



Small but Speedy - How Micro Enterprises can Use Tech to Improve Efficiency

Orca Business Operating System

POSITION (What is Orca?)

Orca is an easy-to-use intelligent Business Operating System (BOS) based in Singapore and Malaysia that is used in F&B businesses across 8 countries. It is a one-stop restaurant management system that combines iPad table ordering, kitchen displays, inventory systems and more. By connecting various modules and solutions, Orca promotes a seamless flow of information to provide accurate and timely data to improve F&B operations.

For Food & Beverage ventures, Orca combines the following features in a connected network:

1. Point of Sale
2. Waiter Assistance
3. Self-Ordering
4. Online Ordering
5. Kitchen Display
6. Assembly Display
7. Inventory Management
8. Accounting Management
9. Reports & Analytics

Orca, as a Business Operating System, can help:

- Manage strategy development
- Execute operational objectives
- Monitor business performance

VALUE PROPOSITIONS (What are Orca's selling points?)

Simple

Orca has an automated backend system that handles the data flow behind operations so that the user is not flooded with details.

It ensures daily work is focused on dealing with the most important tasks like business decisions, upselling and customer service.

Intelligent

Being a custom-built solution, it provides answers to businesses on the "why" (objective of the operation), "what" (specific functions of the operation) and "how" (the procedures used to do the operation).

Orca maps the chain of business processes down to specific tasks and evaluates the performance of each job using data-driven matrices.

Integrated

The outcome of using Orca is to visualize, quantify, analyse, improve, monitor and re-engineer business processes for F&B.

Its goal is to add value for the customer while minimizing unnecessary activities and reducing resource wastage.

Affordable

A system with this level of features is usually priced highly due to its inclusion of too many functions or to cater to large corporations. Orca is priced competitively to cater to SMEs.

VALUE DESCRIPTIONS (Who are Orca's target customers?)

Orca is targeted at the following customers:

1. New ventures that are enticed by the "romance" of starting a business but are inexperienced with dealing with the operational processes and financial management protocols.
2. Independent businesses which are unsatisfied with their current sales management solution.
3. Businesses that are about to expand and would want to renew or upgrade their sales system.
4. Businesses that are not yet a franchise and do not own their own proprietary sales software

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