# TECHNOLOGY BLUEPRINT OF EWT PAGER

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## 1. EXECUTIVE SUMMARY

The Estimated Waiting Pager or known as EWT Pager is an innovative queue management system designed by MORO Corp. that aims to improve customer satisfaction and service efficiency within the food service sector. This product is an upgraded version of the existing pager system commonly used in restaurants, with smart additional features to enhance transparency and communication for users. The EWT Pager comes with an LCD built-in screen that displays details about customers order including preparation status, estimated finish time, queue status, and straightforward feedback options. It is supported by the central control system which works as the operational hub for the entire queue management process. This control system enables staff to manage the orders in real-time with the labelled sections: menu, order, preparation and queue. The system continuously tracks the order progress and wirelessly sends updates to the corresponding pager. The EWT Pager is designed to reduce customer uncertainty and frustration caused by unclear service durations, and improve operational efficiency of restaurant services.

The EWT Pager is primarily designed for food service businesses, particularly restaurants, cafes, self-service outlets and food courts. This target market consists of small to medium-sized food business operators that operate in high-traffic urban areas, which often face challenges regarding customer queue management and service delays. By introducing a transparent solution, EWT Pager fills this void. This is because the product will be beneficial to the food service establishments who seek to improve their queue management and customer service processes. The company will collaborate with established food and beverage chains such as Coffee Bean & Tea Leaf for the first-time market penetration strategy since these outlets have been using the current pager system. Thus, making them suitable candidates for adopting the new version of EWT Pager. The company will conduct a test run on the EWT Pager at the selected locations to demonstrate the effectiveness of the pager.

The local queue management system market is projected to exceed approximately RM 35,000,000 by 2028 and gradually expand its market share, thus this product has significant potential in the market. The initial projections are estimated around 3% market penetration within three years with sales growth driven based on the addressable market of 8,000 food service outlets in Malaysia.

MORO Corp. has made some modifications towards the current pager system and introduced a completely new model of product called The EWT Pager that consists of its own uniqueness compared with others. The EWT Pager is a device that not only functions to offer customers real-time updates about their orders, but it also enhances customer service and optimizing operations. Besides that, the team already studies the needs of both sides, as customers want clear information while management needs a tool that does not interfere with their workflow. Therefore, users may find this experience convenient while using the unique features in the product that cannot be found on other pagers yet.

The company can achieve strong profitability through a competitive pricing strategy of RM 2,800 for the entire system of EWT Pager including the central control systems and 20 pagers, targeting a total initial market size of RM 280,000 and capturing around 30 outlets in the first year then expanding to 75 and 150 outlets in the second and third years respectively. Over the span of three years, this product is estimated to reach a total of 420 units sold, generating a projected revenue of RM 1,176,000. With annual sales forecasts of RM 280,000 in year one, RM 672,000 in year two, and RM1,176,000 in year three. Start-up costs of RM 84,914 are financed through equity, loans, and hire-purchase, while monthly operational costs are optimized at RM 22,874.

Managing Director Nurul Qaleeda Najiha Tamizi leads MORO Corp. 's management team and is in charge of partnership and entire company strategy. Nur Ayu Adila Mohd Rosidi assists her as an Operations Manager by overseeing the product’s delivery, logistics and operations. Next, Noralia Qisti Mohammad Nazri as Sales and Marketing Manager is responsible for developing digital marketing strategies and boosting market share engagement. Finally, Nurfarissha Syazwina Muhamad Hairol is the Financial Manager with expertise in planning the company finance and managing risks. This talented team is built to ensure the successful execution of the company business plan and aims to accomplish the organization’s objective.

## 2. PRODUCT OR SERVICE DESCRIPTION

### 2.1 Product Description

The Estimated Waiting Time (EWT) Pager is a technologically advanced device in wireless calling systems within restaurants and represents a significant innovation over traditional pager. It features an online queue monitor system that calculates the waiting time of each customer and displays this information in real-time on a pager screen. The proposed smart innovative pager system suggests such a customer-oriented instrument as real-time information about the status of the order, estimated time of preparation, and the customer's place in the waiting line received on a small and portable device. EWT Pager is developed to provide customers with precise and current data and improve customer experience and the efficiency of the operation.

### 2.2 Product Applications

The main use of the EWT Pager is in the food and beverage sector, especially restaurants, cafes, and food courts where the large number of customers and the waiting time of long queues can heavily affect the customer satisfaction factor. Upon placing their orders, customers are given a small-size portable pager, which offers real-time status of their order, the approximate time of order to be prepared, and the current position in the queue. When given accurate and trustworthy information about their orders, customers will have a sense of control, and they will not be frustrated during the waiting time. This means the rate of pressure and confusion in the restaurants is minimized as the people in the restaurant work at the counter reduce customer repetitive questions of not knowing the state of their orders and when they must wait long to get their order. Additionally, the system will make the communication process easier as the status of the order is displayed on the pager, which reduces confusion for the customer. In conclusion, it improves the entire experience of customer service and satisfaction, as well as allows the restaurants to handle a very large number of customers during peak hours and busy weekends. EWT Pager not only enhances customer service but also helps in better management and a more orderly waiting scenario.

### 2.3 Unique Value Proposition

Unlike the conventional queue management systems, the EWT Pager presents some novel attributes. In contrast to the current restaurant pager system, which is simply an alerting