HIRI'S KITCHEN – CLOUD KITCHEN MODEL SOLUTION TO DIGITALIZE THE TRADITIONAL HOME FOOD INDUSTRY IN NORTHERN SRI LANKA

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Abstract

Food is the basic need for survival and the food consumption method differs from culture to culture. Sri Lanka is one of the countries with a multi-cultural background having various styles of cuisine across the island.

The cuisine in Jaffna, a city in the north of the country is highly influenced by its mix of cultures of the dominantly Tamil population. The city although highly affected by the civil war it is immerging as one of the fast-developing cities with various infrastructure projects like highways, airports, ports, and Entrepreneurship. Home-based food has been a major driving economy for the families in the North bringing different flavors to the plate.

Technology has contributed to the shifts in consumer preference to perform activities online. The food industry has been disrupted through this shift where consumers prefer to order food whenever and wherever one requires through a touch of a button and business forecasting the vendors for better business strategies. This thesis discusses Jaffna consumer's perceptions towards healthy food consumption and proposes a solution to digitize small-medium scale restaurants in the city to help home base food entrepreneurs to better cater to the craving of the consumers.

The author proposes a complete suite of products to the home-based food ordering and delivering to automate manual tasks and facilitates orders from consumers using an online platform.

Keywords: Data mining, Business forecasting, Sentiment analysis, Digital transformation, Food technology