

The Guide to open Cloud Kitchens in India



Aum Hospitality Consultants

Hotel & Resort Project & Management Consultants



WHAT IS A CLOUD KITCHEN & HOW DOES IT FUNCTION?

- A cloud kitchen is primarily a restaurant kitchen that accepts incoming orders only through online ordering systems and offers no dine-in facility. Cloud kitchens are also known as dark kitchens, ghost kitchens, virtual restaurants, and satellite kitchens.
- Cloud kitchens can have their online ordering website and online ordering app, or they can accept orders through the various food delivery platform. Since the primary source of revenue for these internet restaurants is through the different food ordering platforms, such as Swiggy, Zomato, etc., it is essential to have a Point of Sales software that accepts orders from multiple sources. This would save you the hassle of manually adding and calculating orders from different ordering services at the end of each day.
- Faasos by Rebel Foods, Hoi Foods, Biryani By Kilo, are some of the famous examples of Cloud Kitchens.

Why Cloud Kitchen

Ghost Kitchen,
Dark Kitchen,
Virtual Restaurant!
Are they one concept?
Or Different

- With the introduction of cloud technology, it has become easy to order food online and cloud kitchens suddenly seem like the only logical thing to do to manage high rentals and reduced margins.
- Cloud kitchen or the digital restaurant is the latest trend that has quickly established itself as a big option. With extreme competition in the restaurant space, high rentals, and rising costs, Cloud Kitchens seem like a smarter way to run the restaurant business. With the wave of technology hitting the restaurant industry, we can assure you that the cloud kitchen trend is here to stay and would only evolve multiple folds from here.
- As per a report, only 13% of the total market size has been tapped by cloud kitchens. This shows the immense potential this wonder-format holds.

Scope Of Services Aum Hospitality Consultants

- **PHASE I**

- Assisting promoter in deciding Cloud Kitchen Location
- Short Business Plan & Revenue Projections
- Preparation of project budgets
- Planning of Kitchen, equipment plan and other service areas

- **PHASE II**

- Preparation of menu with pricing strategy
- Assistance in preparing promoter on digital platform - e-commerce website, food delivery app etc through a professional agency
- Operational set up - Staffing, SOP's, Order Delivery Procedures
- Marketing assistance & strategies





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