

DAY 1

Q COMMERCE MARKETPLACE PLAN 2025

Marketplace: Q Commerce (FOODTUCK)

Purpose:

- The marketplace is designed for quick commerce (Q-commerce), focusing on rapid delivery of snacks and desserts.
- The primary purpose is to deliver high usability and an excellent UI/UX experience.
- A wide range of products ensures diverse options for users, increasing interactivity and engagement.

Business GOAL:

Problem Solving:

1. **Centralized Snack Availability:** Users struggle to find a one-stop solution for snacks. Your platform provides a comprehensive selection of snacks in one place.
2. **Quick Delivery Challenge:** Addressing the issue of time constraints by offering deliveries within **30 minutes** while maintaining quality and taste.

Target Audience:

1. **Business Professionals:**
 - Individuals with limited time who need quick snack delivery to their office or home.
2. **Late-Night Cravings:**
 - Customers seeking food solutions during odd hours without stepping out.
3. **Women:**
 - Female customers preferring convenient and safe doorstep delivery options.

Special Services:

• Products:

- Snacks like **burgers, pizzas, drinks, and desserts** are made available in a single marketplace.

• Services:

1. **30-Minute Delivery:** Fast and reliable service ensures snacks are delivered fresh.
2. **Exclusive Discounts:**
 - Daily discounts.

- Special offers on holidays and during late-night hours.

Marketplace differentiate:

- **Speed:**

- Delivering within **30 minutes** with a guarantee. Orders exceeding this are provided free of charge.

- **Affordability:**

- Everyday discounts and special holiday offers make your platform attractive.

- **Customization:**

- Users can customize orders to suit their preferences.

- **Customer Retention:**

- Offering lifetime discounts for customers with bad experiences builds long-term loyalty.

- **Hygiene:**

- Hygiene and food safety standards ensure trust and satisfaction.