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The company i have selected is SWIGGY

#### 1.Bussiness And Marketing Understanding:

Swiggy is an online food delivery platform in India, which connects users with restaurants and food delivery services. The company was founded in 2014.And the ceo and the founder of the company is VARUN BHATIA. Swiggy's business model is based on providing a user-friendly platform for users to discover and order food from restaurants, and for restaurants to manage their orders and deliveries. The company's revenue comes from the collection of fees for each order placed on the platform.And for ordering the food at the late night the charges will be more from that the company is earning extra profit.

The Indian food delivery industry is highly competitive. However, Swiggy has been able to differentiate itself from its competitors like zomato so to overcome the problem it providing a wide range of food options, a user-friendly platform, and a focus on customer service. The company has also been at the forefront of introducing new technologies and features to its platform, such as the ability to order from multiple restaurants in a single order, it also providing the instamart with the help of that customers can able to get grociers and small items fastly, with this features swiggy will be unique compared to other like zomato.

#### 2.BRD(Bussiness Requirement Document):

Objectives:Introduce a new features like pay later, online payments,cod to improve the user experience, to get more attract to the app and to enhance the swiggys's bussiness

Scope:Overview of Indian online food industry, impact of covid-19 on online foods, Market coverage of swiggy and it's future plan.

Stakeholders:Use an appropriate business analysistechnique (e.g. affinitydiagrams) to identify all stakeholders establish a list of internaland external key stakeholders.

#### 3.PRD(Product Requirement Document):

Introduce Swiggy Milestone, a gamification feature to improve the user retention of Swiggy.

Users can able to get benifits by subcribing the swiggy plus to get more features like free deliveries on eligible orders, more discounts, customer support.

In my perspective the swiggy app should improve the Bussiness because the swiggy are not giving more festival offers, more discounts, and swiggy app should need to advertise more to get more orders and to earn more.

#### 4. The user journey and the workflow is:



