

# Focus Dynamics embarks on automated Cloud Kitchen facility

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Focus Dynamics Group Bhd embarks on a new project to revolutionise the current food delivery landscape, providing entrepreneurs, hobbyists and restaurant owners with an automated Cloud Kitchen facility. Pix courtesy of Focus Dynamics

KUALA LUMPUR: Focus Dynamics Group Bhd has embarked on a new project to revolutionise the current food delivery landscape, providing entrepreneurs, hobbyists and restaurant owners with an automated Cloud Kitchen facility.

Executive director Tay Ben Seng Benson said the company had moved into the digital and delivery market, with its wine and food delivery business making up numbers for the Movement Control Order (MCO) period.

"This foray is in accordance with the new social distancing norms and the expectation that the food delivery industry is going to go through unprecedented demand, as the population adjusts to a new paradigm of social interaction and dining out," he said in a statement today.

He said the current environment of the Covid 19 pandemic, along with the conditional MCO had seen the food and beverage (F&B) industry suffer a massive drop in dining numbers, with many customers having little choice but to either cook at home or have food delivered.

"As for restaurant operators, the environment has forced them to adopt food delivery as an option to survive.

"This new paradigm will continue post MCO, with social distancing the norm, as many businesses and most individuals will prefer to enjoy takeaway and delivery service as opposed to heading out for a meal," added Tay.

He said the expected cuts in the labour force would result in many retrenchments or out of work individuals looking to revitalise their sources of income by turning themselves into F&B entrepreneurs.

Tay said Focus Dynamics would tap into the burgeoning Cloud Kitchen industry to provide a structured platform for food operators to cook, package, deliver and market their products on a completely digitised and automated platform.

An automated Cloud Kitchen structure will reduce the barriers of entry for any food entrepreneur looking to start up a business.

It will also reduce the ongoing costs of existing food operators who will no longer have to be worried about rental of outlets, logistics, packaging and digital marketing.

A Cloud Kitchen is essentially a strategically placed central kitchen that specialises in delivery only – no walk-in or sit-down customers allowed.

Cloud kitchens can also allow existing restaurants to experiment with bespoke menus and offer new items without impacting their existing brand.

To differentiate from others, Focus intends to zero in on the technology aspect, providing a seamless, automated, end-to-end platform available for food operators to fully take advantage of the growth of the online food delivery market.

"Focus estimates a three-month deployment plan focusing on automation, technology and state of the art kitchen silos, taking an entire floor in Menara Persoft Tropicana," said Tay.

Focus's Cloud Kitchen will work on a "kitchen silo" model, with up to 25 individually segregated kitchens sharing a single, fully automated digital platform for payment, packaging, delivery and marketing.

In a recent UBS report, the Cloud Kitchen market is expected to grow from a global US\$35 billion market to over US\$300 billion by 2030.