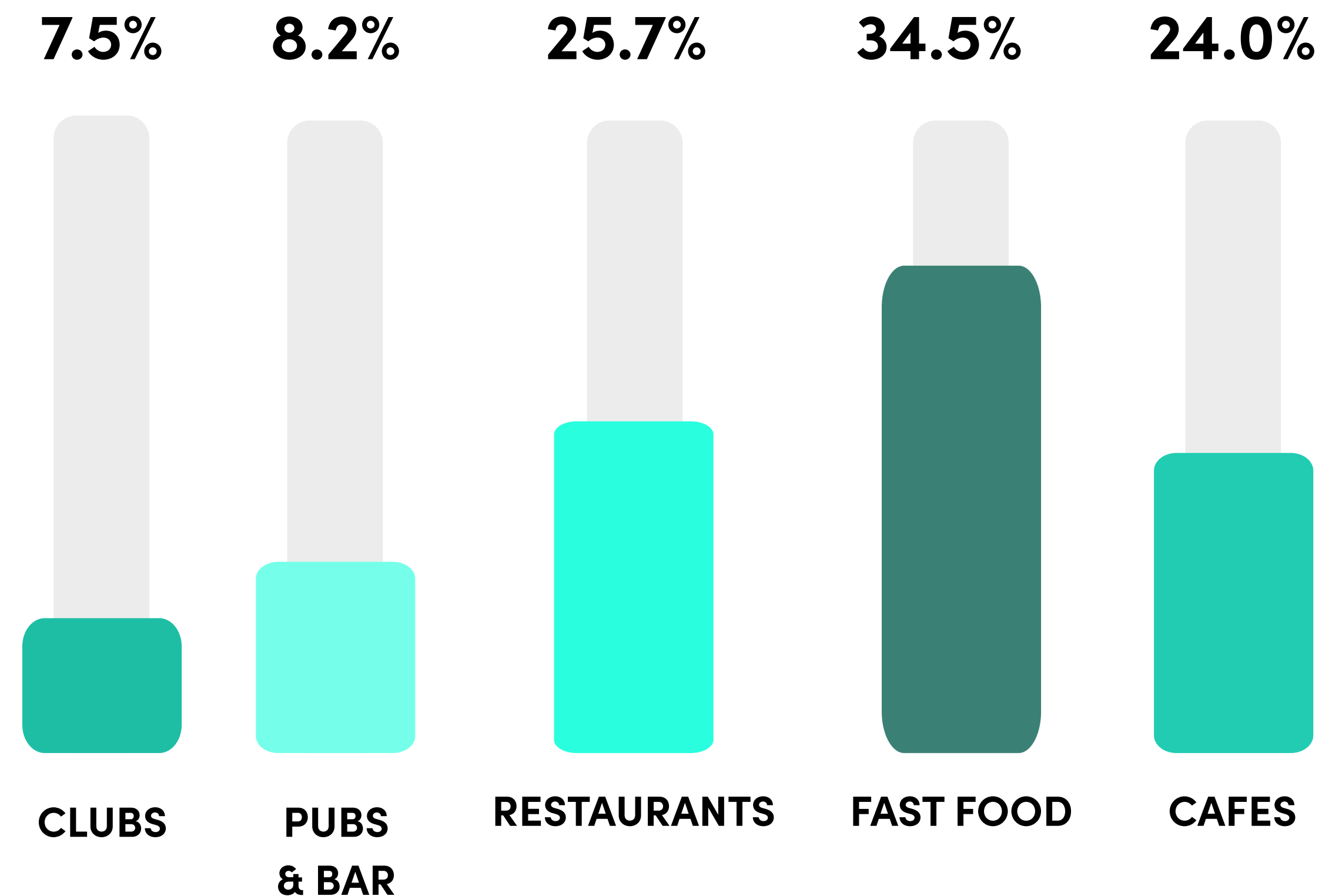


Product description

Restaurants and celebrations have always gone hand-in-hand. Going out to celebrate your special day is one of the more common Australian traditions around. Each Australian household spends an average of \$94 a week eating out. That's a total of \$45 billion a year. That's pretty overwhelming.

Going to a restaurant? Ordering food online? Here's how you can 'Eat now and pay later'. If you want to buy food, but don't have enough money in your bank account, the company allows you to order food without paying money immediately. You might be thinking this is nothing new, pay later options have been around for a long time. And you'd be right. However, our focus is completely and only on food industries which makes it even better.

Demography



Number of establishments (AUSTRALIA)

The highest number (29,432) were fast food outlets, comprising 34.5% of the national total. There were approximately equal numbers of restaurants (21,953) and cafés (20,502) — though there is often difficulty in distinguishing between the two. There are many fewer pubs and bars (6,983) and clubs (6,413). Unlike the other venue types, these do not have the sale of food as their primary activity, but their average revenue from food per venue is higher, generally because they are bigger.

Eligibility for Paylater Option

- Paypal Account holder
- Driving License
- Passport email confirmation for NRA people
- Debit/credit card holder
- Age 18 plus
- Valid phone number and email ID

Market Study

How much Australia spends on food

49% said they eat in restaurants because it provides a social setting for them to spend time with friends and family.

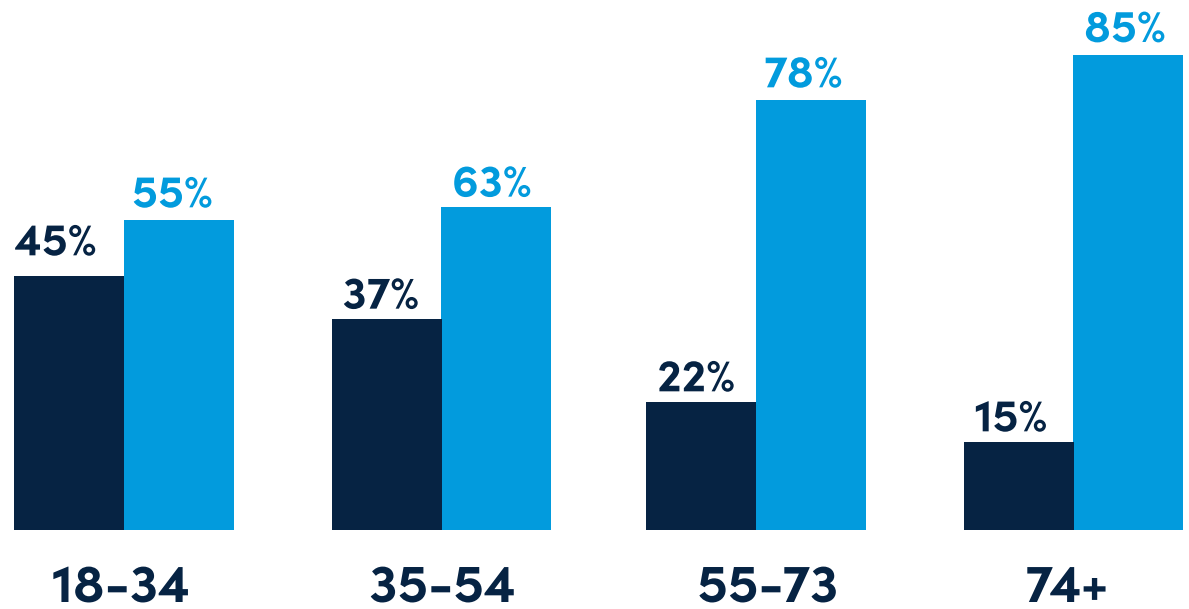
- 18-24 year olds spent \$53 per week
- 35-44 year olds spent \$75 per week
- 45-54 year olds spent \$48 per week
- 55+ spent \$42 per week



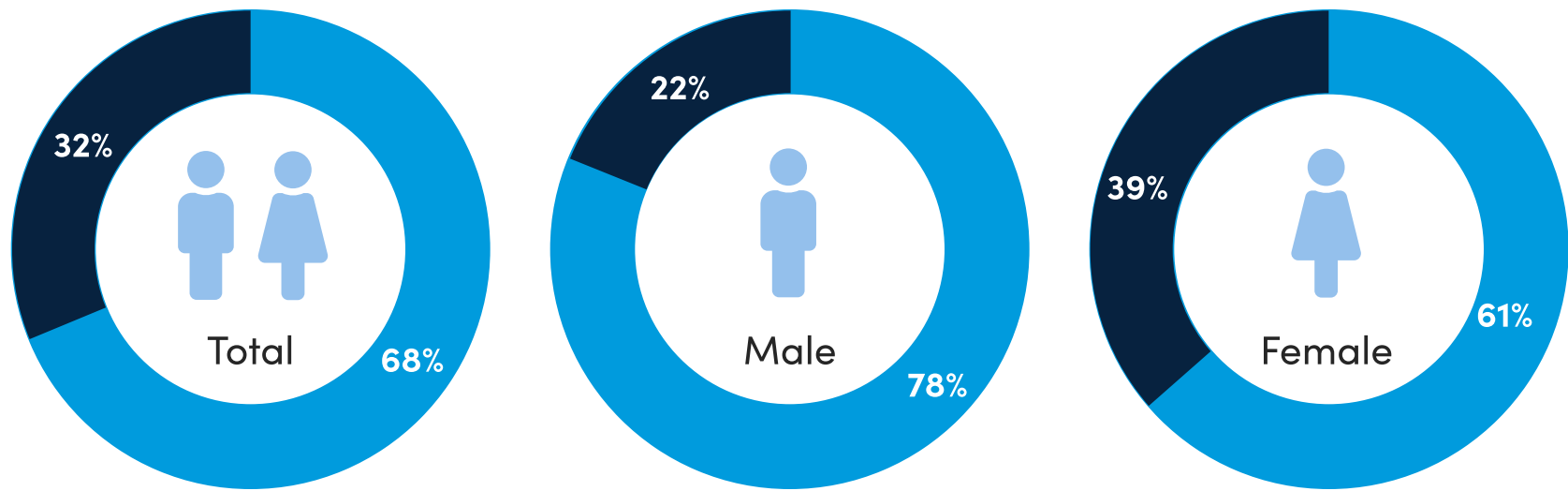
- People in Australia above 18 - 74.8%
- Buy now-Pay Later users
- People Dining out everyday - 38%

Usage of 'Buy now, Pay Later' vs 'Credit card'

Usage by age group



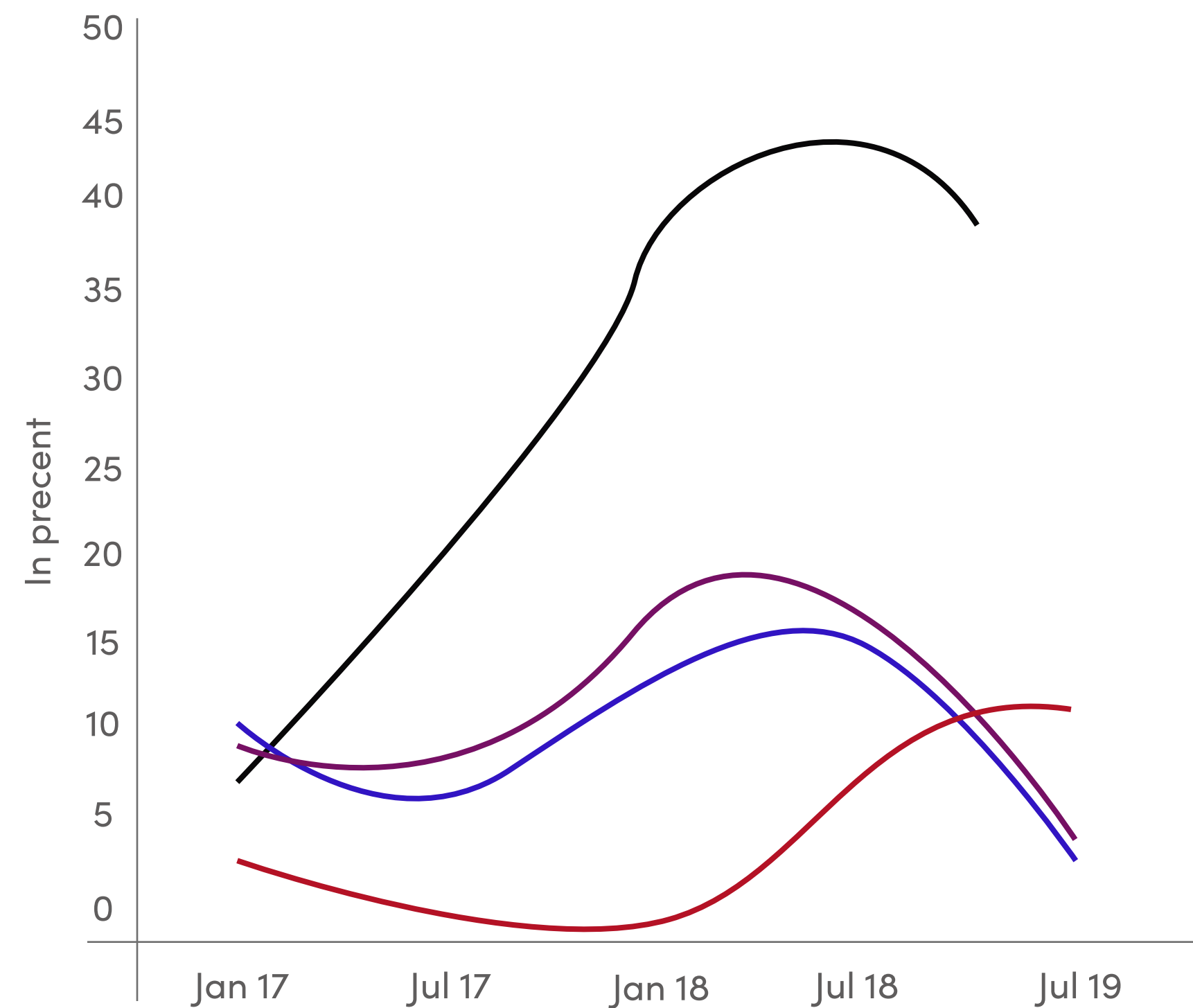
Usage by gender



● 'Buy now, pay later' ● Credit card

If you're selling online, it's all about millennials these days. All grown up (well, most...), tech savvy and connected. Not fans of credit cards, but still demanding flexible payment options. They are expected to be the main drivers of growth in online shopping for years and years to come.

Australia as an Market place

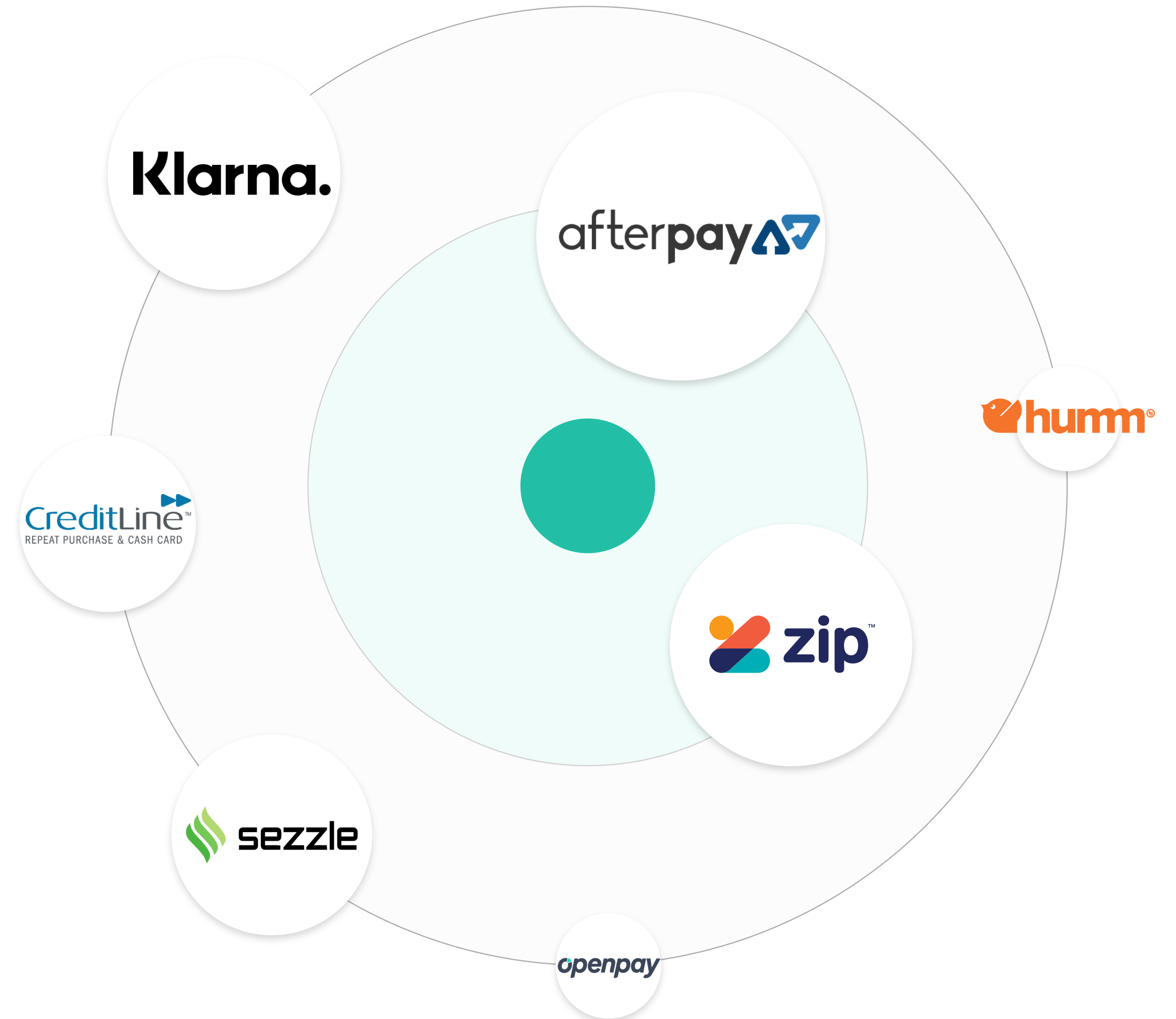


Online sales growth rate in Australia

- Department Stores
- Media
- Fashion
- Homewares and Appliances

Other players in the Market

The concept of Buy Now Pay Later has taken over the Fintech market from 2017, especially because of the rise of start-up culture. 1.95 million Australians used one of the latest 'buy-now-pay-later' digital payment methods such as Afterpay, zipPay or zipMoney in the year to September 2019, up from 1.38 million in the previous 12 months.



Compare AfterPay & ZipPay

How it works

Sign up online or at the checkout for a credit limit up to \$1,000. You can use your credit line at any Zip Pay retailer.

Costs

- 0% p.a. interest rate
- Up to 60 days fee-free. A \$6 monthly fee will apply after this period if you do not repay your purchase in full and will remain as long as you have an outstanding balance
- Minimum monthly repayment of \$40

How it works

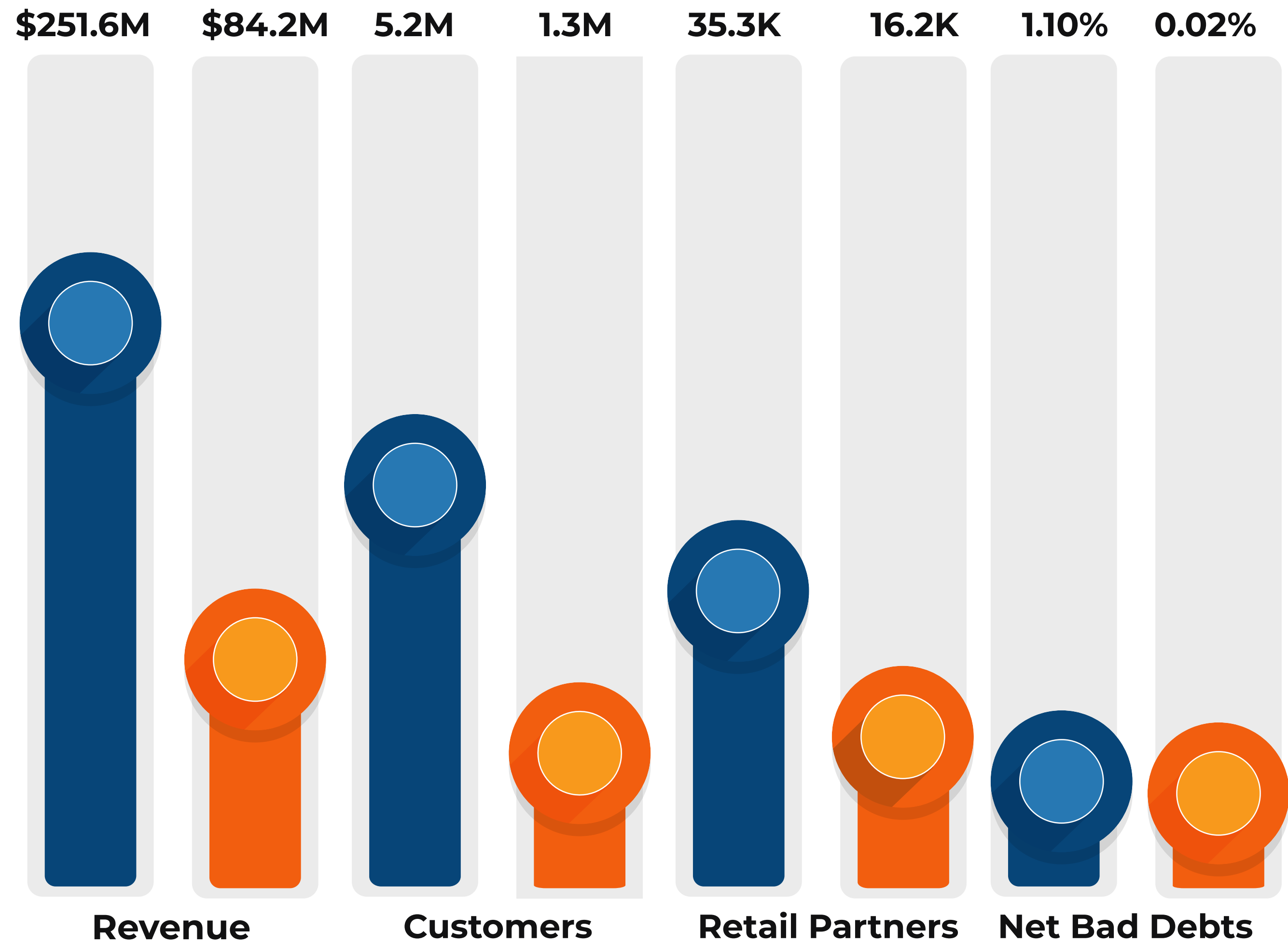
Select Afterpay at the checkout online or in-store.

Repay in four equal fortnightly instalments.

Costs

Late payment fees of \$10 and a further \$7 if you still haven't paid the next week

AfterPay & ZipPay



● AfterPay
● Zip pay

Afterpay Strategy

Afterpay does not approve 100% of orders.

When determining which orders to approve, they consider a number of different factors.

E.g., the longer one have been a shopper using Installments by Afterpay and the more orders they have successfully repaid, the more likely they'll be able to spend more.

For Merchant

Merchants are charged 30 cents plus commission for every transaction they make via AfterPay. The commission ranges from 4 to 6 percent. They receive the payment after 48hrs



☰ 678

Food and Beverage brands
currently offering Afterpay

ZipPay Strategy

ZipPay allows the customer to set up their own payment schedule dependent on their individual needs.

ZipPay only charge a \$6 monthly account fee when users have an outstanding account balance.

If they pay off your balance by the due date, this fee is waived.

≡ 145

Food and Beverage brands
currently offering ZipPay
both online & offline

For Merchant

Merchants who use ZipPay pay 15 cents plus commission for every transaction that is made via the lay-buy service. This commission ranges from 2 to 4 percent. Payment received everyday at 4pm.

Competitors marketing strategy on POS

- Minimum APR for a period of time
- Less procedure to sign in
- Can increase repay period
- Interest free for a period of time
- Increasing number of installments
- An affiliate program where affiliates can earn referral commissions by sending buyers .
- Increasing line of credit POS

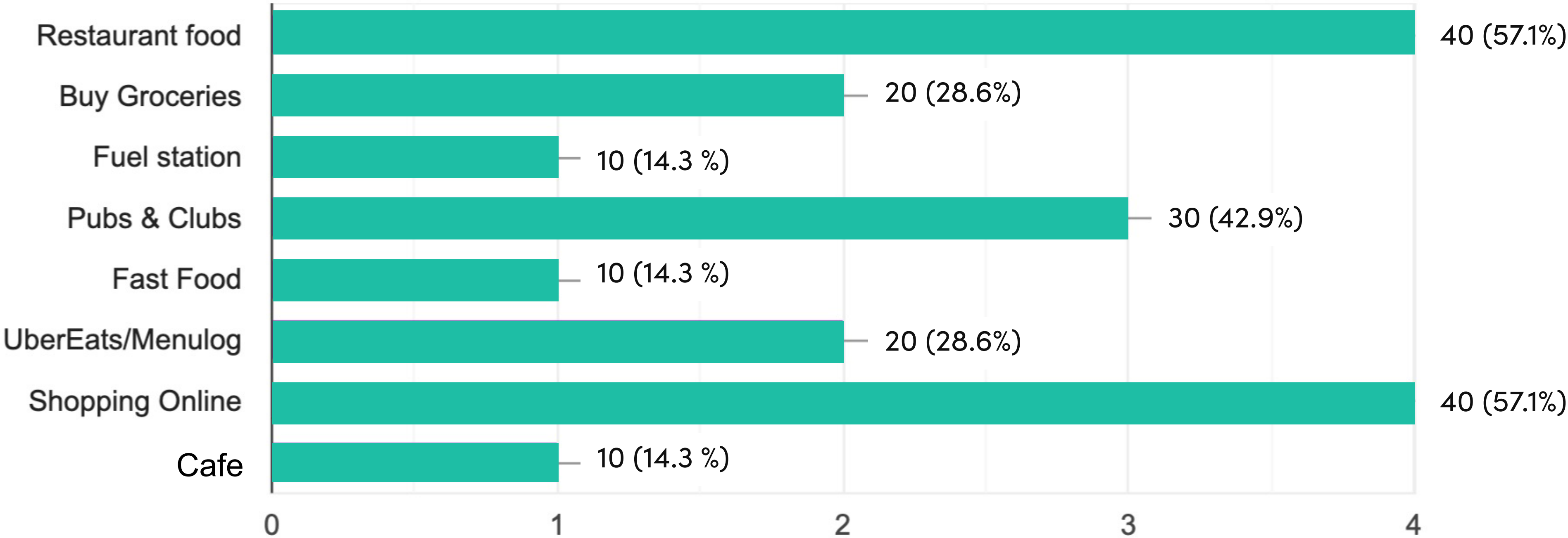
Our approach

- Minimum bill amount is \$10
- Maximum limit is \$1000
- Bill amount above \$50 can be paid in 3 instalments increase repay period
- \$1 dollar will be charged for the first time payment
- Already paid \$1 will be reduced from the total bill during repaying
- An affiliate program where affiliates can earn referral commissions by sending buyers .
- Increasing line of credit POS



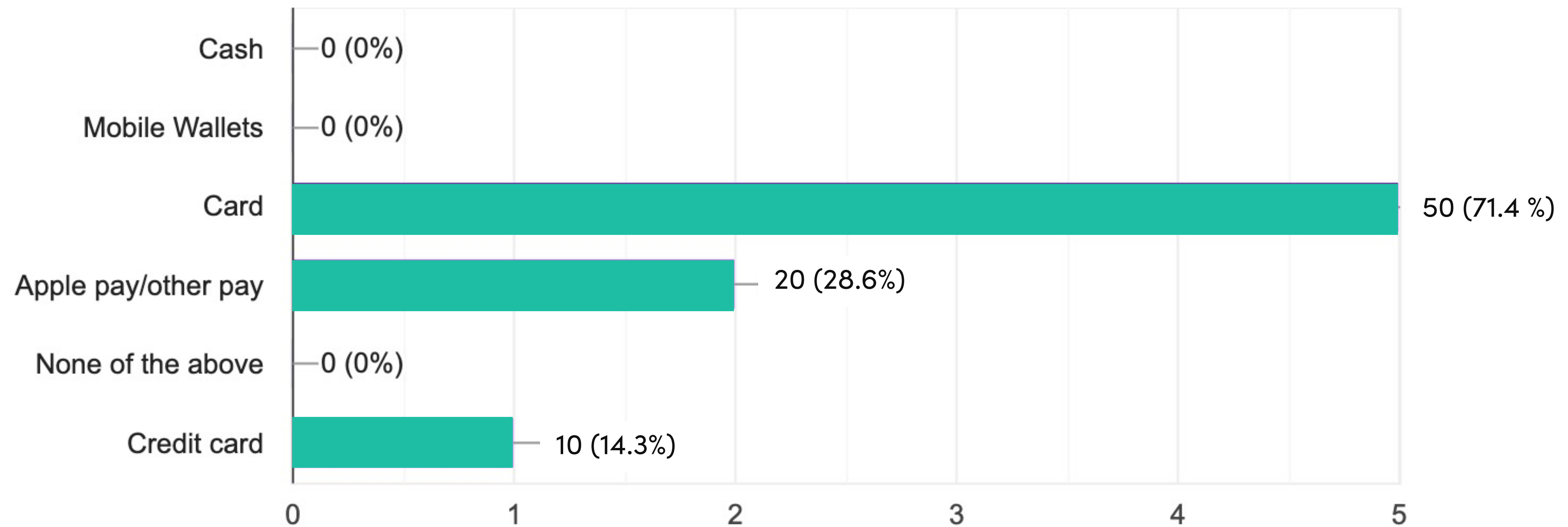
User Survey

People Interest to Use 'Pay Later' in



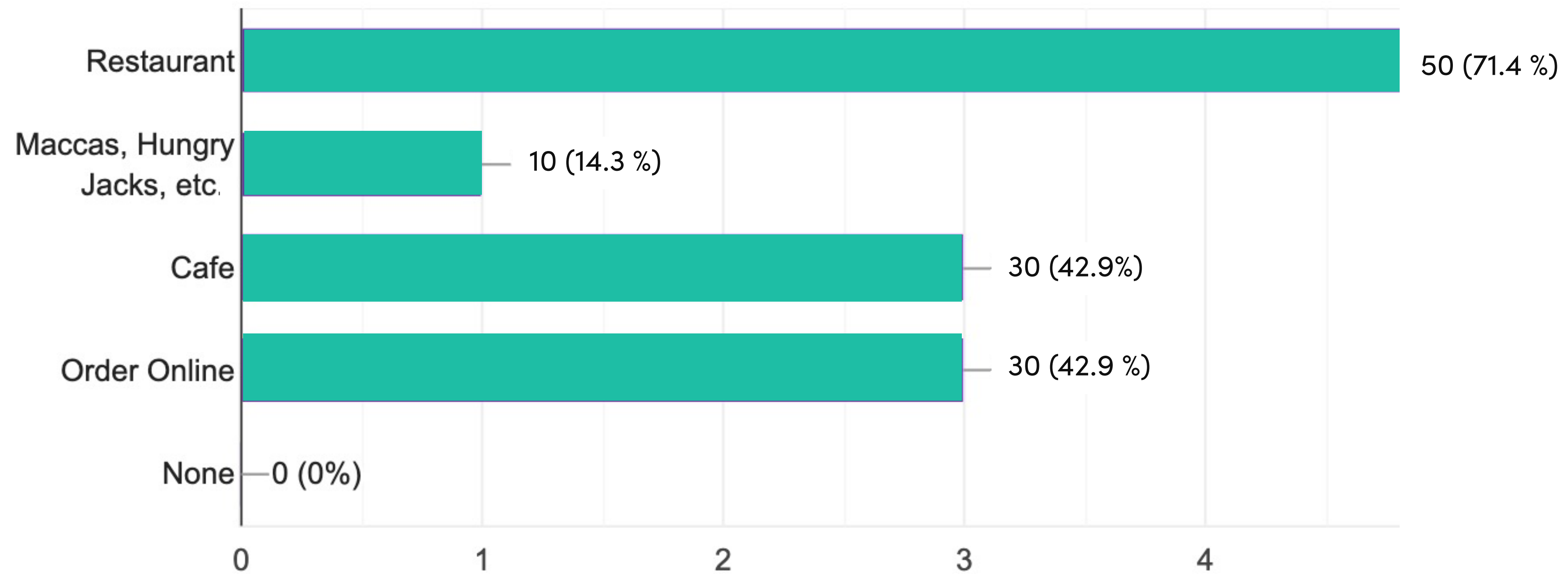
People welcoming 'paylater' option food industry

Payment method people Preferred



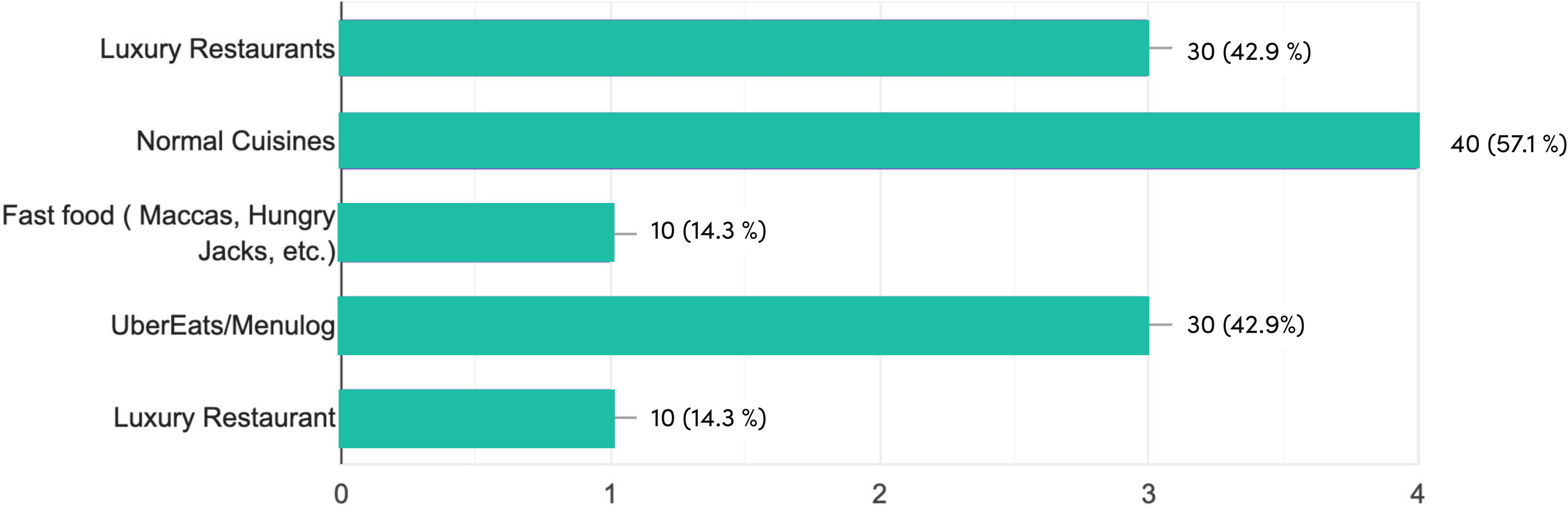
People prefer online payment

People preferred places to eat out



Restaurants we need to target first

People preferred restaurants for 'Eat now pay later' option



We should target middle class people

Why Retailers need to use use FoodPay?

Shop Now, Pay Later payment solutions are a proven way to reach new consumers, increase conversions, and tap into a rapidly growing millennial trend.

- yearly subscription
- Digital platform sink with food pay
- 4% only product fee for each transaction
- Increase the regular customer
- Increasing number of purchase
- Map assistance help user to navigate for hotel
- 24/7 app assistance

Why User need to use FoodPay?

The instant money and interest free method of payment allows the user to go have food without having to wait for their next Pay-check. Which leads to a better money management amongst the Users.

- 1\$ dollar pay only Initially
- Below 50\$ purchase can be paid in 2 fortnight
- Reminder for due date
- Track Payment
- Repay above 50\$ flexible to pay 4 fortnight
- Can search nearby food pay in-store
- Category based food or restaurants search
- One step Generate barcode

Target User



Employee



Family



Business people



Student

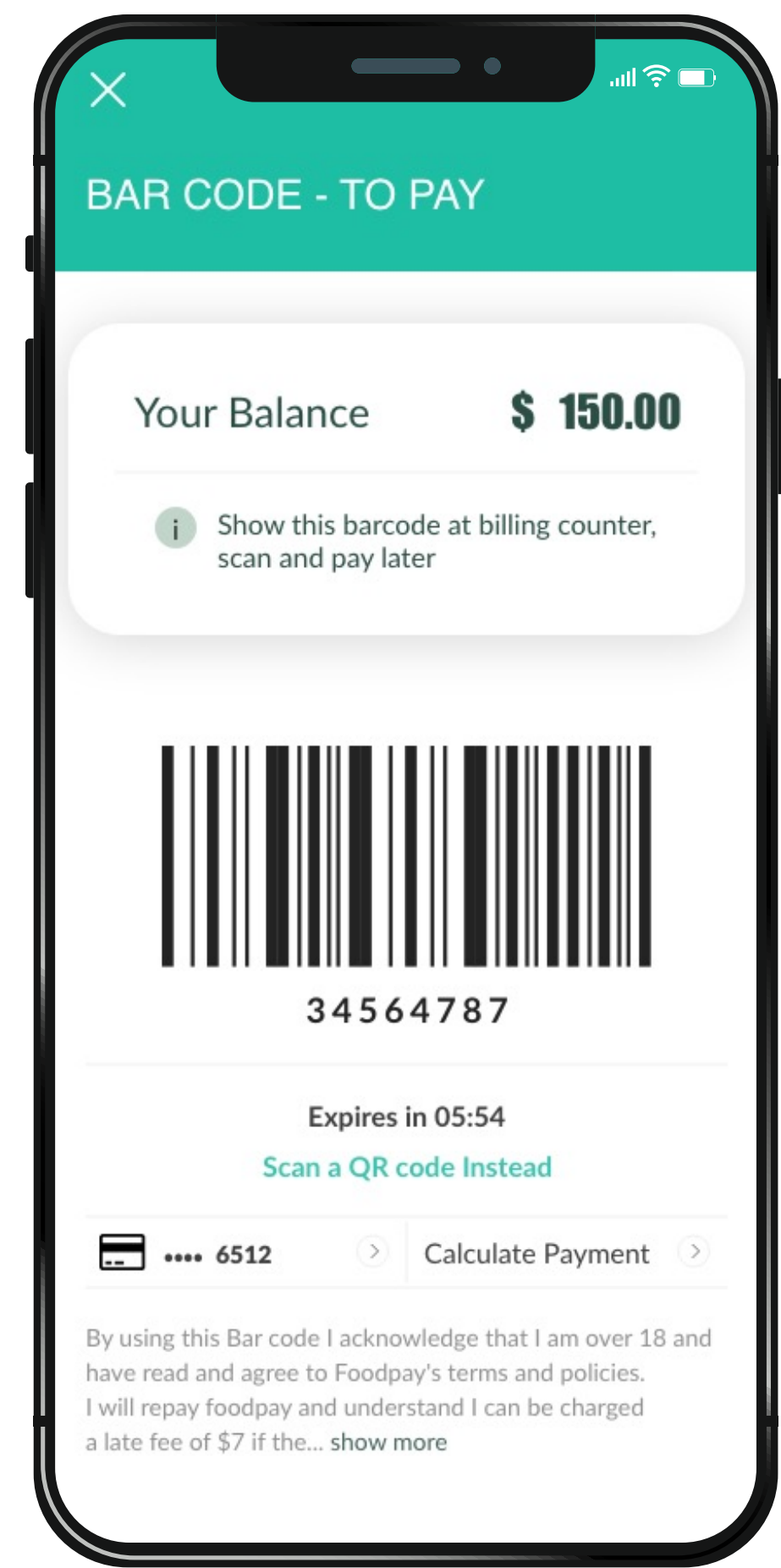
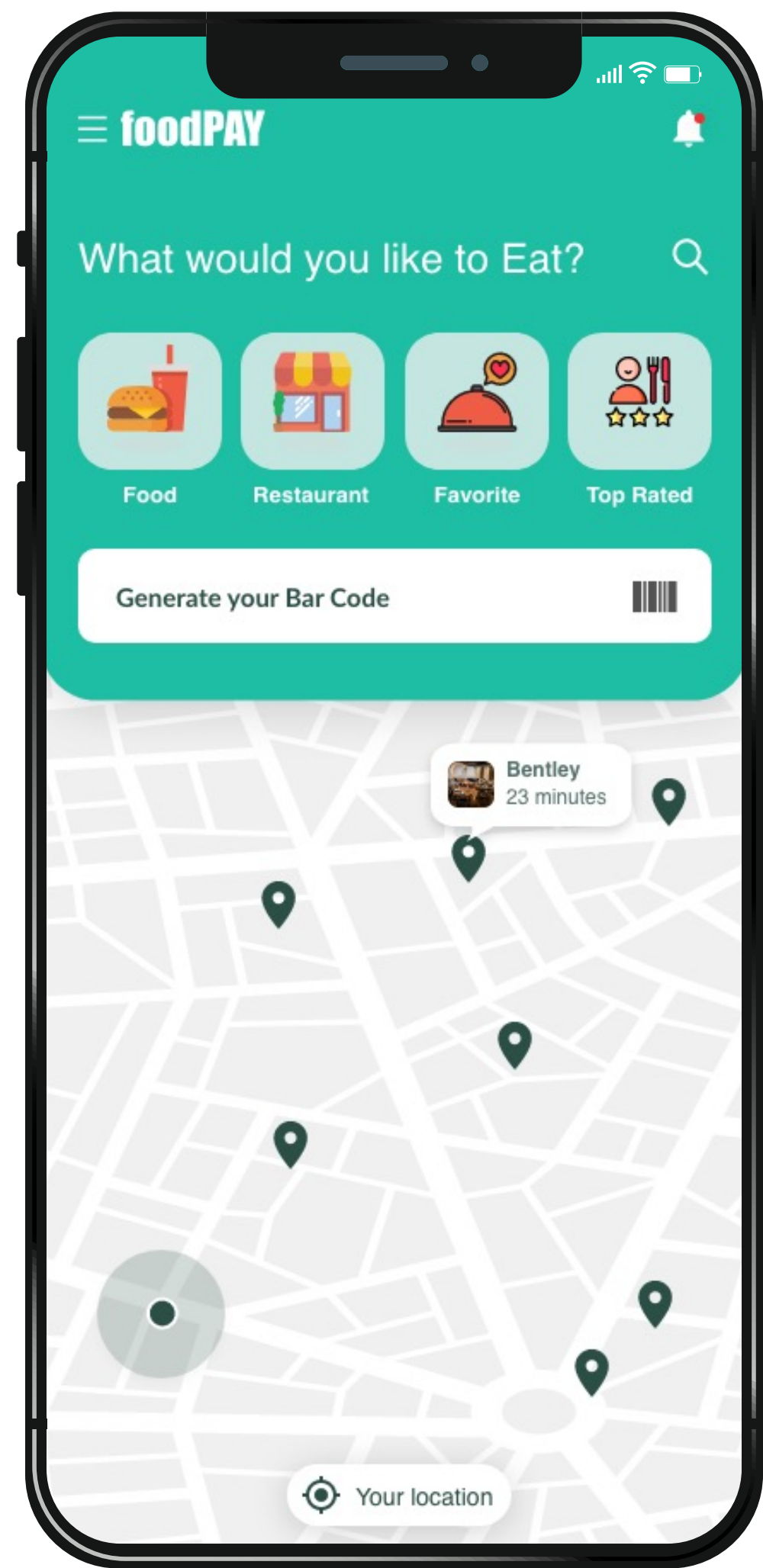
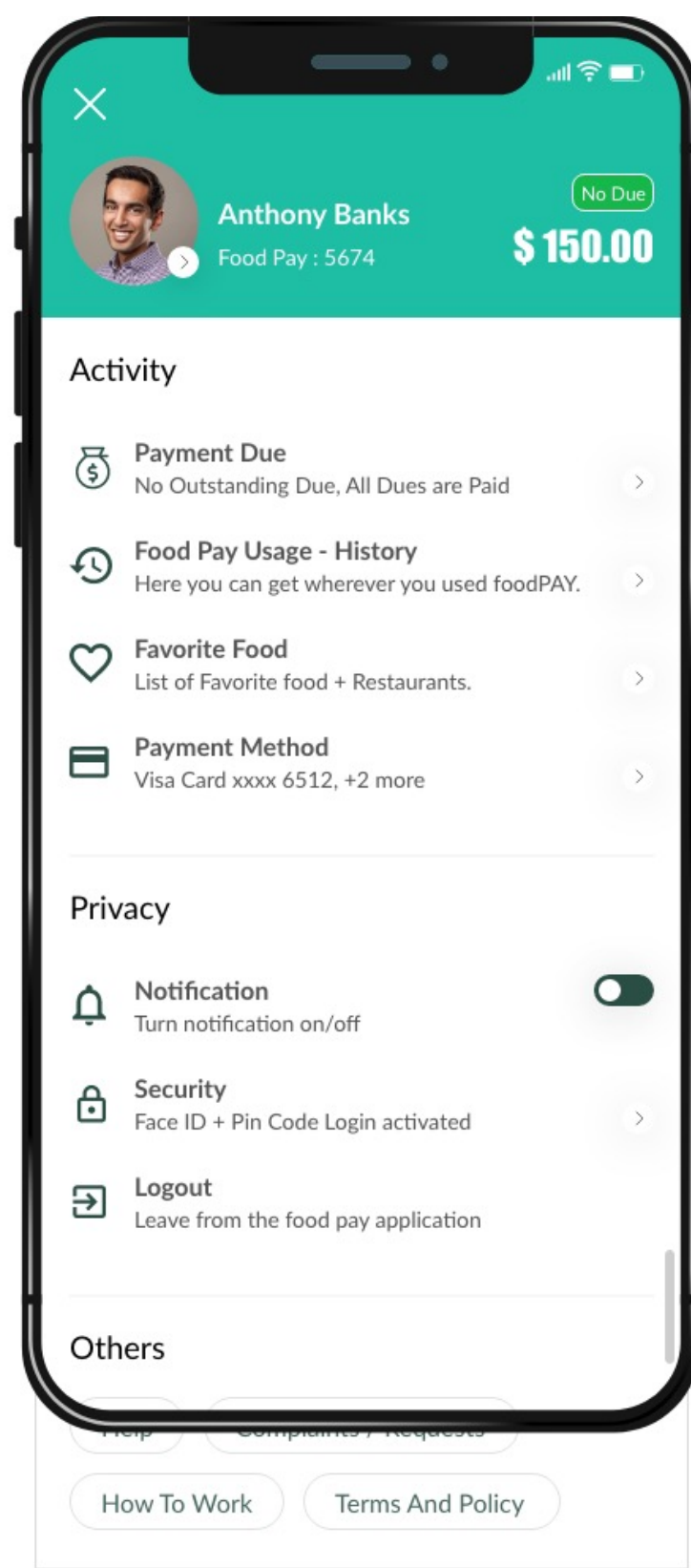


foodPAY



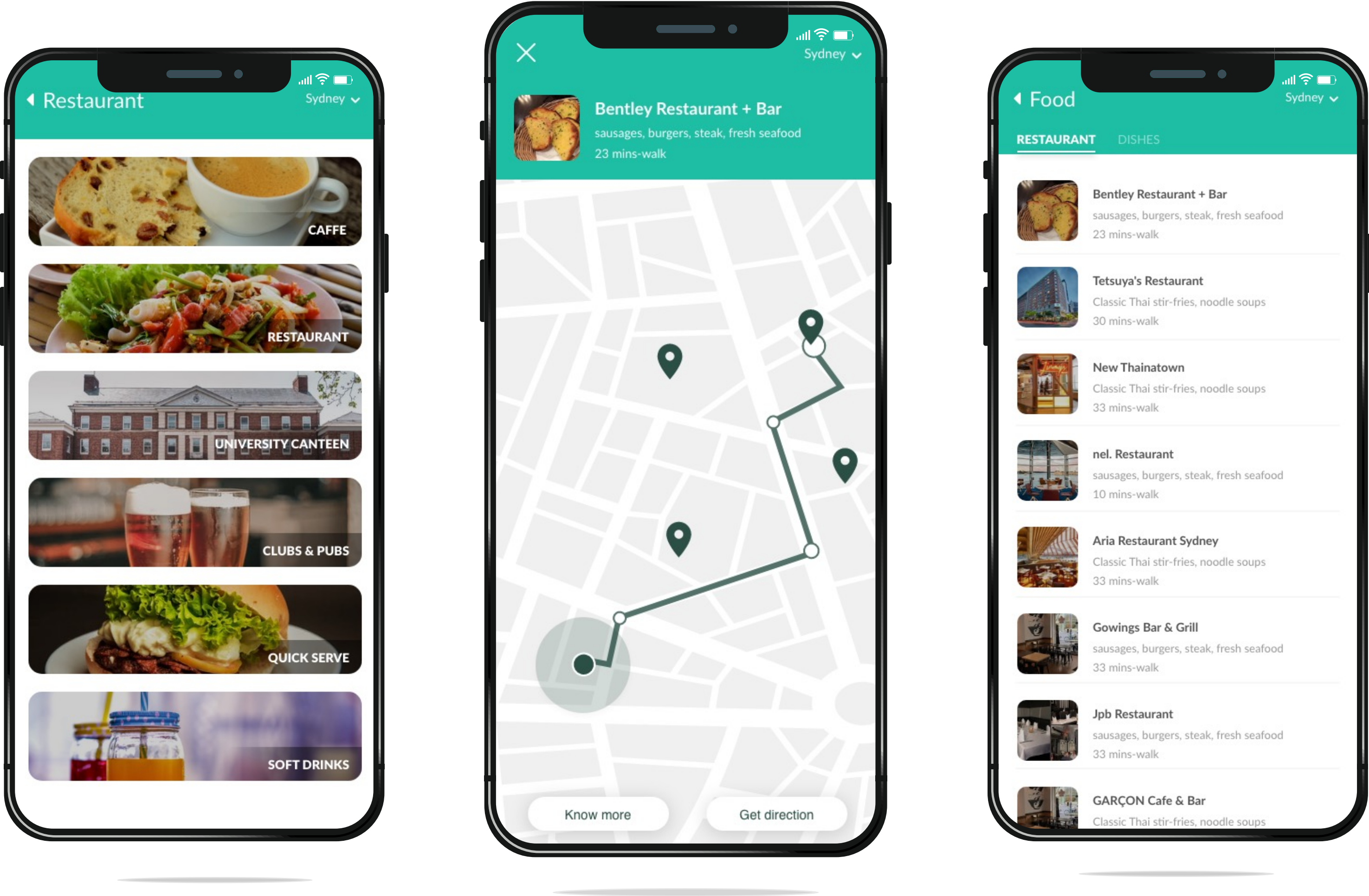
foodPAY

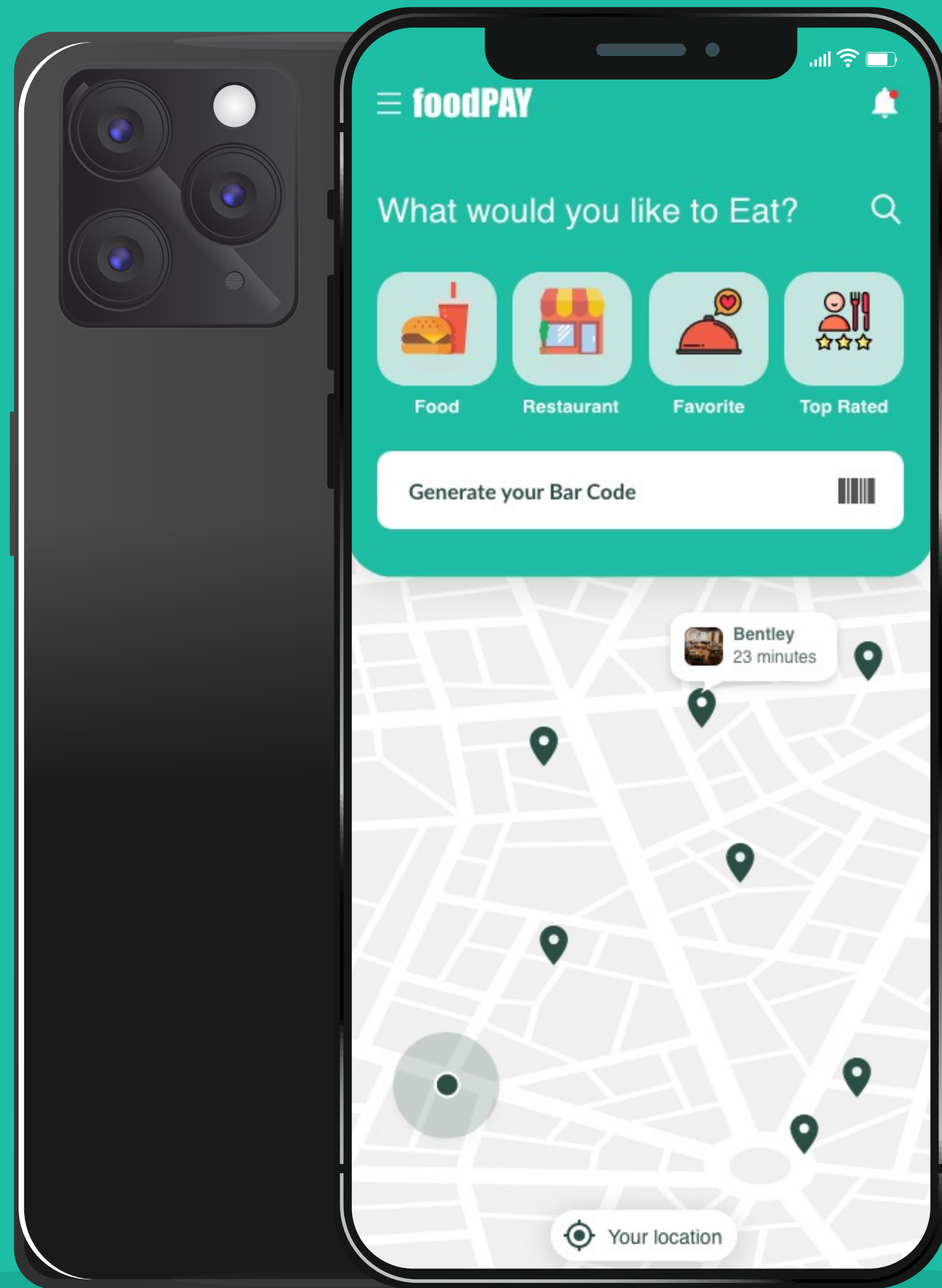
GENERATE BARCODE



FoodPAY

INSTORE VIEW





foodPAY

Eat Now Pay Later