

K R MANGALAM UNIVERSITY



SUBJECT(MINI PROJECT)

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THE PROBLEM STATEMENT - IS A TECH-ENABLED PLATFORM
CONNECTING BUSINESSES WITH LOCAL VENDORS



PLATE PAL



INTRODUCTION

- B2B platform connecting businesses with local, home-based tiffin services and small-scale Indian food vendors.
- Focus on fresh, homemade, and authentic meals, ensuring quality and taste.
- Empowers local food entrepreneurs by providing them with a structured platform.
- Enables businesses to offer customized meal plans for employees.
- Secure payment system for hassle-free transactions.
- Bridges the gap between traditional Indian culinary expertise and corporate dining needs.

MARKET RESEARCH (INDIAN & INTERNATIONAL)

- **Indian Market:** The Indian tiffin service industry is highly fragmented, with thousands of small vendors operating locally. With the rise of corporate meal plans and demand for hygienic, home-cooked food, the sector is seeing increased digital adoption. Companies are looking for affordable, nutritious meal options for employees, making PlatePal a timely solution.
- **International Market:** In countries with large Indian diaspora communities (e.g., the US, UK, Canada, and the Middle East), demand for homemade Indian food is rising. Meal subscription models have gained popularity, but they often lack authenticity and affordability. PlatePal could expand into these markets, connecting expat communities with trusted local vendors.

FEASIBILITY

- Vendor Participation: Feasible due to digital transformation in the food industry and government push for FSSAI compliance.
- Business Adoption: Target businesses through partnerships and corporate tie-ups for affordable meal solutions.
- Technological Infrastructure: A scalable cloud-based platform ensures smooth operations.

VIABILITY

- ✓ Revenue Streams:
 - Commission-based earnings from vendors
 - Bulk offers & Subscription-based meal plans for businesses
- ✓ Additional Revenue Opportunities:
 - Premium vendor listings for better visibility
 - Enterprise-level solutions for large businesses
- ✓ Sustainability Factors:
 - Focus on homemade, hygienic, and affordable food
 - Strong positioning in the evolving corporate food market

SCALABILITY

- Designed to expand across cities and internationally.
- AI-Driven Customization Personalized meal plans using AI.
- Automated Order Tracking: Ensures seamless logistics and delivery.
- Vendor Rating System: Maintains quality and reliability.
- Growing Market Demand: Increasing interest in subscription-based meal services.
- Strategic Expansion: Robust logistics and streamlined vendor onboarding

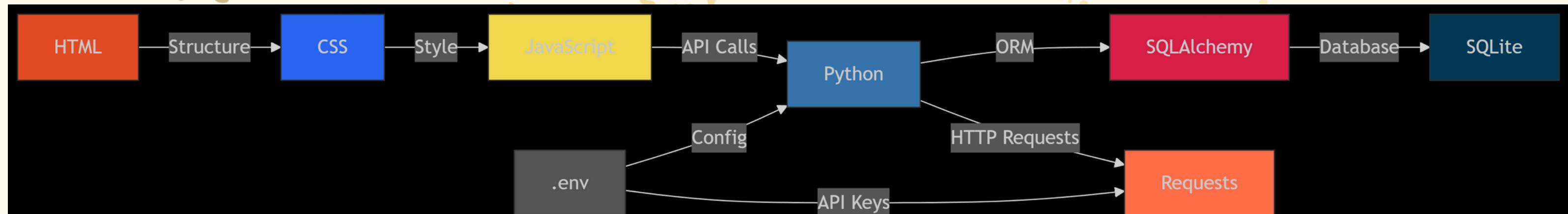
PROBLEMS ON THE CURRENT MARKET

- Lack of digital presence and management tools for small food vendors.
- Businesses struggle to find reliable and hygienic tiffin services for employees.
- Existing meal plans lack customization for dietary preferences.
- Logistics and delivery tracking remain a challenge for small vendors.
- Absence of transparency in nutritional value and food safety compliance.

SOLUTIONS PROVIDED BY PLATEPAL

- A digital platform for vendors to manage menus, track orders, and ensure compliance.
- Businesses can create customizable meal plans based on employee preferences.
- Real-time tracking and automated logistics ensure timely deliveries.
- Secure payments.
- Highly advanced analytical and management tools for vendors.
- Client chatbot support.

TECHNOLOGIES USED



TECHNOLOGIES USED

Html

Css

Python

Js

.env Request

sqllite-SqlAlchemy



VENDOR QUESTIONNAIRE FOR MARKET RESEARCH

Personal Background

- What is your age group? (18-25, 25-35, 35-45, 45+)
- What is your gender? (Male, Female, Other)
- Which state do you operate in?
- How many years of experience do you have in the food business?

Business Operations

- How do you currently manage orders and deliveries? (Phone orders, Online platform, Manual, Other)
- What challenges do you face in scaling your business? (None, Compliance, Logistics, Customer reach, Multiple issues)
- What are the main operational hurdles you face in running your business? (Compliance, Logistics, Customer reach, Other)

Pricing & Revenue Model

- What is your current pricing model? (Subscription-based, Commission-based, Fixed pricing, Other)
- Are you open to adopting a commission-based model? (Yes, No, Maybe)

Service Preferences

- Do you offer only vegetarian meals? (Yes, No, Both options available)
- What kind of dietary preferences do your customers usually have? (Veg Only, Non-Veg Only, Both)
- What type of cuisine do you primarily offer? (North Indian, South Indian, Mixed, Other)

Order & Payment Handling

- What is your preferred order model? (Fixed order system, On-demand ordering, Both)
- How do you currently handle payments? (Cash only, Digital payments, Both)

FUTURE UPGRADES

- AI-powered meal recommendations based on customer preferences.
- Bulk order offers & subscription plans for clients.
- PWA Support: Convert PlatePal into a Progressive Web App for mobile users.
- Multi-Language Support: Hindi, Punjabi, Tamil etc for regional vendors.
- Adding SMS/WhatsApp alerts for order status.
- Equipped with: Real-time tracking for order monitoring.
- Real-time tracking and automated logistics ensure timely deliveries.

REFERENCE (RESEARCH PAPER)

Name: A Case Study on the Development of an AI-Enabled Food Delivery System From Home to Home: Annapurna App
link: <https://www.igi-global.com/chapter/a-case-study-on-the-development-of-an-ai-enabled-food-delivery-system-from-home-to-home/311184>

Name: FeastHub: Revolutionizing Tiffin Services
link: https://www.researchgate.net/profile/Mkjayanthi-Kannan/publication/379545318_FeastHub_Revolutionizing_Tiffin_Services/links/660ea42e10ca8679873cd3c4/FeastHub-Revolutionizing-Tiffin-Services.pdf

Name: Hotel Food Delivery System without Plastic with Shortest Path in GPS using Mobile App
link: https://www.ijresm.com/Vol.2_2019/Vol2_Iss4_April19/IJRESM_V2_I4_120.pdf



**THANK YOU
FOR YOUR
ATTENTION**

