

For Cloud Kitchens, Food Entrepreneurs & Small Restaurants Owners



How Small Food Brands Scale Without Zomato–Swiggy Dependency (Step-by-Step)

Build predictable
daily orders

Reduce dependency
on aggregators

Create repeat
customers

If you have great food
but unstable sales, this
playbook is for you.



A close-up photograph of two hands holding a row of five light-colored wooden blocks. Each block has a large, bold, black letter on its top surface, spelling out the word "BRAND". The blocks are resting on a surface of other similar wooden blocks. In the background, a small green plant in a white pot is visible, slightly out of focus.

BRAND

We'll diagnose the common realities holding your brand back:

- Aggregators control your margins and customer relationships.
- Constant discounts attract one-time, low-value customers.
- Most customers order once and forget your brand exists.
- Your sales are a rollercoaster-high one day, zero the next.

The Hard Truth:
Most food businesses
don't fail because of bad
taste. They fail because
of bad systems.



"Taste brings the first order.
Systems bring the next 100."

7 Common Mistakes Killing Your Growth

1



Trying to sell too many items to everyone (no clear hero product).

2



Depending 100% on Zomato/Swiggy for survival.

3



Having no strategy to bring customers back.

4



Posting randomly on Instagram with no goal.

5



Not owning a single customer's phone number.

6



No clear monthly revenue math or targets.

7



No plan to grow beyond your first kitchen or city.

Stop Fighting Symptoms. Fix the System.

**The Sankalp Foods -
Brand Growth Framework** is a systematic
approach to building a stable, profitable food brand.



Pillar 1: Clear Positioning



Pillar 2: The Repeat Order Engine



Pillar 3: Direct Sales System



Pillar 4: Simple Systems



The Sankalp Food Brand Growth Framework

Pillar 1 : Clear Positioning



One clear product

One clear audience



One clear reason to reorder

People don't buy menus. They buy solutions.

Pillar 2 : The Repeat Order Engine

Repeat customers = stable cash flow

High-performing food brands use: -

Weekly meal plans



Combos & bundles



Subscription models

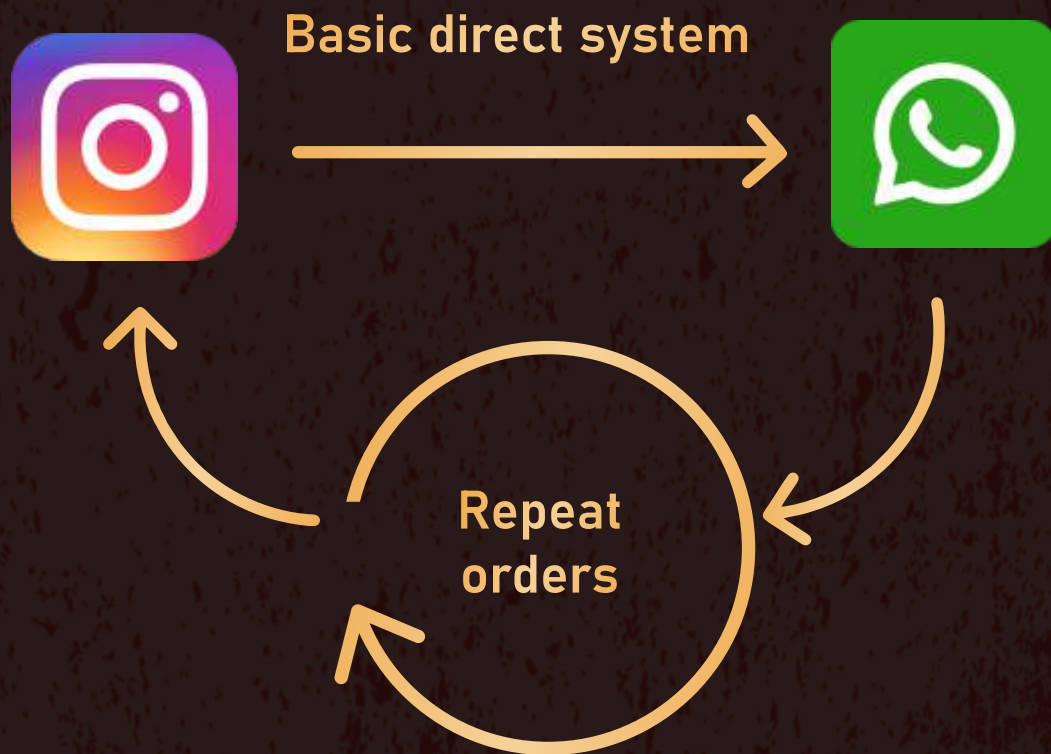


Family packs

Your goal : Make reordering easier than ordering fresh.

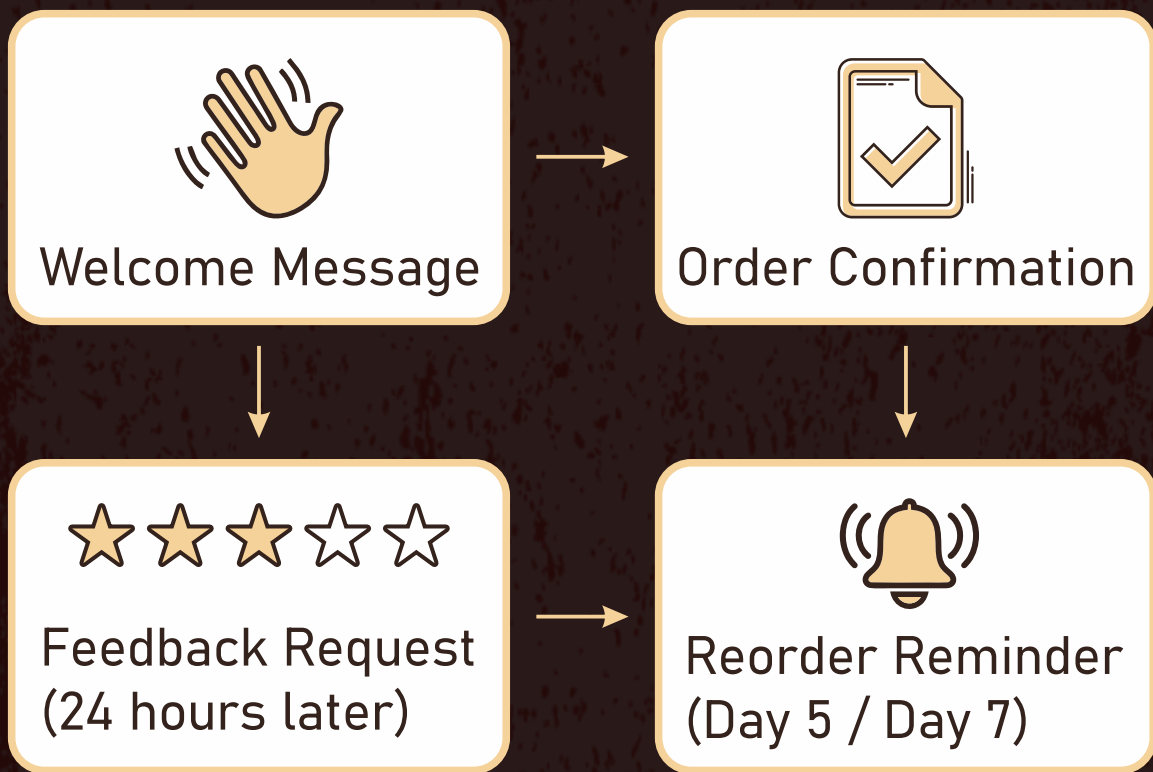
Pillar 3 : Direct Sales System

Every brand must own its customers.
Simple website or catalog



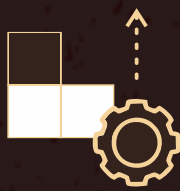
No commissions. No algorithm stress.

A System You Can Build This Week : The WhatsApp Reorder Flow



**This simple flow
can increase
repeat orders
by 30-40%.**

Your 60-Day Growth Roadmap



Phase 1: Month 1

Foundation

- ✓ Fix your hero product.
- ✓ Improve packaging & pricing.
- ✓ Create your WhatsApp order flow.



Phase 2: Month 2

Direct Sales

- ✓ Implement the Instagram content system.
- ✓ Build your customer database.
- ✓ Launch targeted repeat offers.



Phase 3:
Month 3 & Beyond

Scale

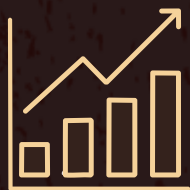
- ✓ Introduce subscriptions or bulk packs.
- ✓ Plan city-level expansion.

Real Results: How a Small Food Brand Stabilized Its Sales

Case Study Profile

Business Type: Ready-to-Eat / Cloud Kitchen
Starting Point: 1 kitchen, heavily aggregator-dependent

The Problems They Faced



70% of orders from Zomato/Swiggy



Heavy discounting to get any visibility



Extremely low repeat orders



No direct customer data

The Results (Within 90 Days)

35-45%

Repeat
Customers



**Higher
Margins**

(due to reduced
discounts)



**Stable Daily
Orders**

(without paid ads)



**Direct
Customer
List**

for future launches



The Changes Made

- ✓ Identified one hero product.
- ✓ Introduced weekly combo packs.
- ✓ Shifted to Instagram WhatsApp direct orders.
- ✓ Started a simple reorder reminder system.

Key Lesson : Growth didn't come from new platforms.
It came from better systems.



Unlocking Hidden Revenue: How a Restaurant uses frozen range & reduces food cost & increase profit

Case Study Profile

Business Type: Small dine-in + takeaway restaurant + multi-cuisine restaurant

Starting Point: Limited to local footfall and peak hours

The Problems They Faced



Kitchen capacity was underutilized during off-peak hours.



Sales were completely dependent on weekends and evenings.



No additional revenue streams beyond the dine-in menu.

"Key Lesson: Your kitchen can earn even when your tables are empty."

The Problems They Faced



Reduced wastage due to non-movement from the kitchen.



Optimized manpower costs across cuisines.



In-efficient stock management, stock-outs and unnecessary capital blockage.

"Key Lesson: Your kitchen can earn even when your tables are empty."

The Results

(Within 60-90 Days)

20-30%

Additional Monthly
Revenue

**Launched a
New Frozen
Product Line**
without a new kitchen

**Reduced
Kitchen
Idle Time**

**Repeat
Frozen Orders**
from the same
dine-in customers

The Changes Made

- ✓ No dependency on market fluctuations.
- ✓ Selected 2 best-selling dishes suitable for freezing.
- ✓ Standardized recipes for reheating.
- ✓ Promoted trial packs to existing customers via WhatsApp & in-store displays.

Key Lesson : Growth didn't come from new platforms.
It came from better systems.

Don't chase orders. Build systems that attract them.

Want Help Implementing This?
Join the Sankalp Foods Entrepreneurs Circle

- ✓ Practical guidance
- ✓ Growth frameworks
- ✓ No fluff

The Next Step: Connect with us on Instagram / WhatsApp and mention the word **"GROW"**.