

Faster-food: the fast-pass to your meal

Fast-food doesn't exist anymore; even for french fries and a Coke you must often wait up to 20 minutes. For example at the Burger King at the train station Saint-Lazare in Paris at rush-hours you must even wait up to one hour before you get your burger.

Here is my marketing-concept that makes people spare time and makes restaurants win money: the « fast-pass » for fast-food-restaurants (and restaurants in general).

The restaurant wins money without selling any product, but only by proposing an option.

Furthermore the number of customers increases, for the potential customers who would't have gone to the restaurant because they hadn't enough time to make a long lane, go because of the faster-food-option enabling them to order and take their ordering in the little time they have and which wouldn't have been enough to order at a normal lane.

There are three possibilities to realize this concept.

- The first possibility is to offer every customer at the end of his ordering, at the checkout or at the ordering-machine, the possibility to take the faster-food-option, for example for a 50 cents-extra (example I will keep during my explanation; this extra-price may be determined by every restaurant individually) in addition to the ordering's price.

For example when there are five costumers who have not paid this option, but have paid at a normal checkout, the costumer who has paid the faster-food option gets the third position from six and this without waiting at the normal lanes (the mode of priority and the mode of passing into priority may be determined by every restaurant).

- Another possibility is to open an additional checkout or ordering-machine when the lanes at the other checkouts are getting long (when this is the case may be determined by every restaurant). Every restaurant can then determine which priority the costumer gains who paid for the faster-food-option.

- A third possibility is to always keep such a checkout or ordering-machine opened so that the costumer can decide when the lanes of the normal checkouts or ordering-machines are long enough for him to pay for the faster-food-option.

The priority gained by the costumer who paid for the faster-pass-option depends on every restaurant, it's marketing concepts, it's software and their mode of taking the orders and their priority.

It is also possible for the restaurant not to offer the faster-food-option for costumers or to deactivate it at the ordering-machines if the restaurant thinks the non-faster-food-lanes not to be long enough. The restaurant can also activate and deactivate the option at certain times of the day; for example according to the statistical numbers of clients at different times of the day.

Fastest-food (Additional option)

An additional option is the « fastest-food-checkout » or -ordering-machine »: when even the faster-food-lane is getting long, it is possible to activate the fastest-food-option for an even higher price; for example 1\$ when the faster-food-option costs 50 cents.

This option can also be activated all the time so that the costumer can pay it when he wants in order to get an even higher priority than the costumers who chose the faster-food-option.

Again there are three possibilities to realize this additional option.

- The first one is that the restaurant can offer this option to every costumer at the end of his ordering, either at the checkout or at the ordering-machine.
- Secondly, when a restaurant has chosen to open an additional checkout or ordering-machine with the faster-food-option when the other lanes are long, if then also the faster-food-lane is long, an additional checkout or ordering-machine, the fastest-food-checkout or -ordering-machine, may be opened.
- The third possibility is that the restaurant can always have an opened checkout or ordering-machine with only the fastest-food-option. The customer can then determine himself when he wants to pay for this option.