



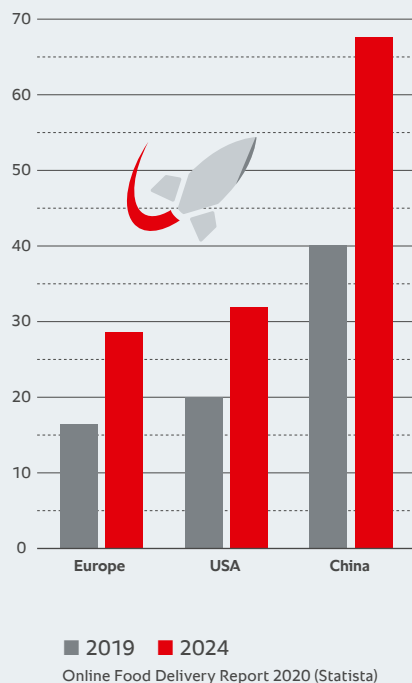
# Successful with Ghost Kitchens.



## Future.

Ghost kitchens are on the rise. Even before the Coronavirus, delivery services and food for pick-up were extremely popular, and the pandemic accelerated this trend even further.

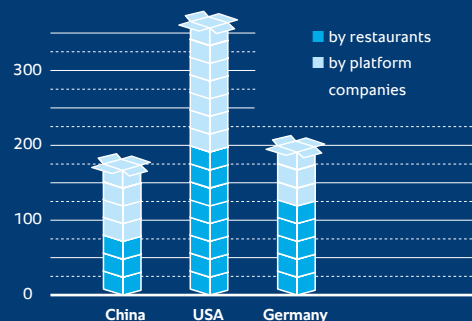
Expected revenue from food deliveries in billion dollars



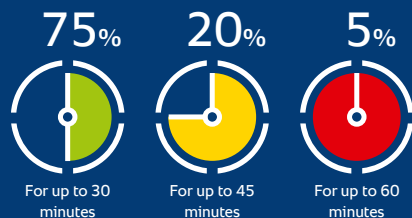
## Delivery.

A total of 6 minutes is the ideal meal preparation time. The speed of delivery is one of the many successes of a Ghost kitchen, because nobody likes to wait for their food. You can save the work and organisation for delivery by using a third-party provider, however, this can be expensive. The alternative would be to deliver it yourself, with the advantage that you retain control of your brand and customer contact.

Revenue per user of delivery services in dollars (2019)

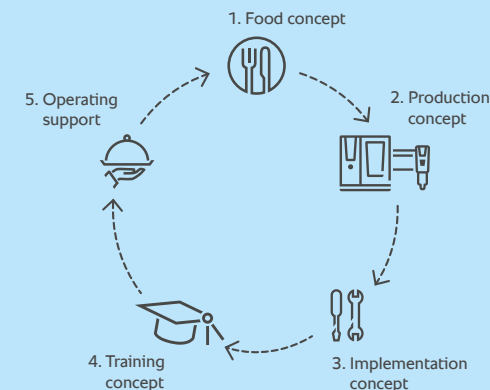


How long are customers willing to wait for their food?



## Concept.

With the right concept, costs can be saved and with the right kitchen equipment, even untrained staff can take over most tasks after a short training session. It is also possible to build up several brands in a relatively small space or to prepare different dishes in a kitchen entirely according to need and time of day.



## Flexibility.

Flexibility is the be-all and end-all of a ghost kitchen. Because it must be possible to respond to both idle and peak times. Short-term changes in the menu should not lead to the need for new kitchen equipment.

Stay flexible by using multifunctional cooking appliances:



## Marketing.

Since new customers cannot be convinced on site, you have to score points with an online presence. The logo, website, product images and app design are therefore all the more important, as the first impression and purchase decision depends on them.



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