



Gift Cards

**Increasing
Appetite
with Love**



The Journey

The projected growth of the Quick Service Restaurants (QSR), problems faced, the launch of Gift Cards, increased sales, and satisfied customers.



Market value Stats of quick service restaurants in India from financial year 2014 to 2020 says..

Quick Service Restaurant (QSR) is one of the fastest growing industries in India. In the financial year 2020, the market was valued at about 188 billion Indian Rupees. The same is estimated to grow by over 500 Billion Rupees by 2025.

valuedesign

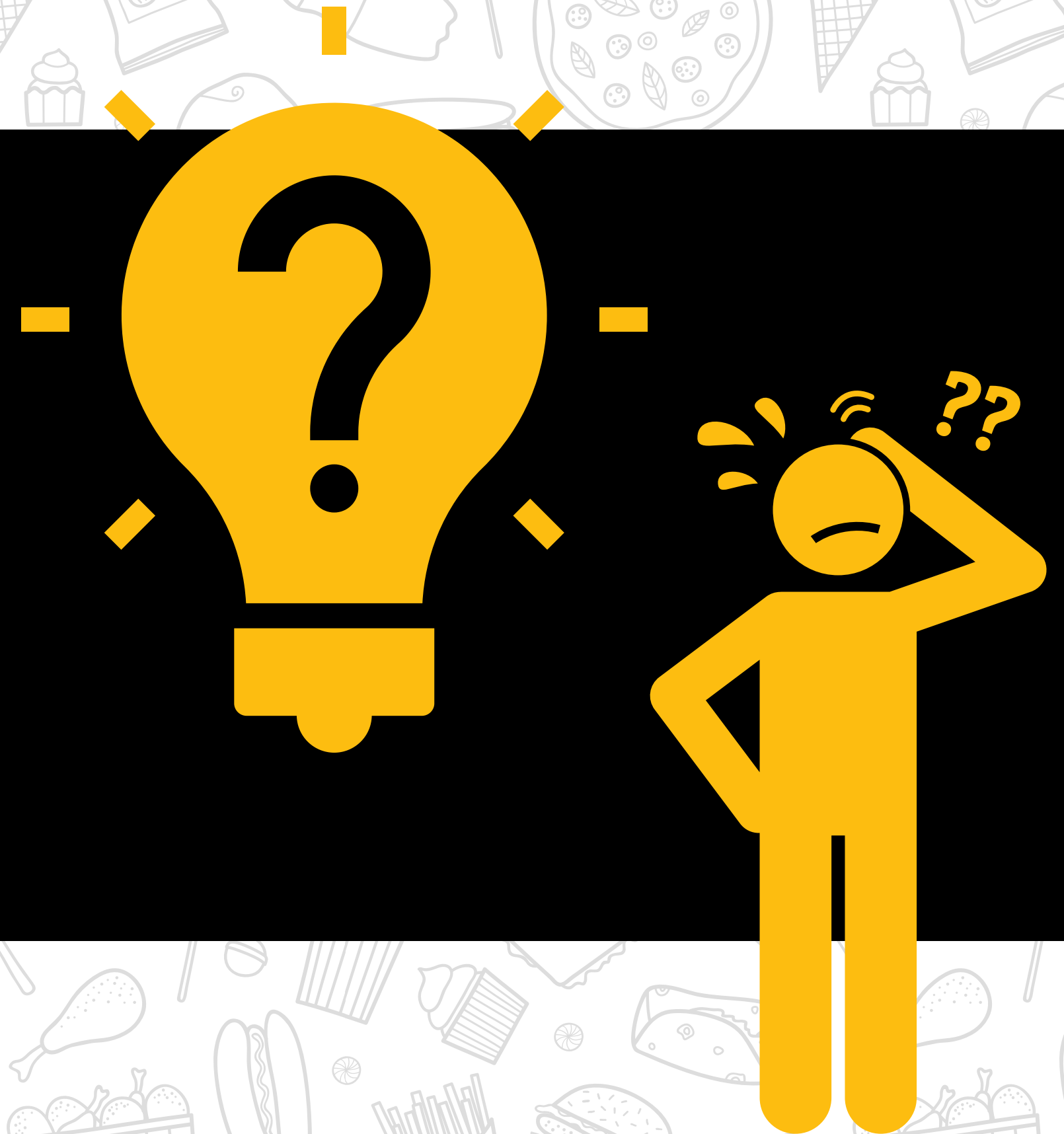
Reasons that Drive QSR Growth

- Adoption of western culture
- Rising exposure to western food
- Higher disposable income
- Easy and convenient with taste



Problem Areas

- Competitors with the same food items but at lower prices
- Offers on food delivery apps
- Add-ons or combos not always accepted by customers
- Long queues and payment difficulties



Prime Goal



Quick Service Restaurants aim to increase sales at every branch by attracting new customers and retaining the existing ones. They wish to outplay competitors and continue their legacy forever.



Gift Cards Help QSRs Achieve Their Key Goals:

- Increasing customer traffic (both new and old)
- Giving better experience on every meal
- Higher table turnover rate
- Upselling items with higher profit margins
- More acceptance to add-ons and combo offers
- Quick and hassle-free payment
- Enhancing customer satisfaction

People's love for Quick Service Restaurants and dining isn't going to be less. With Gift Cards, this love has doubled and tripled as satisfactory meals with easy payments have become more accessible.

Benefits of Gift Cards in Quick Service Restaurants

For customers :



- Preferred gift option in holidays
- Easy cashless payment; credit and debit card details remain safe
- More fun time with affordability
- Getting more on spending less

ValueDesign's QSR/Dining Clients



Pizza Hut

Pizza Hut, one of the largest Pizza delivery companies launched Gift Cards powered by Valuedesign. Valuedesign is the sole player to manage Gift Card Processing for their all owned and franchise stores pan India.



KFC

KFC, a brand that brought an exceptional version of cooked crispy chicken to the market, launched Gift Cards of its all owned and franchise stores across India in partnership with Valuedesign.



Costa Coffee

Costa Coffee, a company that brought a revolution for coffee lovers, launched Gifts Cards in partnership with Valuedesign, attracting more customers and increasing sales.



Vango

Vango, a brand with an authentic southern flavor, launched Gifts Cards powered by Valuedesign, increasing the number of South-Indian lovers at all their outlets.

Things to Consider When Planning a Gift Card Program for QSR



Decide the branding service type (standard or personalized)



Decide the kind of Gift Card you want to offer



Decide if you want to get full control of the Gift Card system or share it



Decide if you are capable to administer and manage the system easily and seamlessly



LEADER IN PROVIDING GIFTING SOLUTIONS TO QSR/DINING SECTOR

About us :

Valuedesign has been providing profitable Gift Card solutions to QSR and dining brands, such as KFC, Pizza Hut, Costa Coffee, and Vaango for years.

Since its inception in 2006, Valuedesign has contributed in the success of corporate and retail businesses by helping retain 50% of their customers and attract new customers at the same time.





LEADER IN PROVIDING GIFTING SOLUTIONS TO QSR/DINING SECTOR

- We are Market Leader of E-card solutions in Asia
- We have Worked with 1000+ corporate and retail businesses
- We have Catered to more than 100,288 stores across Asia
- We have Prepaid transaction processing volume (July 2021-June2022): JPY 11,495 Billion/Annum (USD 80 Billion/Annum)



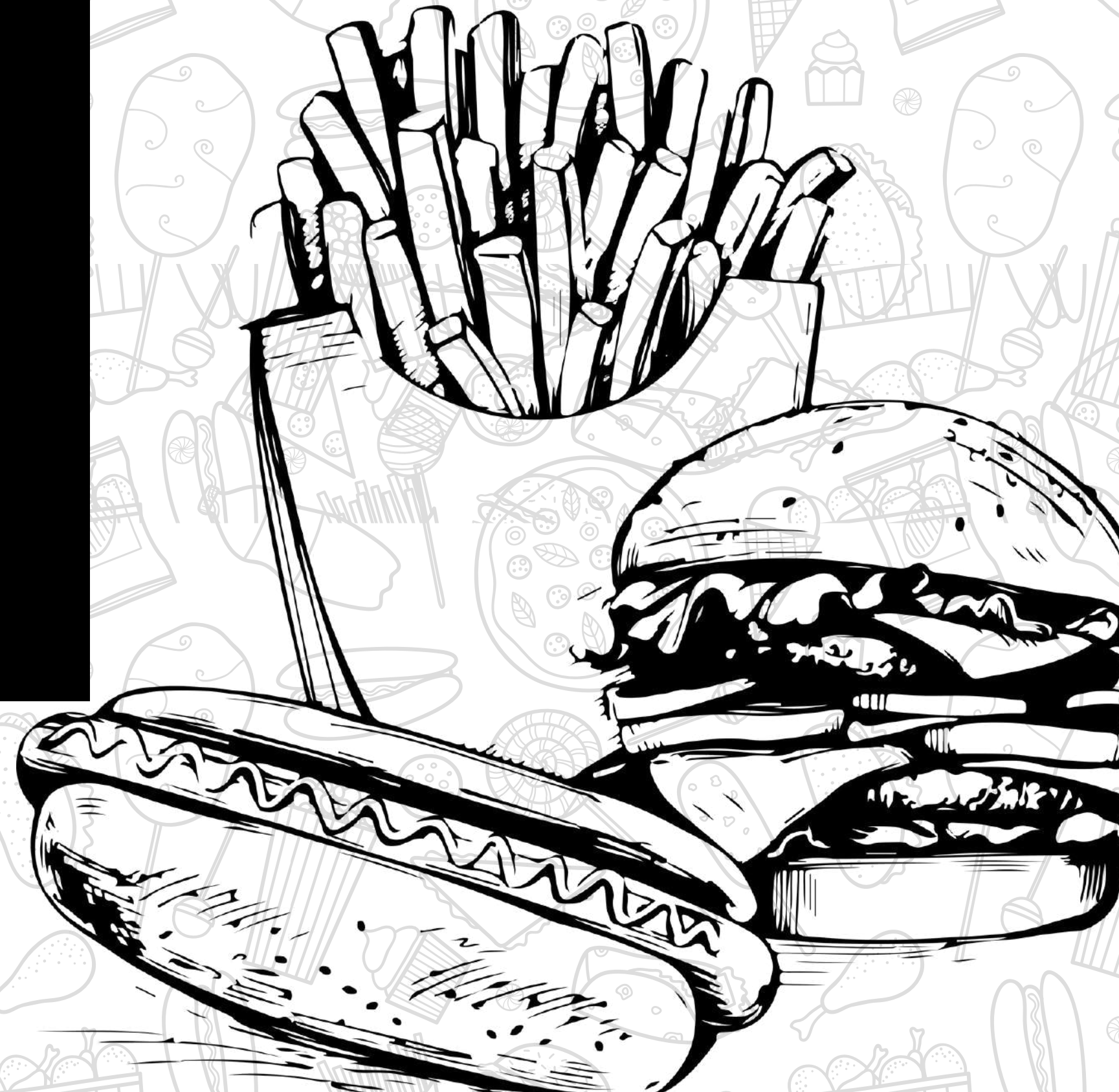
**TO GET IN TOUCH WITH US,
CONTACT US AT :**

 <https://valuedesign.co.in>

 customercare@valuedesign.jp

 +91 7400087872

 +91 7400087870



THANK YOU