

The Chefz Insights

2024

Application Profile

"The Chefz Insight"

Facilitate your brands periodically monitor

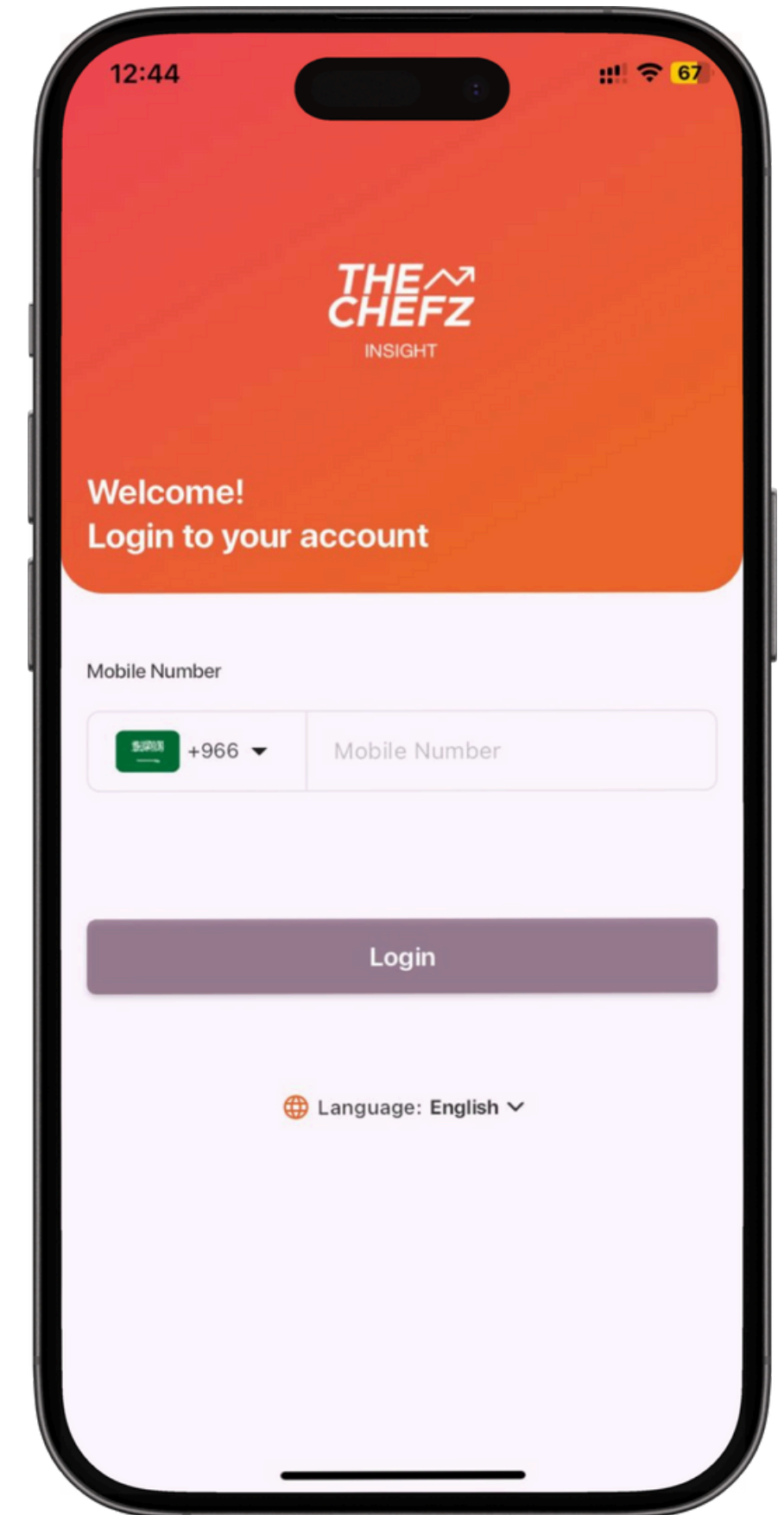
A unique application that helps brand owners follow the performance of their brands with exclusive technical features and updated statistical tools that ensure monitoring performance accurately and directly.

How Can I login to the Application?



To log in to the application, the brand owner's phone number should be shared via WhatsApp or provided to the store's account manager in order to activate the account.

This will ensure that all associated brands are included in his/her account in the app.





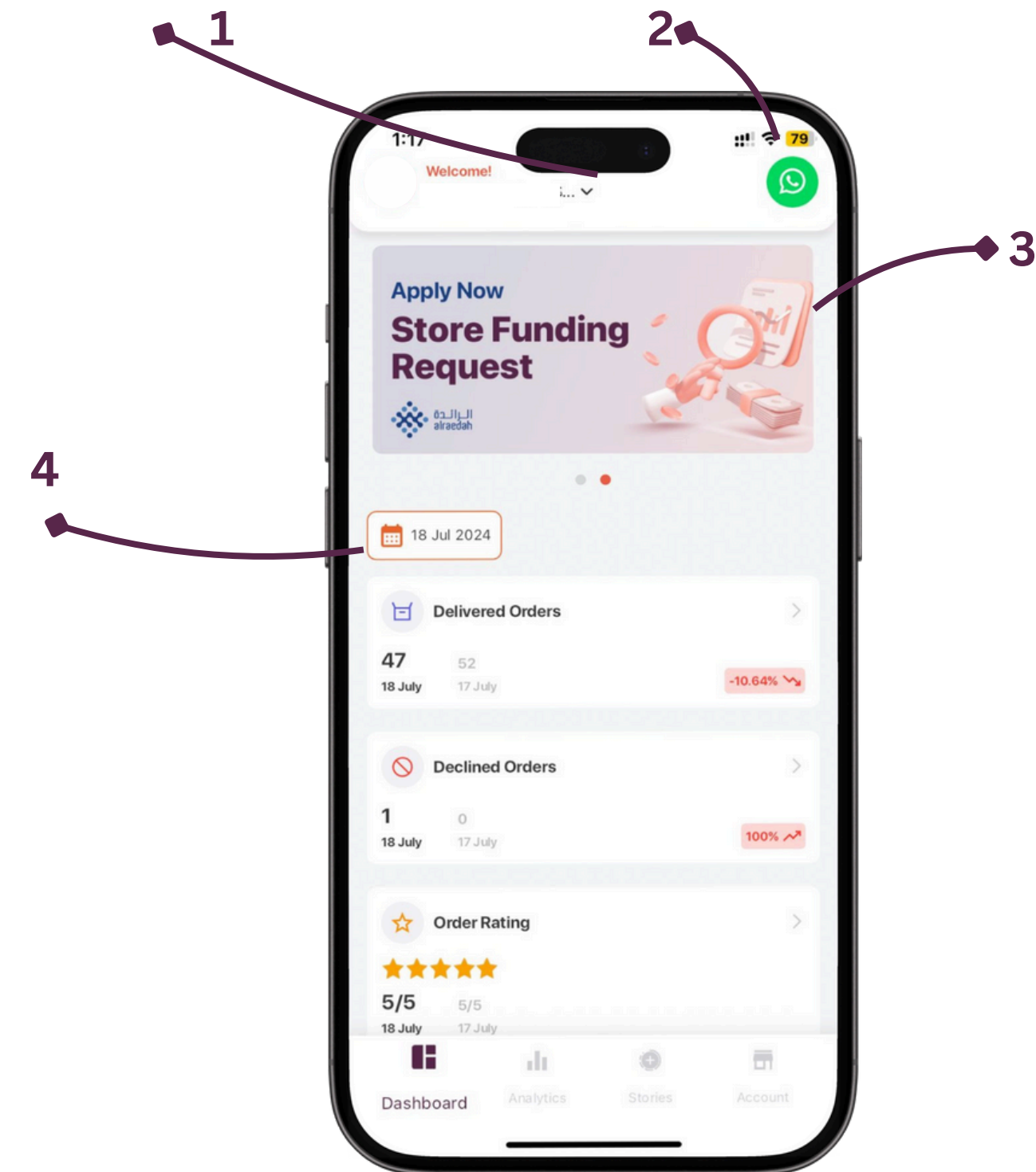
The Features of Dashboard

Application Dashboard

Allows brand owners to switch between brands, contact account managers, and view marketing campaigns. It also displays essential statistics, such as order summaries.

Through the dashboard, you will be able to

1. Brand owners can smoothly switch between different brands they own
 - **Making it easier to keep track of multiple businesses.**
2. The ability to communicate with account managers directly
 - **The number will be updated automatically regarding to the brand manager**
3. The dashboard also showcases marketing campaigns
 - **Allowing brand owners to explore new initiatives and view campaign details through the banner**
4. View the most important statistics on a specified day compared to the previous day at the same time

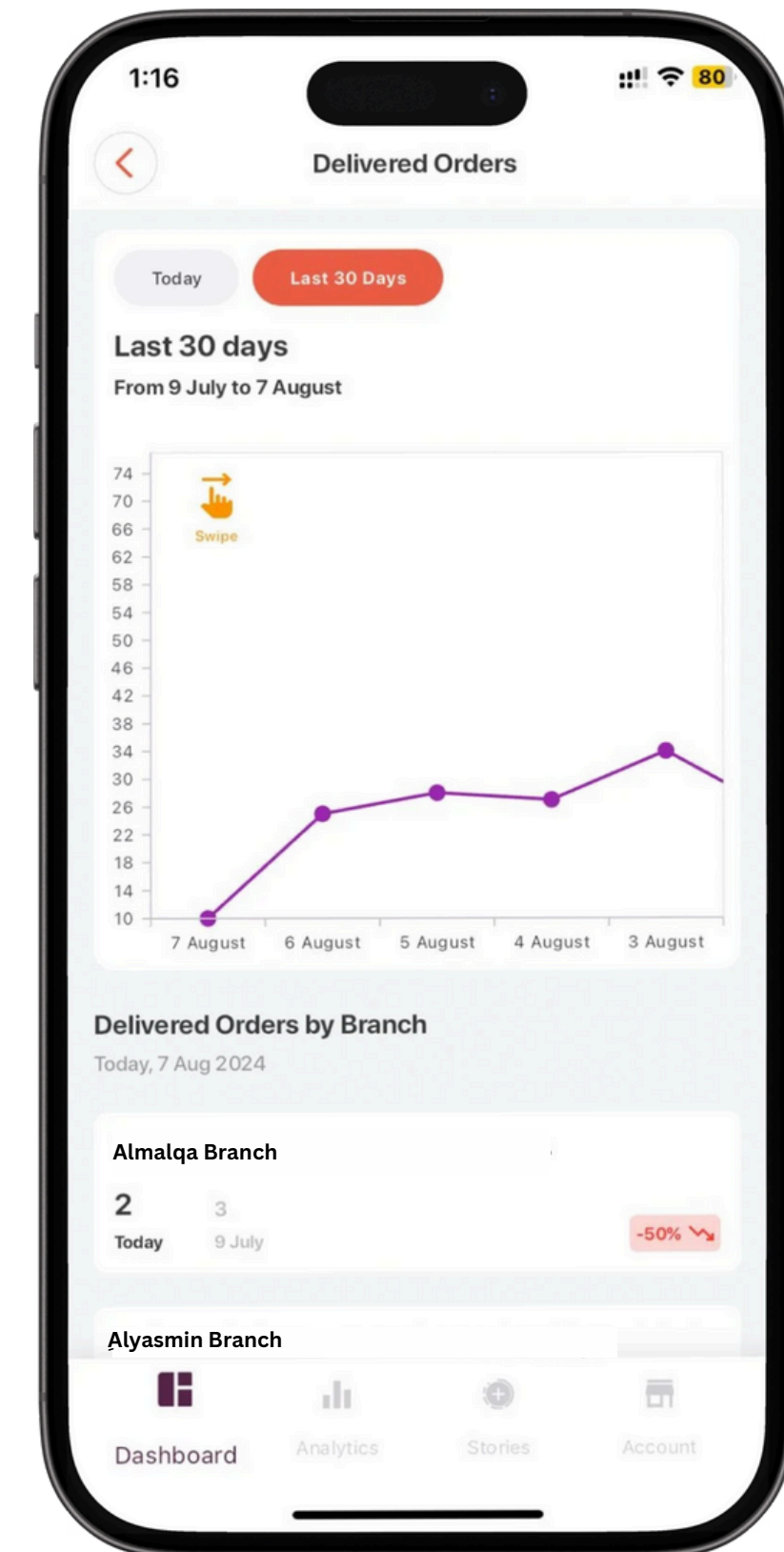


Delivered Orders

A key feature for tracking overall brand performance, this tool compares today's performance with previous days.

Delivered order features allows you to track your brand orders:

- **Today:** A chart showing delivered orders from the last 24 hours compared to orders from the same hour on the previous day, along with a list of orders per branch.
- **Last 30 Days:** A chart showing delivered orders from the previous 30 days, along with a list of orders per branch.

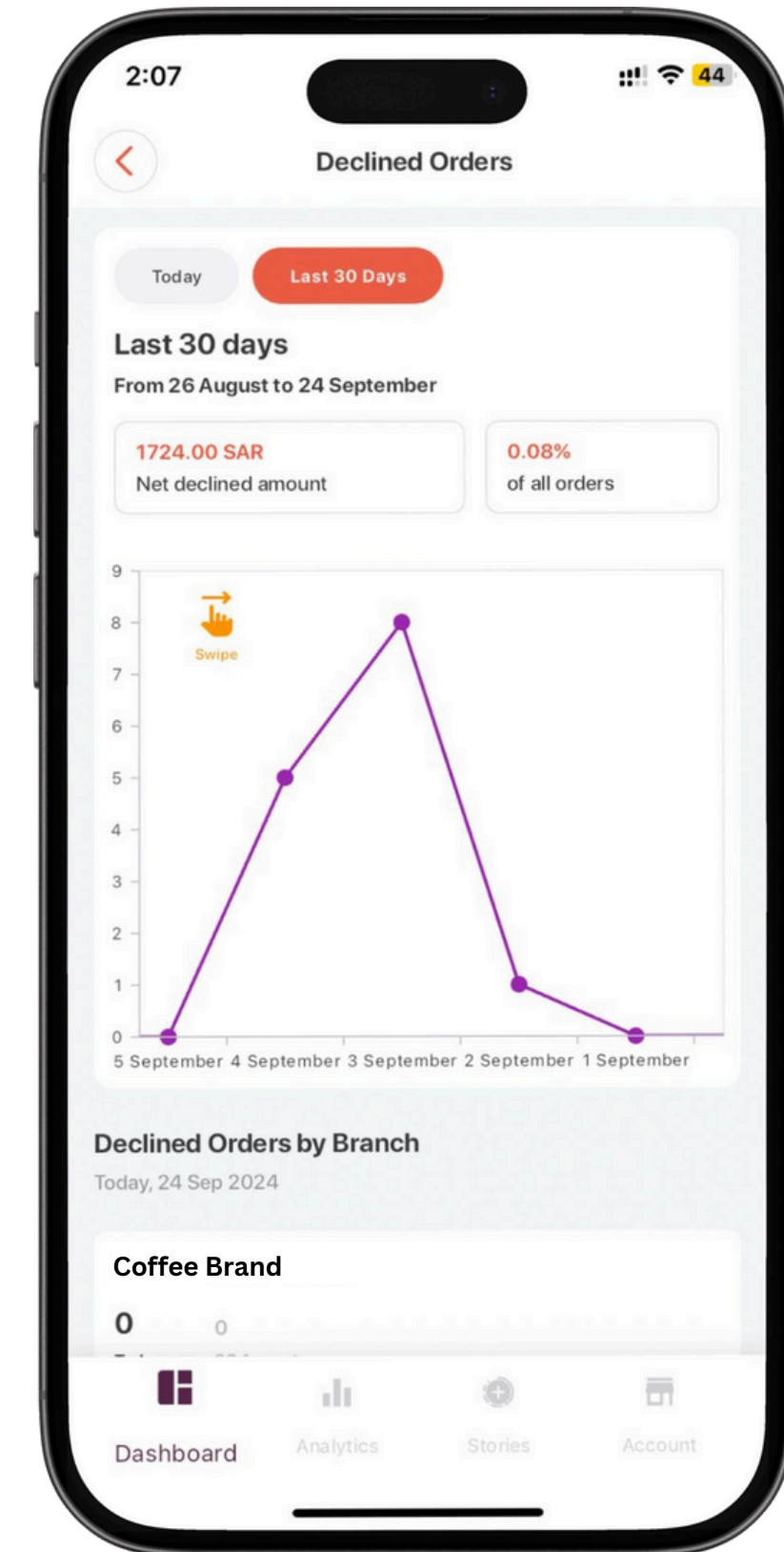


Declined Orders

A vital metric for improving business efficiency, the declined orders feature helps brand owners understand the reasons behind rejected orders.

Declined order features allows you to track your brand:

- **Today:** A chart showing declined orders from the last 24 hours compared to orders from the same hour on the previous day, along with a list of orders per branch.
- **Last 30 Days:** A chart showing declined orders from the previous 30 days, along with a list of orders per branch.

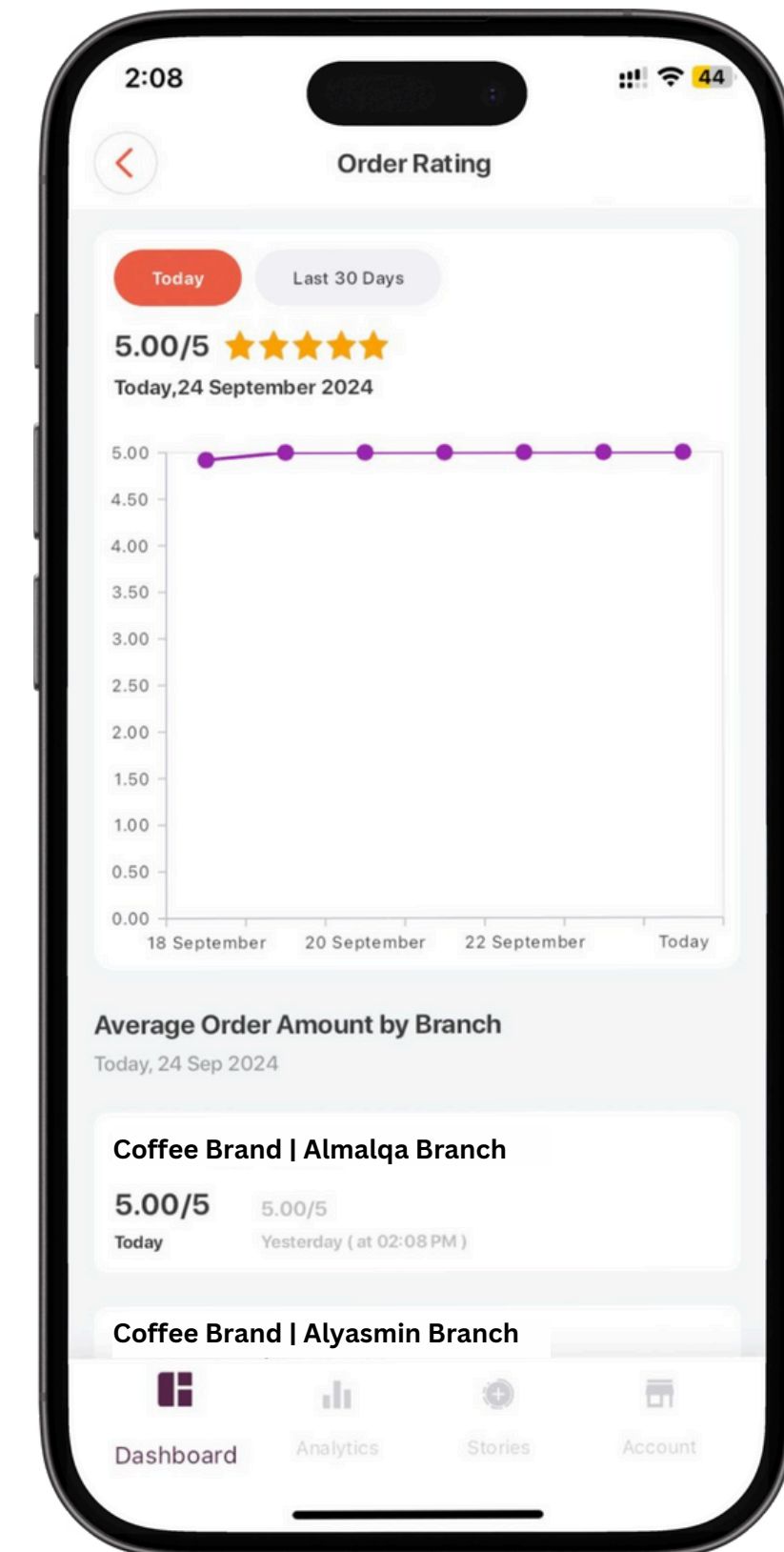


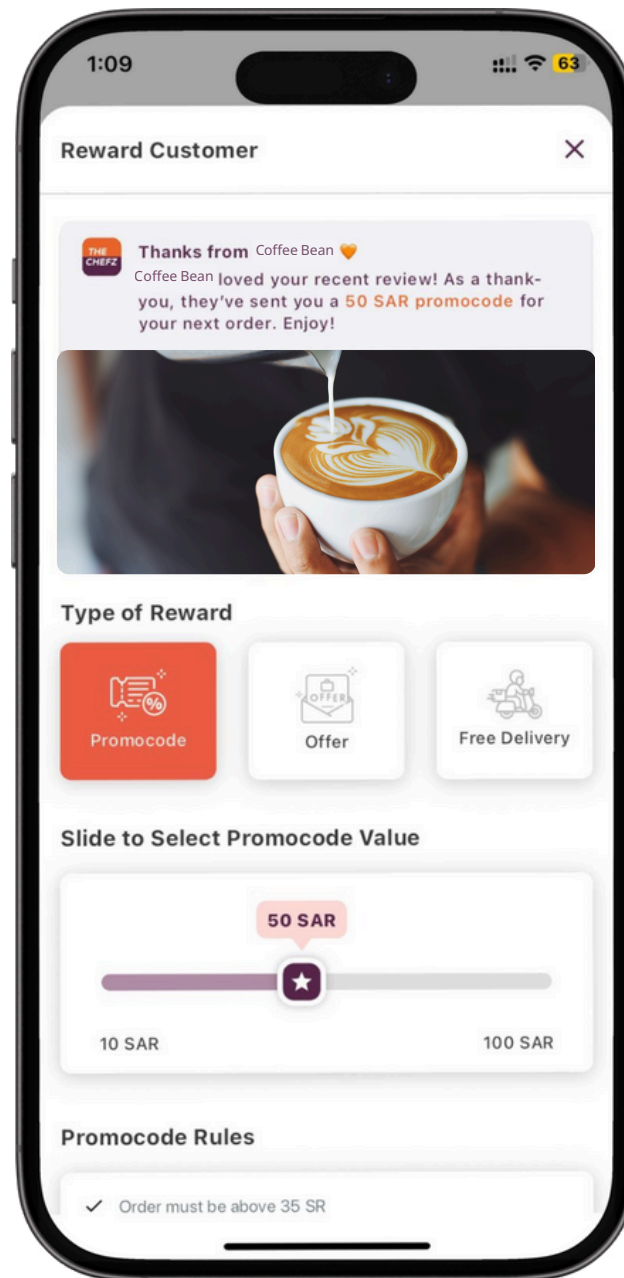
Order Rating

Monitoring customer satisfaction is critical, and this feature helps brand owners stay closer to customer feedback.

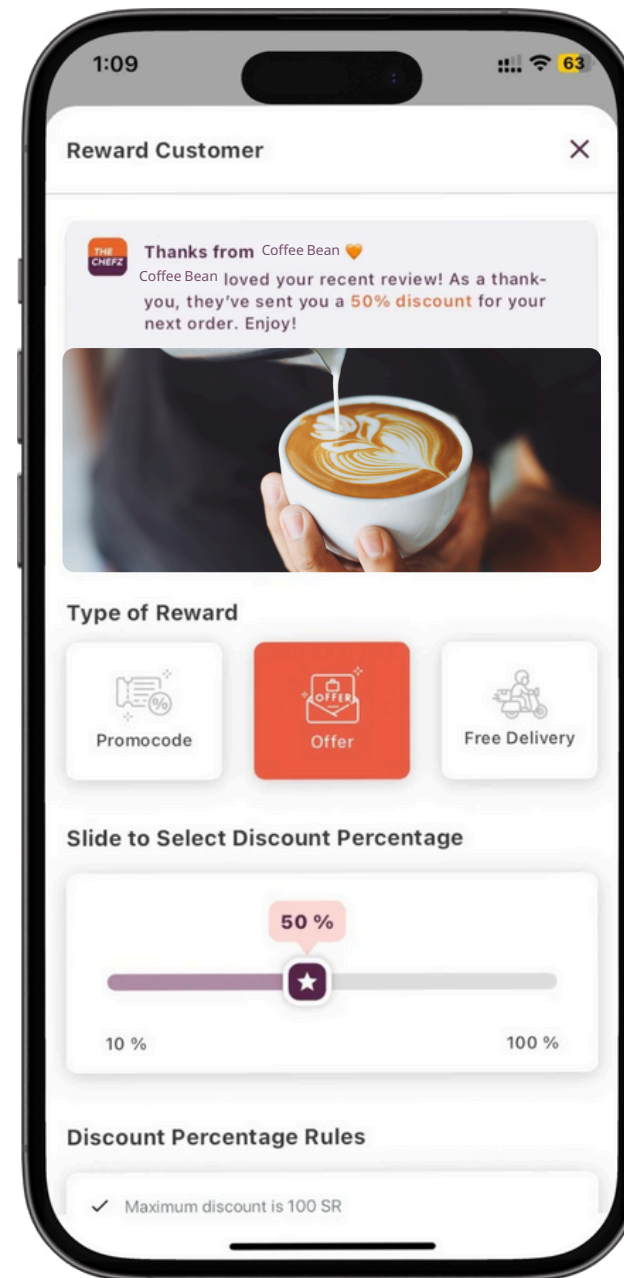
Order rating features allows you to track your brand :

- **Today:** A chart showing order ratings from the last 7 days, along with a list of order ratings during the current day per branch.
- **Last 30 Days:** A chart showing the rating of the brand orders during 30 days and a list showing the rating in all branches.
- **Thanking Customers:** Strengthen your customers' loyalty by offering them a promo code, direct discount, or free delivery—and thank them.
- **Increase Customer Satisfaction:** Win over dissatisfied customers by offering them a promo code, direct discount, or free delivery.

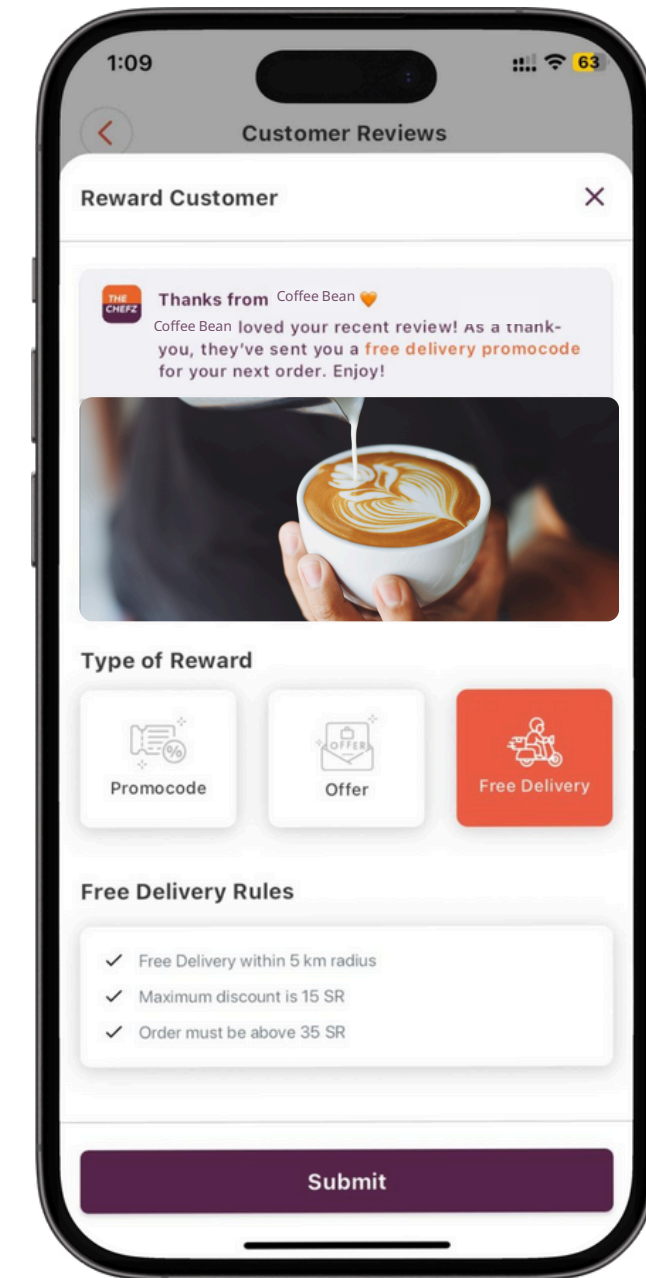




You can send the customer a personalized promo code, specifying its value and conditions.



You can apply a specific percentage discount for the customer, with defined conditions for the discount.



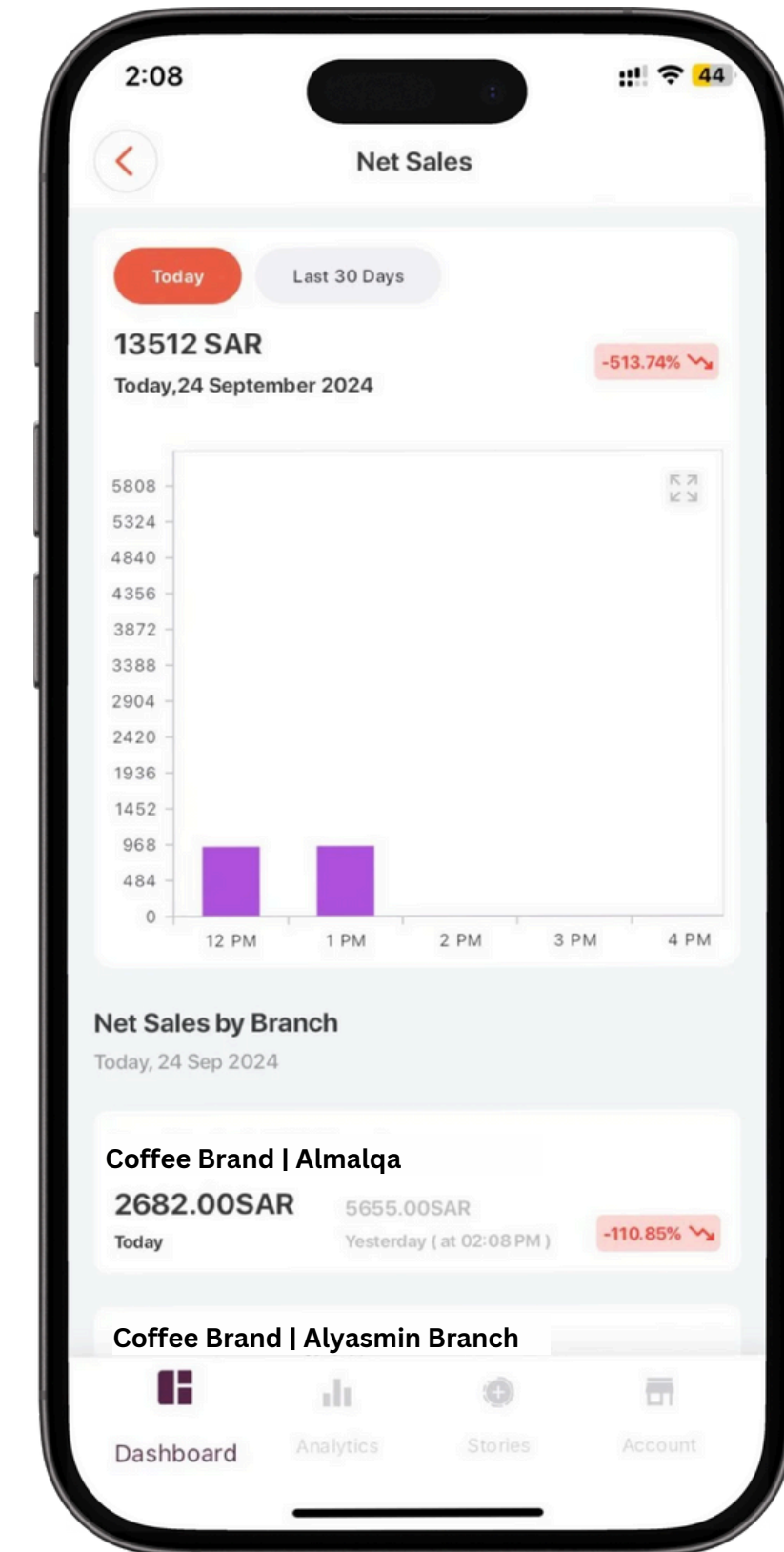
You can offer the customer free delivery under specific conditions.

Net Sales

Net sales are calculated after deducting delivery fees and discounts, providing an accurate financial picture.

Declined order features allows you to track your brand orders:

- **Today:** A chart show the net sales for the last 24 hours during the same time period is displayed with a list showing net sales per branch.
- **Last 30 Days:** A chart show the net sales for the last thirty days is displayed along with a list showing net sales by branch.

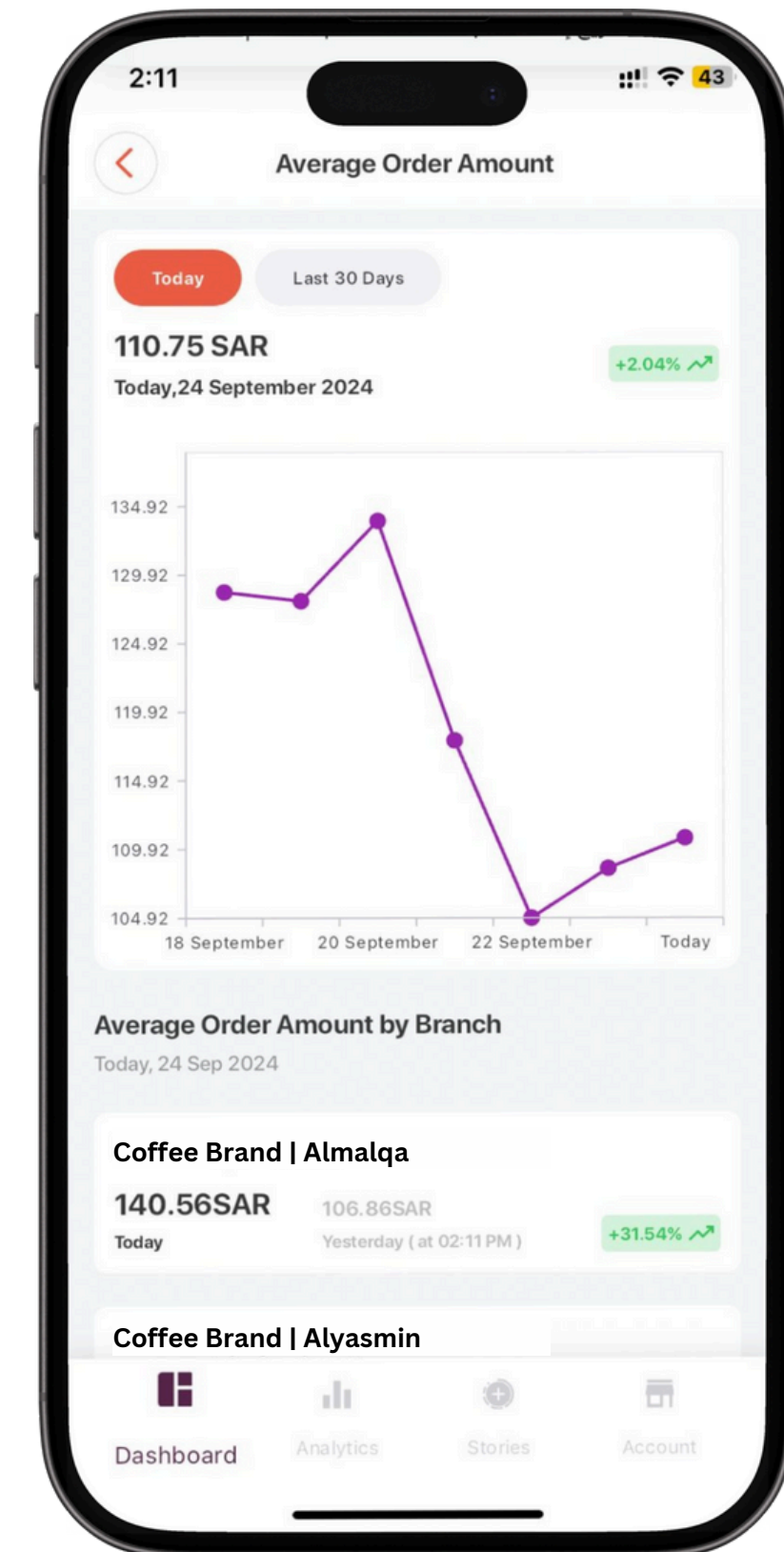


Average Order Amount

Brand owners can evaluate the average number of delivered orders within specific time slots

Declined order features allows you to track your brand orders:

- **Today:** A chart showing the average delivered orders from the last 24 hours compared to orders from the same hour on the previous day, along with a list of orders per branch.
- **Last 30 Days:** A chart showing the average delivered orders from the previous 30 days, along with a list of orders per branch.





Reports Interface

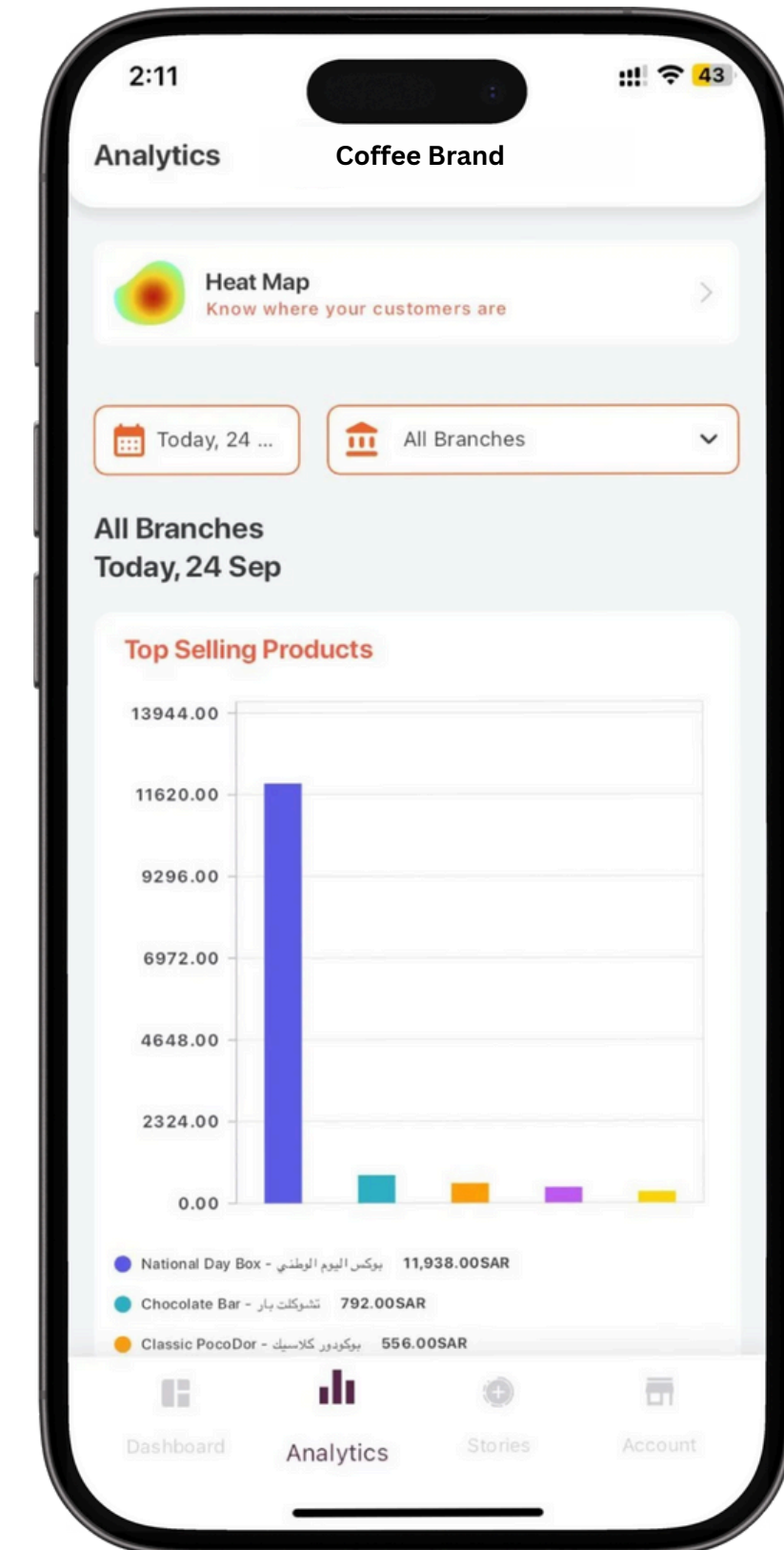


Analytics

Provides detailed report on best-selling items and most declined items across specific branches or periods. This feature helps with inventory management, sales forecasting, and refining product offerings.

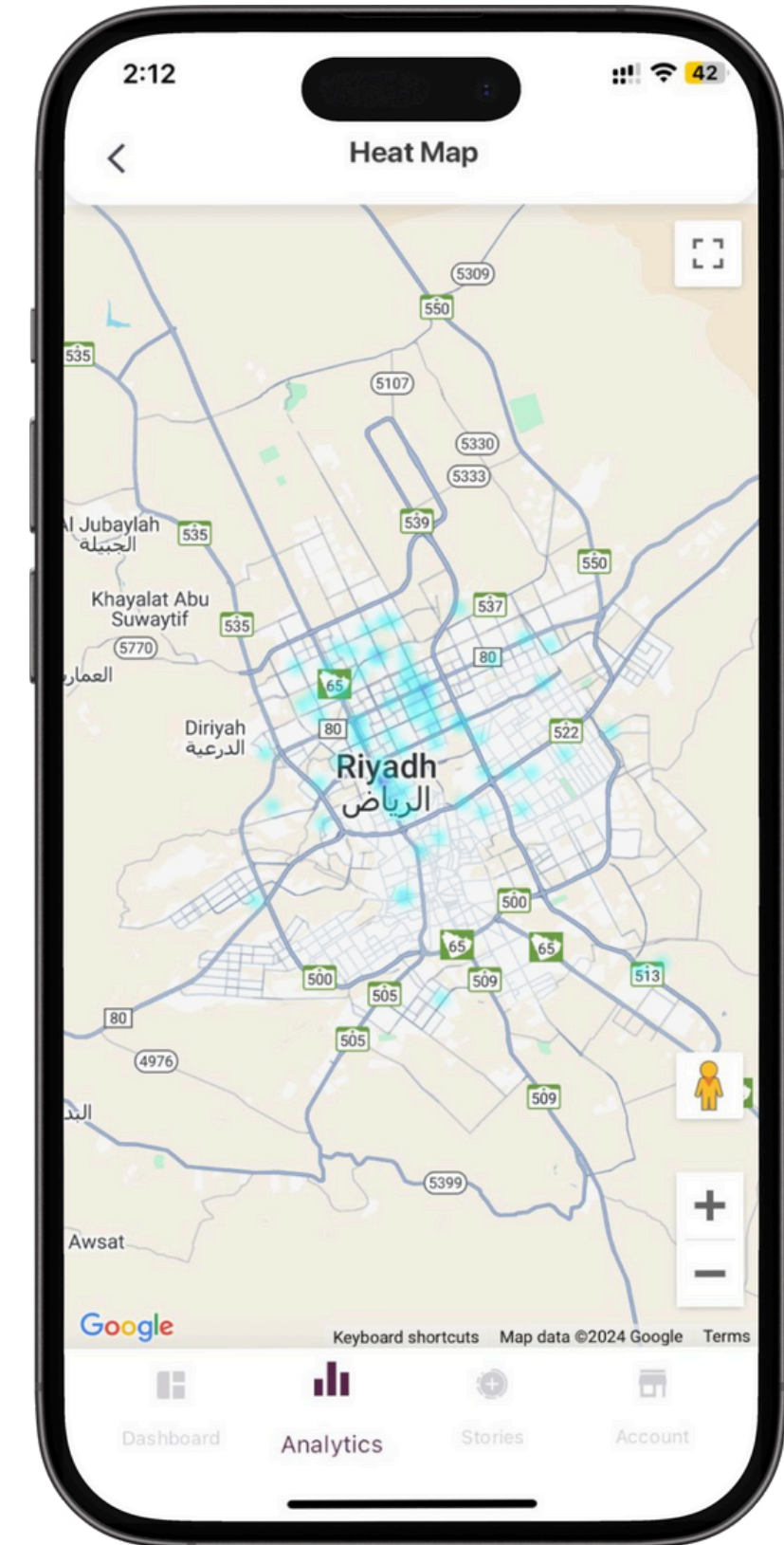
Through the analytics interface you will be able to

- View a graph of the best-selling products in a specific time or branch
- View a graph of the most declined items in a specific time or branch



Heat Map

A geographical representation of customer activity, the heat map highlights areas with the highest order volumes. This enables brands to enhance their marketing efforts by targeting high-performing areas and understanding customer behavior.





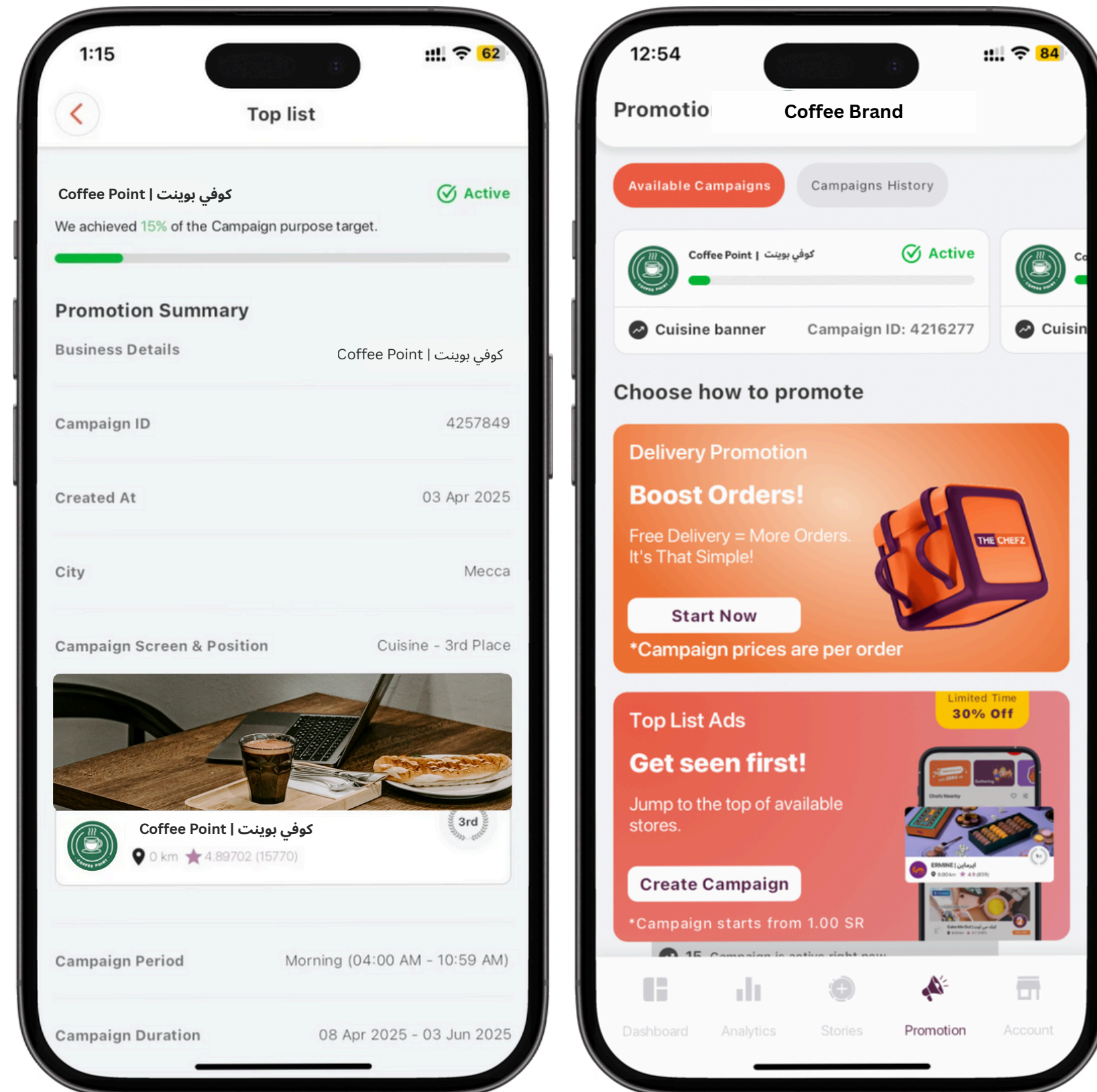
Brand Promotion



Promotion

This feature offers seamless management of in-app marketing within The Chefz app. Brand owners can schedule and reserve marketing services and track the approval process.

The platform also provides historical data of the previous campaigns and upcoming offers on in-app marketing services.





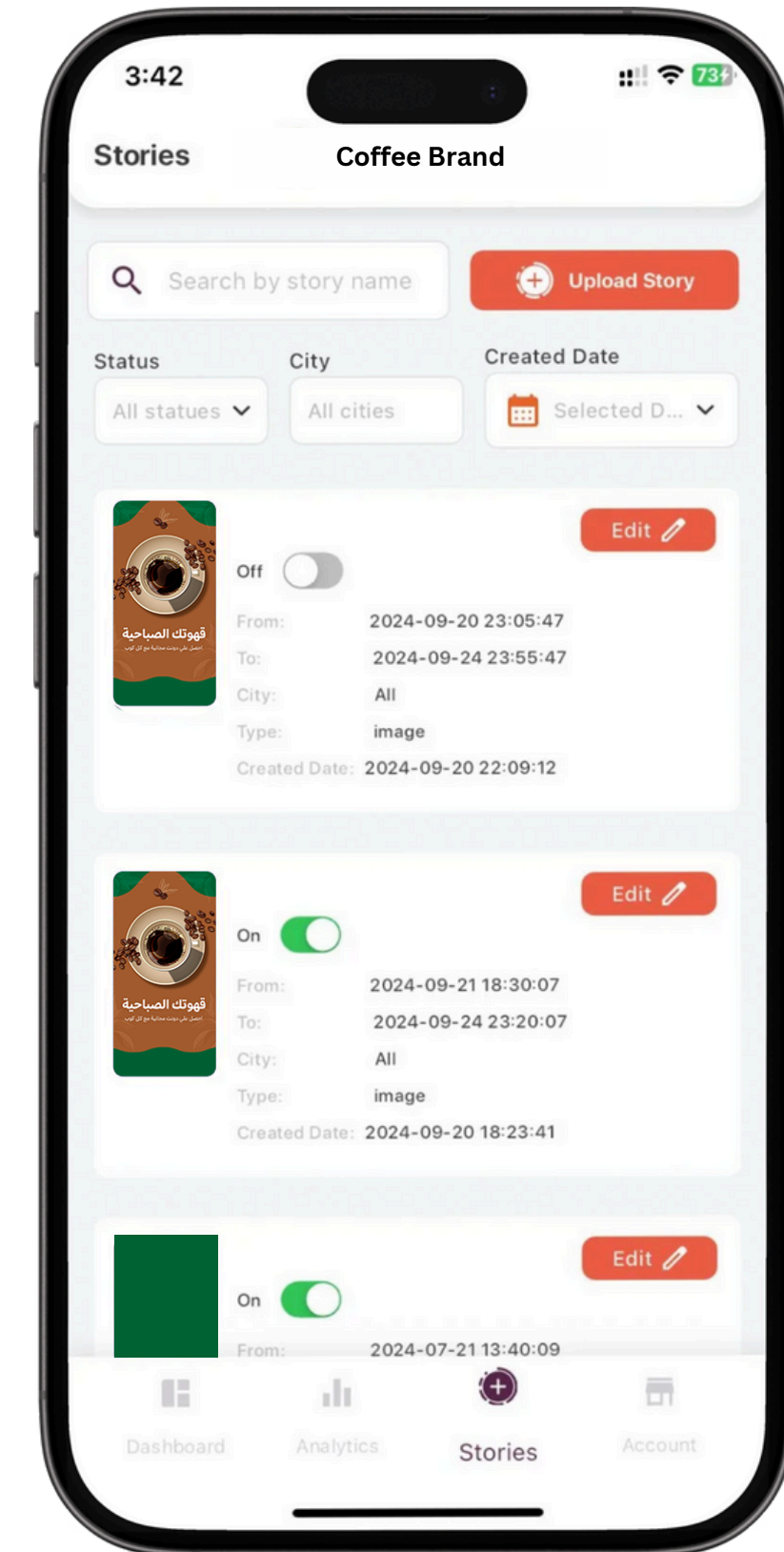
Brand Stories



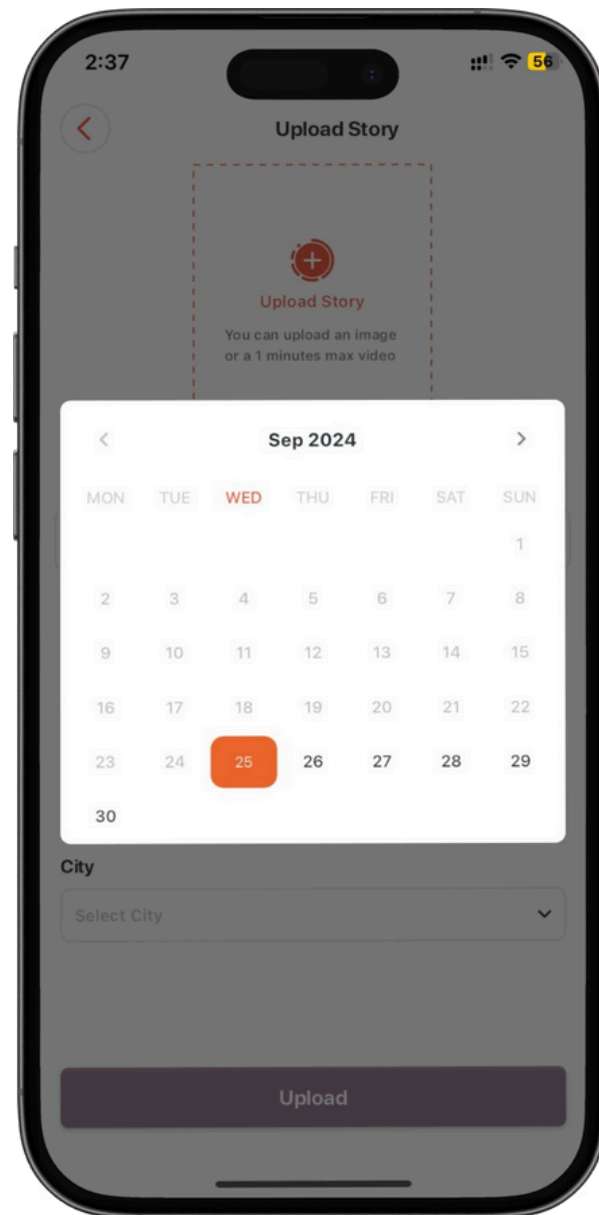
Story

This feature offers seamless management of stories within The Chefz app. Brand owners can schedule and publish stories, set specific dates and cities, and track the approval process.

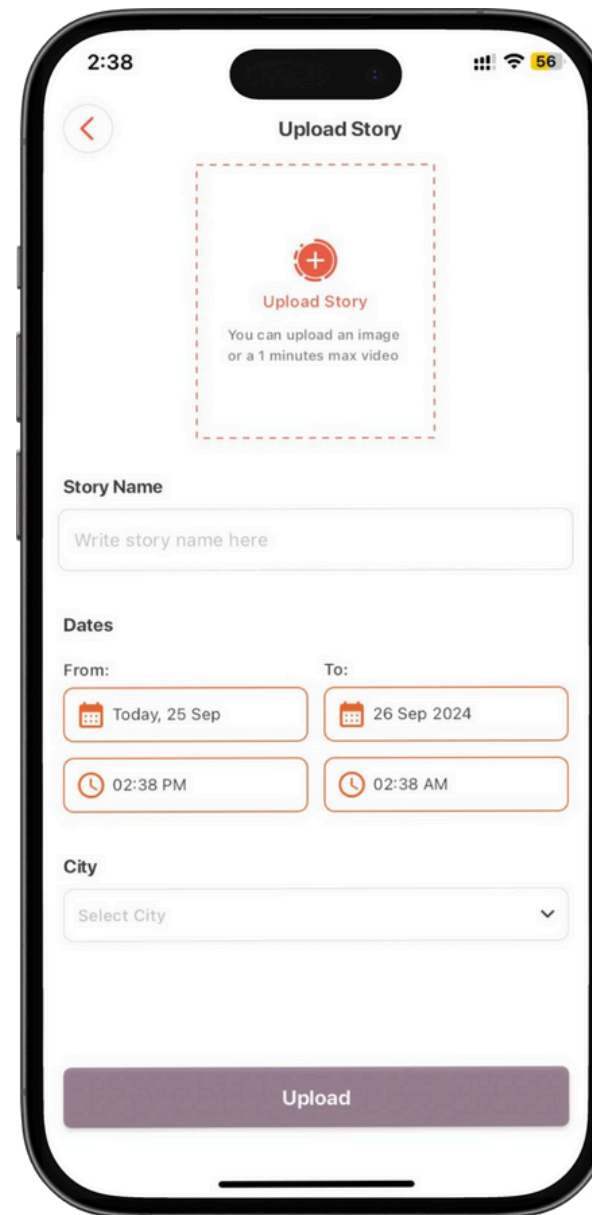
The platform also provides insights into story performance and status (approved, pending, rejected), allowing for greater control over promotional content.



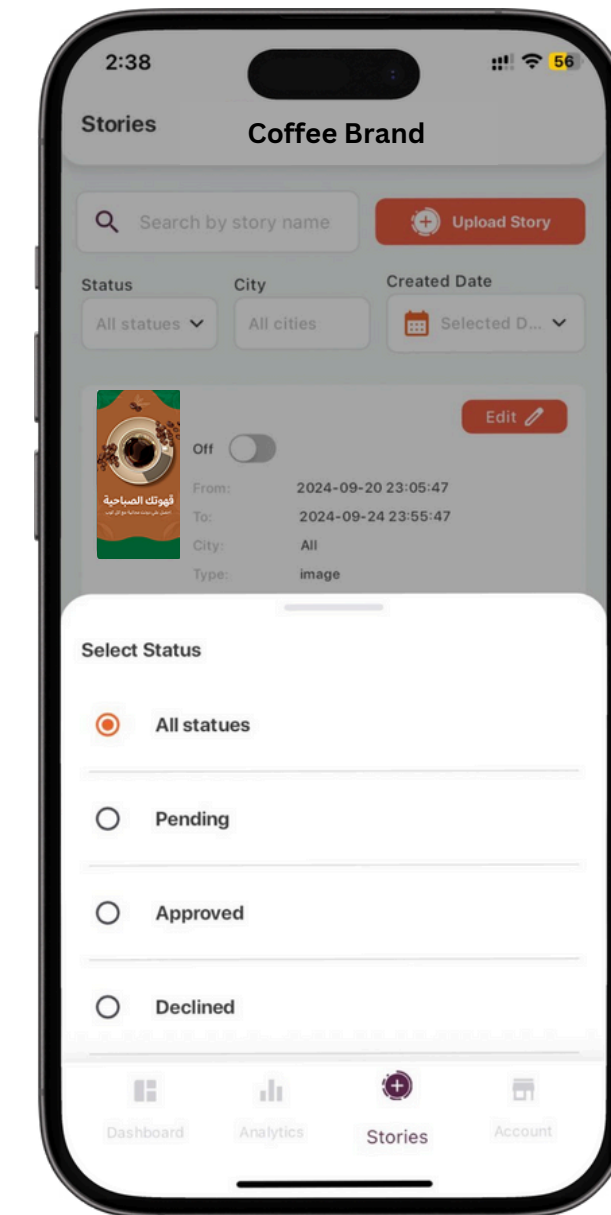
Through the story interface you will be able to:



See stories currently active in The Chefz or Story Archive on a specific date



Schedule the story to be published on a specific date and time with the possibility of selecting a specific city



Review the status of stories and see which stories have been approved, pending or rejected

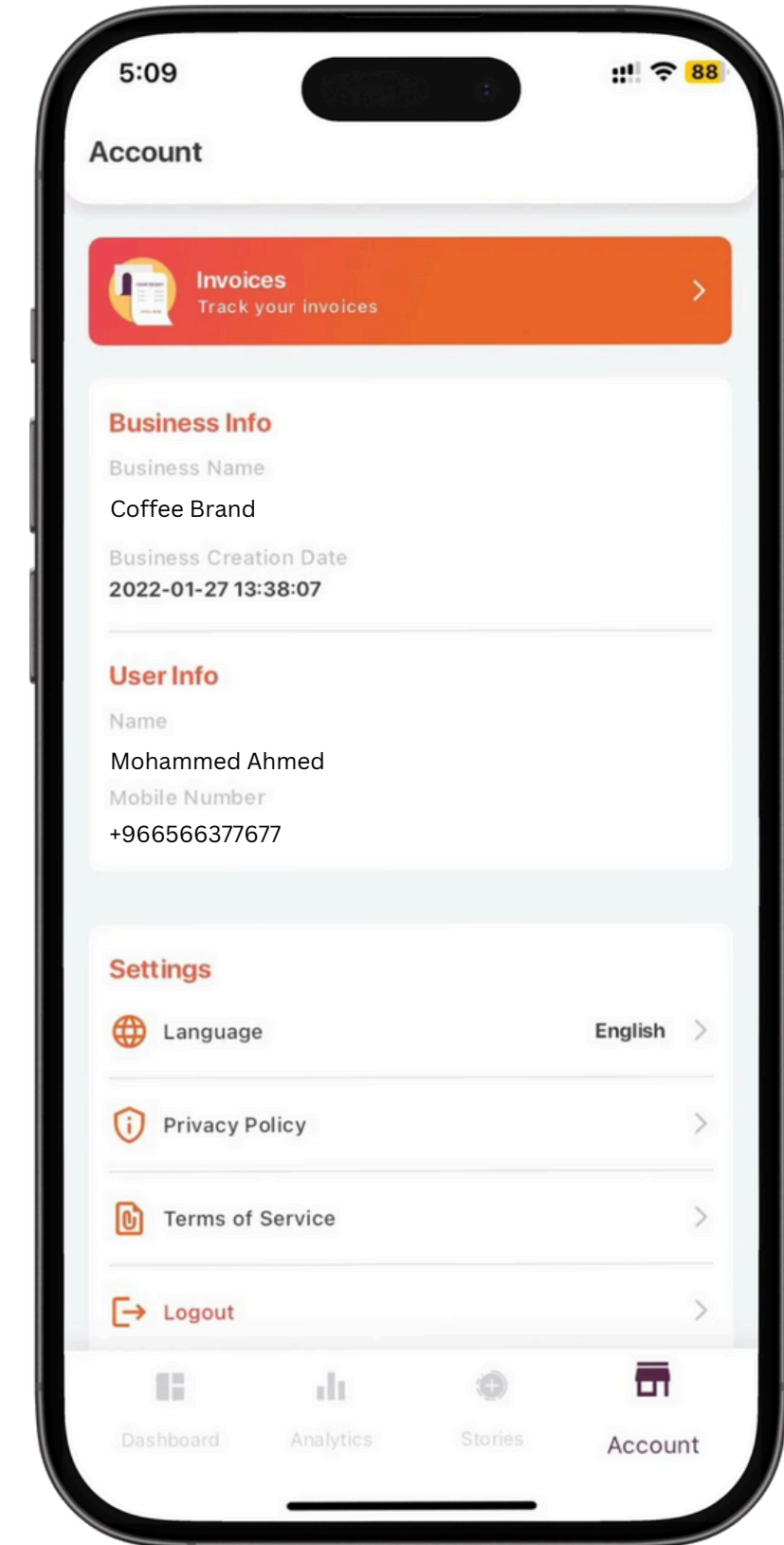


Account

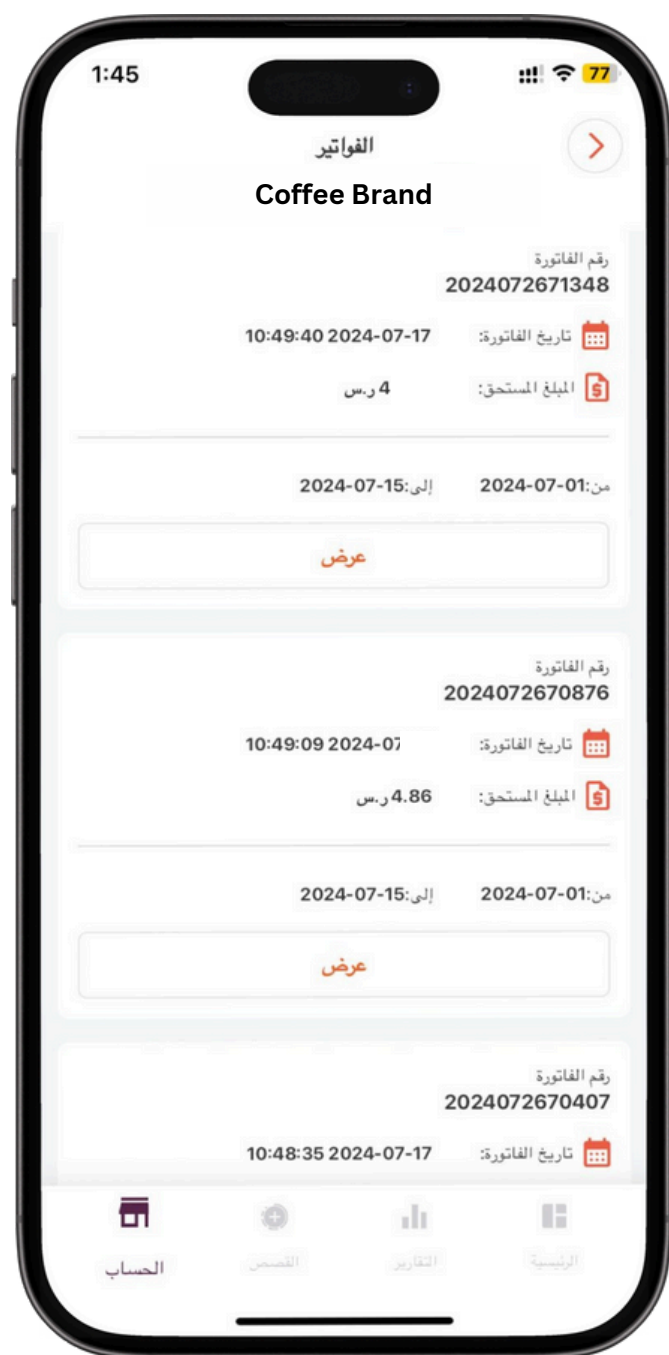


Account

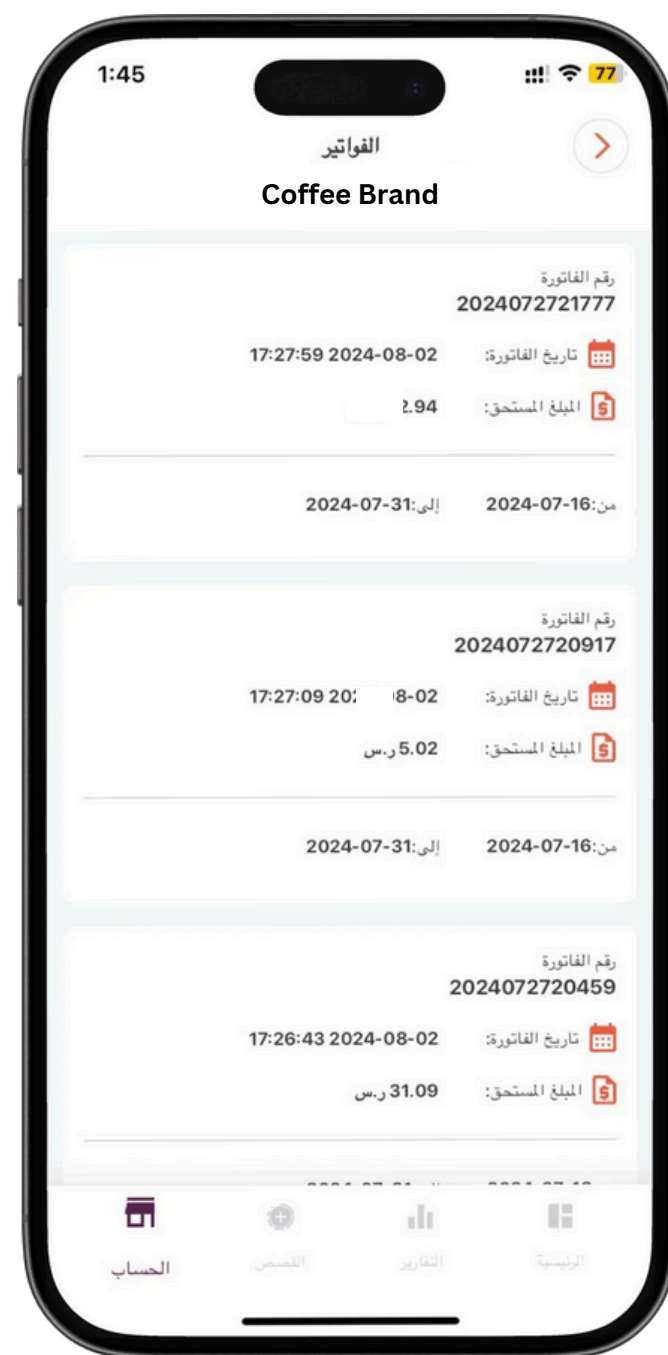
The account interface includes all necessary details for managing finances, including features that allow for tracking invoices issued by The Chefz app.



Through The Bills Feature you will be able to:



After the the invoice from the he Zakat, Tax, and Customs Authority , you can download the invoice and view the full details with the ability to share it as a PDF file



View invoices details and the commotion amount for the Chefz application



Additional Features



Home Screen Widget

The widget allows brand owners to view key statistics from their home screen without opening the app, providing quick access to performance metrics and branch performance.





THANK YOU



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