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# Cloud Kitchens to Outpace On-Prem Resto Sales

Food deliveries are rapidly gaining momentum and giving jerks to the revenue of dine-in restaurants primarily because of the shift in customer preference caused by the pandemic and an increased sense of hassle in dining out.

People don't want to risk exposing themselves to the virus just to go to their favorite restaurants; they rather prefer relishing their favorite cuisines in the comfort and convenience of their homes with their family or while watching their favorite Netflix movie or browsing the web.

Before the outbreak of the pandemic, study shows that restaurant delivery sales are projected to grow at more than three times the rate of on-premises revenue through 2023. But due to the pandemic, it fastforwarded 2020 to 2023.

According to a report from L.E.K. Consulting, before the pandemic, majority of the growth will be in digital orders, "As consumers find themselves more and more pressed for time, online ordering from restaurants has captivated a diner demographic increasingly shaped by the sophisticated world of consumer ecommerce," says Manny Picciola, Managing Director at L.E.K. Consulting and co-author of Meals on Wheels: The Digital Ordering and Delivery Restaurant Revolution. "And millennials are a driving force behind the growth of digital ordering and delivery.

Now, like so many things, the pandemic is accelerating existing trends. Online delivery sales have soared, and, while previously heavily biased toward younger demographics, a very large number of people have become exposed to the ease of online delivery using sophisticated apps. A very large number of people have also become aware of the health risks of eating in packed restaurants. Even if a vaccine for COVID-19 is already available in some countries, it's likely that there will be a new caution

when seasonal flu and colds happen. The pandemic has offered a crash course in how viruses spread.

As most of us have by now been driven to embrace technology and the promised convenience it brings to our everyday lives, the rising demand for technology-enabled services is already unprecedented. The on-demand services sector has been very much a part of this trend.

The past couple of years have seen the emergence, proliferation, and exponential growth in popularity of app-based on-demand services. Nowadays, individuals and businesses are craving for utter ease and convenience of having products, parcels, food, and most other items picked up and delivered fast and efficiently, and only with just a few taps or clicks from their mobile phones or desktops practically wherever they are.

## Restaurant Business in the New Normal

The Covid stay-at-home order brought with it new challenges, but also many new opportunities. **Chic-Boy Cloud Kitchen** is one of them. It is a High Profit, Low Risk Restaurant Business Model in the new normal, it is a restaurant that provides no dine-in facility. It functions as a production unit with a space for cooking and packing of food to be delivered.

As consumers shift their dining behavior in the New Normal, many people opt to order food online for delivery. Orders come in, meals are cooked, packed and then whisked immediately to their delivery locations.



Chic-Boy Cloud Kitchens & Online stores eliminates the requirement of having to pay for a space in a highly developed malls, or even large parking spaces, one can now have a restaurant business at home or a smaller store.

All Chic-Boy products will be prepared, marinated and packed in our Food Commissary to maintain its consistent good taste and highest quality standards.



All Chic-Boy Cloud Kitchens will be equipped with a Cloud POS by Loyverse for sales & inventory management.

With the growing comfort of mobile ordering, coupled with Chic-Boy's popularity and very delicious food offering, this model will definitely succeed.

The cost of setting up a Chic-Boy cloud kitchen will be P250k inclusive of all Equipment, initial stocks and the Franchise Fee which is valid for 3 years.

Included in the Franchise package are:

1. Equipments:

- a. Chicken Rotisserie
- b. Upright Freezer
- c. Upright Chiller
- d. Induction Cooker
- e. Rice Cooker
- f. Deep Fryer
- g. Weighing Scale
- h. POS system

2. Kitchen Utensils:

- a. Chopping Board
- b. Chopping Knife
- c. Broiler Fork
- d. Kitchen Knife
- e. Kitchen Thermometer

3. Initial Products:

- a. Lechon Liempo - 30 pcs
- b. Lechon Manok - 30 pcs
- c. Chicken Inasal - 10 packs (30pcs)
- d. Inihaw na liempo - 5 packs (20pcs)
- e. Pork BBQ - 2 packs (20pcs)
- f. Isol BBQ - 2 packs (20pcs)
- g. Chicken BBQ - 2 packs (20pcs)
- h. Salmon for sinigang - (10 packs)
- i. Liempo for sinigang - (10 packs)
- j. Sisig Lechon - 4 packs (4kg)
- k. Rice - 1 sack (25kg)
- l. Turones - 5 packs (50pcs)
- m. Special Vinegar Sachet - 1 pack (100pcs)
- n. Inasal Sinamak Sachet - 1 pack (100pcs)
- o. Chicken Oil Sachet - 1 pack (100pcs)
- p. Garlic bits Sachet - 1 pack (100pcs)
- q. Yema Dip - 5 cans

4. Packaging Supplies: 200pcs each

- a. Bento Box with cover (4 divisions)
- b. Bento Box with cover (2 division)
- c. Soup bowl with lid 100pcs
- d. Cutlery (spoon, fork, knife, toothpick and tissue)
- e. Brown take-out bag
- f. Roast bag with handle

5. Training:

- a. Cooking preparation
- b. Cooking Process
- c. How to use POS
- d. Sanitation
- e. App Training



# KUMPLETO MEALS

**KM-1**

## **Chicken Inasal Meal (paa)**

served with ginisang kangkong sa bawang, plain rice, and turones de leche

**KM-2**

## **Chicken Inasal Meal (petso)**

served with ginisang kangkong sa bawang, plain rice, and turones de leche

**KM-3**

## **Lechon Sisig Meal**

served with ginisang kangkong sa bawang, plain rice, and turones de leche

**KM-4**

## **Cebu Lechon Manok Meal (paa)**

served with ginisang kangkong sa bawang, plain rice, and turones de leche

**KM-5**

## **Cebu Lechon Manok Meal (petso)**

served with ginisang kangkong sa bawang, plain rice, and turones de leche

**KM-6**

## **Cebu Lechon Manok Meal (petso)**

served with ginisang kangkong sa bawang, plain rice, and turones de leche

# CHIBOG BUSOG MEALS

**CB-1**

**Chicken Inasal Meal (paa) w/ Rice**

**CB-2**

**Chicken Inasal Meal (petso) w/ Rice**

**CB-3**

**Lechon Sisig w/ Rice**

**CB-4**

**Cebu Lechon Manok (paa) w/ Rice**

**CB-5**

**Cebu Lechon Manok (petso) w/ Rice**

**CB-6**

**Cebu Lechon Liempo w/ Rice**

## Side Order

**Ginisang Kangkong sa Bawang**

**Turonos de Leche**



## Ready to Cook

**Cebu Lechon Liempo Roll**

**Cebu Lechon Manok**

**Chicken Inasal**



## Sauce

**Special Vinegar 750ml**

**Special Vinegar 1 liter**





Hindi lang basta lechon manok franchise...  
...ito ay Chic-Boy Cloud Kitchen Online Restaurant Franchise



[ilove.chicboy@gmail.com](mailto:ilove.chicboy@gmail.com)



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**Business at its BEST at a whole lot LESS.**