

Detailed Analysis about Business Model of Zomato

You can use following questions to plan the framework

About Zomato

- What is Zomato ?
- Company size (Financial, Employees, Stakeholders and Investors etc.)
- What was their revenue model ?
- Marketing strategy
- Customer analysis
- Product/Service Analysis

About Market

- Key competitors in that period
- Socioeconomic factors faced by Zomato
- Position of Zomato in market compared to other competitors
- PR and Media

Failure Cause and Effect Analysis :

What are the possible causes of failure and how could they affect the business ?

- New competitor in Market
- PR or Media reputation damage
- Socioeconomic causes
- Alternatives to Food delivery systems

What could go Wrong ?

- Imagine you are a key decision maker for Zomato. Estimate, what could go wrong that might damage the business ?

Growth Opportunities in Current Scenario

Understand the possible growth opportunities for

- Customer acquisition
- Entry to new market
- New venture in same business line
- New product opportunities