Questions	McNoodle King (H)	Rajas Takeaway (H)	Chikanos (s)	Salahs (B)	Oriental Taste (H)	Legends (L)	Oodles (L)	Papi Queso Supplies (B)	Khadims (H)	Pakhizaa's (B)	Global Food Services (B)
How do you currently place orders with Adams?	I call Adams directly because I know the staff, and it's faster for me					call to confirm stock before	mobile-friendly, which makes			and wait for confirmation	I use the app, but stock visibility is an issue, and I often don't get what I ordered.
What challenges do you face when using the Adams app?			Pricing is unclear. I need to know VAT and final cost upfront.	Stock levels are not updated, so sometimes I order things that are unavailable.	I can't manage multiple locations from one account, which is annoying.	The checkout process is too slow, and VAT isn't always visible.	Order tracking is weak. I don't know when my order is arriving.		I don't see clear discounts for bulk orders, making it hard to budget.		The order process feels slow. I want a bulk order feature that saves time.
What do you like about the current ordering process?		Collection is free, and I don't want to pay delivery fees for my bulk orders.			meat and produce before it		can also compare new		Delivery errors cost me money. I'd rather be sure of what I'm getting.		For large orders, delivery is too slow. Collection lets me move quickly.
What would make the ordering experience easier for you?	A 'reorder previous items' button would save a lot of time.		Real-time order tracking so I know exactly when to pick up.		An account that lets me switch between restaurant locations.	A mobile-friendly website that doesn't log me out randomly.			A discount structure that reflects my bulk purchasing needs.		A faster checkout process with an optimized bulk order tool.
How often do you place orders, and do you order the same items frequently?		Weekly. My stock mostly stays the same, but I adjust based on demand.	but sometimes I try new	Once a week. My list barely changes, except for seasonal specials.	Every two weeks. I order in bulk, so I don't need weekly restocking.	Bi-weekly, same ingredients, but I occasionally switch suppliers if pricing changes.	fixed supplier list for		Monthly, and I always buy in bulk —flour, rice, and meat are my top priorities.		Monthly I buy based on trends, but my core products stay the same.
Do you prefer using the app or calling directly? Why?	I call because I know the staff and it's	I try the app but switch to calls when I can't find what I need.		If the app saved my frequent orders, I would use it more.							
What do you struggle with most when finding products in the app?	Search results show too many irrelevant items.	Categories don't match how I think about my	Sometimes I can't find what I need even when I know it's there.	Sorting options are missing —no way to see bestsellers or frequent buys.							
Would a "Reorder Previous Items" feature help speed up your orders?	Absolutely, I buy the same things every	Yes! I hate having to build my cart from scratch.	That would be a game changer, especially for peak hours.	It should auto-suggest items based on my							
How important is real-time order tracking for your business?	Very important. I need to know exactly when my order is ready.	Tracking should include estimated collectio	I often call support just to ask about my order status.	It's crucial when I have a high-volume weekend coming up.							
Do you usually buy in bulk or place smaller, frequent orders?					We order in bulk every two weeks to get better pricing.	I do a mix—fresh items weekly, dry goods bi-weekly.	special ingredients are	I place smaller, urgent orders when business is unpredictable.			
Is unclear VAT or delivery pricing ever a reason for checkout drop-off?					Yes, I hesitate if the pricing isn't clear.	I've abandoned carts because I couldn't see the final cost.	VAT confusion has caused billing issues for my accountant.	Delivery fees fluctuate, making budgeting difficult.			
Do you need multiple account management for different restaurant locations?						I manage two locations and wish I could order from one account.	We need separate invoices for different	Multiple locations should have independent order histories.			
How important is customer support response time when you have an issue?					Very! I need answers within minutes, not hours.	If an item is missing, I need quick resolutions.		Faster chat support would improve my ordering experience.			
Would an improved bulk ordering system help you place orders faster?										should be clearer in	The current method makes large orders frustratingly slow.
Do you check product quality before buying, or do you rely on descriptions?									I always check quality) before buying.		Descriptions help, but I still prefer in-person verification.
Would you benefit from a personalised recommendation system based on your past purchases?										time if frequently	would make ordering