

Product Description

eCommerce by Breeze is a white-label eCommerce platform specifically designed for restaurants to streamline their online ordering and delivery processes. Our intuitive platform empowers restaurants to create a seamless and engaging online presence, catering to the growing demand for convenient food delivery services.

With eCommerce by Breeze, restaurants can enjoy a comprehensive suite of features tailored to their unique needs, including:

- **Customizable Online Ordering:** Seamlessly integrate our ordering platform into your existing website or build a standalone online ordering page that perfectly aligns with your brand identity.
- **Dedicated Delivery Management:** Manage your fleet, track order status, and optimize delivery routes with our robust delivery management system.
- **Menu Management:** Easily create, manage, and update your menu, ensuring that your online offerings reflect your latest culinary creations.
- **Order Management:** Monitor incoming orders, process payments securely, and manage delivery schedules with our centralized order management dashboard.
- **Customer Relationship Management:** Build customer loyalty by providing personalized recommendations, managing customer feedback, and engaging with your clientele through our CRM tools.
- **Reporting and Analytics:** Gain valuable insights into customer behavior, order trends, and revenue growth with our comprehensive reporting and analytics dashboard.

Key Benefits

- **Expand Your Reach:** Leverage our white-label solution to establish a strong online presence and attract new customers beyond your physical location.
- **Increased Efficiency:** Streamline your ordering and delivery processes, reducing administrative burdens and ensuring timely fulfillment.

- **Enhanced Customer Experience:** Provide a seamless online ordering experience, ensuring customer satisfaction and repeat business.
- **Cost-Effective Solution:** Avoid the substantial costs associated with third-party delivery platforms, while maintaining control over your pricing and margins.
- **Customizable Branding:** Maintain your brand identity by customizing the platform's appearance, colors, and logo to match your restaurant's unique style.
- **Monetization Opportunities:** Offer premium features or exclusive promotions to generate additional revenue streams.

Target Market

eCommerce by Breeze caters to independent restaurants, restaurant chains, and hospitality establishments seeking to enhance their online ordering and delivery capabilities. Our platform is particularly well-suited for:

- **Local Restaurants:** Expand their reach and attract new customers through an integrated online ordering solution.
- **Regional Chains:** Manage a nationwide network of restaurants efficiently with a centralized ordering and delivery platform.
- **Hotels and Resorts:** Cater to hotel guests with convenient room service ordering and delivery options.
- **Food Trucks and Pop-up Restaurants:** Establish a digital presence and reach a wider audience through our online ordering platform.

Pricing

eCommerce by Breeze offers flexible pricing plans that cater to the diverse needs of restaurants of all sizes. Our tiered pricing structure provides access to a comprehensive suite of features, ensuring that restaurants only pay for the level of functionality they require.

Deployment

Setting up eCommerce by Breeze is effortless. Our cloud-based platform eliminates the need for installation or configuration, allowing restaurants to get started quickly and seamlessly integrate the platform into their existing operations.

Product functionalities

Site personalization	
logo, logo position (left or center), colors, fonts	setup logo position on the header, color pallet, and fonts
choose order type upfront or at Add to cart	chose if the address should be asked when accessing the site or at Add to Cart (customers can browse items available to delivery on the default location)
3 or 4 items per row (desktop)	chose how many items on a row will be displayed on the desktop
1 or 2 items per row (mobile)	chose how many items on a row will be displayed on the mobile web
3 positions possible to arrange the price and Add to Cart button on the card	3 options to position the price position on the item cart: next to the name, on the bottom left from the Add to Cart, or on the action button
slide banners in the homepage	banners shown as slides on top of the homepage
slide banners in each category	banners are shown as slides on top of each category page
two cart option: dropdown or all-time visible	two options for the cart: always visible on the right, or drop down from an icon in the header + My Cart page
footer personalization 2-4 columns	footer personalization with category links arranged in 2-4 columns
static pages	some static pages - html content
homepage sections for recommended items or offers	homepage designed to promote deals or special recommended items
edit favicon	edit favicon - the icon that is shown in the browser's tab
thumbnail for sharing on social media	edit thumbnail - image shown when sharing the site on social media
request cutlery	have the option for customers to ask for cutlery in the cart
filter payments per location and order type	you can set rules for payment methods to be hidden for specific locations and order types
multibrand	multiple brands available on the same site, customers can order from different restaurants in the same cart
continuous scrolling catalog	continuous scrolling allows you to jump to the next category without using the navigation on top.
cookie bot	insert cookie bot unique id (in CMS) to get cookie consent dialog from Cookiebot
Carrier	carrier page and submit a CV
restaurant page	restaurant list page with map, individual restaurant presentation page
Items	

simple items with pictures, description, and weight	simple items that require no configuration. on click, the item will be added to the cart
configurable items with mandatory and optional modifiers	items that require configuration, choose different options from one or more sections (mandatory - one choice from many, optional - any choices from many)
combo menus	menus that require configuration, few or many steps, multiple choices at each step, choose one item at each step. Menus can have a price, items can be free or have an additional price.
buy one get one free offer type (BOGO)	buy one get one free - menu type where all groups include the same items
pizza configurator	pizza configurator allows to setup sizes, crust types, toppings
pizza half&half configurator	half and half pizza
picture gallery	see multiple images of the same item
change pizza picture for each size-crust	poza unei pizza se modifica in functie de alegerea combinatiei de marime si blat
additives, ingredients, and allergens per item	see the allergens for each item and an icon on the card as a reference that this item has some allergens
nutritional info per item	nutritional declaration available on each item
promo price (strikethrough) on the item's card	on the item card, see a strikethrough price (the base price) and the real (promotional) price on the button
different price per location	the same item can have a different price depending on the location that is delivering to the customer's address
different price per order type (delivery vs pickup)	the same item can have a different price depending on the type of order (delivery vs click&collect)
different price per city	same item can have a different price for each city
unavailable items if kitchen stock=0	items marked in KDS with stock=0 appear as unavailable on the website
show unavailable items per order type (delivery vs pickup)	items that are available only for an order type show as Unavailable and have a stemple on the cart
offers & deals page	a dedicated page to show offers or deals. The deals page is included in the navigation.
show unavailable items per period	items available starting with a specific hour are shown as unavailable, with a label stating the hour of availability, so the customer would know when he can order
labels per item (New, Promo, Recommended etc.)	set up stemples on the item's cart like New, Promo, Recommended, Seasonal etc.
promote items in the homepage	homepage designed to be able to promote special items. The offers are grouped in sections.
veggie or hot items icons	veggie and spicy items are signaled with a representative icon in front of the name
open item in modal or page	two ways to open an item: in a modal or on a separate page
sitemap.xml - direct items' links for sharing	use /sitemal.xml after the http address to access the site map and get all item's direct links to promote them anywhere

Facebook Commerce Manager - product catalog	option to export the product catalog in the format used by the Facebook Commerce manager
User account	
create account	create an account to remember addresses and cards, get loyalty benefits
Facebook login	Facebook login makes it easy to use your email and phone from your Facebook account
Google login	easy login with your Google account
save my addresses	save frequent addresses in your user account to simplify next orderings
save payment cards (tokens) depending on the payment processor	save payment cards (tokens) to simplify the payment process (depending on whether the payment processor supports token payments)
orders history	see the history of orders
replace order from history	you can replace an order from history
feedback from orders in history	you can leave a feedback based on your order
promote Register or Login link	you can promote a link to the site that opens login or register on the landing page
suggest Register or Login in Checkout guest	two types of promos: create an account to get points, and save delivery address
Loyalty	
points accumulation	a registered user can have a loyalty program allowing for point accumulation
points redeem (full order payment)	a registered user with an active loyalty program can use his accumulated points to fully pay for an order
points redeem (partial order payment)	a registered user with an active loyalty program can use his accumulated points to partially pay for an order
view loyalty points in my account	see your accumulated points in your account
view loyalty points about to expire	see the points about to expire in the next 30 days
show QR code	show loyalty card QR code, so that the waiter can scan it to identify the customer in the restaurant
Ordering	
delivery or takeaway	select the order type before adding items to the cart
ask for the order type before viewing the catalog or at Add to Cart	select order type when accessing the site or at first add to the cart
order type change by product availability	if the user wants to order an item only available for other order types, the site will ask the user to change his order type to add the item
location schedule per order type	the restaurant can have different working hours for delivery versus takeaway

identify location based on user address	based on the delivery address the system identifies the restaurant that delivers to that client
ask for delivery time upfront if the location is closed	useful when someone wants to order but the location is not working, so the customer is aware from the beginning of the delivery time
ask for the address upfront or at checkout	ask for the address upfront when there are different products or prices per location
map when adding the address	see your address on the map to confirm the exact location
minimum order per delivery area	you can set a minimum value of the order per delivery area
delivery tax per area	you can set a delivery tax per each delivery area
delivery tax per hours	can set delivery tax per interval, e.g. night tax delivery
order value threshold per area to apply delivery tax	you can set a threshold to apply the delivery tax per each delivery area - if the order's value exceeds the threshold, there will be no delivery tax
cart upsell: add more to get free delivery	if the cart value is below a threshold, a notification informs users to add x lei and get free delivery
future order	order in advance for later or next days
email confirmation	clients receive a confirmation email for each placed order
revalidate the cart if the user changes address or order type	when customers change the order type or delivery address, the cart is validated to identify possible price changes or items that might become unavailable
order status visible to the user	after placing the order, the customer can follow the order status: order received, in preparation, in delivery, delivery done
feedback from email	after delivery, customers get an email and they can submit feedback by accessing a link from that email
contactless delivery	option in checkout for online payment to request contactless delivery
family delivery	site to order large quantities for the next day
Upsell and benefits	
upsell / items recommended based on the cart content	based on all items in the Cart and the setup rules, recommend other items
upsell / item recommended on Add to cart	based on the item just added to the cart, customers get other recommended item
combo upsell/recommend missing items to create a combo	if all but one item from a menu /combo are added to the cart, the customer gets an upsell proposal to add the last item and transform all to a menu to get a better deal
combo recognition / propose combo with items from the cart	when all the items from a combo are added to the cart, customers get a proposal to convert all to a menu to get a better deal
vouchers % or value	user vouchers coded or vouchers attached to a registered user account to get a % or a value discount
vouchers for free items	user vouchers coded or vouchers attached to a registered user account to get a free item

automatic discounts per tears	get progressive discounts as your cart value increases
Integrations	
Google Analytics	
Google Tag Manager	
Google AdWords	
Google AW Conversion	
Facebook pixel	
Cookiebot	get the cookie consent from Cookiebot
tracking code management	module to manage custom tracking code events to integrate with any 3rd party software

Technical requirements:

Runs in browsers e.g. Chrome, Edge, Firefox, and Safari on laptops, tablets, and phones.

Configuration requirements

Product catalog – all item’s content: categories, pictures min 400x252 px, description, pricing, weight, allergens, Ingredients and Additives, Nutritional declaration

Offers

Site content

Site behaviour

Customer’s email notifications

Online payment

Multilanguage

Design elements (logo, colors, fonts)

During implementation will have our full support for design and configuration.

Support

Our dedicated customer support team is always available to assist restaurants with any questions or concerns, ensuring a smooth onboarding and ongoing support throughout their journey.

Call to Action

Embrace the future of food delivery and elevate your online ordering experience with eCommerce by Breeze. Contact us today to schedule a personalized demo and discover how our white-label eCommerce platform can propel your restaurant to new heights of success.

Want more information about the full range of Breeze Suite products?