

# UDGAM<sup>2</sup><sub>4</sub>



## ROUND-1

IN ASSOCIATION WITH



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**ROUND 1**



## About The Company

# *zomato*

Zomato is an Indian restaurant aggregator and food delivery company. It was founded in 2008. Zomato provides information, menus and user reviews of restaurants as well as food delivery options from partner restaurants in more than 1,000 Indian cities and towns, as of 2022–23. In July 2021, Zomato went public, opening its initial public offering at a valuation of over US\$8 billion and continues to garner love from users and investors alike.



# Background

After going public, Zomato faces a constant push for increasing their profitability and one of the key ways to achieve that is by increasing the number of times users order using the platform. Zomato also runs their loyalty program Zomato Gold which helps users repeatedly order without worrying about factors like delivery fees.

However, to increase the number of orders per user, Zomato needs to offer products which serve a recurring use case (daily, weekly, monthly).



# Problem Statement

Zomato wants to increase the monthly average. no. of orders per user on their food ordering platform, with a primary focus on daily use cases. This is targeted towards professionals who don't have time to cook. The solutions should integrate well with the existing food delivery offerings by Zomato and help in achieving the goal of increasing the monthly average. no. of orders per user.

As a Product Manager, you're tasked to solve this problem via the below approach:

1. Understand current problems within the app regarding recurring/frequent use cases
2. Research the market to understand user needs and potential gaps



# Sample Answer Template

**1. What is the problem statement at hand ?**

- Describe your understanding of the problem statement (eg create mind maps, break down the problem into smaller parts etc)

**2. Why do you think this problem statement needs to be solved?**

**3. Describe the approach you took to get to the findings of the problem statement?**

- How did you ensure that you have taken a well-rounded approach to the problem.



# Sample Answer Template

4. What are the findings from the research and the major insights/ conclusions?

- Break them down into smaller bits as and when required.

5. Impact

- Can you quantify how your solution impacts Zomato and its users?



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# Submission Format

A deck (in pdf format) with a maximum of 15 slides.

# Deadline

29th December, EOD (End of Day)

Link for Submission:

<https://forms.gle/JxF26RKqNHw5JGJn6>



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The problem statement was made in association  
with The Product Folks!

Don't know how to build a Product Case Deck?  
Here's a resource that might help:

<https://bit.ly/pmxGuide>

We also have a 3000+ members strong Slack  
Community for Product enthusiasts to share,  
discuss and grow. Join here:

<https://bit.ly/pmcommunityecell>

# Thank You !



PMx Partner

ROUND 1