

BUSINESS MODEL CANVAS

Below is the business plan based upon our analysis, consisting of 9 elements:

➤ **Customer Segments:**

- People who do not want to go out to have food and want to get it delivered to the doorstep would prefer to order online
- People who are staying away from their parents because of work/studies and don't know how to cook would be ordering food online
- People who like to explore new restaurants would prefer to order online as they have more options to explore
- Restaurants who would like to have an online presence and increase their customer base, those restaurants will get added to food tech companies

➤ **Customer Relationships:**

- 24/7 active customer support is required to help customers, restaurants, and delivery partners with their issues
- Social media engagement to portray the desired company image through social and other media platforms
- Reviews and rating ensuring that the customer should feel being heard and take appropriate actions on their feedback.

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➤ Channels:

- Website and mobile apps (Android and iOS) are crucial for users to connect with KhaoGali. Also, with the help of these platforms users can rate their experience with KhaoGali.
- Digital ad campaigns can be done through Google Ads and various social media platforms.

➤ Revenue:

- Restaurants who is getting order will need to pay commission.
- Customer need to pay extra for the delivery which will already include in total bills. Delivery charges depends on the distance from the restaurant to the delivery locations.
- People who are loyal and choose for premium subscriptions will need to pay the subscription amount based on duration, they have opted for.

➤ Key Partners:

- Restaurants who will take the orders.
- Delivery partners will help to deliver the food and close the transactions.
- Technology partners will help to provide user seamless experience.

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➤ Cost Structure:

- Need to provide salaries to their employees & Delivery partners
- Paying amount to their technology partners for the smooth-running app.
- Spending on Advertisement and campaigns.
- A lot of companies are partnering with Vloggers/Bloggers/Influencers for better reach now and KhaoGali can partner with them to create awareness and gain the trust of their users.

➤ Value Propositions:

- People can place order of any amount from the app as there is no "Minimum Order Value".
- Food can be ordered on-demand, customer can get the food on their doorstep whenever they want in just a few clicks.
- Customers have multiple options to order food; they can order from any restaurant that is available on the app in their area.
- The app gives the expected ETA of the delivery of food before ordering it.
- Food is available at users ease and convenience as it will be picked from the restaurant they have ordered and dropped to the exact location they want to.
- It helps restaurants to stand out and increase their customer base.
- A great source of income for and low idle time for delivery partners due to a large amount of active riders.

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➤ Key Activities

- Partnership with restaurants is an important key activity which helps food tech apps to grow their business and good relationship with them to increase their revenue and easy to compete
- Managing and hiring delivery partners need them to serve their customer on expected time. They play an important role in food tech service. The number of delivery partners are recruited everyday increase their reach and growth in business.
- The data collected by food tech app is very important like customer personal details like number, address, and card details etc. They should ensure safety and security of data need to be end to end encrypted and follow guidelines. The data should be managed properly which helps to ensure smooth and transaction

Key Partners <ul style="list-style-type: none">➤ Restaurants➤ Delivery Partners➤ Technology Partners	Key Activities <ul style="list-style-type: none">➤ Partnership with restaurants➤ Managing and hiring delivery partners➤ Collecting the required data to ensure smooth delivery and transaction	Value Propositions <ul style="list-style-type: none">➤ No minimum order values➤ Food on demand➤ Multiple options to order food➤ ETA➤ Ease and convenience➤ Allow restaurants to stand out➤ Additional source of income for delivery partners	Customer Relationships <ul style="list-style-type: none">➤ 24/7 active customer support➤ Social media pages➤ Rating and Feedback mechanism	Customer Segments <ul style="list-style-type: none">➤ People who want food to be delivered at home➤ People who cannot cook food at all or every day, and living away from their family because of work/studies➤ People who would like to explore new restaurants or cuisines➤ Restaurants who want to have an online presence and larger target audience
	Key Resources <ul style="list-style-type: none">➤ Engineering and other staff➤ Technology assets➤ Delivery Partners		Channels <ul style="list-style-type: none">➤ Website and App (iOS and Android)➤ Digital ad campaigns➤ Vloggers/Bloggers/Influencers	
Cost Structure <ul style="list-style-type: none">➤ Salary to employees➤ Payment to delivery partners➤ Advertisements and campaigns➤ Technology partners			Revenue Streams <ul style="list-style-type: none">➤ Charging commission from restaurants➤ Delivery fee➤ Premium membership fee	

PROJECT: Food App PERSONA: Yash Tiwari

NAME

Yash Tiwari

TYPE

Idealist



Goals

- Food on-demand at home
- Multiple payment options
- ETA before placing the order and ability to track the live status of it

Quote

“ I would like to order hygienic and tasty food on-demand at the reasonable prices ”

Bio

Yash is a Software Engineer, working for a start-up in Hyderabad. He is staying in a shared accommodation with his friends. He doesn't know how to cook food and likes to explore new restaurants. However, he doesn't prefer to dine-in or take away, he prefers getting food at the door step.

Demographic

♂ Male 23 years

📍 Hyderabad

Single

Software Engineer

Rs.8 LPA

Motivations

- Offers and discounts
- Doesn't have to go out to have food
- Special benefits on premium subscriptions

Frustrations

- Difficulty for delivery partners to find a location
- Late delivery
- Spillage issue

Channels



Brands and influencers

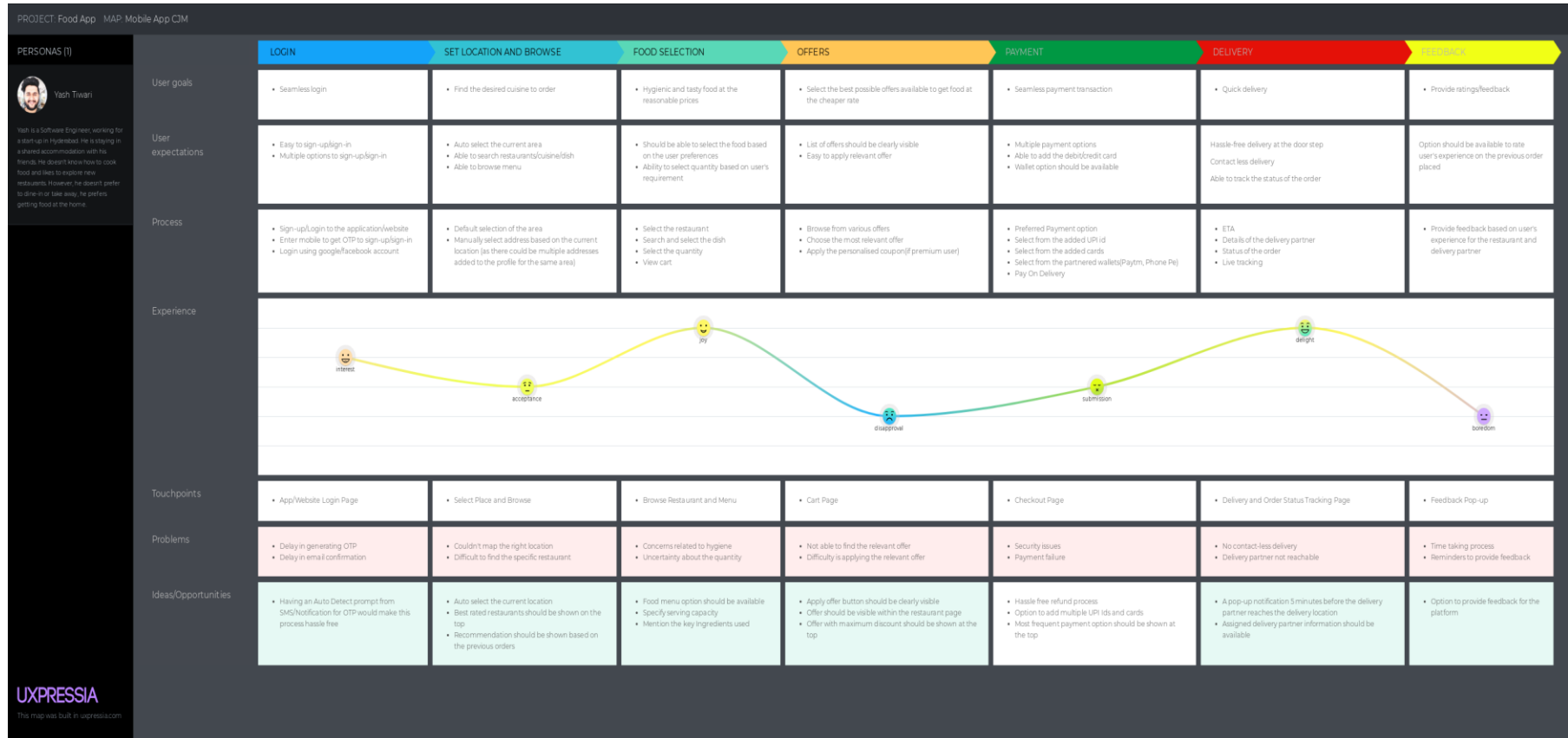


Technology



USER PERSONA

USER JOURNEY MAP



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