中華人民共和國香港特別行政區政府
InvestHK 投資推廣署
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China

Bon appétit!

DimOrder helps the food and beverage industry get on the track of digitalisation.

> **InvestHK plays an important role in helping us to find investors and build up networks with trade associations and industry players. The HKSAR is always proactive in supporting startups by means of different funding and nurturing programmes.**
>
> **Ben Wong**
> **Co-founder and CEO**
> **DimOrder**

While many businesses are well-prepared for the evolution of digitalisation, it may not be as easy as said for the food and beverage (F&B) industry.

Yet, Ben Wong was joined by a group of young entrepreneurs from different places and with different backgrounds for the adventure. With the parent company, Infinity Technology Corp Ltd, as the backbone, and their varied expertise in F&B, finance and food trading respectively, Wong and his partners developed and launched the DimOrder app in 2019 for Hong Kong's food sector.

"The aim is to solve most of the pain points that small-to-medium-sized restaurants face and help them set out on their digitalised journeys," said Wong, the Co-founder and CEO of DimOrder.

Wong reckoned Hong Kong as a good platform to start businesses because the city is a place where investments come from everywhere across the globe, including the Mainland. "InvestHK plays an important role in helping us to find investors and build up networks with trade associations and industry players. The HKSAR government is always proactive in supporting startups by means of different funding and nurturing programmes," he noted.

In addition, the HKSAR government is proactive in transforming the city into a digitalised society to benefit people's livelihood and to boost the competitiveness of local economy. For example, mobile applications and electronic payments are widely promoted in the retail, catering and public service sectors. Wong believes that DimOrder has just taken the smart step to echo with this digital momentum.

One-stop Digital Turnkey Solution

"When we develop the DimOrder app, we focus on digitalising the food menus for restaurants. However, we discover very quickly that we need and we can do more and better," said Wong. Then, the company decided to offer restaurants, via the app, a one-stop digital solution from food ordering, dine-in reservations to marketing and food purchasing.

"Once a customer has selected the food via the DimOrder app, the order will go straight to the chef, thereby saving a lot of manpower and time for the restaurants," said Wong. He continued that customers can immediately make payments after placing orders, and for those who want to dine-in, table reservations can also be made via the app.

The functions of DimOrder app also include calculating daily business conversions, collecting useful data and analysing customer behaviour according to genders, age groups and food preferences. "The whole idea is to help cut costs, increase operating efficiency, improve customer experience and generate customer-centric, online and offline marketing strategies for small-to medium-sized restaurants, in particular."

Agile Management

"One of our competitive edges is we can deliver food to every corner of the city in disregard of locations or districts," Wong claimed.

For future developments, Wong said, "We want to do more such as food purchasing and providing food ordering service to schools and parents in the city. We also want to expand to Southeast Asia countries such as Macao, Taiwan, Singapore and Thailand."

"We want DimOrder to work as a handy, smart and efficient assistant for restaurants and food lovers alike. I am sure if you can solve the main pain point of a business or sector, you will be on the path to success," Wong concluded.

DimOrder

- The DimOrder app was developed and launched in 2019 by a group of young entrepreneurs from different places and with different backgrounds to help Hong Kong restaurants set out on their digitalised journeys

- DimOrder's parent company, Infinity Technology Corp Ltd, is one of companies included in the IT Service Providers Reference List of the Distance Business (D-Biz) Programme launched by the Innovation and Technology Commission of the HKSAR

🌐 *dimorder.com*