

# ChocoFood App

The history of ChocoFamily begins in 2010. During this time, the company grew by 345 times and this was facilitated by key moments in the life of the company.

ChocoFamily is one of the leading companies in our country now. ChocoFamily consists of such products as Chocofood, Chocotravel, ChocoLife and etc. You are probably already heard or used their services because they are very popular in our country. I decided to tell you about the ChocoFood, the food delivery service.

ChocoFood was first launched in 2013. Back in 2013, it became clear that the food market is attractive for investment. At that time, several delivery services were already operating in Russia, and in Kazakhstan this market was empty.

Today, Chocofood is a leader in its segment. First ChocoFood App was launched in 2015.

## Strengths and weaknesses

### Strengths

The design of the application is designed very nice and pleasing to the eye. The colour combination of the application is perfectly matched. Their application designed in such a way that it will be easy to use for many people even if they are old or young. It shows that their design has been worked out to the smallest details.

One of the great benefits of the application is that it instantly asks the user to show his location and displays all the food companies that are nearby, however you can also choose or find a food company that you are interested in. There is also a menu for

choosing the dish you need, which simplifies the search and selection of dishes.

In the application, you can see all the establishments tied to ChocoFood. Ratings of establishments, locations, price lists - all this you will find in ChocoFood. Also, users can leave feedback about the application, the food company and the delivery service.

## **Weaknesses**

The main weakness of the application is that it is not distributed throughout the country. ChocoFood is currently the number one food delivery service, and the fact that this service does not work in some cities is a big weakness for the company.

# **Opportunities and Threats**

## **Opportunities**

In ChocoFood app after making some orders, you can see, that app saves you location, phone number, name and other information. The application's order history contains all the information about previous orders. You can also see purchases made earlier. Thus, thanks to this feature, the user can place an order in the same way as the previous ones, in just a couple of clicks, and this will not take much time. History is saved in any case, as it is tied to the user account. Thanks to this, user does not need to place an order by phone, as it takes a lot of time. Moreover, tracking the stage of order execution by status allows the user to always be aware of what stage his order is at. Furthermore, ChocoFood is currently the best food delivery service in our country. And they have every prospect to enter the foreign market.

## **Threats**

Cyber attack: application developers should be wary of all sorts of cybercriminals who can obtain personal customer data (phone numbers, bank card details), conduct fraud with money and purchases.

Market competition: despite the fact that ChocoFood is one of the leading services in the field of food delivery, they need to constantly develop and maintain the quality of their work. In addition to ChocoFood, there is Glovo service, which is not as popular as Choco, but has some prospects to overtake ChocoFood in the future and become the country's leading product.

At the moment, given the success of ChocoFood in the market, we can say that they have a bright future. Despite some of its shortcomings, ChocoFood is the best food delivery service in our country. They have great development prospects!