

# How Can a New iPhone "App" Help You Sell More Takeaway and Home Delivered Food?

Dear Restaurant Owner,

I want to tell you about a new restaurant marketing service that can help you get more customers and more orders... without spending any money. I know it sounds too good to be true, but let me explain.

Plastic Fork is a free iPhone application (or "app") that allows customers to search for nearby takeaway and home delivery restaurants and place an order.



## Here's how it works in a nutshell:

1. A customer searches for a restaurant on their iPhone. Plastic Fork uses GPS technology to give them a list of local restaurants that do takeaway or home delivery.
2. The customer orders and pays directly from their iPhone. The restaurant receives the order via fax, email or SMS. They prepare the order for delivery or pick up as usual.
3. Once a week Plastic Fork transfers payment for the restaurant's orders into their bank account.

## Tap into a huge new market

You might be wondering, "Who's going to order takeaway on their iPhone?" Sure, Plastic Fork seems like a novel concept now. But here are a few facts you should know about the iPhone:

- According to Nielsen's Internet & Technology Report, 2.2 million Australians already own iPhones. A whopping 11 million more are considering buying one this year.
- The typical iPhone owner is a young, high income urban dweller. Aren't these also your best takeaway and home delivery customers?
- People are already sending email, doing their banking, looking up the Yellow Pages and buying concert tickets on their iPhones. Ordering takeaway food is next!

A free restaurant listing on Plastic Fork gives you the potential to reach thousands of new customers in your local area.

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## Reduce time-intensive phone orders

With Plastic Fork you receive orders via fax, email or SMS. This reduces the chances of mis-heard orders and addresses, or mis-read hand writing. Plus, you don't have to sit on the phone all night. And your customers don't have to wait on hold.

Plastic Fork makes it easier for customers too. Ordering from their favourite restaurants is quick and simple. They don't have to worry about losing printed menus. They can also find an open takeaway restaurant whenever and wherever they want – at home, a friend's place or at work.

## OK, but how much does Plastic Fork cost?

That's a fair question. Plastic Fork is pay as you go – there are no fees for listing your restaurant or subscription fees. Ever. You only pay a flat 10% commission on all orders you receive through the system.

To put it in perspective, that's \$4 for a \$40 order that you may not have got otherwise. Because Plastic Fork allows you to reach a new breed of mobile consumers. You get a new ordering channel with no up-front fees or marketing costs.

The bottom line is **you only pay for results**. Unlike other ways of promoting your restaurant, with Plastic Fork you only pay when you get orders. So it's a great way to grow your business without spending any money.

We transfer payment for your orders into your bank account once a week. You also get a weekly itemised statement.

You have full control over prices, delivery fees, delivery times and delivery areas. You can change them at any time. Also, there are no lock-in contracts. So if Plastic Fork doesn't work out for you, you can cancel at any time with no hassles and no hard feelings.

## How do I get started?

Getting started with Plastic Fork is easy. To create your free account either go to [www.PlasticFork.com.au](http://www.PlasticFork.com.au) and register online, or call **1300 736 859** and one of our consultants will help you get started.

Then you'll need to enter your information: your menu and photos, delivery area and fees, opening hours and payment details. It takes about an hour. We'll check everything's OK and you're ready to start receiving orders.

Got any questions? Please read the enclosed brochure and/or call us on 1300 736 859.

I look forward to you joining us.

**Anthony Gherghetta**

Plastic Fork

PS – The sooner you sign up with Plastic Fork the sooner you'll start receiving orders. To create your free account go to [www.PlasticFork.com.au](http://www.PlasticFork.com.au) or call 1300 736 859 today.

