

FOOD PANDA BUSINESS MODEL CANVAS

KEY PARTNERS

Restaurants

Brand Ambassadors

Payment Gateways

Delivery Partners

Marketing Agencies

Suppliers

Technology Providers

Packaging Suppliers

Customer Support Services

Brand Ambassadors

Data Analytics Firms

KEY ACTIVITIES

Partnership Management

Delivery Operations

Technology Development and Maintenance

Customer Support

Quality Assurance

Order Processing

Payment Handling

KEY RESOURCES

Technology Platform

Delivery Fleet

Restaurant Partnerships

Brand Reputation

Mobile Application

Customer Support Team

Vendor Relationships

Financial Resources

VALUE PROPOSITIONS

Wide variety of restaurants and cuisines

Fast delivery service

User-friendly mobile app and website

Real-time order tracking

Secure payment options

Customer support

Contactless delivery options

Personalized restaurant recommendations

CUSTOMER RELATIONSHIPS

Customer support

Social media engagement

Promotions and discounts

Customer feedback collection

In-app customer service chat

Order tracking notifications

CHANNELS

Website

Mobile App

Social Media

Partner Restaurants

Customer Support Chat

Foodpanda Blog

Online Advertisements

CUSTOMER SEGMENTS

Food Enthusiasts

Busy Professionals

Students

Families

Health-Conscious Individuals

Corporate Clients

Event Organizers

Home Chefs

Senior Citizens

COST STRUCTURE

Logistics and Delivery Costs

Partner Restaurant Commissions

Marketing and Advertising

Platform Maintenance and Development

Salaries and Wages

Customer Support

Technology Infrastructure

Payment Processing Fees

Office and Administration Expenses

REVENUE STREAMS

Delivery Fees

Commissions from Partner Restaurants

Advertising Revenue from Partner Restaurants

Subscription Fees from Customers (Pandapro)