Empowering Guwahati's Street Food Culture

with

zomato

Team Pravidhi

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Overview

We propose an innovative, scalable, and inclusive solution to seamlessly integrate Guwahati's vibrant street food vendors into Zomato's online ordering platform. This initiative aims to:

Empower vendors by simplified onboarding and operational support

- Elevate the livelihoods of vendors by addressing operational and infrastructural challenges.
- Offer customers access to hygienic, authentic, and affordable street food with enhanced convenience.
- Promote Guwahati's street food culture on a national platform, ensuring its growth and recognition.
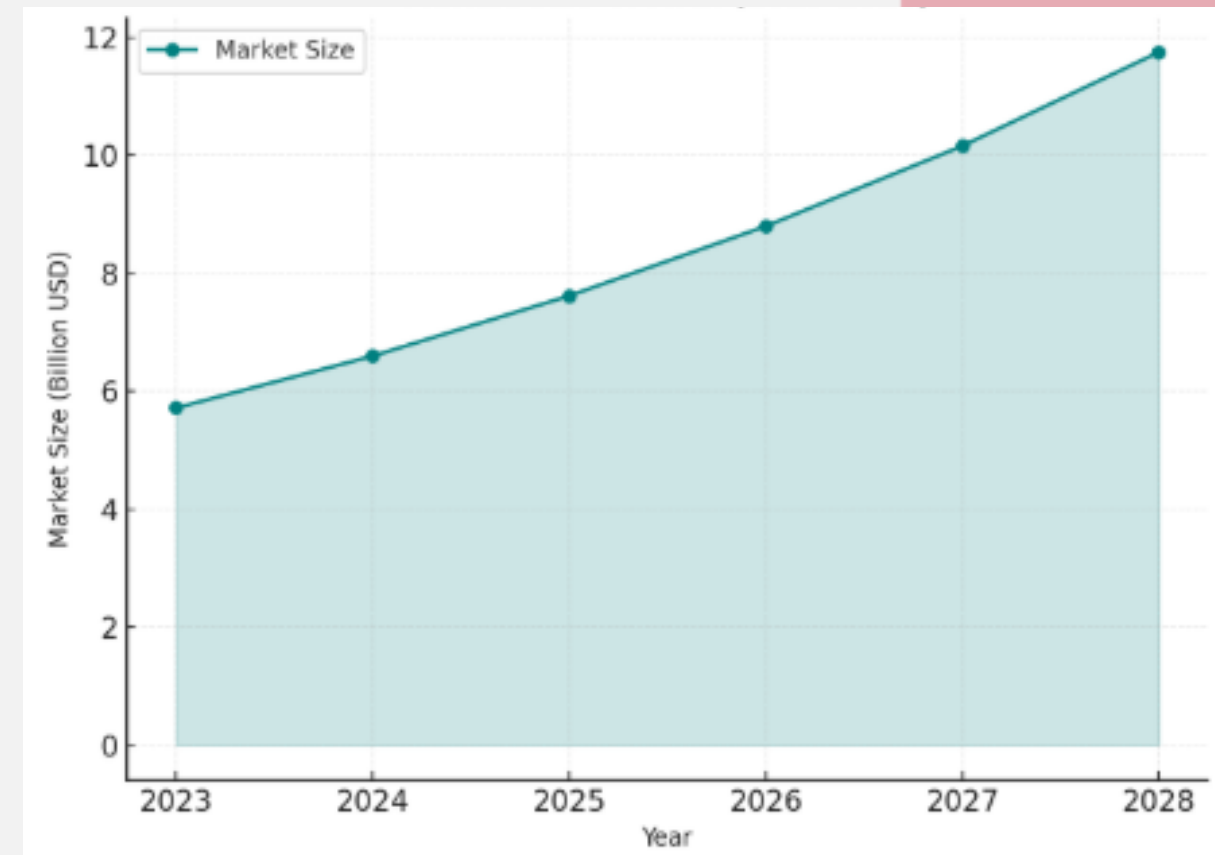
Market Research

Market Share

- Others 42%
- Zomato 58%
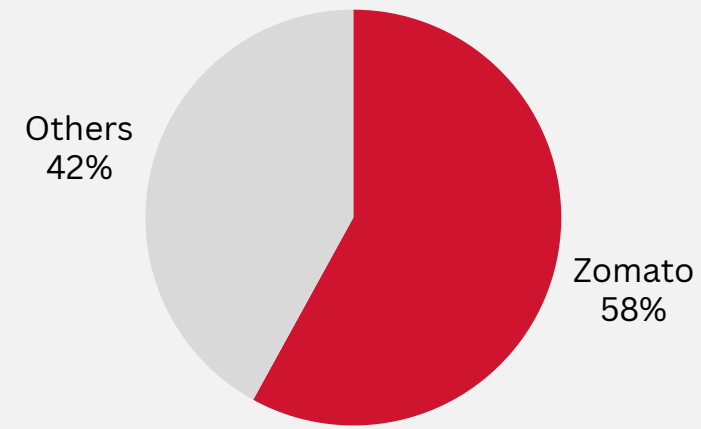
1. Street vendors
2. Lower to mid-sized restraunts with revenue 10-20 lcs per month

Customers in the age group of 18-35yrs.

Market Growth size

₹2.7 trillion market size of zomato

₹0.041 trillions market size of street food

Considering 70% is contributed by urban areas effective market size = 0.7* ₹0.041 trillion

$$\text{Guwahati Street Food Market size} = \frac{\text{Guwahati's population}}{\text{India's urban population}} \times \text{Market size of street food}$$

$$= \frac{1 \text{ million}}{483 \text{ million}} \times ₹2,870 \text{ million}$$

$$\sim ₹594 \text{ million}$$

Considering 30% customers shift to online ordering and 50% vendors are onboarded, **market size** that can be captured by zomato = 0.7*0.5*₹594 million = **₹89.1 million**

Key Trends in the Market:

- Online food delivery's market penetration is expected to increase from the **current 12%** to around **20% by 2030**.
- Street Food Popularity: Street food accounts for **30% of orders** in **Tier-2** and Tier-3 cities.
- Focus on Hygiene: Post-COVID, customers are **prioritizing hygiene** and safety.

User Persona

Prasad

Name: Prasad
Age: 32
Street vendor
Experience: 1year

Core needs
- Guidance in completing government registartions and knowing benefciary policies.
- A platform to display his unique menu.

Goals
- Get a stable earning
- Secure proper place for stall
- Earn an identity

Frustrations
- Sometimes cannot serve all his customers.
- No separate places allocated for vendors
- Uncertainity due to pandemic.
- Calling out loud to attract buyers.

Rupjyoti

Name: Rupjyoti
Age: 43
Owner of mid sized restraunt
Experience: 7years

Core needs
- Brand about his famous dishes to wider audience.
- Data to provide special offers.
- Reviews about his food and place

Goals
Start a franchise

Frustrations
Does not know changing trends in customers need.

Tanvi

Name: Tanvi
Age: 28
Working professional
Local

Core needs
- An option to door deliver street food.
- Reviews based on hygeine.

Goals
- Be productive
- Work-life balance
- Maintain good health

Frustrations
- To fulfill her street food cravings she needs to wait a lot of time near the stall.
- Concerned about hygeine.

Parth

Name: Parth
Age: 20
Student
Non-Local

Core needs
- A platform where he can see menu at all street food stalls with rating.
- A proper place to sit near the stall.

Goals
- Explore Guwahati.
- Spend good time with friends.
- Try authentic local food.

Frustrations
- Too much crowd near the stall, feels akward, sometimes no availability of food.
- Too many options makes it difficult to choose one.

Competitor Analysis

Aspect	Zomato	Swiggy	Local Aggregaters
Market Share	58%	42%	Minimal
USP	Offering various dining options in one platform	Faster Delivery	Order over phone, Cost-effective
Regional Emphasis	High	Moderate	High (niche markets)
Street Vendor Inclusion	Planned	Minimal	Partial

SWOT Analysis

Strengths
- Empowering vendors with FSSAI registrations.
- Unique features like hygeine reviews, pre-book option, live crowd level, localised interface.
- Efficient packaging practices.

Weaknesses
- Collaboration with government for registrations may face delay.
- Temperature of the food may not be maintained.
- Vendor adoption may be challenging

Oppurtunities
- High scalability
- Increasing demand for hygeine.
- Government initiatives supporting vendor formalisation and microloans.
- Growing market

Threats
- Competitors adopting to similar solutions.
- Vendors resisting digital transformation.
- Customers skeptible about higher prices, authenticity and temperature of food.

Feature List

Pain Point	Customers love the flavors of Guwahati's street food but are hesitant to order due to concerns about hygiene, especially post-COVID	Customers hate waiting in long queues and are often disappointed when their favorite dishes are unavailable due to high demand.	Vendors resisting digitisation due to finding it difficult to accomodate to new technology	Customers get confused due to the various options available on the platform
Feature	Hygiene Assurance badge and photos	Pre-booking and crowd transperancy	Interface in local language	Zomato AI
Description	• Hygiene Badges: Vendors with high hygiene ratings will earn a green badge visible to customers. • Location Photos: Real-time photos of vendor stalls will be displayed to set accurate expectations.	• Customers can pre-book their orders via Zomato by paying a minimal fee and select a desired time to either dine at the stall or take away their parcel. • Reduces wait times and ensures availability. • Helps customers plan visits and avoid crowded times.	Empower street food vendors by providing app functionality in regional languages. This feature ensures easy navigation, order management, and communication in their preferred language, breaking language barriers and enhancing user-friendliness.	Enhance customer experience with AI-driven recommendations tailored. Based on past orders, current weather, and trending dishes, this feature suggests the best options

Customer Journey

Customer Decision

Arun feels happy on receiving steaming hot food and decides to pre-book his next visit as well.

Select Time

Arun selects desired dining time.

AI recommendations

Arun explores Zomato AI recommendations and finds it easy to decide the order

Reduced Wait Time

Arun collects his order as soon as he reaches the stall at selected time.

Pre-Booking for Convenience

Arun pre-books his order with minimal fee because it is a peak hour.
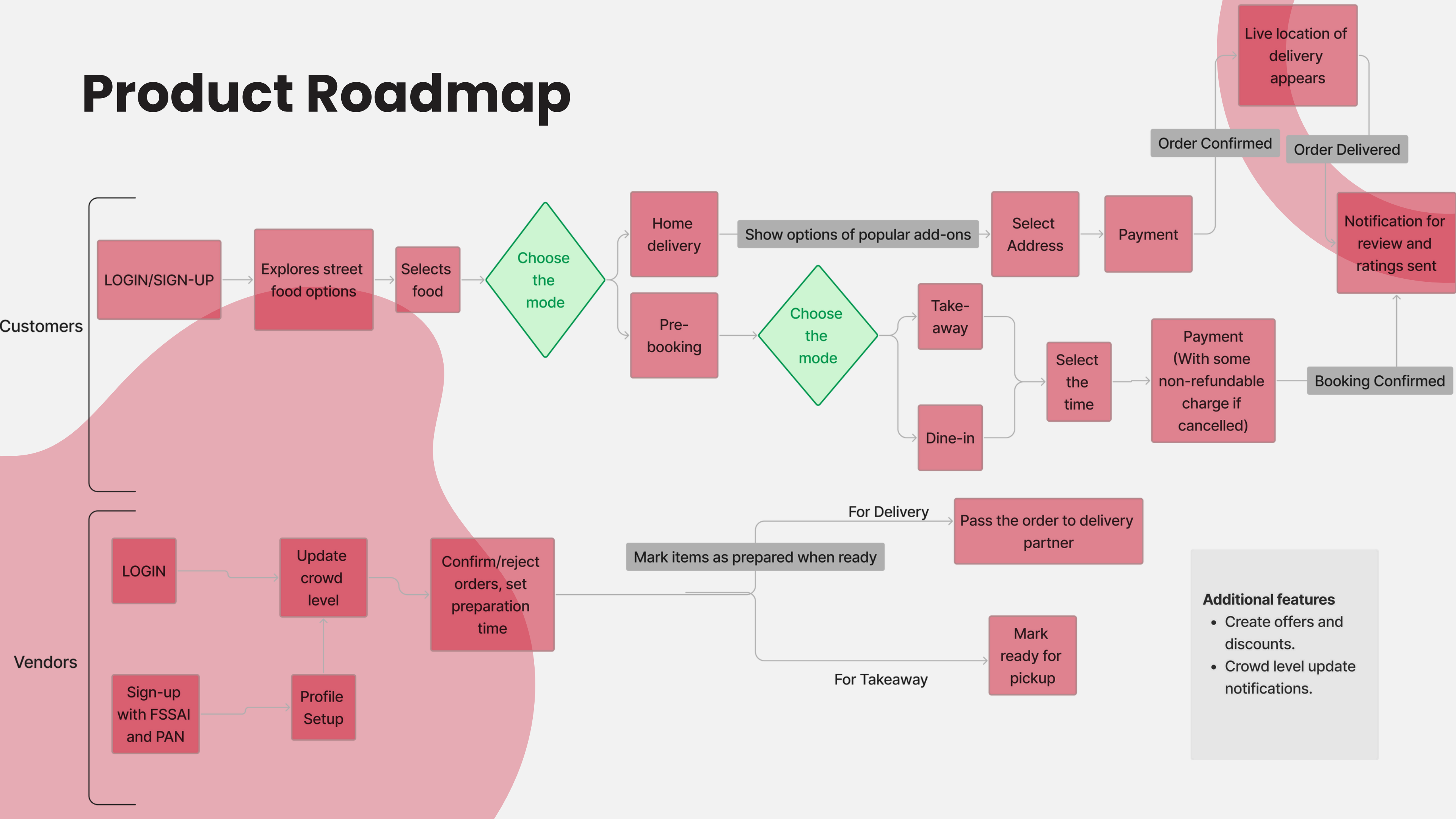
Plan Visit

Arun is a 25 year old techie who plans to visit street food stall after office hours based on crowd information. He checks live crowd level on zomato.
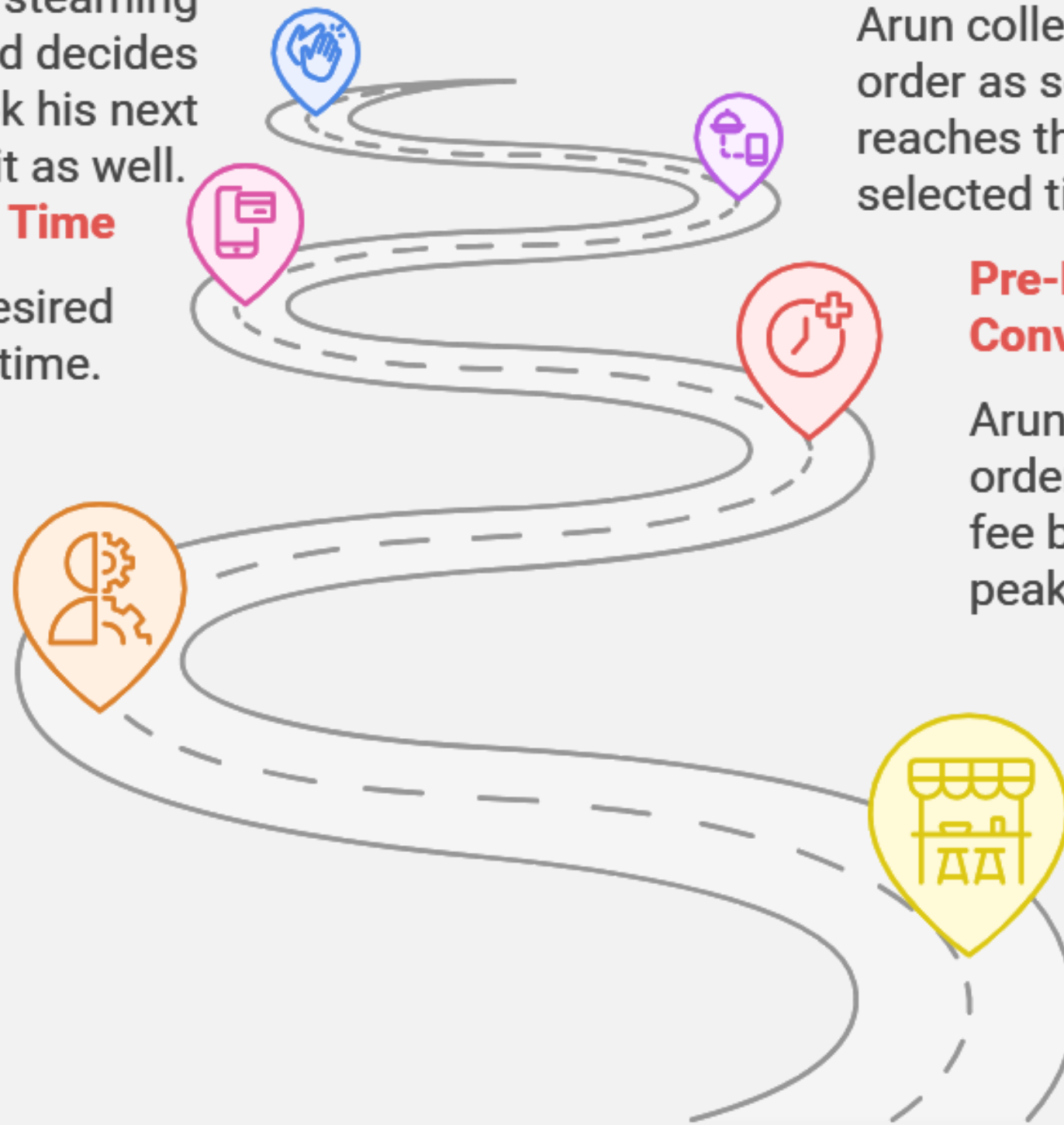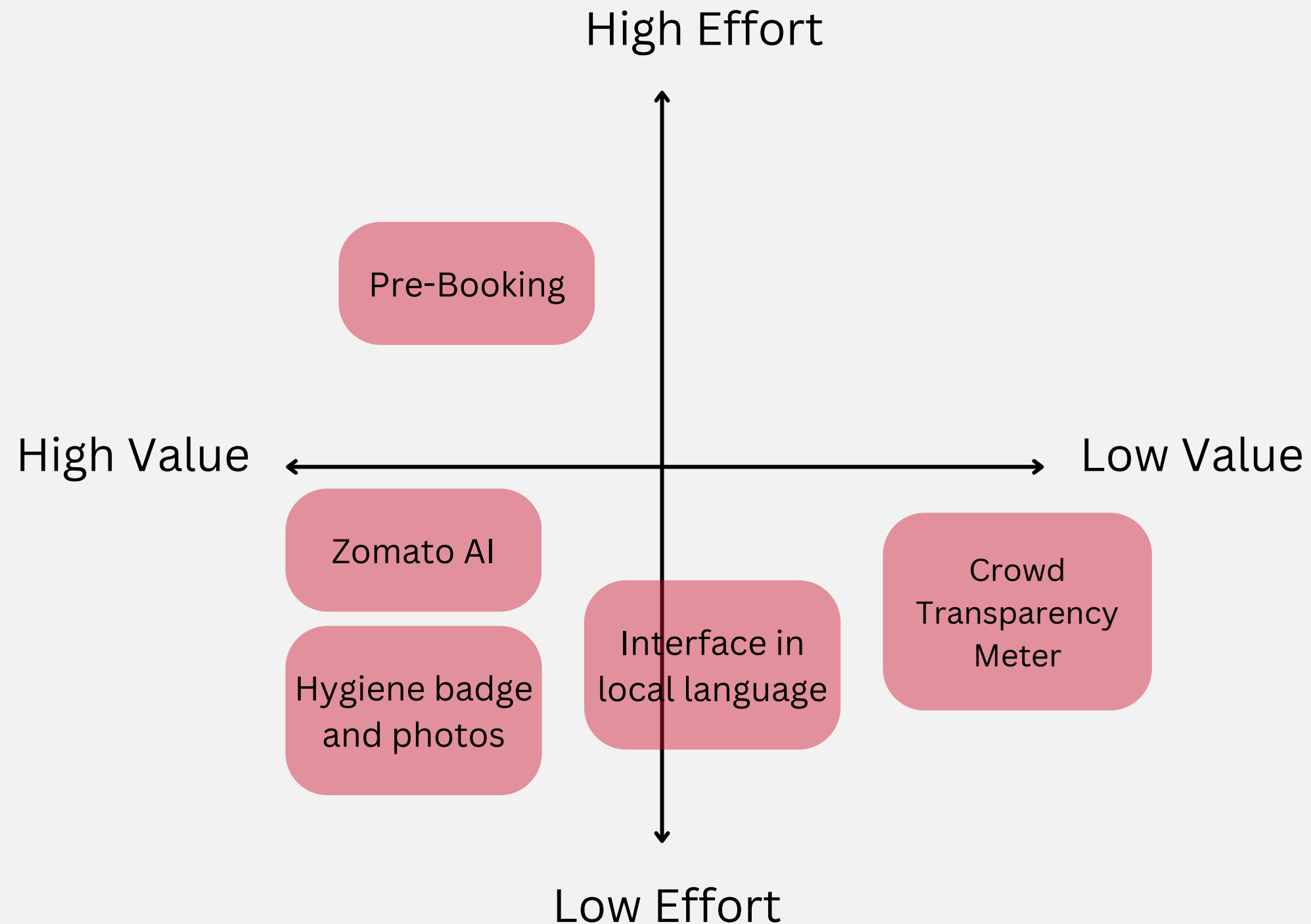
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Product Roadmap

Customers

LOGIN/SIGN-UP → Explores street food options → Selects food → Choose the mode

Choose the mode → Home delivery → Show options of popular add-ons → Select Address → Payment

Choose the mode → Pre-booking → Choose the mode → Take-away / Dine-in → Select the time → Payment (With some non-refundable charge if cancelled) → Booking Confirmed

Order Confirmed → Live location of delivery appears → Order Delivered → Notification for review and ratings sent

Vendors

LOGIN → Update crowd level → Confirm/reject orders, set preparation time

Sign-up with FSSAI and PAN → Profile Setup → Update crowd level

Confirm/reject orders, set preparation time → Mark items as prepared when ready

For Delivery → Pass the order to delivery partner

For Takeaway → Mark ready for pickup

Additional features
- Create offers and discounts.
- Crowd level update notifications.

Prioritisation

RICE Analysis

Feature	Reach (in millions)	Impact	Confidence	Effort	Rice Score	Priority
Hygiene Assurance badge and photos	0.75	4	60%	3	60	High
Pre-booking	0.43	4	45%	4	19.35	Medium
Interface in local language	0.22	3	70%	2	23.1	Medium
Crowd Transperancy	0.40	3	35%	2	21	Medium
Zomato AI	0.70	4	55%	3	51.33	High

Value vs Effort

High Effort

High Value ←———————————→ Low Value

Pre-Booking

Zomato AI

Hygiene badge and photos

Interface in local language

Crowd Transparency Meter

Low Effort

Validation

1. **Hygiene badge and photos**
   - Hygiene Assurance Badge and Photos Post-COVID, 72% of customers globally consider hygiene ratings critical when choosing food vendors.
   - Restaurants with hygiene badges see a 30%-40% increase in orders.

2. **Zomato AI**
   - Studies indicate that AI-driven recommendations **increase average order value by 15%-25%** in food delivery platforms.
   - Platforms using AI-based recommendations report a **20% higher repeat order rate.**

3. **Pre-Booking**
   - Research shows that **60% of food delivery users** globally prefer pre-booking options for convenience
   - Platforms offering pre-scheduling see a **20% increase** in order flow efficiency during peak times.

Go-to-market strategy

Reach

- Vendors: Street food sellers in Guwahati, focusing on high-traffic areas.
- Customers: Urban millennials (18-35 years) and families seeking hygienic, authentic street food.
- Food vloggers to collaborate on promoting the street food of Guwahati.

Engage

- Early access offers and discounts for customers using pre-booking.
- Interactive recommendation on app.

Activate

- Organise food festivals to celebrate Guwahati's street food.
- Collaborate with local celebrities or influencers to endorse the platform during these events, increasing community trust and engagement.
- Offer loyalty incentives for early users, such as bonus points or free delivery credits for orders placed above certain value

Nurture

- Retarget customers with personalized offers based on order history.
- Run loyalty programs for vendors who maintain high hygiene standards and achieve top ratings.

Probable risks and mitigation

Vendor Resistance:
- Help vendors meet hygiene standards, assistance in completing FSSAI registration.
- Simplify onboarding with localized app interfaces and hands-on support.
- Provide incentives for updating accurate crowd levels regularly.

Customer Skepticism:
- Highlight hygiene certifications and vendor stories in marketing.
- Provide clear photos of the location of stall.

Operational Challenges:
- Use cloud kitchens with custom spaces to deliver on time.
- Use phased rollouts to address scalability issues.
- Assign dedicated teams to resolve vendor and customer concerns quickly.
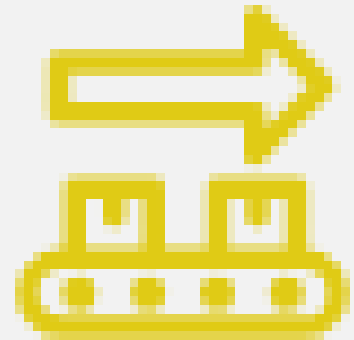
Vendors Adoption:
- Vendors may take time to accommodate. Provide continues support through helpline and training programmes to adopt proper packaging practices.
- Update crowd status with simplified options (low,moderate and high)

Post Launch Evaluation

	Hygiene badge and photo	Zomato AI	Pre-Booking
North Star Metric	**Order Growth** Percentage increase in orders for vendors with Hygeine assurance badges	**Customer Lifetime Value (CLV):** Increase in average order value and frequency of repeat orders.	**Operational Efficiency:** Measured by the reduction in order fulfillment delays during peak times.
Supporting Metrics	**Vendor Participation:** Percentage of onboarded vendors achieving hygiene certification. **Customer Feedback:** Improvement in hygiene-related ratings and reviews. **Repeat Customer Rate:** Growth in repeat orders from badge-certified vendors	**Personalization Engagement:** Percentage of customers interacting with AI recommendations. **Repeat Orders:** Percentage of users placing repeat orders after engaging with AI recommendations **Churn Reduction:** Decrease in customer churn due to personalized experiences	**Pre-Booking Adoption Rate:** Percentage of users opting for pre-booking. **Fulfillment Time:** Reduction in average order fulfillment time for pre-booked orders. **Customer Satisfaction:** Increase in customer satisfaction scores for pre-booked orders.

Thank You

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Devi Sai Sri Veeranki