

## **MARKET RESEARCH**

### **Project Idea:- APM:-**

- This initiative aims to develop a rapid grocery delivery service, ensuring orders reach customers within 10 minutes.
- The model relies on strategically located "dark stores" streamline inventory management, accelerate order fulfillment, and optimize delivery routes within a defined service radius.
- The objective is to transform urban grocery shopping through efficiency and convenience.

### **Users - user persona descriptions**

- **Persona 1: Working Professionals**
  - Age: 25-45
  - Profession: Corporate employees, freelancers, remote workers
  - Needs: Quick access to groceries due to busy schedules
  - Challenges: Long queues, slow traditional delivery options
- **Persona 2: Families with Young Children**
  - Age: 28-40
  - Profession: Working parents
  - Needs: Fast delivery for daily essentials and baby products
  - Challenges: Time-consuming supermarket visits, inconsistent delivery services
- **Persona 3: Elderly and Individuals with Limited Mobility**
  - Age: 60+
  - Needs: Convenient home delivery of groceries
  - Challenges: Difficulty commuting to stores, unreliable delivery times

**Market and competitive landscape - competitors, including pointers to websites and reports/products and key features/market size/market share -> data-driven market analysis**

- The online grocery delivery industry has grown significantly, with key market players shaping consumer expectations. Notable competitors include:
  - Amazon Fresh - Grocery delivery service by Amazon, leveraging its extensive supply chain.
  - Walmart Grocery - Offers same-day pickup and delivery services through Walmart+.
  - DoorDash - Primarily known for restaurant delivery but has expanded into grocery delivery.
  - Uber Eats - Expanding its grocery and convenience store delivery services.
  - Instacart - A leading service providing same-day grocery delivery through partner stores.
  - Blinkit (formerly Grofers) – One of India's leading quick-commerce platforms, promising grocery delivery in under 10 minutes. It operates through a network of dark stores in major cities.
  - Zepto – A fast-growing Indian grocery delivery startup that specializes in ultra-fast delivery using dark stores, competing directly with Blinkit and Swiggy Instamart.

**Market Trends:-**

- The online grocery market is projected to achieve significant growth over the next decade.
- Established platforms dominate market share, with increasing consumer demand for ultra-fast delivery.
- Urban customers seek convenience-driven solutions tailored to busy lifestyles.

**Comparison table - competing products, including your future product - key feature by feature comparison**

Feature	Amazon Fresh	Walmart Grocery	DoorDash	Uber Eats	Instacart	Blinkit	Zepto	APM(Our Service)
10 Minute-Delivery	No	No	No	No	No	Yes	Yes	Yes
Uses Dark Stores	No	No	No	No	No	Yes	Yes	Yes
24/7 Availability	No	No	Yes	Yes	No	No	No	Yes
Fresh Produce	Yes	Yes	Limited	Limited	Yes	Yes	Yes	Yes
Membership Discount	Yes	Yes	No	No	Yes	No	No	Yes

**SWOT Analysis:-**

**Strengths:**

- Quick 10-minute delivery model
- Efficient dark store-based inventory system
- Independent fulfillment, reducing reliance on third-party suppliers

**Weaknesses:**

- High initial setup costs
- Limited operational areas in early stages

**Opportunities:**

- Expansion into suburban and metropolitan areas
- Strategic partnerships with local food producers
- AI-driven logistics optimization

**Threats:**

- Strong competition from well-established players

- Legal and regulatory hurdles in different regions
- Rising supply chain costs

### **CONCLUSION:-**

- This market research highlights the potential of an ultra-fast grocery delivery system leveraging dark stores.
- With efficient logistics and technology-driven optimization, this service can significantly enhance the grocery shopping experience.
- While competition is strong, a strategic approach can ensure a competitive edge.

### **REFERENCE:-**

- [Amazon Fresh](#)
- [Walmart Grocery](#)
- [DoorDash](#)
- [Uber Eats](#)
- [Instacart](#)