

## How CaterSpot is targeting the lucrative b2b food delivery space in Asia-Pacific

The b2c food delivery space is well-documented, with giant players and billions in investment being poured into it globally. What is lesser known, is the b2b food delivery space.

Companies spend billions on food each year, ordering for everything from staff lunches & breakfasts, corporate events, to ad-hoc office celebrations, client meetings, marketing events, seminars & trainings and beyond.



CaterSpot estimates that in Asia-Pacific companies spend more than \$20 billion per year on food for their office or corporate events. Out of 1,200 companies surveyed by CaterSpot, almost 60% tend to spend \$300-\$1,000 per month, while 20% spend anywhere from \$1,000-\$4,000 and 10% spend more than \$4,000 (can be as high as \$100,000 per month).

While it may seem to be a niche compared to the larger b2c food delivery market, the CaterSpot team is happy to have found such a sweet spot, citing high profitability. “While b2c players make pennies on each order (if anything), we are making upwards of \$40 per order.

However, while corporates have a high purchasing power, their experience with food ordering is racked with problems. The CaterSpot team sees this as a huge opportunity.

### Corporate Challenges

Ordering food for your company isn't as easy as picking up a food delivery app. Since these are bulk orders (usually ordering for 20-300 people) food delivery operations and vendors don't really support this and food comes very late.

Feeding groups usually requires caterers or bulk orders from restaurants and finding and ordering from these vendors is still a frustrating process. Finding available vendors usually requires a good google hunt, while ordering is quite a manual and inefficient process. Most caterers don't have an online ordering system, so you need to play email tag with them, while restaurants require you to send them a general enquiry. For users who want their company to pay, rather than pay out of pocket and submit a claim, they then have to set up credit terms with each vendor they want to use.

There's also a critical trust & reliability component that make the stakes so much higher with corporate orders. When you're tasked with ordering for the office or an external event, there's a lot of pressure on you – the food has to be great, the order has to be correct, and it has to arrive on-time, because otherwise agendas are disrupted and you're embarrassed in front of your boss.

Until now, companies have solved these problems by working with just a shortlist of catering partners for all their needs. And while companies can rely and trust these vendors, and it saves a lot of time in finding, vetting and ordering, it also leads to super boring meals and teams getting tired of the food.

“The number of unsatisfied corporate clients is really crazy. Our team talks to every new customer, to understand their catering spending. Many have catering suppliers handling their regular needs, few are happy,” says Camilo Paredes, CEO and Co-founder of CaterSpot.

## B2B Solution

The fragmented market, high friction with ordering, and effort & trust issues in finding a new caterer options, were the perfect ingredients to create an online marketplace.

And CaterSpot doing just that - building a food delivery platform for businesses. The platform lets you order online from hundreds of caterers in just a few clicks. Customers can find and compare options from catering companies, restaurants and even hawker stalls, ranging from individual meals, finger food platters, buffets with set up, or even live cooking stations. The available caterers also have user-generated reviews & ratings and CaterSpot curates and removes low-performing caterers, to help bring only reliable options for companies.

### CaterSpot Homepage



CaterSpot has also been able to solve the on-time delivery issue. It acts as a third-party delivery provider for most of its restaurant & hawker vendors, as most did not have capabilities to deliver reliably, especially with large orders. With CaterSpot delivery, customers get full transparency as they can track their deliveries on their phones and orders come consistently on-time.

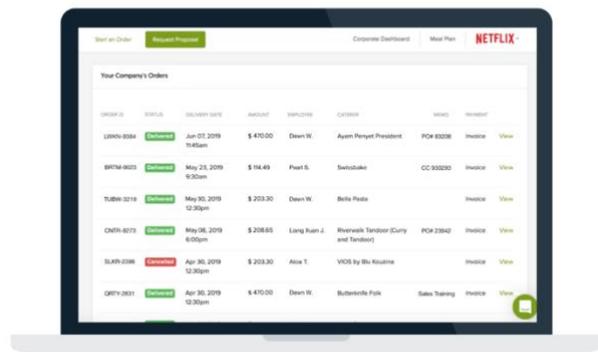
While we initially launched as a catering marketplace targeting both b2c and b2b events, after many learnings in our first year we have since pivoted to focus on food in the workplace which we see as a much more interesting opportunity.

## Built for Business

The platform also has many features built specifically with b2b users in mind. Companies can streamline their food ordering with consolidated company invoicing, team ordering, instant online quotations (for raising those pesky Purchase Orders).

More than just an ordering platform, CaterSpot is aiming to be a vital business tool and we've recently launched a corporate management layer on top of the marketplace. Companies can now invite their teams who need to order to the platform, manage their employee user accounts, monitor spend and budget controls, export data, and view invoices.

### CaterSpot Corporate Management Tool



## The full wallet

While we were building the platform, we quickly learned that companies needed more than just an online ordering platform. Many companies spend the most on meal programs or events, and often outsourced the planning & ordering directly with a caterer. We knew we could do better and we needed to tackle these issues to be able to capture and own the full wallet spend of companies.

CaterSpot built another app for Meal Programs, for companies who order recurring meals. A dedicated Account Manager tailors meals from our catering partners and programs them on the meal plan platform. Companies can view and approve the meals for their teams or let staff login themselves and pick their own meals, controlling things like budget, number of items available, and whether staff can see pricing or not.



CaterSpot's Event Concierge service allows companies to cater large events with confidence with the help of a dedicated catering expert. Instead of reaching out to the usual caterer for the same old menu or messaging countless unknown caterers with enquiries, companies can get help from a dedicated Event Concierge to shortlist and customize the best menus and caterers for each event, leveraging CaterSpot's performance data to ensure the best options. For now, this is done by humans, but CaterSpot plans to further enhance this service with automation and data.

### **Catering and beyond**

CaterSpot has served over 2,000,000 meals in Singapore and Hong Kong and is doing double-digit millions in sales, all with only \$1M seed investment. CaterSpot has thousands of corporate clients including Netflix, Facebook, PwC, and Goldman Sachs. We also work with hundreds of popular restaurant & catering partners in Singapore such as Orange Clove Catering, Cedele, 4FINGERS Crispy Chicken, The Daily Cut, Wafuken, and Grain.

We're excited to next take CaterSpot across APAC & Australia in 2019 and 2020. Beyond food delivery, we want to further leverage our corporate customer base and technology to launch other verticals companies need, like pantry and office supplies.

## **About CaterSpot**

CaterSpot is the leading b2b food delivery service in Asia that lets companies order food for all workplace needs – from daily lunches to meetings to corporate events. CaterSpot connects companies with 500+ catering partners in Asia with its easy online platform. Companies can order themselves online, get help from a CaterSpot Concierge for corporate events, or subscribe to a full-service Meal Plan for their recurring orders. Beyond ordering, CaterSpot provides a corporate management tool that lets companies manage employee user accounts, track spending, and centralise invoicing.

For more information or to place a catering order, visit [www.caterspot.com](http://www.caterspot.com).

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