**Field Work**

**On**

**Swiggy**

**(Online Food Deliver App)**

**Submitted**

**to**

**KCES’s Institute of Management and Research, Jalgaon**

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**In Partial Fulfillment of**

**Master of Computer Application (Integrated)**

**KCES’s Institute of Management and Research, Jalgaon**

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**Acknowledgement**

We have great pleasure in submitting this Field Work on “(Swiggy App) online food deliver app” to KCES’s Institute of Management and Research, Jalgaon.

 It is humble brief that any Field Work can be carried out with success by a two person. Many other personalities helpings to accomplished this project and it is our duty to express our appreciation to them.

 We are indebted to Ms. Bhavana Jawale.for helping us as guide and allow us to do the Field Work at their site.

 We wish to thank the teaching staff, our friends and persons who help us directly or indirectly for completion of Field Work.

**Declaration**

We hereby declare that the project work entitled “ Swiggy ” has carried out result on the basis of investigations and analysis by us under the guidance of Ms.Bhavana Jawale.

We further declare that this work has not been submitted in partly or fully to any other University or Institute for the award of any other degree. Material obtained from other source has been daily acknowledged in the Field Work.

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1. Introduction

The bus travel industry in India is unorganized and highly fragmented. It is a 120 billion annual turnover

industry with a growth rate of 25% per year. (Note 1) This industry is growing phenomenally in India, being one

of the most preferred modes of transport for millions of Indians. There are around 2000 private bus operators

which function with almost 20000 buses on point to point routes. (Note 2) In the Indian bus travel industry, most

of the private players were regional players and did not have a pan India presence and therefore there was a lack

of a centralized platform for organized scale of operations. The market for online car rentals and bus reservations

business was anticipated to arrive at $150 million in the year 2011 as per Applied Travel Intelligence. (Note 3)

The two carriage categories when it comes to Indian bus travel industry operations are contract carriages and

stage carriages. The contract carriages are usually long distances from city to city with less number of stop points

whereas stage carriers are comparatively short distances with several stop points. The contract carriage industry

in India is fragmented, with more than 65% of the bus operators possessing over less than 20 buses each. Despite

of growth of online ticket reservations in India through renowned players like makemytrip.com (airline) and

IRCTC.com (train), there was a reasonably slow growth when it came to online bus reservations. The role of IT

in revenue management is prominently discussed by many researchers (Kimes, 2001; Bakos, 1997). The reasons

for this slow growth could be attributed to several reasons like the unwillingness of the majority of the Indian

population to book their bus tickets online, low internet penetration and more than that, the unavailability of a

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**Chapter 1 : Abstract**

Swiggy is a prominent on-demand food delivery platform that has revolutionized the way consumers interact with restaurants and food services in urban India. In theory, Swiggy functions as a digital two-sided marketplace that bridges the gap between consumers and local food vendors through a technology-driven logistics infrastructure. It leverages real-time data analytics, GPS-enabled delivery tracking, and AI-based recommendation systems to optimize food delivery operations and enhance customer experience.

From an economic and systems theory perspective, Swiggy exemplifies a platform-based business model that creates value by facilitating transactions between independent user groups—consumers, delivery partners, and restaurant partners. The platform employs principles of supply chain management, demand forecasting, and user engagement strategies to maintain efficiency and customer satisfaction. Swiggy’s operations also illustrate key concepts in platform theory, such as network effects, scalability, and disintermediation of traditional food service channels.

This abstract provides a foundational understanding of Swiggy’s role as a disruptive player in the food delivery ecosystem, emphasizing the interplay of technology, consumer behavior, and platform economics that underpin its success.

**Chapter: 2 Introduction**

Swiggy is a popular Indian online food delivery app that allows users to order food and groceries from a wide range of restaurants and stores in their area. Launched in 2014, Swiggy has quickly become one of India’s leading food delivery platforms due to its fast service, user-friendly interface, and reliable delivery system. The app offers features like real-time order tracking, multiple payment options, and 24/7 customer support. In addition to food, Swiggy also provides quick grocery delivery through its service called Instamart, making it a convenient one-stop solution for everyday needs.

**Chapter: 3 Project Filed Work Topic/ Literature Review**

Swiggy was founded in August 2014 in Bangalore, India by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini. It started with the goal of creating a seamless food delivery platform that offered better logistics and faster service compared to existing options. Swiggy began operations in a small area of Bangalore and quickly gained popularity due to its fast delivery and user-friendly app.

By 2015, it had expanded to several major cities across India. Over the years, Swiggy introduced features like real-time order tracking, multiple payment options, and launched services such as Swiggy Genie (pickup & drop) and Instamart (grocery delivery). It has also raised significant funding from global investors, helping it grow into one of India’s leading food and grocery delivery platforms.

**Chapter: 4 Objectives:**

 To provide fast and reliable food delivery services  
Swiggy aims to deliver food from local restaurants to customers’ doorsteps quickly and efficiently.

 To offer a wide variety of food options  
The app connects users with thousands of restaurants, offering diverse cuisines to suit all tastes and preferences.

 To enhance customer convenience  
With features like real-time tracking, multiple payment options, and an easy-to-use interface, Swiggy focuses on making food ordering hassle-free.

 To expand the online food delivery market in India  
Swiggy works to bring digital convenience to food ordering, even in smaller towns and cities.

 To support restaurant partners and delivery personnel  
The platform aims to create economic opportunities by enabling restaurants to reach more customers and providing jobs for delivery agents.

 To ensure customer satisfaction and loyalty  
Swiggy strives to deliver a high-quality user experience through timely delivery, responsive customer support, and regular offers.

**Chapter: 5 Methodology**

The methodology of the Swiggy app is based on a technology-driven service model that integrates digital platforms, logistics management, and customer experience principles. It combines elements of e-commerce, supply chain management, and on-demand service delivery to provide a seamless food and grocery ordering experience.

1.Platform-Based Business Model

Swiggy operates as a platform-based marketplace, connecting three key stakeholders:

* Consumers
* Restaurant Partners
* Delivery Executives

2. Use of Agile and Data-Driven Strategies

3. Last-Mile Delivery Logistics

* AI-based algorithms for route optimization
* Geo-tracking systems for real-time tracking
* Order batching and auto-assignment of delivery partners for efficiency

4. Cloud Infrastructure and Scalability

5. Customer Relationship Management (CRM)

**Chapter: 6 Result and Discussion**

The Swiggy app has transformed the way people order food and groceries in India by offering a fast, reliable, and user-friendly platform. Through its innovative use of technology, smart logistics, and customer-focused approach, Swiggy has set a new standard in the online delivery industry.

The app successfully bridges the gap between consumers and restaurants, offering convenience at the tap of a button. Its continuous improvements, such as real-time tracking, multiple payment methods, and additional services like Instamart and Genie, show how Swiggy adapts to evolving customer needs.

As a result, Swiggy has become one of India’s leading food delivery platforms, creating value for customers, partners, and delivery personnel alike. The app not only contributes to the growth of digital services in India but also plays a key role in generating employment and supporting local businesses.

**Chapter: 7 Recommendations and Future Work**

1. **Enhance Delivery Speed:** Invest in technology and logistics to reduce delivery times.
2. **Improve Customer Support:** Implement better support channels with faster response times.
3. **Expand Partner Network:** Onboard more restaurants and grocery partners for wider options.
4. **Focus on Personalization:** Use AI to provide personalized offers and meal suggestions.
5. **Sustainability Initiatives:** Introduce eco-friendly packaging and promote sustainable delivery options.

### **Future Work:**

1. **Integrate AI for Demand Forecasting:** Use AI to optimize inventory and delivery routes.
2. **Expand into New Markets:** Enter tier-2 and tier-3 cities with tailored strategies.
3. **Offer Subscription Models:** Launch loyalty and subscription plans for frequent users.
4. **Diversify Services:** Explore grocery, pharmacy, and meal-kit delivery expansions.
5. **Leverage Data Analytics:** Use data to enhance user experience and optimize operations.

**Chapter: 8 Suggestion**

According to all the responses there are some major suggestion are as follows:

* Improve payment speed and reduce transaction delays.
* Enhance customer support by providing faster, more responsive help, including phone support rather than only chatbots or scripted replies.
* Increase transaction limits or provide clearer information on limits.
* Maintain 24/7 user support to address issues promptly and enhance trust.
* Add Refund method

**Chapter: 9 Conclusion**

Swiggy has established itself as a leading food delivery platform by focusing on customer convenience, a wide range of restaurant partnerships, and efficient delivery services. Its continuous investment in technology and logistics has helped it maintain a competitive edge in a rapidly evolving market. To sustain growth, Swiggy must keep innovating through AI-driven personalization, expanding into new markets, and adopting sustainable practices. By addressing these areas, Swiggy can enhance customer satisfaction, diversify its offerings, and strengthen its position as a trusted and innovative player in the food delivery industry.

Swiggy has emerged as a dominant force in India’s food delivery and quick commerce sectors, transforming how millions of consumers access food and essential products. Since its inception, Swiggy has leveraged technology, a vast logistics network, and strategic partnerships to deliver a seamless customer experience. Its wide coverage across over 580 cities and an extensive network of more than 280,000 restaurant partners highlight its market penetration and operational scale.

**Chapter: 10 References**

[*https://www.swiggy.com/corporate/*](https://www.swiggy.com/corporate/?utm_source=chatgpt.com)

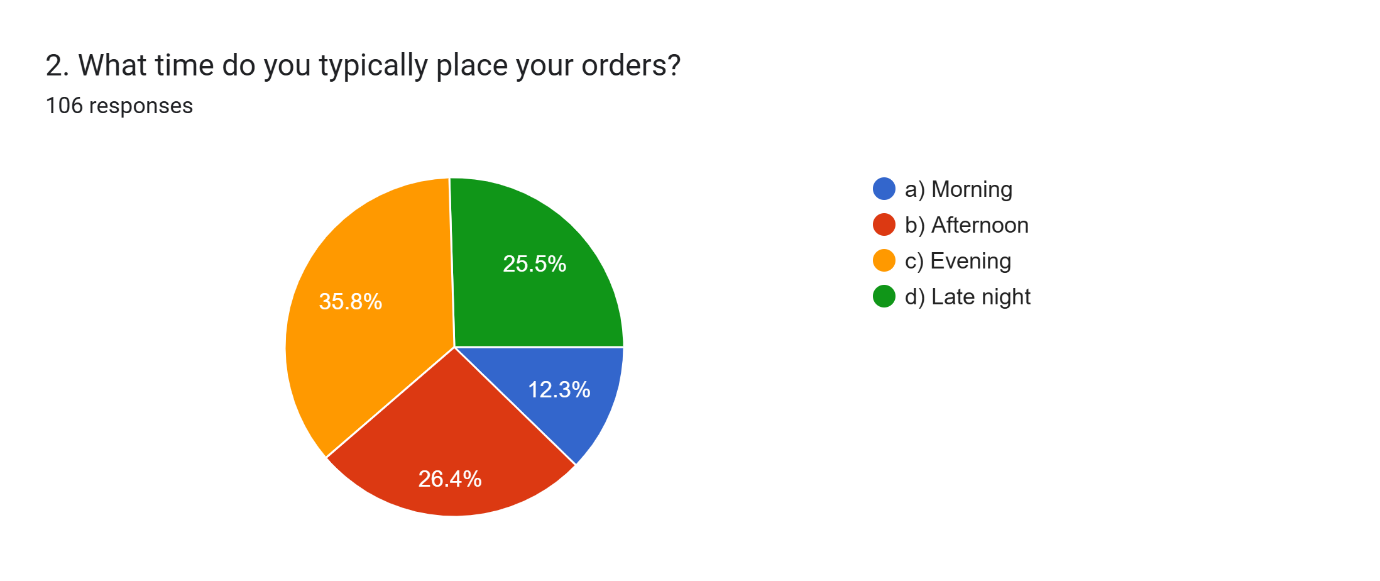
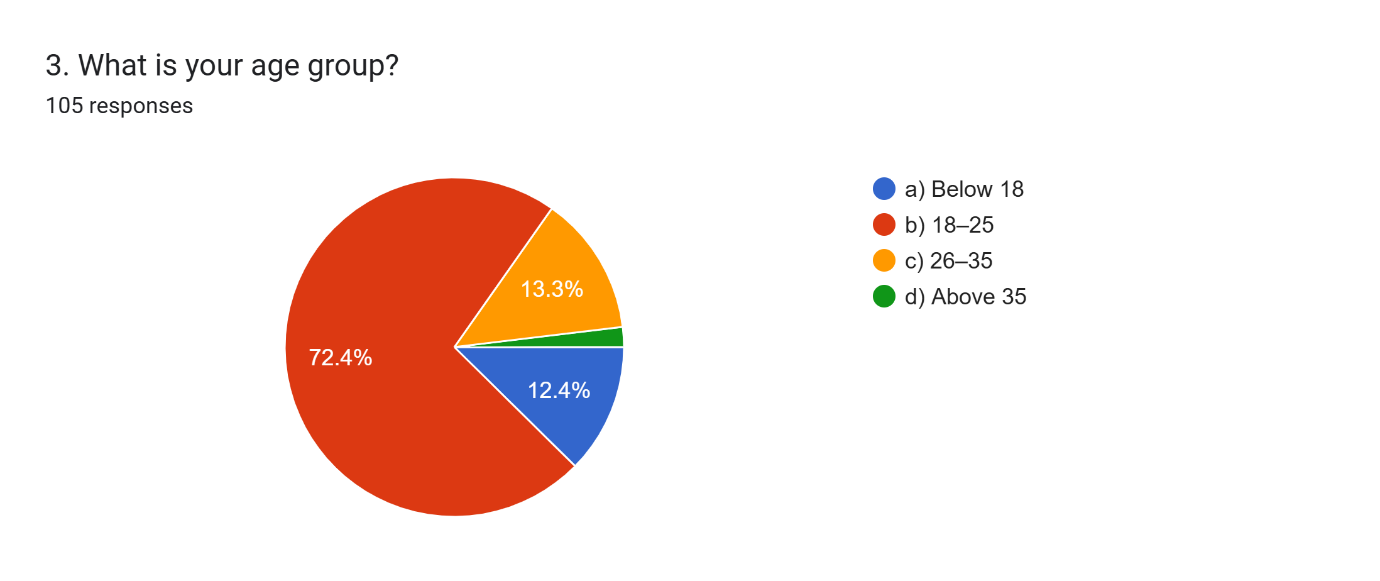
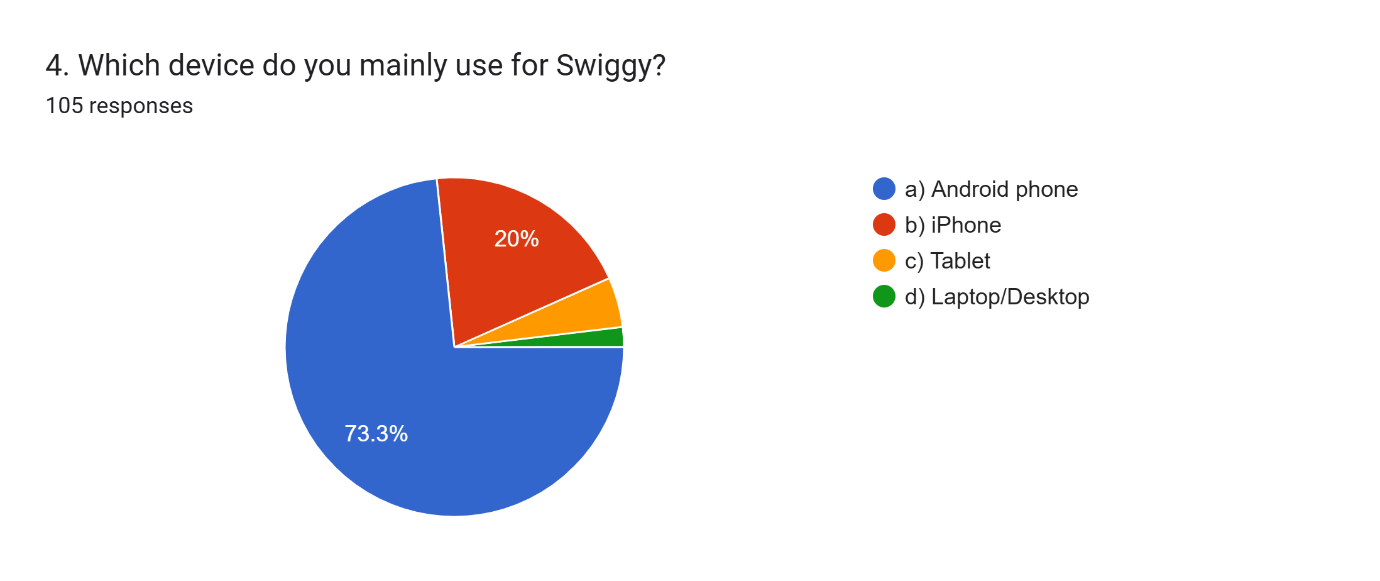
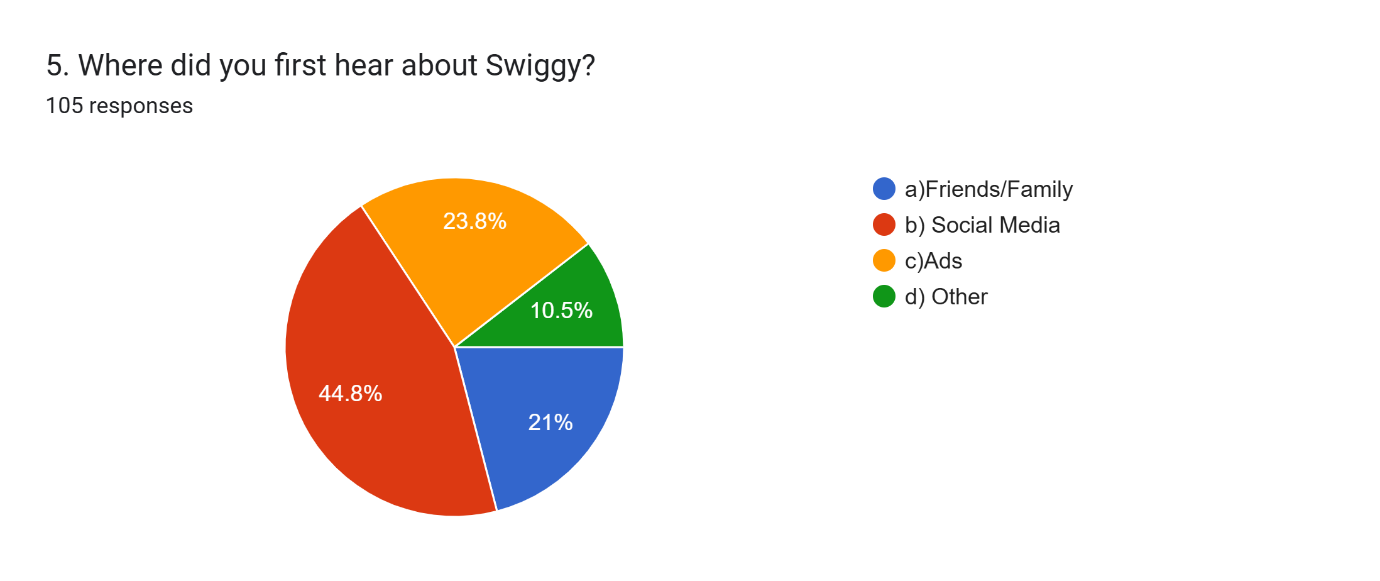
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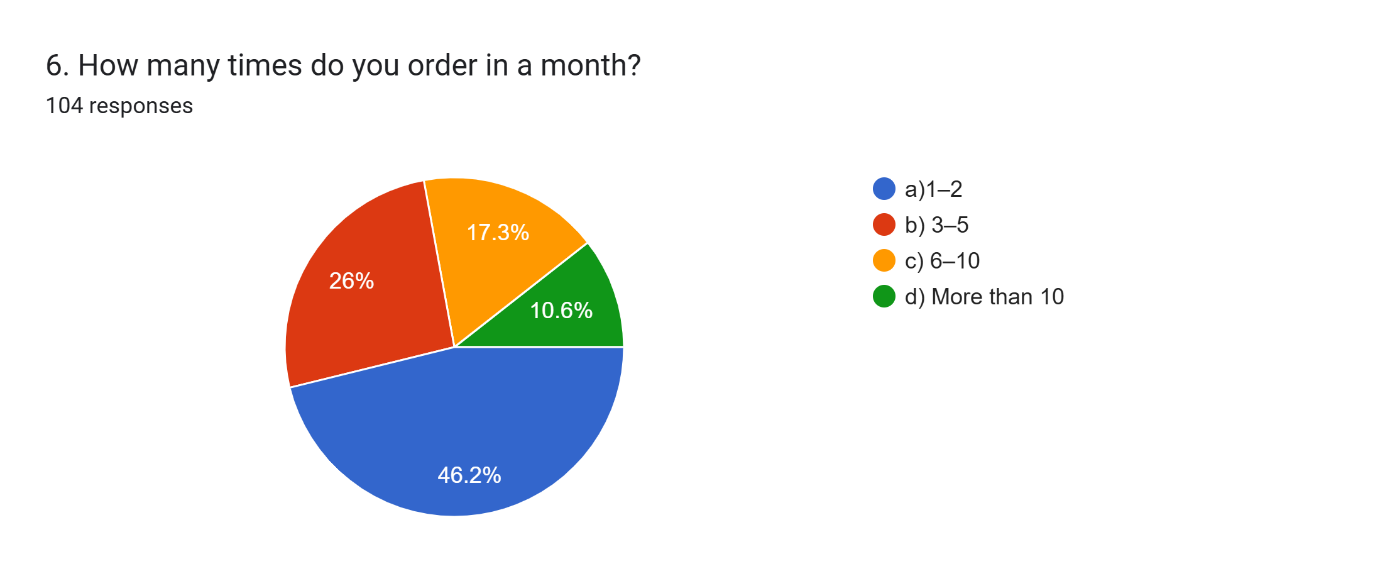
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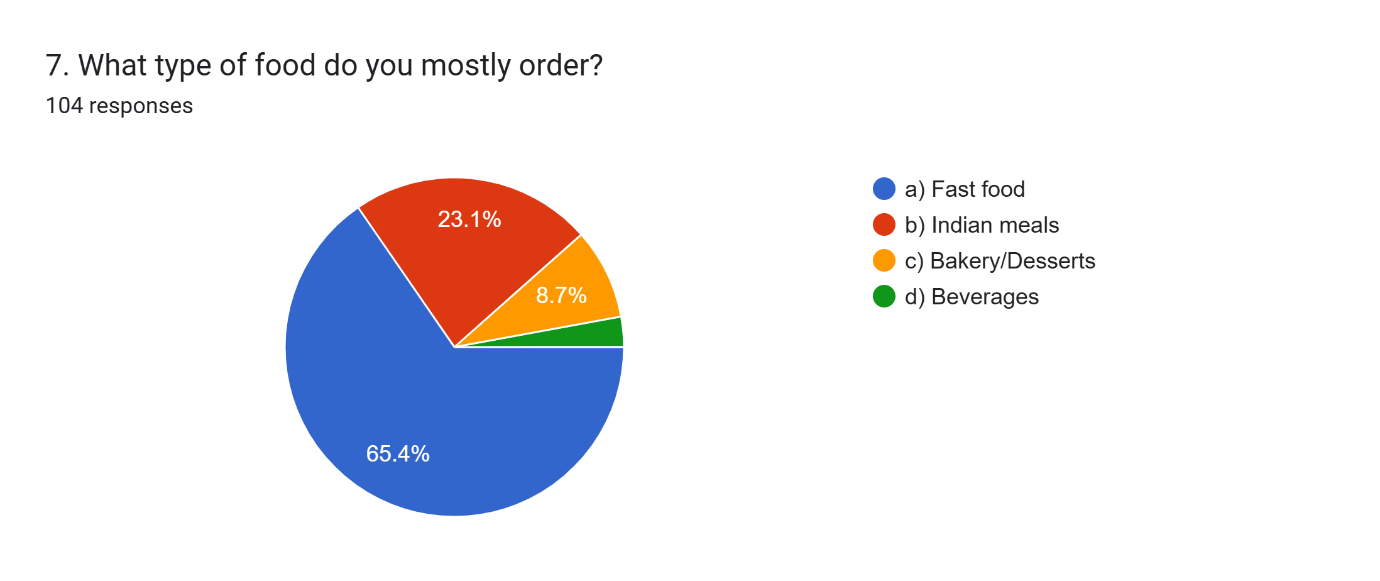
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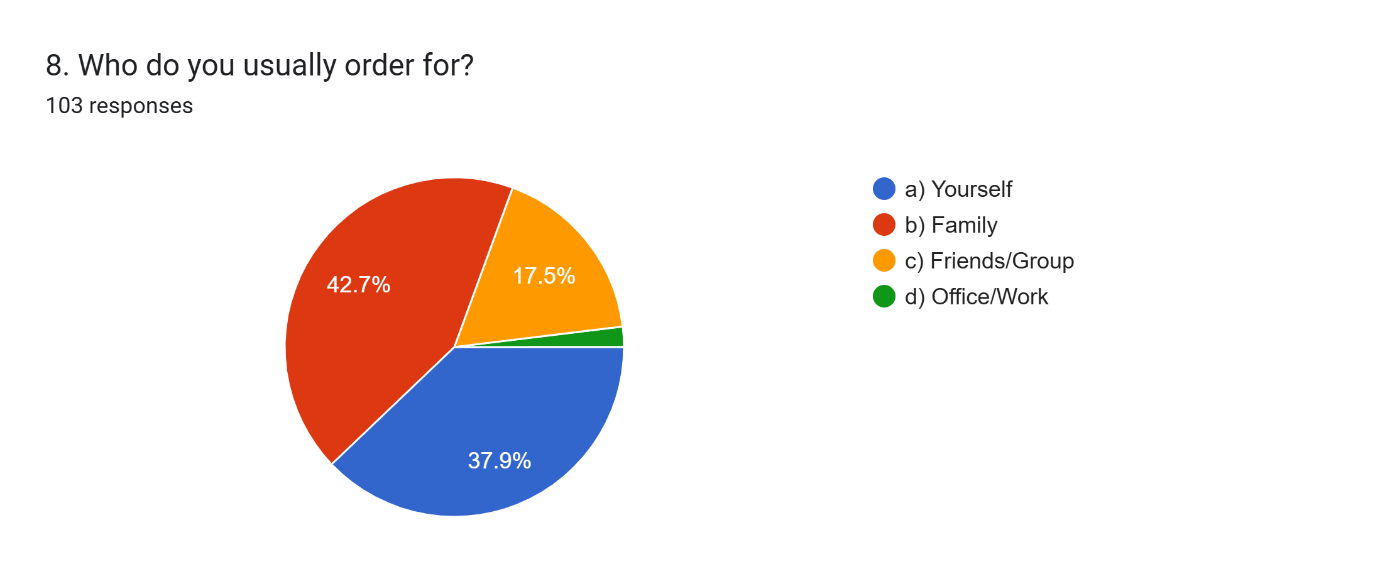
**Chapter: 11 Questionnaire**

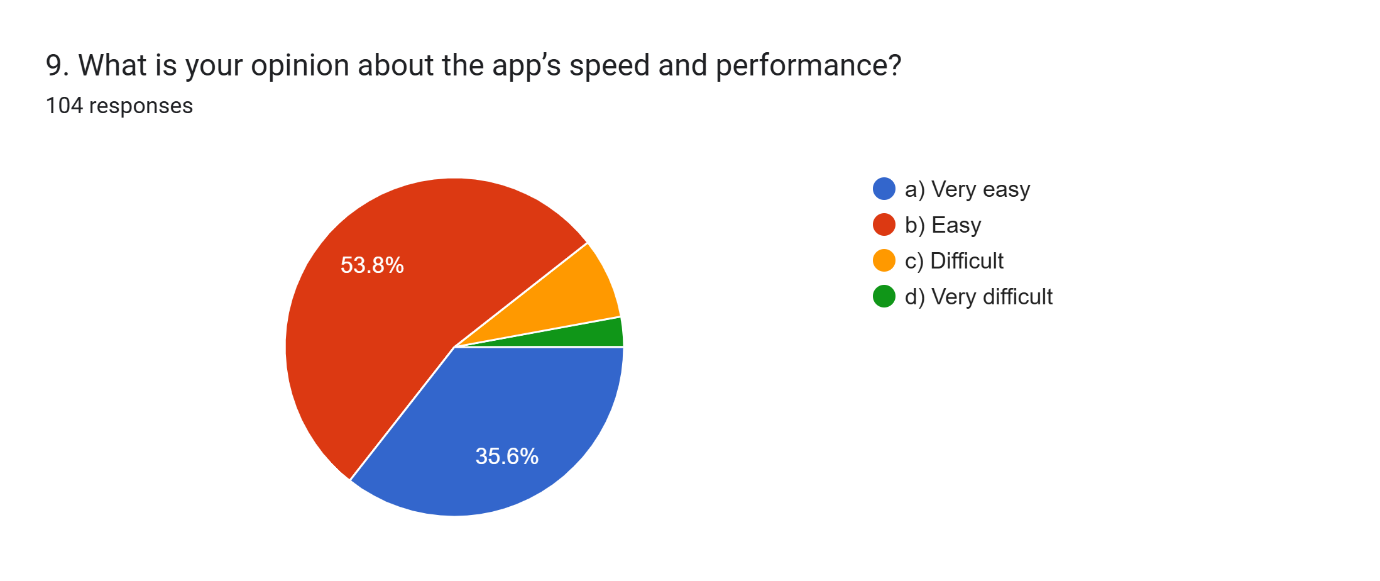
Forms response chart. Question title: 1. User Profile & Usage 

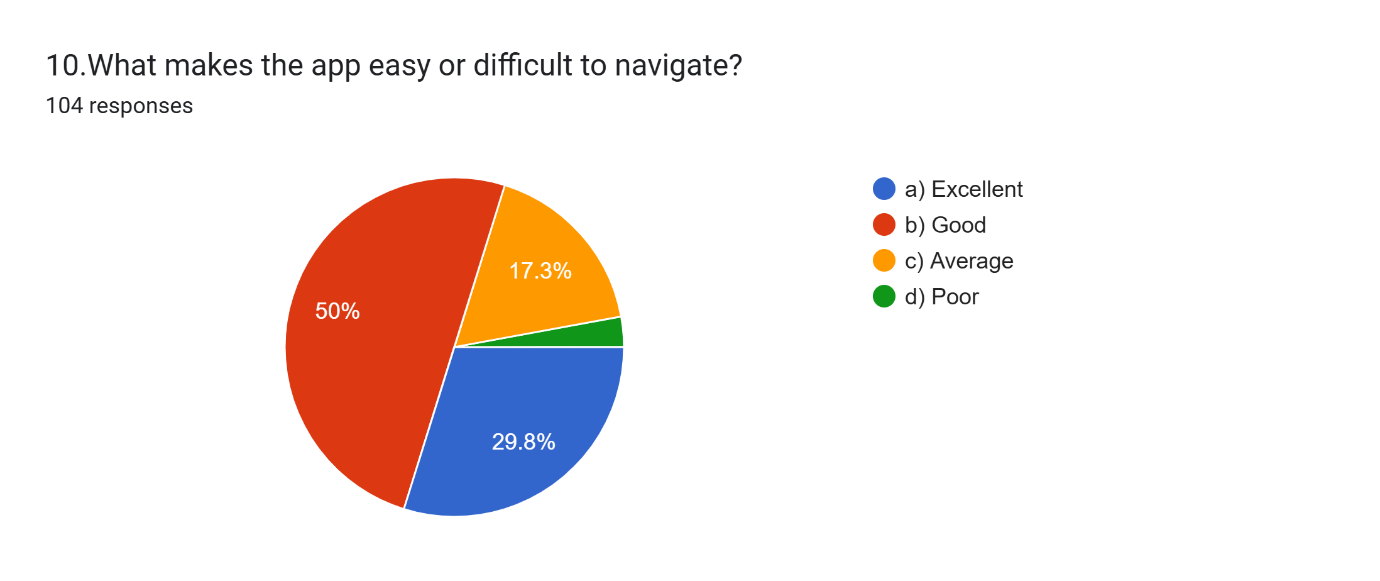
How often do you use the Swiggy app?. Number of responses: 107 responses.    

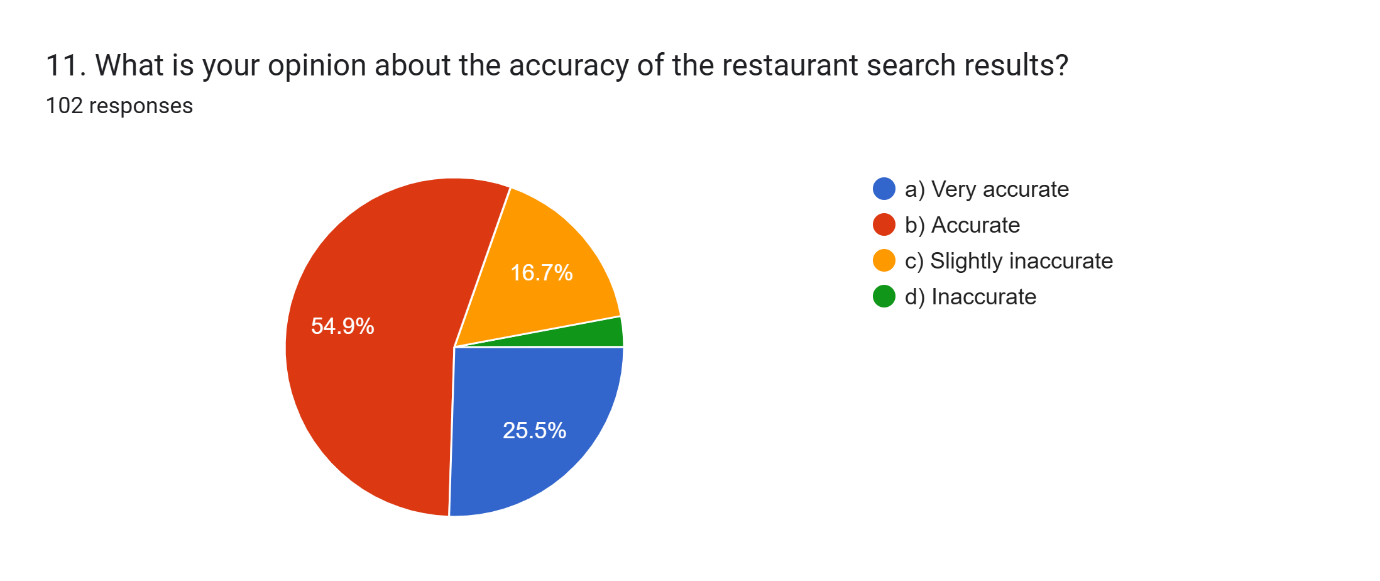


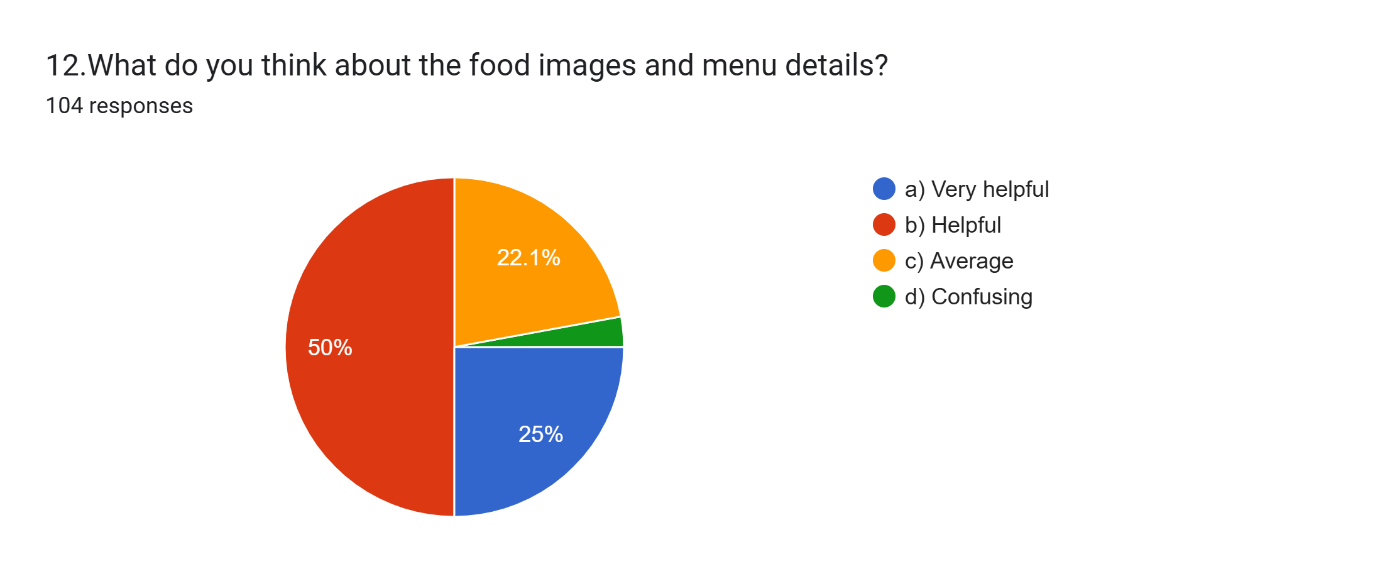


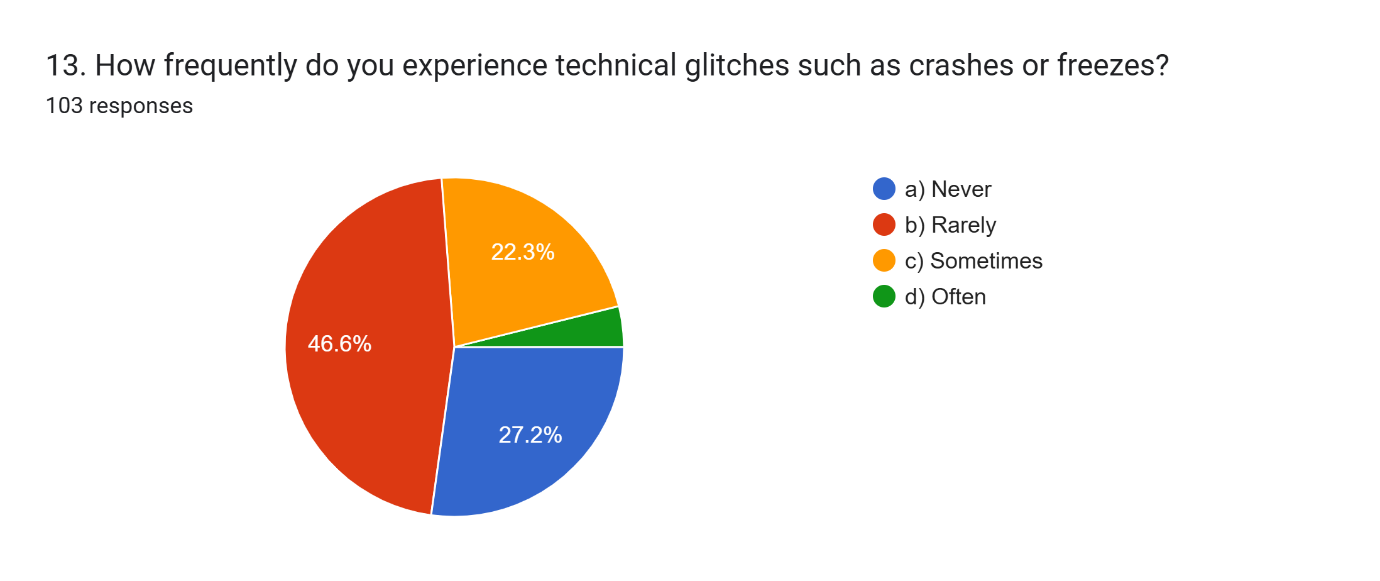


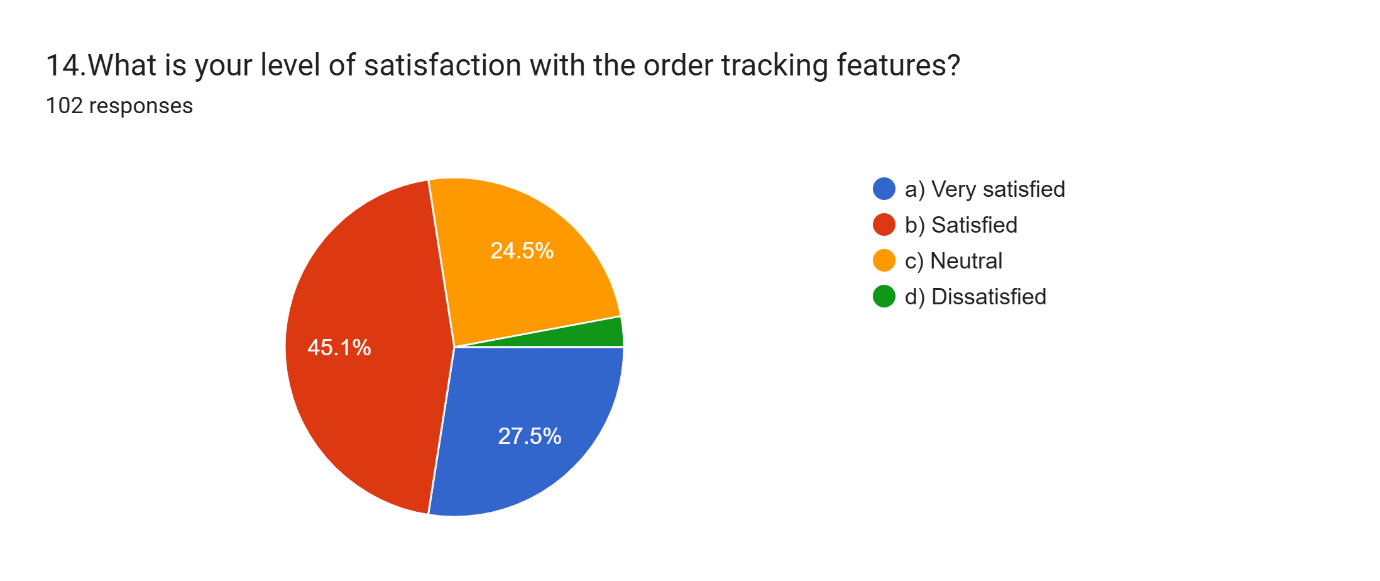


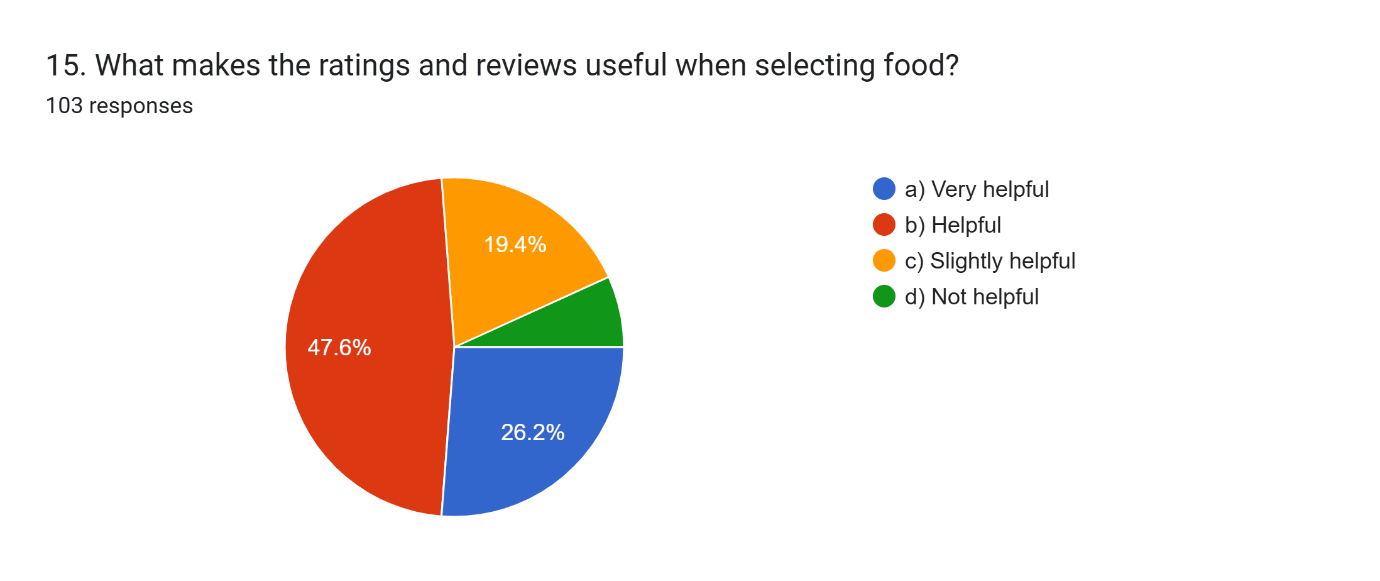


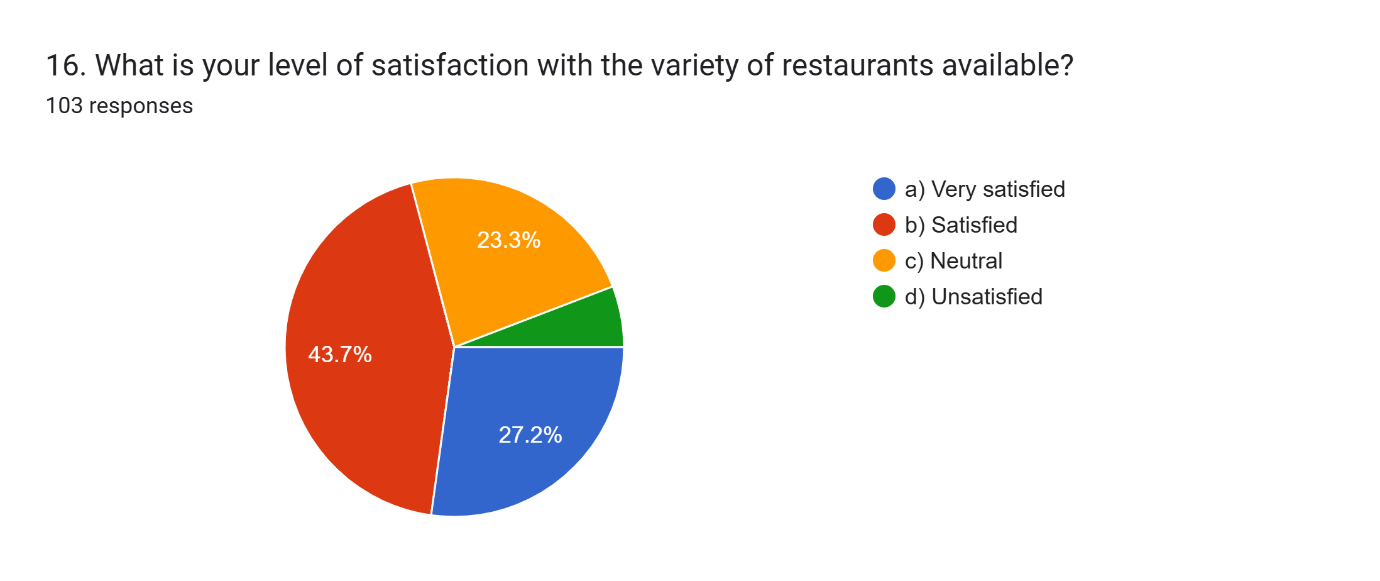


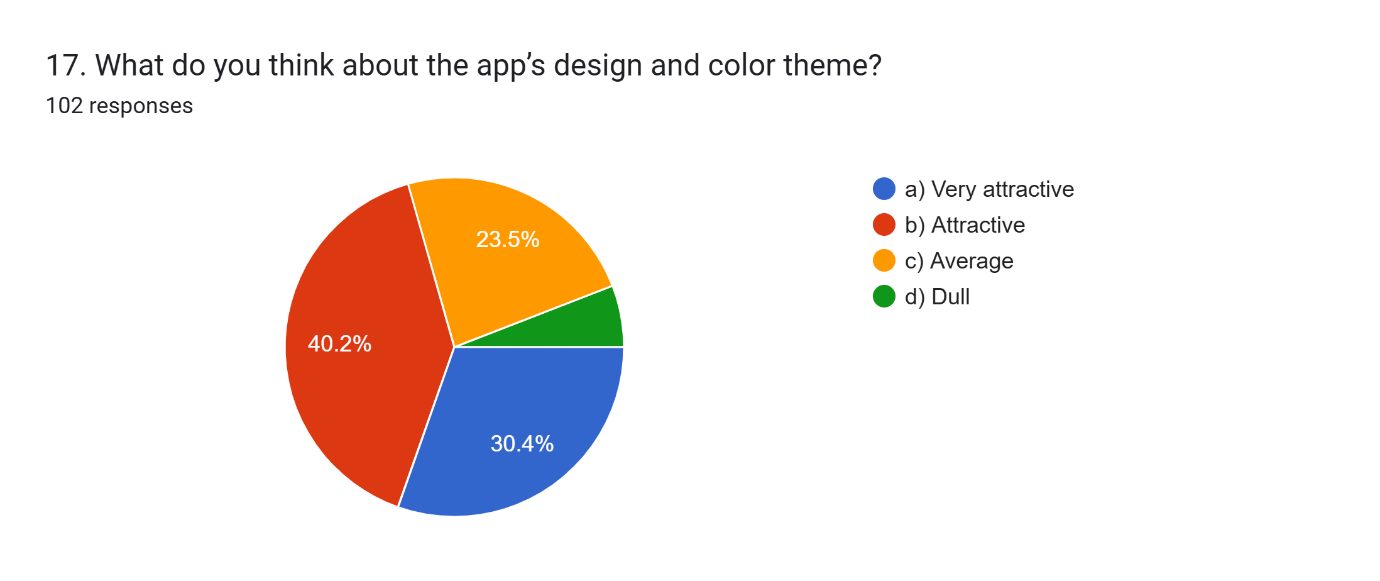


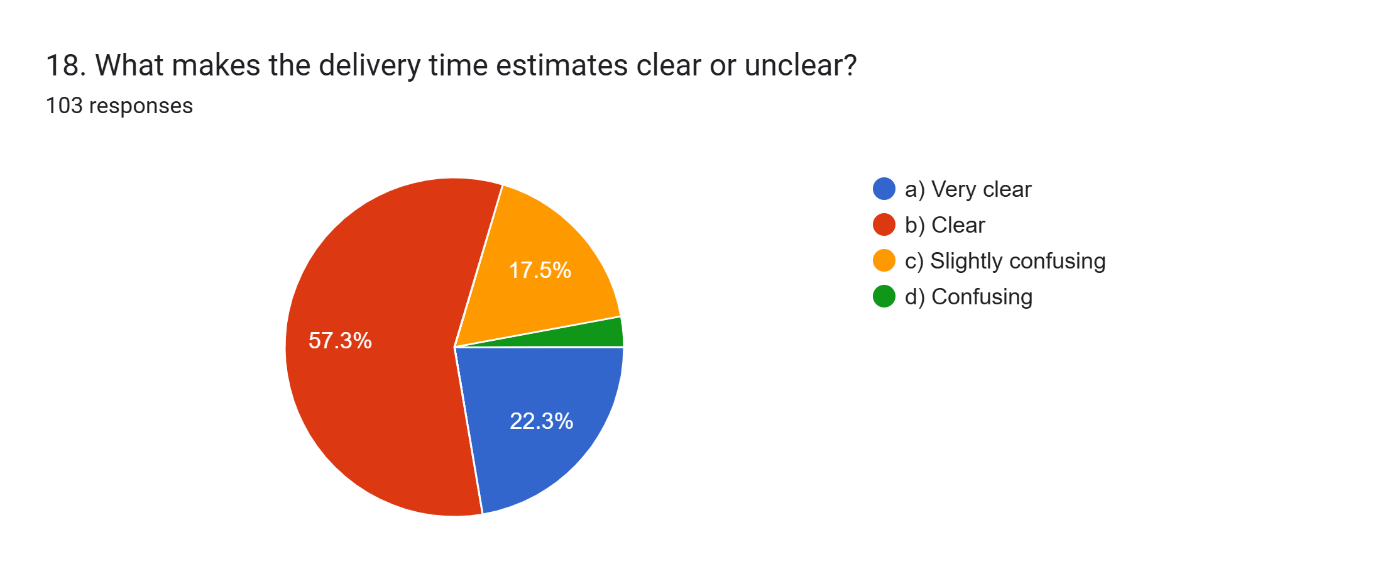


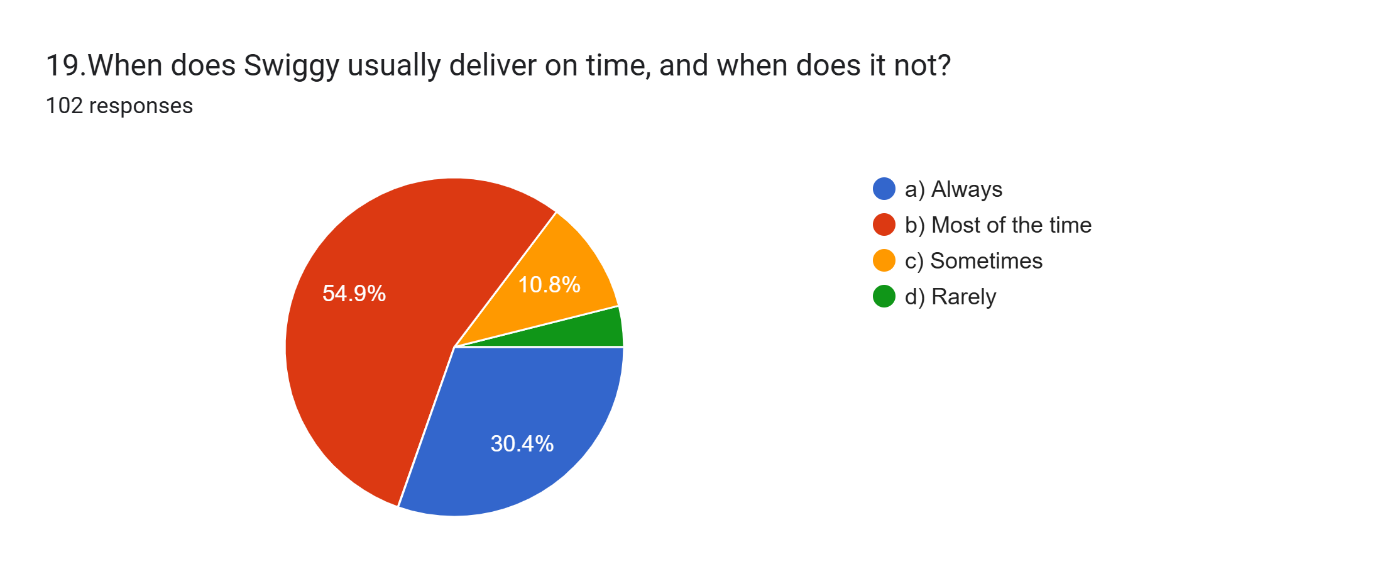


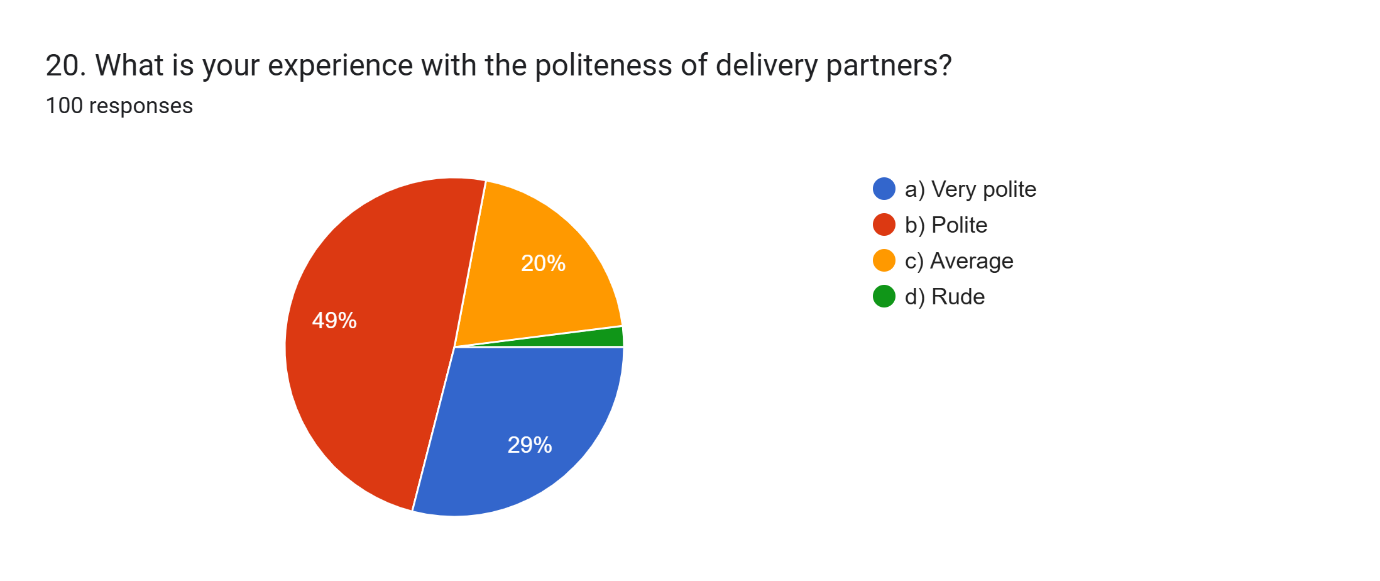


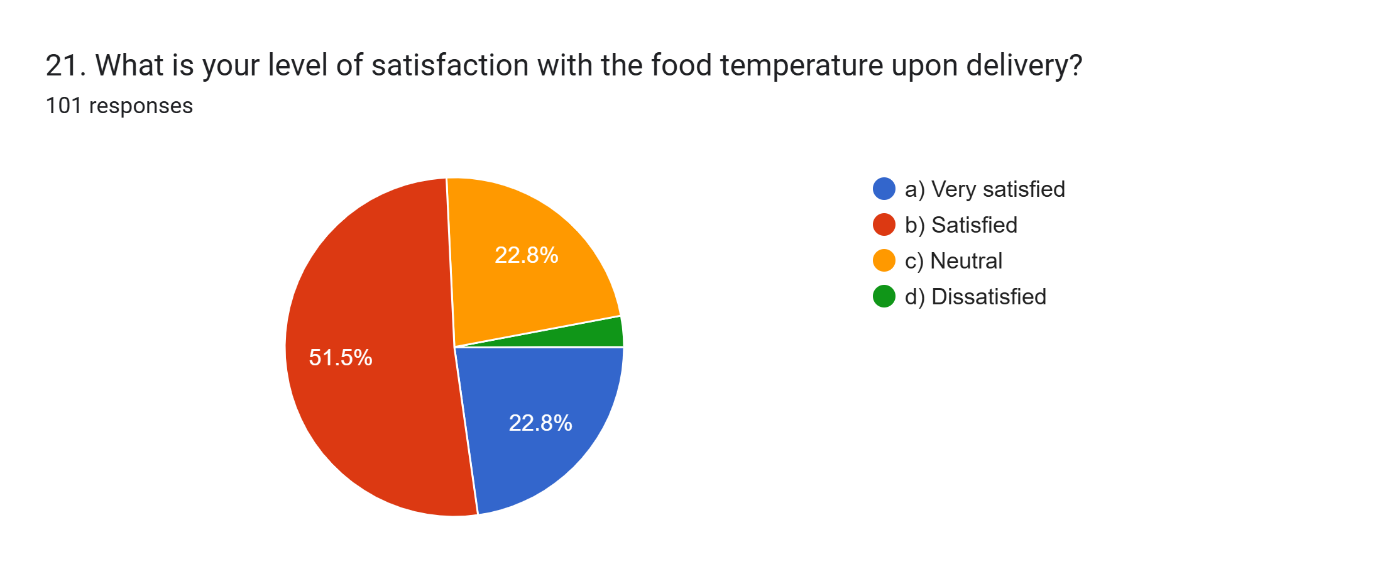


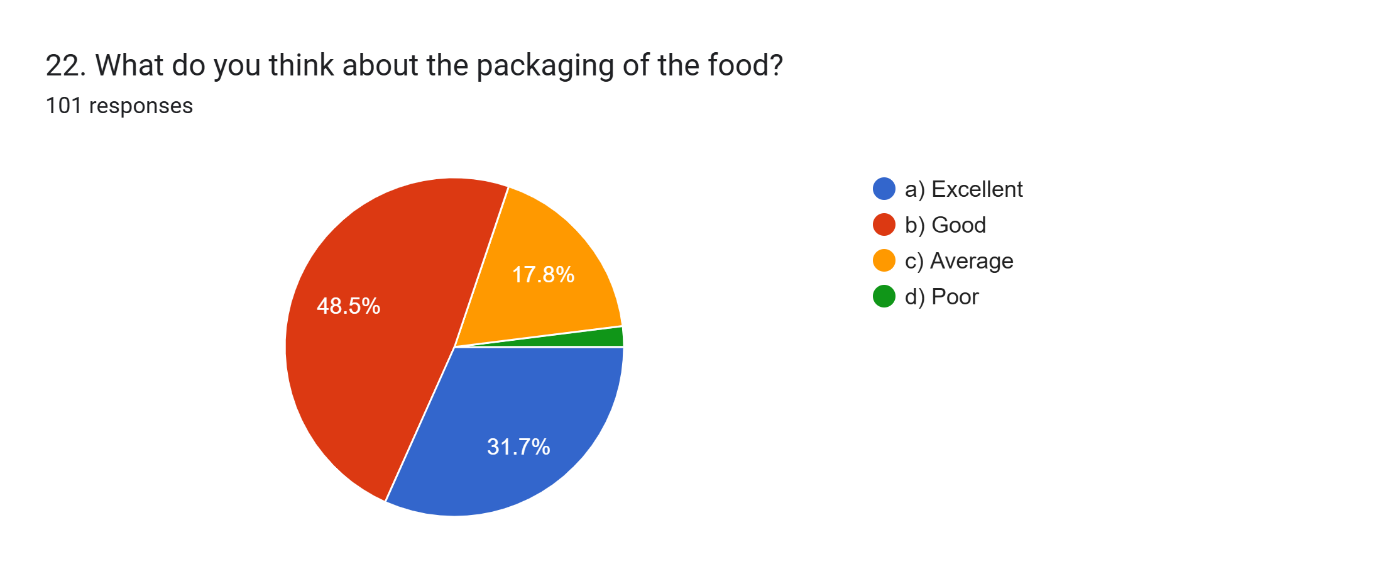


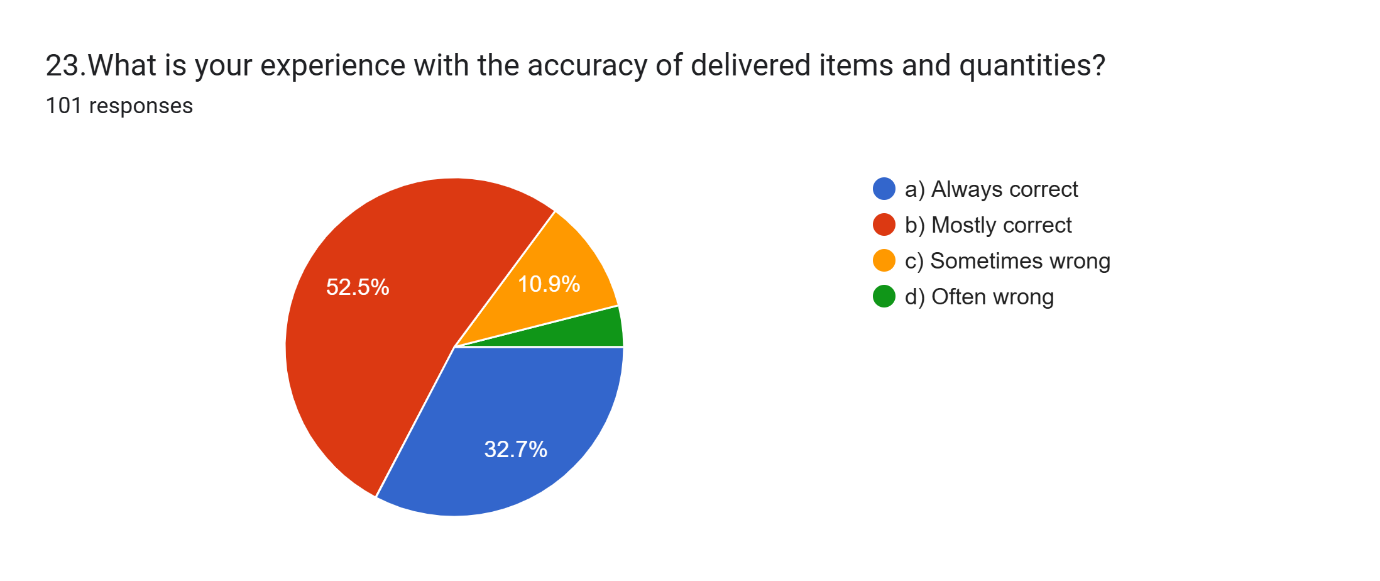


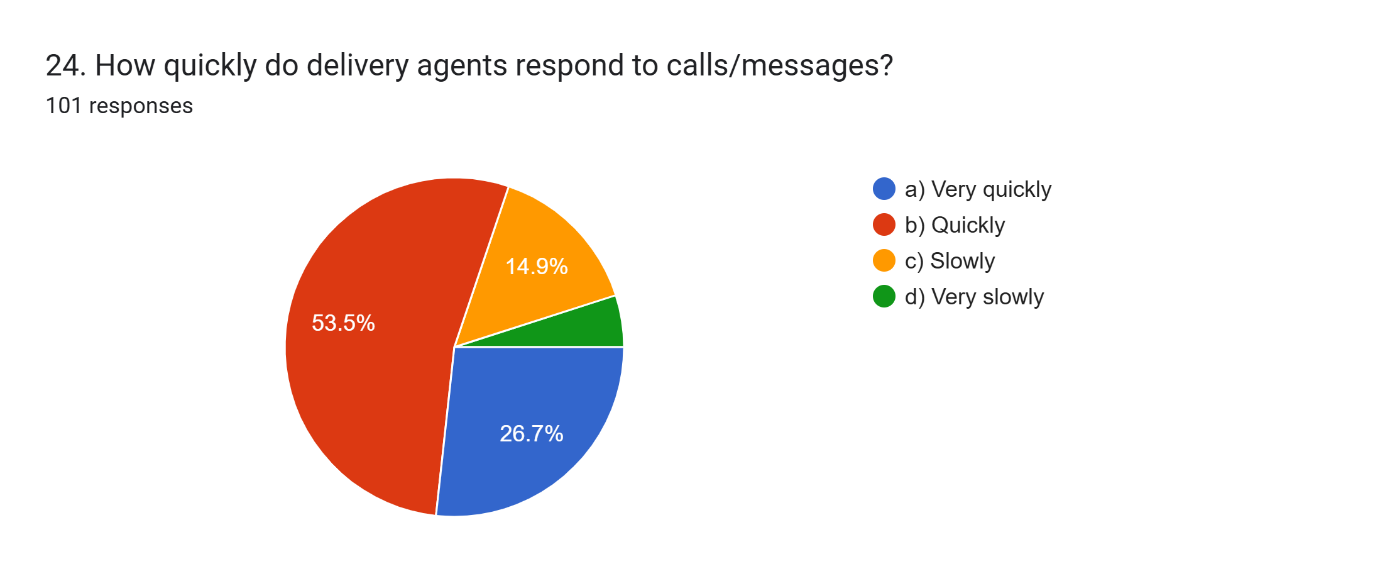


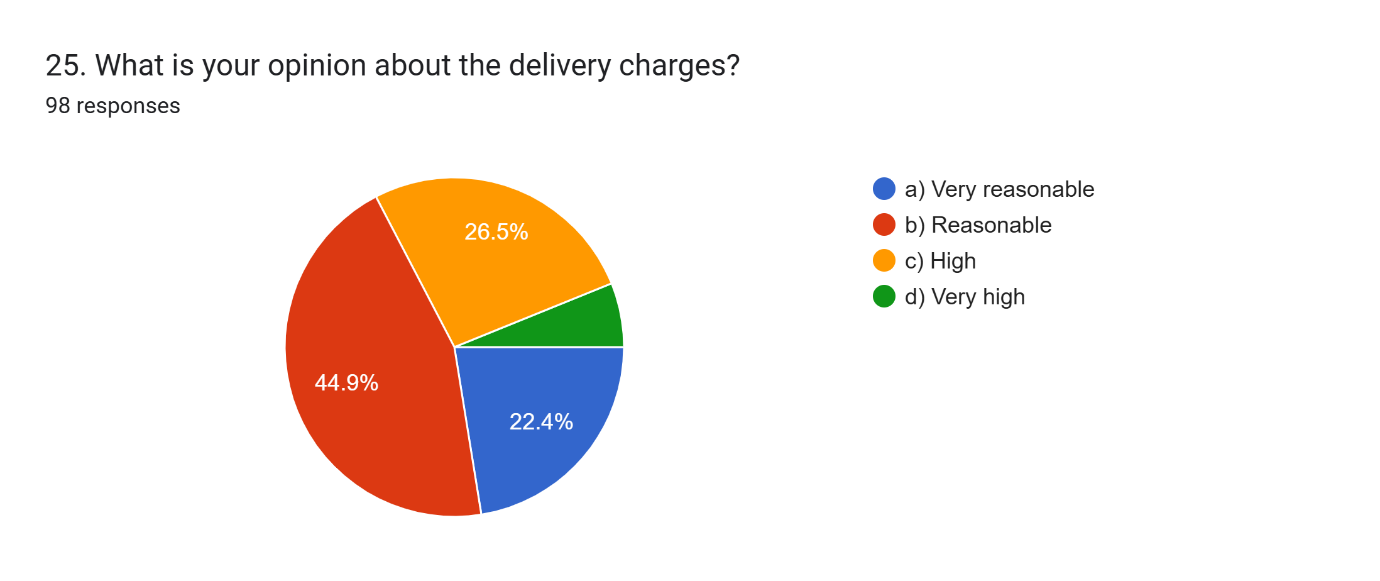


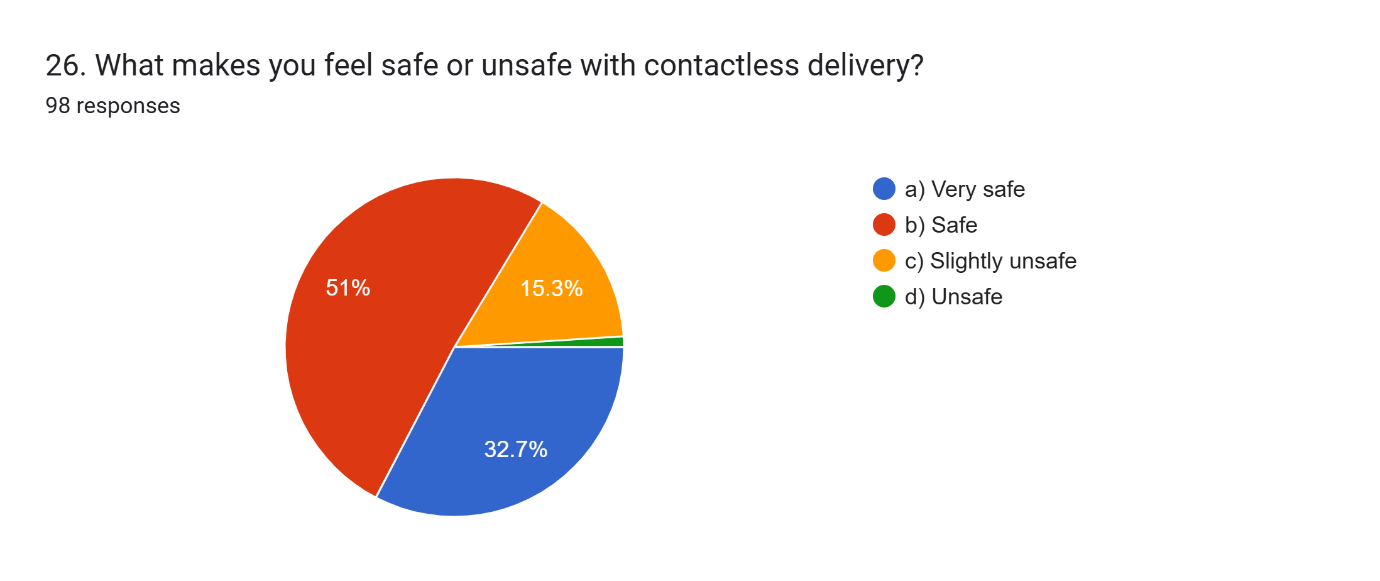


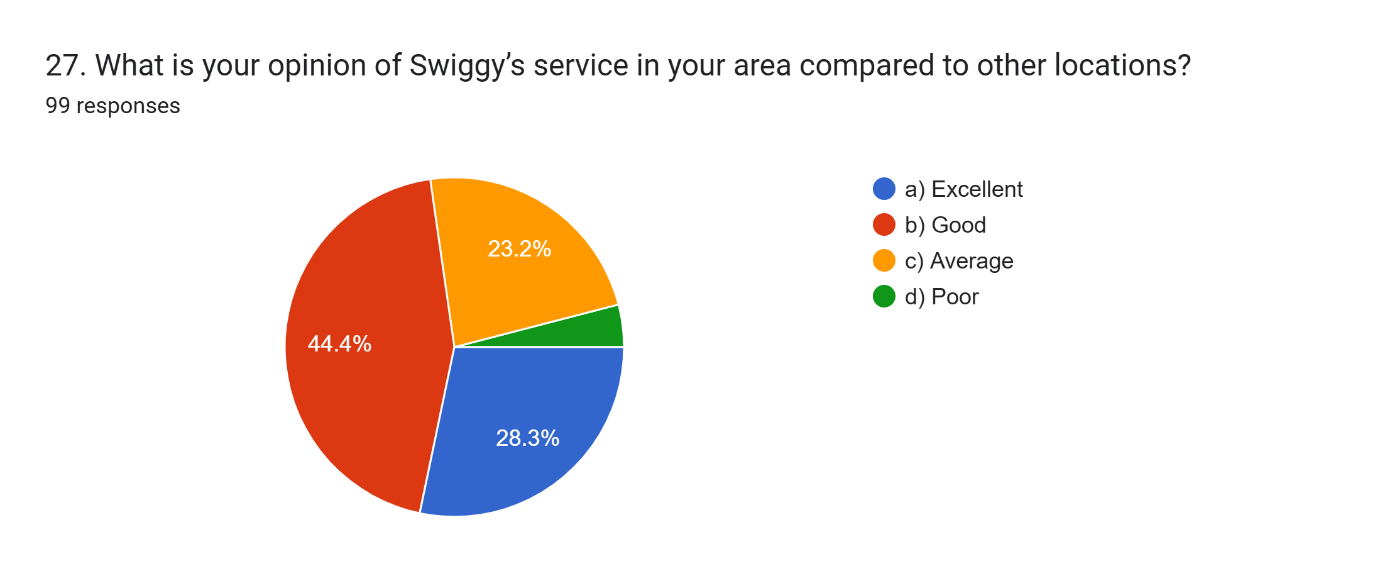


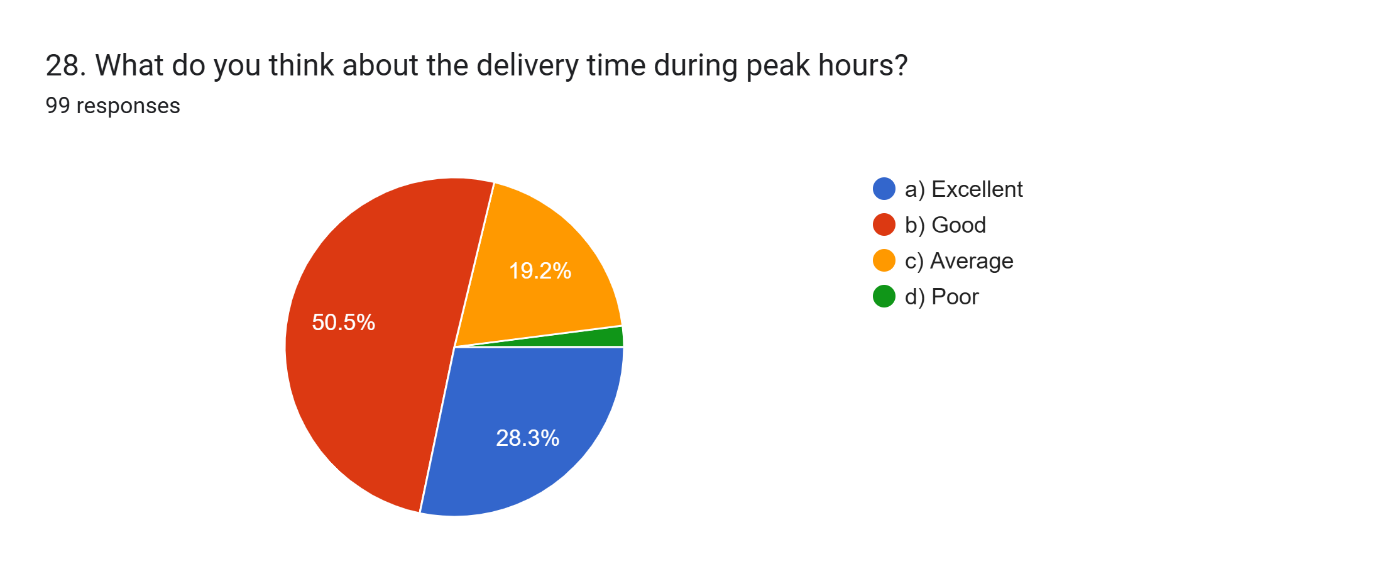


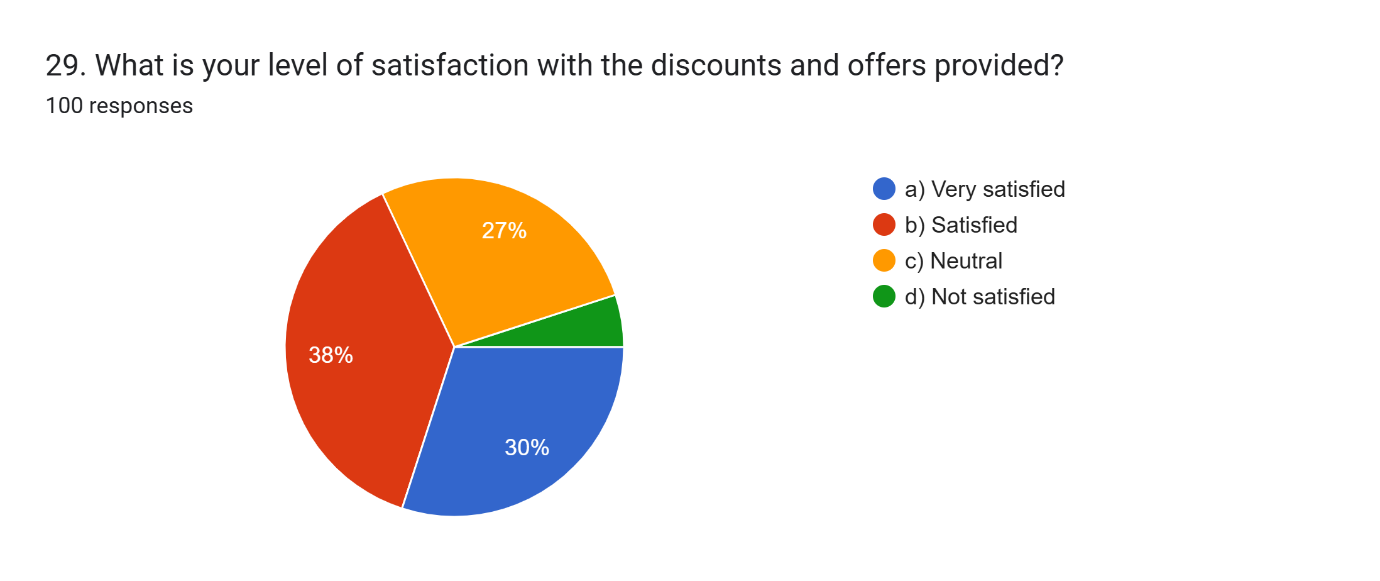


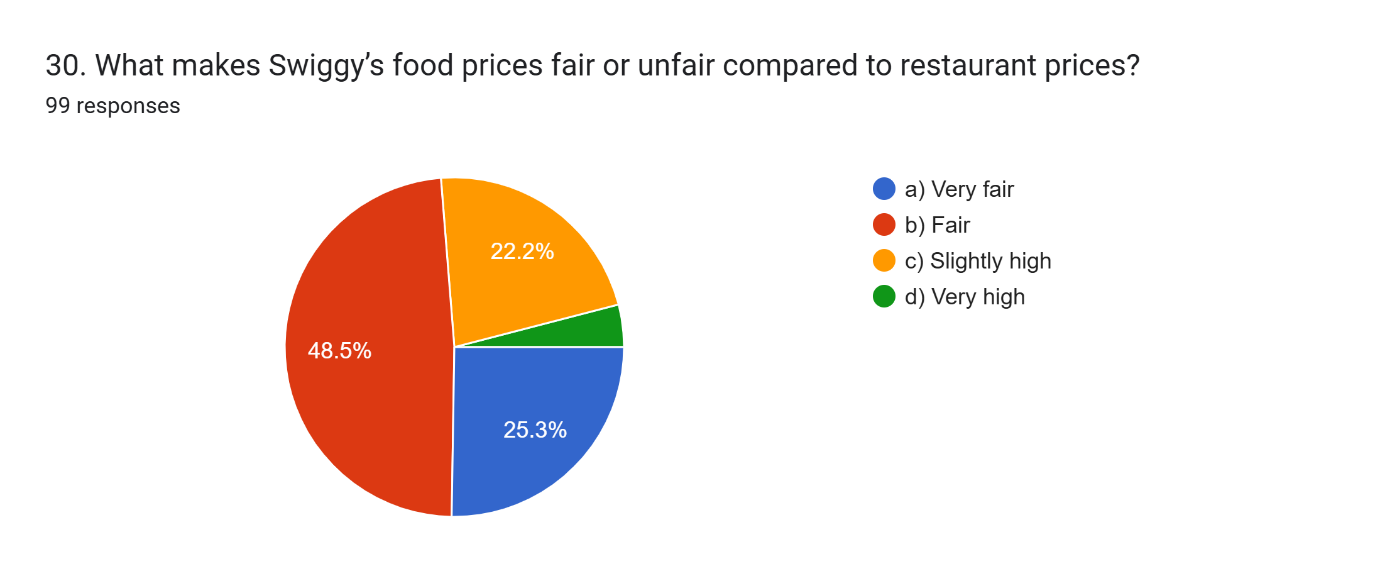


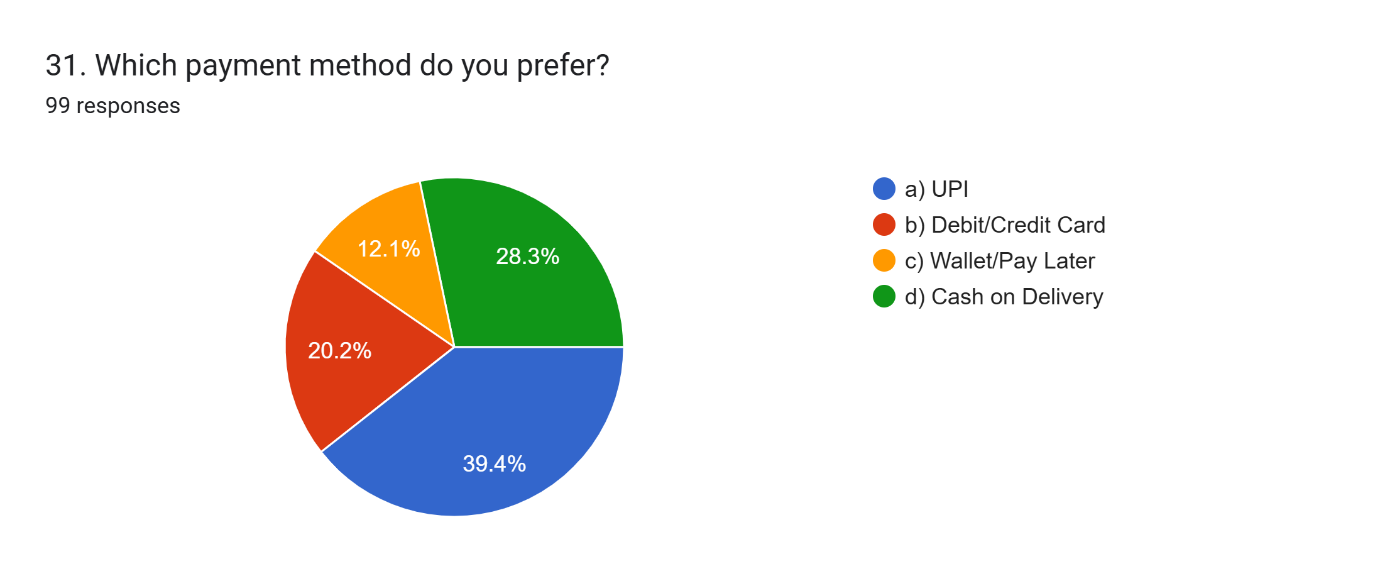


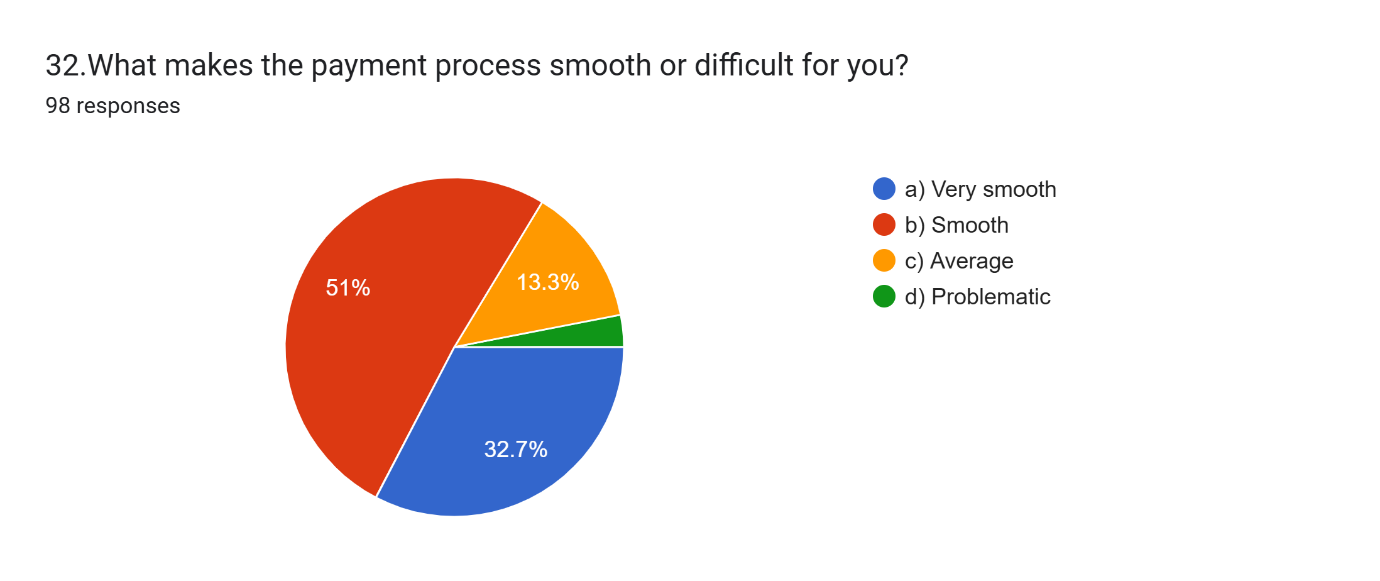


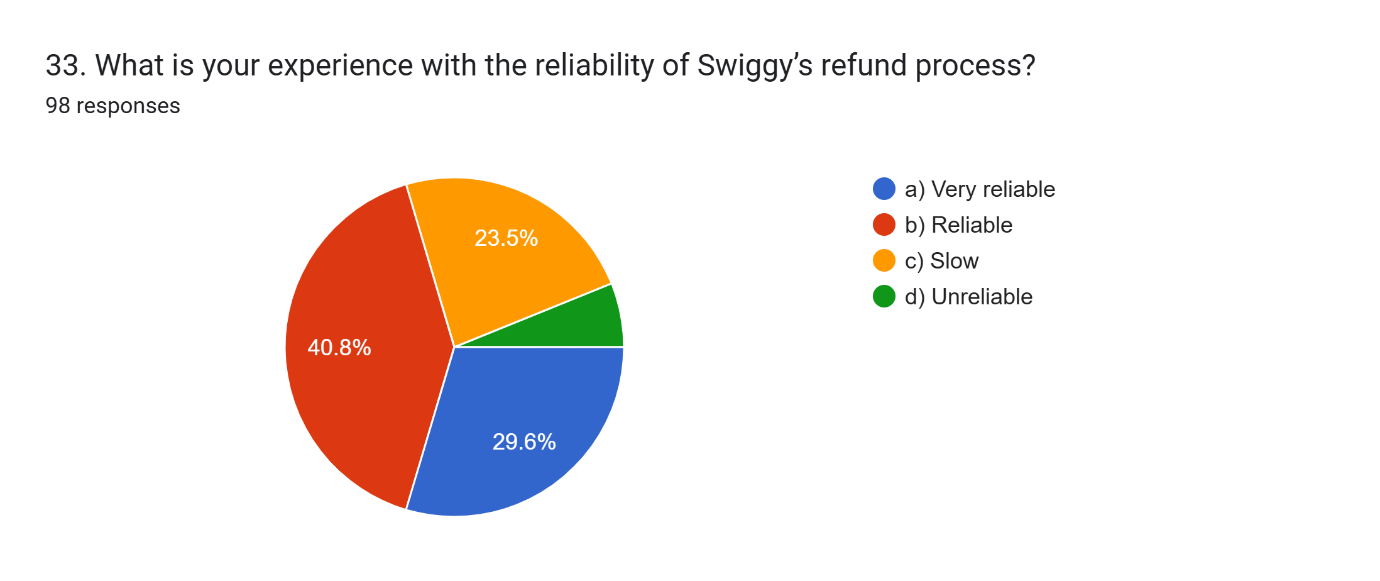


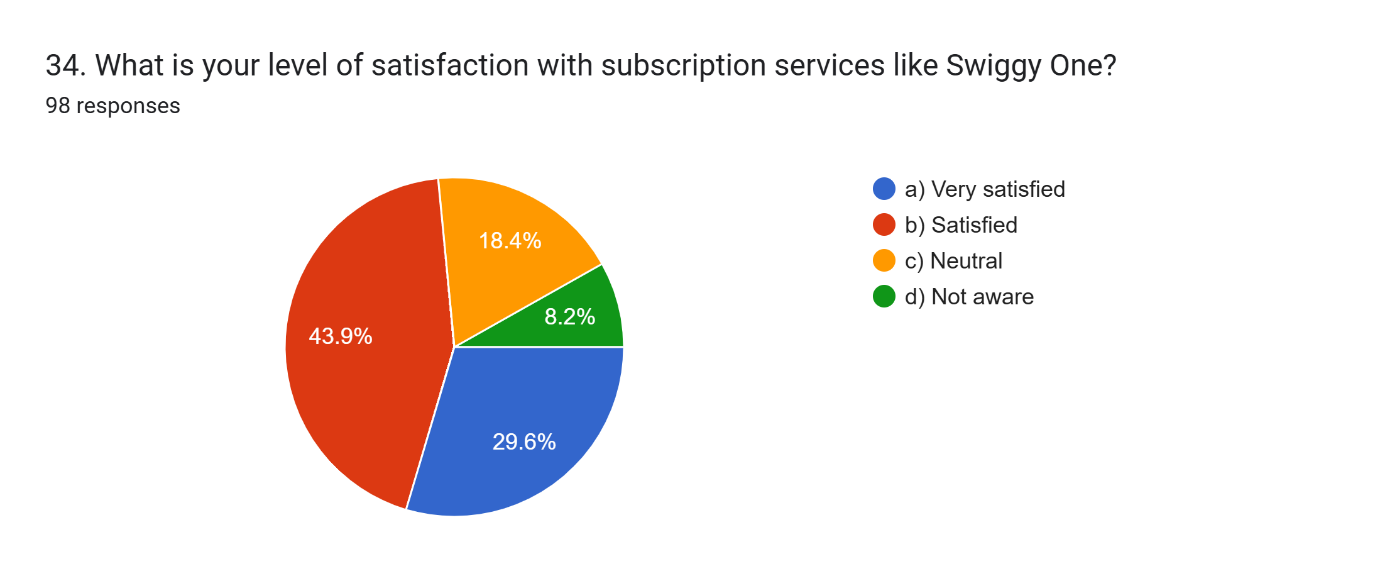


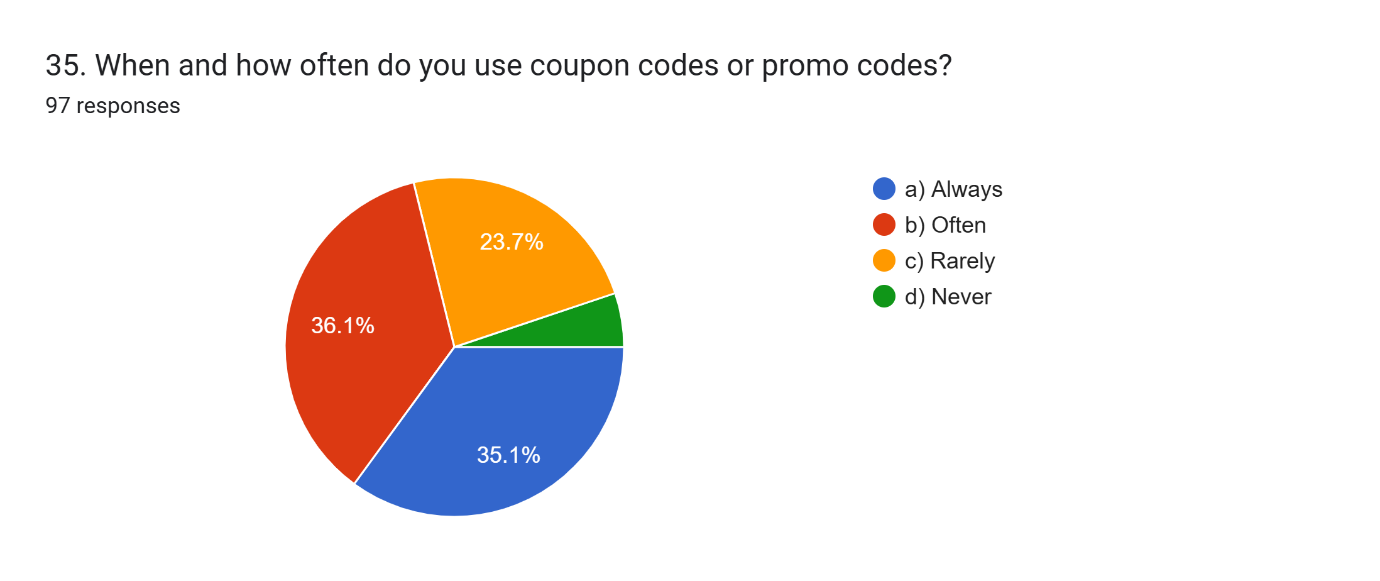


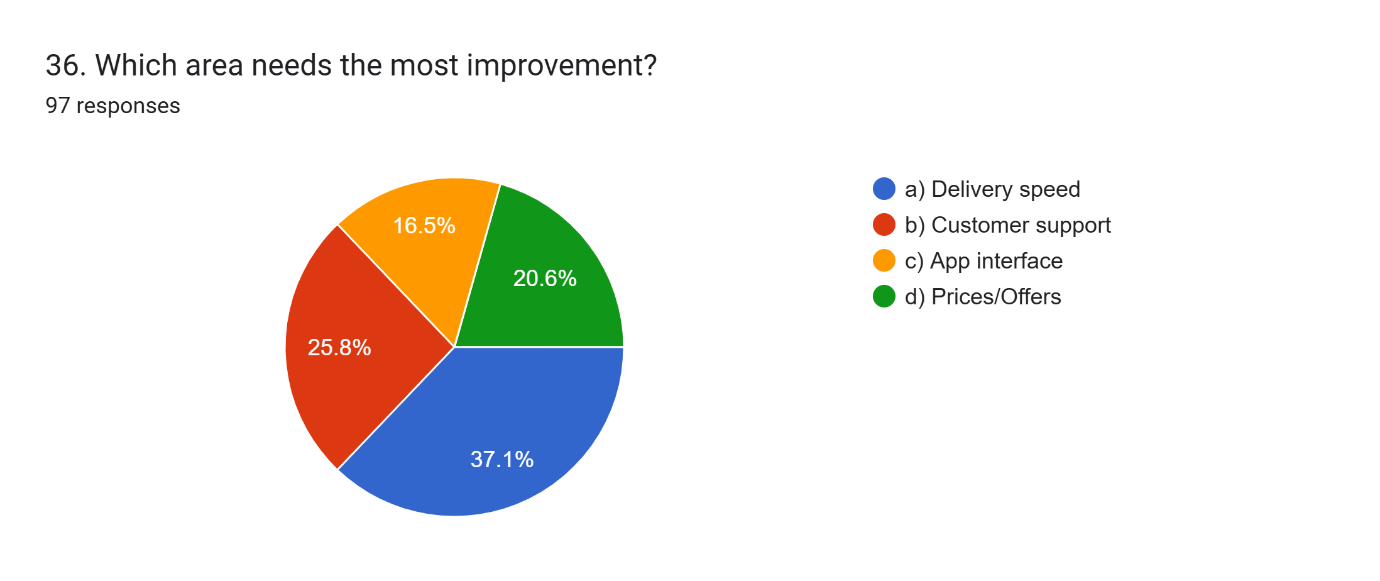


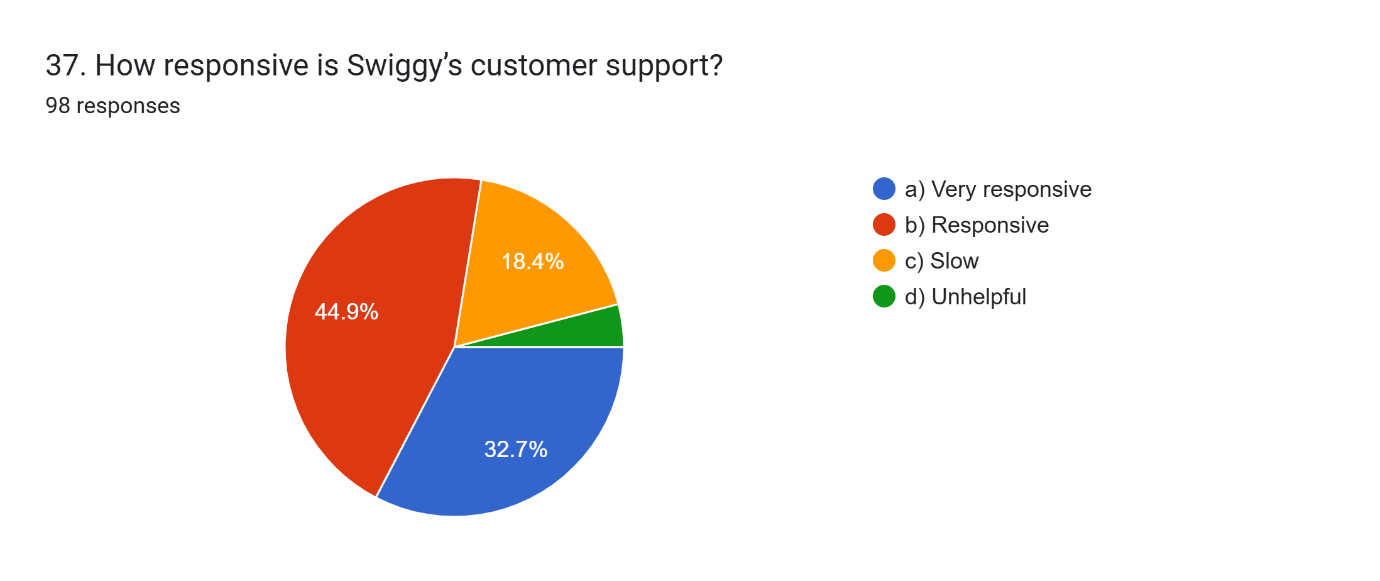


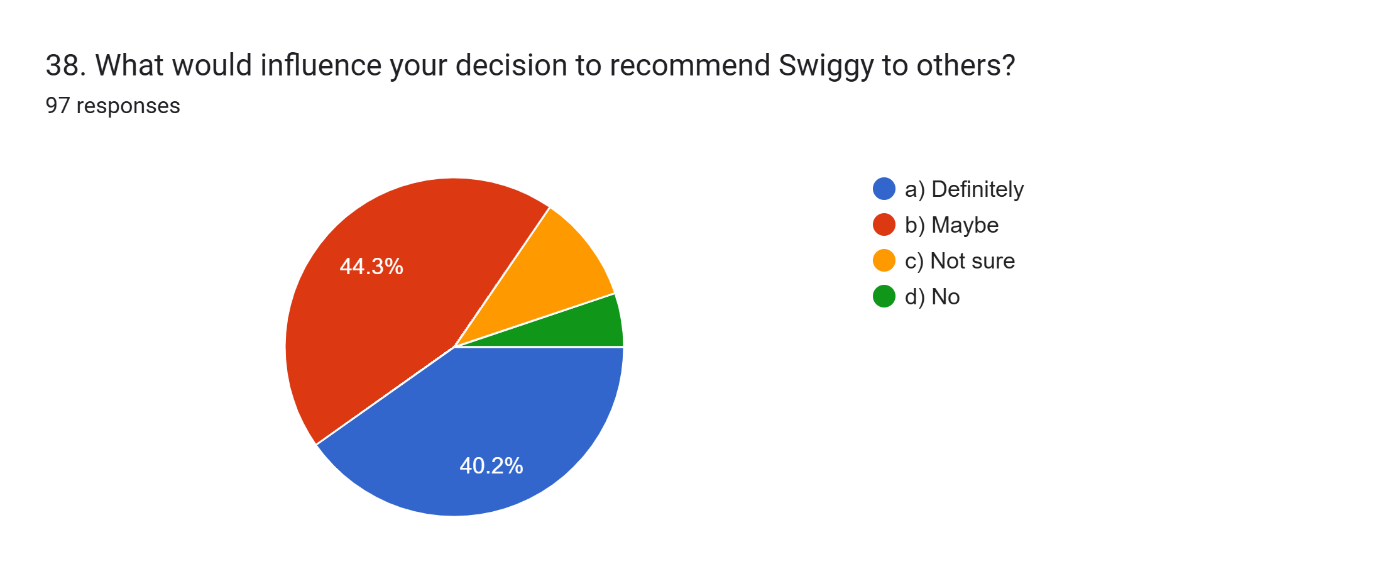


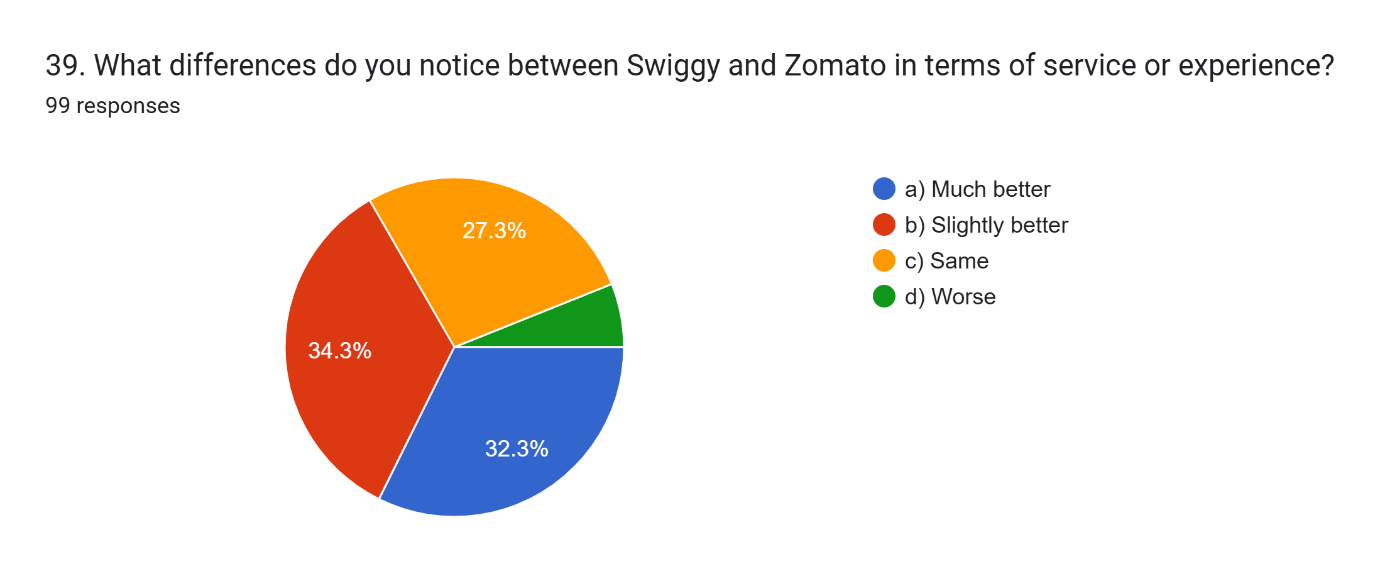


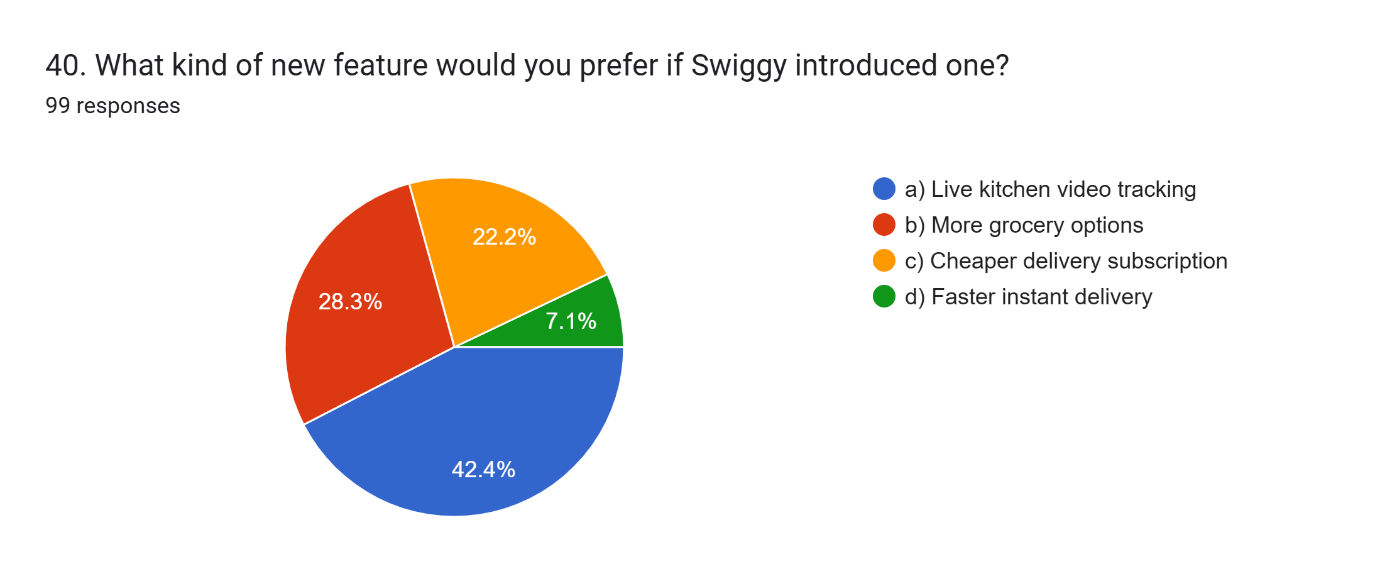












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