

HOW TO START A FOOD BUSINESS IN 2026

7-Part YouTube Series — Part 2

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PART 2: PHONE, INTERNET LINES AND ORDERING SYSTEM

VIDEO 2 OF 7

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Part 2: Phone, Internet & Ordering Systems

🎧 Topic: Setting Up Comms & Delivery Platforms

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One missed call in a food business is a lost order. One slow internet connection and your ordering system crashes on a Friday night. The technical setup for your food business is boring — but it will make or break your operation. In this video I'm breaking down everything you need: phone lines, internet, and — most importantly — the delivery platforms you should be on and which ones are eating your profits. Let's go.

🔑 SECTION 1: Business Phone Line

First things first — do you actually need a separate business phone line? Yes. Here's why.

WHY A BUSINESS NUMBER MATTERS

- Your personal number stays private
- Looks professional — builds trust with customers
- You can set opening hours so calls don't come in at midnight
- Call recording — useful for training staff and resolving disputes

Now here's something a lot of people don't think about. The number itself matters. If your number starts with 0333 or 0203, some customers actually think it's a scam — especially older customers. A local number — say 01270 for Crewe — instantly signals that you're a local business. People trust local. Get a local number that matches your area.

PROVIDER	MONTHLY COST	NOTES
Vonage	£25–£80/month	Popular for business VoIP
BT Business	£30–£60/month	Reliable, traditional
Zoom Phone	£15–£30/month	Good for smaller operations
Plusnet Business	£20–£45/month	Budget-friendly option
Setup fee (one-off)	£0–£150	Varies by provider

My recommendation? Get a VoIP system. It works over your internet connection, so no need for a traditional phone line. You can manage calls from your laptop, your mobile, or a desk phone. Much more flexible when you're running a busy kitchen.

🔑 SECTION 2: Internet Connection

Your internet connection is the backbone of your entire operation. Your ordering system, your EPOS, your contactless payments, your team communication — all of it runs on your connection. If it goes down on a Saturday evening, you've lost potentially hundreds of pounds.

- Minimum speed: 50 Mbps download — this is the floor, not the target
- Recommended: 100 Mbps+ for a busy operation with multiple devices
- Always get a business broadband contract — it comes with priority support
- Consider a 4G/5G backup router — if your main line drops, you stay live

PROVIDER	COST/MONTH	SPEED
Virgin Media Business	£50–£120	Up to 1 Gbps
BT Business	£40–£90	Up to 900 Mbps
Sky Business	£35–£80	Up to 500 Mbps
Bundle deals	10–20% saving	Phone + internet together

Top tip: bundle your phone line and broadband together. Most providers give you 10–20% off when you combine them. And always read the uptime guarantee in your contract — business packages should offer 99.9% uptime. If they can't guarantee that, walk away.

🔑 SECTION 3: Delivery Platforms — The Full Breakdown

Right. Now we get to the part everyone wants to know about. Which delivery platforms should you be on? And more importantly — which ones are making money for you, and which ones are just making money for themselves?

There are three main players in the UK: Just Eat, Deliveroo, and Uber Eats. Let me break them down honestly.

JUST EAT

- Setup fee: £295 (deducted from your first orders)
- Commission: 14% + VAT = 16.8% if YOU deliver
- Commission: 30% if they deliver for you
- Market share: 45% of UK food delivery
- Best for: Towns, suburbs, areas outside major cities

Just Eat is the market leader for a reason — massive reach, especially outside London. If you do your own delivery, you're only paying 16.8% commission. That's the lowest of the three. Start here.

DELIVEROO

- Setup fee: £50
- Commission: 20–30% (average 25%)
- They handle all deliveries
- Strong in cities — average 30-minute delivery time

Deliveroo is brilliant in city centres. Strong brand, fast delivery, good customer experience. But their commission is higher and they handle delivery themselves — so you have less control. Add this once you're established.

UBER EATS

- Setup fee: £350–£650 (includes hardware)
- Commission: 30% if they deliver; 13% if you self-deliver; 13% for pickup orders
- Massive user base through the Uber ecosystem

Uber Eats has a huge user base — millions of people already have the app from using Uber taxis. Great for promotions and exposure. But if you're paying 30% commission on their delivery, you need to make sure your pricing accounts for that.

🔗 SECTION 4: The Real Money — Commission Calculator

Let me show you exactly what these commissions mean for your actual profit. Because this is where people get a nasty shock.

On a £20 order:

Just Eat (16.8%): You keep £16.64 | You lose £3.36

Deliveroo (25%): You keep £15.00 | You lose £5.00

Uber Eats (30%): You keep £14.00 | You lose £6.00

Over 100 orders per day:

Just Eat vs Deliveroo = £164 MORE per day = £4,920 more per month

That's nearly £60,000 a year just by choosing the right platform.

Now here's my recommended strategy. Start with Just Eat — lowest commission, widest reach outside cities. At the same time, build your own website with online ordering. That way you keep 100% of those orders — no commission at all. I'll put a link in the description to a free ordering system guide. Once you're established and cash-flowing, add Deliveroo. Then Uber Eats.

🔗 SECTION 5: App Pricing Strategy

Quick but important point. You are allowed — and I'd recommend — charging slightly more on the delivery apps than in your own shop. Add 15% to your app prices. Customers expect this. It's already built into how people shop online. To justify it, either offer slightly larger portions on app orders, or exclusive app-only deals. This helps protect your margins.

Summary

Recap: get a local business phone number, get fast reliable broadband with a backup, and start with Just Eat plus your own website for maximum margin.

