



KUALA LUMPUR, June 2 -- Focus Dynamics Group Bhd (Focus) is tapping into the burgeoning cloud kitchen industry by providing a seamless, automated and end-to-end platform for food operators to fully take advantage of the growth of the online food delivery market.

In a statement today, the company said it has embarked on the new project to revolutionise the current food delivery landscape to provide entrepreneurs, hobbyists and restaurant owners with an automated cloud kitchen facility.

“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,” executive director Tay Ben Seng said in a statement today.

Tay said 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 will enjoy a significant slice of the online food delivery market, which is expected to grow from a global US\$35 billion market to over US\$300 billion by 2030," he said.

Tay said the company has already 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.

“The current environment of the COVID-19 pandemic, along with the MCO has seen the food and beverages (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," he said added that this new paradigm will continue post-MCO as most businesses and individuals prefer to enjoy takeaway and delivery service as opposed to heading out for a meal.

Furthermore, with the current economic environment, the expectation that there will be cuts in the labour force will result in many retrenched or out of work individuals looking to revitalise their sources of income by turning themselves into F&B entrepreneurs.

"It's no secret that the primary social media content that has prevailed throughout the lockdown periods are those of home cooks, trying their hand at cooking," he added.

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