"COMPARATIVE STUDY ON STRATEGIES OF ZOMATO AND SWIGGY"

SUBMITTED BY

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MMS (FINANCE) – SEM IV

Batch: 2019-2021

General Management

Project on

"COMPARATIVE STUDY ON STRATEGIES OF ZOMATO AND SWIGGY"

SUBMITTED IN THE PARTIAL FULFILLMENT

FOR THE AWARD OF

THE DEGREE OF MASTER IN MANAGEMENT STUDIES (MMS)

(Under University of Mumbai)

SUBMITTED BY

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UNDER GUIDANCE OF

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2019-2021

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<u>CERTIFICATE</u>

This is to certify that project titled "**COMPARATIVE STUDY ON STRATEGIES OF ZOMATO AND SWIGGY**" is successfully completed by **Mr. RAJDEEP CHAKRAVORTY** during the IV Semester in partial fulfillment of the Master's Degree in Management Studies recognized by the University of Mumbai for the academic year **2020-21** through **RAJEEV GANDHI COLLEGE OF MANAGEMENT STUDIES, GHANSOLI**. This project work is original and not submitted earlier for the award of any degree/diploma or associateship of any other University / Institution.

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DECLARATION

I, **RAJDEEP CHAKRAVORTY** hereby declare that this Project Report titled "**COMPARATIVE STUDY ON STRATEGIES OF ZOMATO AND SWIGGY**" submitted by me to **RAJEEV GANDHI COLLEGE OF MANAGEMENT STUDIES, GHANSOLI** is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma/certificate or published any time before.

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ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

Online food delivery platforms are expanding choice and convenience, allowing customers to order from a wide array of restaurants within a single tap of their mobile phones. Customers do not have to keep the contact numbers of various restaurants and eateries in their locality. Swiggy is a leading food ordering and delivery startup in India, Bengaluru. It works as a single point of contact for ordering food from all restaurants that may be there at a particular location. On the other hand Zomato is a restaurant search and has expanded its offering to include online ordering table reservation, a white label platform and a point-of-sale system creating the technology to connect restaurant business and customers.

Market development is a marketing technique aimed at increasing a company's market in order to widen the customer base for the purpose of selling more products. There are several procedures that may be used to make a marketplace large, ranging from targeting clients of rival businesses to move to a previously unreserved section of the market. These practices are organized and driven through advertising and marketing. When an agency believes that it has a need to boom the scale of its market, step one is usually an improvement of a profile to find out what segments of the market are currently being served. This includes an analysis of the sorts of clients the corporation has and what those clients are buying. This fact is used to expand a green and complete marketplace development method. Companies should use value effective strategies so that they do not come to be spending extra money growing a market than they could probably earn with the aid of increasing the market.

Developing a robust marketplace development strategy is important things of supporting businesses development. If organizations are restrained by handiest having a small proportion of the market, they could discover it difficult to sell greater products, increase capital, and enlarge their operations. Small businesses with limited advertising revel in can also flip to specialists for this, even as skilled large corporations have inner marketing departments that can be chargeable for market development. It is an ongoing part of doing commercial enterprise for successful companies.

Forming Strategies' is one of the maximum essential components of any enterprise, massive or small, retail or multinational organizations. A powerful brand method gives a first-rate aspect in increasingly more

aggressive markets. Simply positioned, emblem is promise for your consumer. It tells them what they are able to expect from services and products, and it differentiates the imparting from that of competitors'.

Importance of Devising Strategies

Forming Strategies is one of the most important aspects of any business, big or small, retail or B2B. A powerful logo method gives a first-rate edge in an increasing number of competitive markets. If purchasers apprehend a brand and feature some knowledge approximately it, then they do not should have interaction in a number of extra concept or processing of data to make a product selection. Thus, from an economic attitude, brands allow consumers to decrease the search costs for products both internally (in phrases of ways an awful lot they must assume) and externally (in phrases of the way an awful lot they need to look around).

Forming Strategies is important for both consumers and producers for its following significant functions:

To Consumers:

- Identification of source of product
- Assignment of responsibility to product maker
- Risk reducer
- Search cost reducer
- Promise, bond or pact with maker of product
- Symbolic device
- Signal of quality

To Producers:

- Means of identification to simplify handling or tracing
- Means of legally protecting unique features
- Signal of quality level to satisfied customers
- Means of endowing products with unique associations
- Source of competitive advantage
- Source of financial returns

Advantages of Strong Stratgies

- Improved perception of product performance
- Greater loyalty
- Less vulnerability to competitive marketing actions
- Less vulnerability to marketing crisis
- Larger margins
- More inelastic consumer response to price increases
- More elastic response to price decreases
- Greater trade cooperation and support
- Increased marketing communication effectiveness
- Possible licensing opportunities
- Additional brand expansion opportunities

Defining Branding

Branding has been around for centuries as a means to distinguish the goods and services of one producer from those of another. In fact, the word 'brand' is derived from the Old Norse word 'Brand' which means "to burn". According to the American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors"

In reality, but, many working towards managers discuss with a emblem as greater than that – as something that has actually created a sure amount of recognition, reputation and prominence and so on inside the market.

A formal definition of emblem may be positioned as, 'entire manner concerned in creating a unique call and photograph for a product (top or service) in the customers' mind, through advertising campaigns with a regular topic. Branding objectives to establish a big and differentiated presence in the marketplace that draws and retains dependable clients'

Fundamentally, branding is all about endowing products and services with the power of brand fairness. Consistent, strategic branding leads to a robust brand fairness, which means the delivered price introduced in your enterprise's services or products that lets in you to charge greater on your brand than what equal, unbranded merchandise command.

Defining Brand Equity

Brand equity is the introduced cost endowed to services and products. This cost can be meditated in how purchasers think feel, and act with appreciate to the emblem, as well as the expenses, marketplace percentage, and profitability that the logo instructions for the company. Brand equity is a critical intangible asset that has mental and monetary price to the company.

Building Brand Equity

Marketers building brand equity by using developing the right logo knowledge structures with the proper consumes. This technique depends on all emblem-associated contacts–whether marketer-initiated or no longer. From an advertising control perspective, however, there are three main units of emblem equity drivers:

- The initial choices for the emblem factors or identities making up the logo (e.g., brand names, URLs, emblems, symbols, characters, spokespeople, slogans, jingles, programs, and signage), Old Spice makes use of shiny-red packaging and its acquainted ocean schooner to boost its nautical theme while additionally launching deodorant and antiperspirant extensions including the High Endurance and Red Zone logo names.
- The product and provider and all accompanying marketing sports and assisting advertising and marketing programs.
- Other association indirectly transferred to the brand by linking it to some other entity (e.g. a person, place, or thing).

Choosing Brand Elements

Brand elements are the ones alternate mark able gadgets that serve to identify and differentiate the emblem. Most robust manufacturers appoint multiple logo elements. Nike has the unique "swoosh" emblem, the empowering "Just Do It" slogan, and the mythological "Nike" call primarily based on the winged goddess of victory.

Brand Element Choice Criteria

There are six criteria in choosing brand elements (in addition to greater unique desire attention in each case). The first three (memorable, meaningful, and likable) can be characterized as "logo building" in terms of

how emblem fairness may be constructed through the judicious choice of a brand element. The latter three (protectable, adaptable, and transferable) are extra "defensive" and are concerned with how the logo equity contained in an emblem element may be leveraged and preserved in the face of different possibilities and constraints.

1. **Memorable.** How without difficulty is the emblem element recalled? How without difficulty identified? Is this true at each purchase and intake? Short brand names such as Tide, Crest, and Puffs an assist.

2. **Meaningful.** To what volume is the brand element credible and suggestive of the corresponding category? Does it endorse something approximately a product ingredient or the kind of man or woman who might use the logo? Consider the inherent meaning in names consisting of Die Hard car batteries, Mop & Glo ground wax, and Lean Cuisine low-calorie frozen entrees.

3. **Likeability.** How aesthetically attractive do customers locate the emblem element? Is it inherently likable visually, verbally, and in different ways? A concrete logo name which includes Sunkist, Spic and Span and Firebird evoke much imagery.

4. **Transferable.** Can the logo element be used to introduce new products inside the same or special categories? To what quantity does the brand detail upload to logo equity across geographic obstacles and market segments? Volkswagen selected to call its new SUV, Touareg, after a tribe of colourful Saharan nomads. Unfortunately, historically they have been also notorious slave owners, which created a terrible press backlash in the United States.

5. **Adaptable.** How adaptable and updatable is the brand detail Betty Crocker has received over eight makeovers through the years – despite the fact that she is over seventy-five years antique, she doesn't look an afternoon over 35.

6. **Protectable**. How legally protectable is the logo detail? How competitively protectable? Can it be without problems copied? It is vital that names that emerge as synonymous with product classes – including Kleenex, Kitty Litter, Jell-I, Scotch Tape, Xerox, and Fiberglass – preserve their trademark rights and no longer become time-honored.

THEORETICAL BACKGROUND

Brand

A brand is a name, term, design, symbol, or different function that distinguishes a business enterprise or product from its competitors inside the eyes of the customer. Brands are utilized in enterprise, marketing, and advertising.

The exercise of branding is idea to have begun with the historical Egyptians who have been recognized to have engaged in livestock branding as early as 2,700 BC. Branding was used to differentiate one man or woman's cattle from any other's by a specific image burned into the animal's skin with a hot branding iron. If a person would steal the animals, all of us may want to come across the image and deduce the real proprietor. However, the term has been extended to intend a strategic character for a product or company, so that 'brand' now suggests the values and guarantees that a client may additionally perceive and buy into. Over time, the practice of branding objects extended to a broader range of packaging and goods supplied for sale including oil, wine, cosmetics and fish sauce.

Branding is a fixed of marketing and verbal exchange strategies that assist to differentiate a company or products from competitors, aiming to create a long-lasting affect in the minds of customers. The key additives that shape a brand's toolbox encompass a brand's identification, brand conversation (together with by trademarks and logos), brand consciousness, logo loyalty, and diverse branding (brand control) strategies.

Brand fairness is the measurable totality of a logo's well worth and is established by assessing the effectiveness of those branding components. As markets become increasingly dynamic and fluctuating, logo equity is advertising and marketing method to boom client pride and consumer loyalty, with aspect outcomes like reduced fee sensitivity. A brand is in essence a promise to its customers of they can anticipate from their merchandise, as well as emotional benefits. When a client is familiar with an emblem, or favors it incomparably to its competitors, this is when an employer has reached an excessive degree of brand equity.

Many corporations accept as true with that there's regularly little to differentiate among several forms of products inside the 21st century, and consequently branding is certainly one of a few remaining varieties of product differentiation.

In accounting, a brand defined as an intangible asset is regularly the most treasured asset on a company's stability sheet. Brand proprietors control their brands carefully to create shareholder value, and emblem valuation is a vital control approach that ascribes a cash fee to a logo, and lets in advertising funding to be controlled (e.g.: prioritized across a portfolio of manufacturers) to maximize shareholder price. Although only obtained manufacturers seem on a corporation's stability sheet, the belief of putting a fee on an emblem forces marketing leaders to be targeted on long time stewardship of the logo and coping with for cost.

The phrase 'logo' is frequently used as a metonym regarding the corporation that is strongly identified with a brand.

Marque or make are frequently used to denote a brand of motor vehicle, which may be distinguished from a vehicle version. An idea logo is an emblem that is associated with an abstract concept, like breast cancer attention or environmentalism, in preference to a particular product, carrier, or business. A commodity brand is a logo related to a commodity.

Brand Management

Brand management is the utility of advertising techniques to a specific product, product line, or brand. It seeks to increase a product's perceived price to the patron and thereby growth logo franchise and brand fairness. Marketers see a logo as an implied promise that the extent of high-quality people have come to anticipate from a logo will preserve with destiny purchases of the same product. This may additionally growth sales by means of making a comparison with competing products more favorable. It can also allow the manufacturer to charge extra for the product. The value of the emblem is determined through the amount of income it generates for the manufacturer. This can result from a combination of improved income and accelerated charge, and/or reduced COGS (fee of goods offered), and/or decreased or greater efficient marketing funding. All of those enhancements might also enhance the profitability of a logo, and as a consequence, "Brand Managers" regularly deliver line-management responsibility for a logo's P&L (Profit and Loss) profitability, in contrast to advertising and marketing group of workers' supervisor roles, which can be allotted budgets from above, to manage and execute. In this regard, Brand Management is often considered in companies as a broader and extra strategic role than Marketing on my own.

The annual list of the sector's most treasured manufacturers, posted through Inter emblem and Business Week, suggests that the marketplace fee of groups often is composed in large part of brand fairness. Research by using McKinsey & Company, a global consulting firm, in 2000 recommended that robust, nicely-leveraged brands produce better returns to shareholders than weaker, narrower manufacturers. Taken together, this means that manufacturers seriously affect shareholder cost, which in the end makes branding a CEO duty.

The area of brand control changed into began at Procter & Gamble PLC as a result of a famous memo by means of Neil H. McElroy.

Principles of Brand Management

A good brand name should:

- Be protected (or at least protectable) under trademark law.

- Be easy to pronounce.

- Be easy to remember.

- Be easy to recognize.

- Be easy to translate into all languages in the markets where the brand will be used.

- Attract attention.

- Suggest product benefits or suggest usage (note the tradeoff with strong trademark protection.)

- Suggest the company or product image.

- Distinguish the product's positioning relative to the competition.

- Be attractive.

- Stand out among a group of other brands.

Functions of Brand

(For consumers) Identification of source of product, Assignment of responsibility to product maker, Risk reducer, Search cost reducer, Symbolic device, Signal of quality.

(For Manufacture) Means of identification to simplify handling or tracing, means of legally protecting unique features, Signal of quality level to satisfied customers, Means of endowing products with unique associations, Source of competitive advantage, Source of financial returns. ("Strategic Brand Management" 3rd edition, Kevin Lane Keller)

Brand Architecture

The different brands owned by a company are related to each other via brand architecture. In "product brand structure", the organization supports many special product brands with every having its own name and style of expression at the same time as the enterprise itself remains invisible to customers. Procter & Gamble, taken into consideration by many to have created product branding, is a choice example with its many unrelated patron brands together with Tide, Pampers, Abunda, Ivory and Pantene.

With "recommended brand structure", a mom emblem is tied to product manufacturers, which include The Courtyard Hotels (product emblem call) via Marriott (mother emblem name). Endorsed manufacturers enjoy the standing in their mom emblem and for this reason keep a business enterprise a few marketing price by way of virtue promoting all of the linked brands every time the mother logo is advertised.

The thus maximum typically referred to as "company branding". The mom brand is used and all merchandise conveys this call and all advertising and marketing speaks with the identical voice. A true instance of this brand architecture is the United Kingdom-based conglomerate Virgin. Virgin manufacturers all its companies with its call

Techniques

Companies every so often want to reduce the number of brands that they market. This method is known as "Brand explanation." Some organizations have a tendency to create more brands and product versions within a logo than economies of scale might imply. Sometimes, they may create a particular service or product brand for every marketplace that they target. In the case of product branding, this could be to advantage retail shelf area (and reduce the amount of shelf area allotted to competing brands). An agency might also determine to rationalize their portfolio of manufacturers from time to time to benefit manufacturing and advertising efficiency, or to rationalize a logo portfolio as part of corporate restructuring.

An ordinary venture for emblem managers is to construct a consistent emblem whilst keeping its message fresh and applicable. An older emblem identification may be misaligned to a redefined goal market, a restated company imaginative and prescient statement, revisited assignment assertion or values of an agency. Brand identities might also lose resonance with their target market thru demographic evolution. Repositioning a logo (every now and then called rebranding), may cost a few brand fairness, and can confuse the target market, but preferably, a logo may be repositioned whilst keeping current emblem fairness for leverage.

Brand orientation is a deliberate approach to working with manufacturers, each internally and externally. The maximum crucial using force in the back of this multiplied interest in sturdy manufacturers is the accelerating pace of globalization. This has led to an ever-more difficult aggressive scenario on many markets. A product's superiority is in itself now not sufficient to assure its fulfillment. The fast tempo of technological development and the expanded velocity with which imitations turn up available on the market have dramatically shortened product lifecycles. The result is that product-associated aggressive blessings quickly danger being transformed into competitive conditions. For this reason, growing numbers of agencies are seeking out other, extra enduring, and competitive equipment – consisting of brands. Brand Orientation refers to "the degree to which the business enterprise values manufacturers and its practices are orientated closer to constructing logo abilities"

Brand Promotion Strategy

Branding Promotion strategy is a method that could allow a corporation to pay attention its confined sources at the best opportunities to boom sales and acquire a sustainable aggressive benefit. A branding method must be targeted across the key concept that customer pride is the principle intention.

A **Brand Promotion strategy** serves as the inspiration of an advertising plan. A marketing plan carries a list of unique moves required to effectively put into effect a specific branding strategy. An instance of branding approach is as follows: "Use a low cost product to draw clients. Once our company, through our low value product, has mounted a dating with customers, our corporation will sell extra, better-margin services and products that enhance the consumer's interaction with the low-value products or services."

A method is different than a tactic. While it's far possible to write down a tactical marketing plan without a valid, properly-taken into consideration method, it is not encouraged. Without a sound branding strategy, an advertising plan has no foundation. Branding strategies function the fundamental underpinning of advertising plans designed to attain marketing objectives. It is vital that those targets have measurable outcomes.

A true brand promotion method must combine an organization's advertising dreams, guidelines, and action sequences (tactics) into a cohesive complete. The goal of a branding method is to provide a basis from which a tactical plan is evolved. This lets in the organization to perform its undertaking successfully and efficaciously.

One used the following techniques to device the Brand Promotion Strategy for the product/service:

- Segmentation
- Targeting
- Positioning

Segmentation

Market segmentation is the process in marketing of grouping a market (i.e. customers) into smaller subgroups. This isn't something this is arbitrarily imposed on society: it's miles derived from the popularity that the full marketplace is often made of submarkets (known as 'segments'). These segments are homogeneous inside (i.e. Humans in the phase are much like each different in their attitudes approximately sure variables). Because of this intra-group similarity, they're in all likelihood to respond fairly in addition to a given branding approach. That is, they are likely to have similar feeling and thoughts about an advertising mix made from a given product or service, sold at a given fee, distributed in a sure manner, and promoted in a certain way.

Market segmentation is widely defined as being a complex process consisting in two main phases:

- Identification of broad, large markets
- Segmentation of these markets in order to select the most appropriate target markets and develop Marketing mixes accordingly.

Everyone in the Marketing global knows and speaks of segmentation yet no longer have many virtually understood its underlying mechanics, as a consequence failure is just across the corner. What reasons this? It has been documented that most marketers fail the segmentation examination and start with a narrow mind and a bunch of misconceptions inclusive of "all teenagers are rebels", "all elderly girls buy the same cosmetics manufacturers" and so forth. There are many dimensions to be taken into consideration, and uncovering them is actually an exercise of creativity.

Identify and name the broad market

You have to have figured out by using this second what wide market your business targets at. If your company is already on a marketplace, this could be a start line; extra alternatives are available for a brand new commercial enterprise but sources could typically be a touch limited.

The biggest project is to discover the right balance to your commercial enterprise: use your revel in, understanding and common sense to estimate if the marketplace you've got simply identified in advance isn't always too narrow or too huge for you.

Identify and make an inventory of potential customers' needs

This step pushes the creativity undertaking even farther, since it can be compared to a brainstorming session.

What you need to discern out is what wishes the purchasers from the huge marketplace identified earlier might have. The more possible wishes you could provide you with, the higher.

Got your self-caught on this degree of segmentation? Try to put yourself into the shoes of your potential customers: why would they buy your product, what should in all likelihood cause a buying decision? Answering those questions can help you listing maximum wishes of capacity customers on a given product market.

Formulate Narrower Markets

Try to form sub-markets around what you would name your "regular customer", then aggregate comparable human beings into this phase, at the situation with a purpose to satisfy their wishes the usage of the identical Marketing blend. Start constructing a column with dimensions of the principal need you attempt to cowl: this will make it simpler in order to determine if a given person has to be included inside the first section otherwise you should shape a brand new phase. Also create a listing of people-related capabilities, demographics included, for each slim market you form – a further step will ask you to name them.

There isn't any specific formulation on a way to form slim markets: use your first-class judgement and experience. Do not avoid asking reviews even from non-Marketing professionals, as special human beings could have special evaluations and you could normally assume as a minimum those objects most people agree on.

Identify the Determining Dimensions

Carefully evaluate the list resulted from the previous step. You must have via now a list of want dimensions for each market phase: try to become aware of people who bring a determining power.

Reviewing the needs and attitudes of those you blanketed inside each market phase will let you parent out the figuring out dimensions.

Name Possible Segment Markets

You have diagnosed the determining dimensions of your market segments, now evaluate them one at a time and provide them the right name.

An accurate way of naming these markets is to depend on the most important figuring out measurement.

Evaluate the behavior of market segments

Once you're carried out naming each marketplace phase, allow time to recall what other elements you understand about them. It is crucial for a marketer to recognize market behavior and what triggers it. You may observe that, even as maximum segments have similar wishes, they are still exceptional needs: expertise the difference and appearing upon it's far the important thing to gain fulfillment the usage of competitive offerings.

Estimate the size of each Market Segment

Each segment identified, named and studied during the previous stages should finally be given an estimate size, even if, for lack of data, it is only a rough estimate.

Positioning

Simply, positioning is how your target market defines you in relation to your competitors.

A good position is:

1. What makes you unique
2. This is considered a benefit by your target market

Both of these conditions are necessary for a good positioning. So what if you are the only red-haired singer who only knows how to play a G minor chord? Does your target market consider this a good thing?

Positioning is important because you are competing with all the noise out there competing for your potential fans attention. If you can stand out with a unique benefit, you have a chance at getting their attention.

It is important to understand your product from the customers' point of view relative to the competition.

Environment

In order to begin positioning a product, two questions need to be answered:

1. What is our marketing environment?
2. What is our competitive advantage?

The marketing environment is the external environment. Some things to consider:

- How is the market now satisfying the need your software satisfies?
- What are the switching costs for potential users for your market?
- What are the positions of the competition?

The competitive advantage is an internal question. What do you have that gives you advantage over your competitors. Some things to consider:

- Do you offer low cost and high quality?
- Does your product offer unique benefits?
- Are you the first on the market with this product (First mover advantage)?

Positioning Strategies

There are seven positioning strategies that can be pursued:

Product Attributes: What is the specific product attributes?

Benefits: What are the benefits to the customers?

Usage Occasions: When / how can the product be used?

Users: Identify a class of users.

Against a Competitor: Positioned directly against a competitor.

Away from a Competitor: Positioned away from competitor.

Product Classes: Compared to different classes of products.

Targeting

Target Marketing involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments.

Target marketing can be the key to a small business's success.

The beauty of target marketing is that it makes the promotion, pricing and distribution of your products and/or services easier and more cost-effective. Target marketing provides a focus to all of your marketing activities.

So if, for instance, I open a catering business offering catering services in the client's home, instead of advertising with a newspaper insert that goes out to everyone, I could target my market with a direct mail campaign that went only to particular residents.

While market segmentation can be done in many ways, depending on how you want to slice up the pie, three of the most common types are:

- Geographic segmentation – based on location such as home addresses;

- Demographic segmentation – based on measurable statistics, such as age or income;

- Psychographic segmentation – based on lifestyle preferences, such as being urban dwellers or pet lovers.

Key part of the general corporate strategy

A branding strategy is a written plan which mixes product improvement, promotion, distribution, and pricing technique, identifies the firm's marketing dreams, and explains how they'll be achieved inside a stated time-frame. Branding method determines the choice of target market segment, positioning, marketing mix, and allocation of resources. It is handiest whilst it is a vital factor of company approach, defining how the company will effectively have interaction customers, prospects, and competitors inside the market area. Corporate techniques, corporate missions, and company dreams as the client constitutes the source of a organization's sales, branding method is carefully connected with income. A key element of branding method is regularly to hold marketing consistent with a corporation's overarching undertaking announcement.

Tactics and actions

A branding strategy can serve as the foundation of an advertising plan. An advertising plan consists of a fixed of specific movements required to efficaciously put into effect a branding strategy. For example: "Use a low price product to draw customers. Once our employer, via our low cost product, has mounted a dating with clients, our organization will sell extra, better-margin products and services that beautify the client's interplay with the low-value services or products."

An approach includes a well notion out series of strategies to make an advertising plan extra powerful. Branding techniques serve as the fundamental underpinning of marketing plans designed to fill market needs and attain advertising goals. Plans and goals are usually examined for measurable effects.

An emblem promoting approach frequently integrates an organization's marketing desires, policies, and movement sequences (methods) right into a cohesive complete. Similarly, the diverse strands of the strategy, which might include marketing, channel advertising; internet marketing, merchandising and public family members can be orchestrated. Many groups cascade a method in the course of an employer, by using developing approach techniques that then come to be approach desires for the next degree or institution. Each one group is

anticipated to take that approach intention and develop a set of processes to reap that purpose. This is why it is important to make every strategy intention measurable.

Branding strategies are dynamic and interactive. They are partially planned and partially unplanned.

Types of strategies

Brand Promotion strategies may differ depending on the unique situation of the individual business. However, there are a number of ways of categorizing some generic strategies. A brief description of the most common categorizing schemes is presented below:

- **Strategies based on market dominance** - In this scheme, firms are classified based on their market share or dominance of an industry. Typically, there are three types of market dominance strategies:
  - Leader
  - Challenger
  - Follower

Market dominance is a measure of the strength of a brand, product, service, or firm, relative to competitive offerings. There is often a geographic element to the competitive landscape. In defining market dominance, you must see to what extent a product, brand, or firm controls a product category in a given geographic area.

Calculating

There are several approaches of calculating market dominance. The maximum direct is market share. This is the share of the total market serviced by means of a firm or logo. A declining scale of marketplace shares is commonplace in most industries: that is, if the industry chief has say 50% percentage, the subsequent biggest might have 25% share, the next 12% share, the following 6% share, and all remaining corporations blended might have 7% share.

Market percentage isn't always an excellent proxy of market dominance. The effects of clients, suppliers, competitors in related industries, and government policies have to be taken into account. Although there are not any hard and fast regulations governing the relationship between marketplace share and marketplace dominance, the subsequent are well-known criteria:

- A company, brand, product, or service that has a combined market share exceeding 60% most probably has market power and market dominance.
- A market share of over 35% but less than 60%, held by one brand, product or service, is an indicator of market strength but not necessarily dominance.
- A market share of less than 35%, held by one brand, product or service, is not an indicator of strength or dominance and will not raise anti-combines concerns of government regulators.

Market shares within an enterprise won't exhibit a declining scale. There will be simplest corporations in a duopolistic market, every with 50% share; or there will be 3 corporations inside the enterprise every with 33% share; or 100 firms every with 1% share. The concentration ratio of an industry is used as a trademark of the relative size of leading corporations on the subject of the industry as a whole. One typically used awareness ratio is the 4-company awareness ratio, which consists of the combined marketplace share of the 4 largest firms, as a percent, in the overall enterprise. The better the awareness ratio, the greater the marketplace strength of the leading corporations

- **Porter generic strategies** - strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage. The generic strategy framework (porter 1984) comprises two alternatives each with two alternative scopes. These are *Differentiation* and *low-cost leadership* each with a dimension of *Focus*- broad or narrow.
  - Product differentiation
  - Market segmentation
- **Innovation strategies** - This deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation. There are three types:
  - Pioneers
  - Close followers
  - Late followers
- **Growth strategies** - In this scheme we ask the question, "How should the firm grow?". There are a number of different ways of answering that question, but the most common gives four answers:
  - Horizontal integration
  - Vertical integration
  - Diversification
  - Intensification

A more detailed scheme uses the categories:

- Prospector
- Analyzer
- Defender
- Reactor

Strategic models

Marketing participants often employ strategic models and tools to analyze marketing decisions. When beginning a strategic analysis, the 3Cs can be employed to get a broad understanding of the strategic environment. An Ansoff Matrix is also often used to convey an organization's strategic positioning of their marketing mix. The 4Ps can then be utilized to form a marketing plan to pursue a defined strategy.

The Consumer-Centric Business

There are a many companies specially the ones inside the Consumer Package Goods (CPG) market that undertake the concept of jogging their business centered round Consumer, Shopper & Retailer desires. Their Marketing departments spend fine time looking for "Growth Opportunities" in their categories through identifying applicable insights (each mindsets and behaviors) on their target Consumers, Shoppers and retail partners. These Growth Opportunities emerge from changes in marketplace developments, phase dynamics converting and also internal brand or operational business demanding situations. The Marketing team can then prioritize these Growth Opportunities and begin to expand strategies to make the most the opportunities that would encompass new or tailored merchandise, offerings as well as changes to the 7Ps.

Real-existence advertising primarily revolves around the utility of a excellent deal of not unusual-sense; handling a constrained range of things, in an environment of imperfect information and limited sources complicated by using uncertainty and tight timescales. Use of classical advertising techniques, in those occasions, is inevitably partial and uneven.

Thus, for instance, many new merchandise will emerge from irrational approaches and the rational development manner can be used (if in any respect) to display screen out the worst non-runners. The layout of the advertising, and the packaging, might be the output of the creative minds hired; which control will then display screen, regularly by using 'gut-reaction', to ensure that it's miles affordable.

For maximum of their time, advertising managers use intuition and experience to research and handle the complicated, and precise, conditions being confronted; without clean reference to idea. This will regularly be 'flying via the seat of the pants', or 'intestine-response'; in which the overall approach, coupled with the understanding of the purchaser which has been absorbed nearly through a technique of osmosis, will determine the fine of the marketing employed.

1) 3C's Model

The **3C's Model** is a strategically look at the factors needed for success. It was developed by Kenichi Ohmae, a business and corporate strategist. The 3C's model points out that a strategist should focus on three key factors for success. In the construction of a business strategy, three main players must be taken into account:

A. **The Corporation**

B. **The Customer**

C. **The Competitors**

Only by integrating these three C's (Corporation, Customer, Competitors) in a strategic triangle, a sustained aggressive advantage can exist. Ohmae refers to these key elements because the three C's or strategic triangle.

The Corporation

The Corporation needs strategies aiming to maximize the corporation's strengths relative to the competition in the functional areas that are critical to achieve success in the industry.

Selectivity and sequencing

The corporation does not have to lead in every function to win. If it can gain decisive edge in one key function, it will eventually be able to improve its other functions which are now average.

Make or buy

In case of unexpectedly rising salary fees, it turns into an essential selection for an agency to subcontract a chief share of its meeting operations. If its competition is unable to shift production so rapidly to subcontractors and companies, the resulting distinction in fee shape and/ or within the company's capacity to address call for fluctuations might also have significant strategic implications.

Cost-effectiveness

Improving the fee-effectiveness can be accomplished in 3 approaches. First by way of decreasing fundamental charges, 2nd by way of exercising extra selectivity (orders general, products presented, features achieved) and third by sharing sure key capabilities with an enterprise's different groups or even different businesses.

The Customer

Clients are the bottom of any strategy according to Ohmae. Therefore, the primary purpose speculated to be the hobby of the customer and not the ones of the shareholders as an instance. In the long run, a business enterprise that is truly inquisitive about its customers might be thrilling for its traders and contend with their hobbies robotically. Segmentation is assisting to apprehend the purchaser.

For Zomato takes care of above factors for customer satisfaction

Segmenting by objectives

The differentiation is done in terms of the different ways that various customers use a product.

Segmenting by customer coverage

This segmentation normally emerges from a trade-off study of marketing costs versus market coverage. There appears always to be a point of diminishing returns in the cost versus coverage relationship. The corporation's task is to optimize its range of market coverage, geographically and/ or channel wise.

Segmenting the market once more

In fierce competition, competition is possibly to be dissecting the market in similar methods. Over a prolonged time, frame, the effectiveness of a given preliminary strategic segmentation will tend to say no. In such conditions it's far useful to choose a small institution of customers and reexamine what it's miles that they're really seeking out.

A market section trade happens in which the market forces are altering the distribution of the consumer-mix through the years by means of influencing demography, distribution channels, purchaser size, etc. This kind of trade means that the allocation of company sources must be shifted and/ or the absolute stage of sources devoted within the commercial enterprise should be changed.

The Competitor

Competitor primarily based strategies may be built with the aid of searching at feasible resources of differentiation in capabilities consisting of: purchasing, design, engineering, sales and servicing. The following aspects display approaches so as to attain this differentiation:

Power of image

When product performance and mode of distribution are very difficult to distinguish, image may be the only source of positive differentiation.

Capitalizing on profit- and cost structure differences

Firstly, the distinction in source of income might be exploited, from new merchandise sales and so on. Secondly, a distinction inside the ratio of fixed prices and variable charges might also be exploited strategically. A company with decrease constant fee ratio can decrease expenses in a sluggish marketplace and consequently benefit market percentage.

Hito-Kane-Mono

A preferred word of Japanese commercial enterprise planners is hito-kane-mono, status for people, cash and matters. They agree with that streamlined company management is finished when these three important sources are in stability without surplus or waste. For example: Cash over and beyond what equipped human beings can intelligently use up is wasted. Of the three essential sources, budget should be allocated last. The business enterprise should first off allocate management skills, based totally at the available mono (things): plant, machinery, technology, process expertise and purposeful electricity. Once those hito (humans) have advanced innovative and imaginative thoughts to capture the enterprise's upward ability, the kane (cash) need to accept to the specific thoughts and packages generated by the man or woman managers.
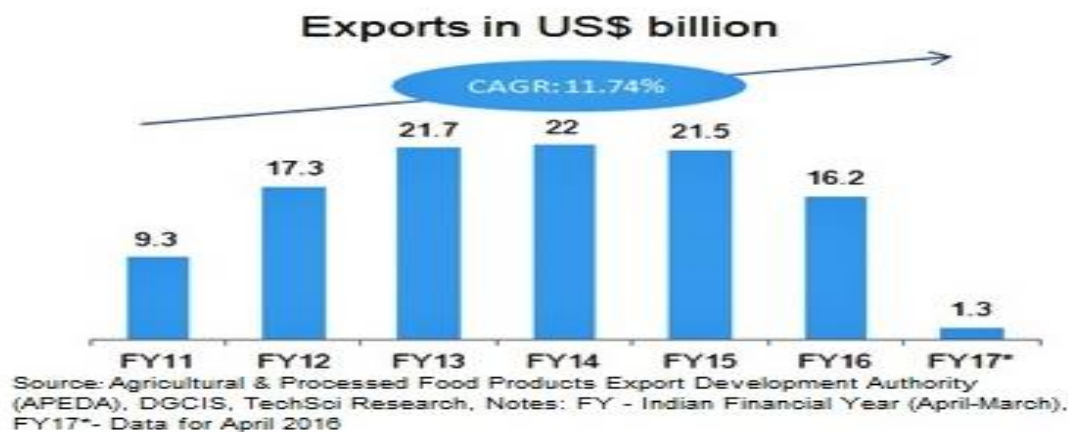
INDUSTRY PROFILE

The Indian food industry is poised for massive increase, growing its contribution to global meals exchange every yr. In India, the meals zone has emerged as a high-boom and excessive-profit quarter due to its huge potential for value addition, mainly in the food processing industry.

Accounting for approximately 32 in step with cent of the United States' total grocery store, The Government of India has been instrumental inside the increase and development of the food processing industry. The authorities through the Ministry of Food Processing Industries (MoFPI) are making all efforts to inspire investments inside the commercial enterprise. It has approved proposals for joint ventures (JV), foreign collaborations, business licenses, and a hundred per cent export oriented devices.

Market Size

The Indian food and grocery market is the world's sixth biggest, with retail contributing 70 according to cent of the sales. The Indian meals processing enterprise bills for 32 in line with cent of the us of a's total food market, considered one of the largest industries in India and is ranked fifth in phrases of manufacturing, consumption, export and anticipated boom. It contributes round 88 and 8.39 according to cent of Gross Value Added (GVA) in Manufacturing and Agriculture respectively, thirteen per cent of India's exports and six consistent with cent of overall industrial investment. The Indian gourmet grocery store is currently worth US$ 1.3 billion and is developing at a Compound Annual Growth Rate (CAGR) of 20 in step with cent. India's organic grocery store is expected to increase by using 3 times through 2020.

The on line food ordering business in India is in its nascent level, however witnessing exponential growth. With on line food shipping gamers like FoodPanda, Zomato, TinyOwl and Zomato constructing scale through partnerships, the prepared meals enterprise has a massive capacity and a promising future. The on line meals transport industry grew at one hundred fifty in keeping with cent year-on-yr with an estimated Gross Merchandise Value (GMV) of US$ 300 million in 2016.

Exports in US$ billion

CAGR: 11.74%

FY11	FY12	FY13	FY14	FY15	FY16	FY17*
9.3	17.3	21.7	22	21.5	16.2	1.3

Source: Agricultural & Processed Food Products Export Development Authority (APEDA), DGCIS, TechSci Research, Notes: FY - Indian Financial Year (April-March), FY17*- Data for April 2016

Investments

According to the statistics supplied by the Department of Industrial Policies and Promotion (DIPP), the food processing sector in India has received around US$ 7.54 billion worth of Foreign Direct Investment (FDI) all through the period April 2000-March 2017. The Confederation of Indian Industry (CII) estimates that the meals processing sectors have the capacity to draw as an awful lot as US$ 33 billion of investment over the subsequent 10 years and additionally to generate employment of nine million man or woman-days.

Some of the major investments in this sector in the recent past are:

- Global e-trade large, Amazon is making plans to enter the Indian food retailing sector via making an investment US$ 515 million inside the subsequent 5 years, as in step with Mr. Harsimrat Kaur Badal, Minister of Food Processing Industries, Government of India.
- Parle Agro Pvt. Ltd is launching Frooti Fizz, a succession of the authentic Mango Frooti, to be able to be retailed throughout 1.2 million outlets inside the country because it goals increasing its annual sales from Rs 2800 crore (US$ 0.42 billion) to Rs 5000 crore (US$ 0.Seventy five billion) through 2018.
- US-based meals corporation Cargill Inc, aims to double its branded client commercial enterprise in India by 2020, via doubling its retail attain to about 800,000 outlets and boom market percentage to grow to be national chief in the sunflower oil class in order to assist the business enterprise be the various pinnacle 3 leading manufacturers in India.
- Mad over Donuts (MoD), outlined plans of expanding its operations in India by means of beginning nine new MOD stores with the aid of March 2017.
- Danone SA plans to focus on nutrition enterprise in India, its quickest growing market in South Asia, by way of launching 10 new products in 2017, and aiming to double its sales in India via 2020.
- Uber Technologies Inc plans to launch UberEATS, its food delivery provider to India, with investments made throughout more than one cities and areas.

Government Initiatives

Some of the major initiatives taken by the Government of India to improve the food processing sector in India are as follows:

- The Government of India targets to boost boom inside the meals processing area through leveraging reforms inclusive of 100 in keeping with cent Foreign direct investment (FDI) in advertising of food products and various incentives at vital and country authorities' degree together with a sturdy recognition on deliver chain infrastructure.
- In Union Budget 2017-18, the Government of India has installation a dairy processing infra funds really worth Rs eight,000 crores (US$ 1.2 billion).
- The Government of India has cozy overseas direct investment (FDI) norms for the sector, permitting as much as a hundred per cent FDI in food product e-trade thru computerized path.
- The Food Safety and Standards Authority of India (FSSAI) plans to make investments round Rs 482 crore (US$ 72.3 million) to bolster the food checking out infrastructure in India, by upgrading 59 current food checking out laboratories and putting in 62 new mobile trying out labs throughout the country.
- The Indian Council for Fertilizer and Nutrient Research (ICFNR) will undertake international satisfactory practices for research in fertilizer region, in order to enable farmers to get properly great fertilizers at cheap fees and thereby achieve meals security for the commonplace guy.
- The Ministry of Food Processing Industries introduced a scheme for Human Resource Development (HRD) within the meals processing zone. The HRD scheme is being implemented via State Governments under the National Mission on Food Processing. The scheme has the subsequent four components:
  - Creation of infrastructure facilities for degree/diploma courses in food processing sector
  - Entrepreneurship Development Programme (EDP)
  - Food Processing Training Centres (FPTC)
  - Training at recognized institutions at State/National level

CHAPTER 2

LITERATURE REVIEW

Bhavna Singh (2015) said that Zomato has been present in the Indian market since May 2012. Zomato's first major move was acquisition of TastyKhana, which was launched in the city of Pune in 2007. Together with TastyKhana and JUST EAT, it is now present in over 200 cities and partners with over 12,000 restaurants. She also talked about JUST EAT was launched in Denmark in 2001 and was traded publicly on the London Stock Exchange. Their Indian business was launched as Hungry Bangalore in 2006. It was renamed in 2011 when JUST EAT acquired a majority share in the business. Today, the company partners with over 2,000 restaurants.

According to Deepinder Goyal, Zomato CEO and co-founder told TechCrunch that he expects to reach 10,000 restaurants in India in a few months. "We have a sales team of around 300 in India and 5,000-odd advertisers… these partners know the volume we bring to them so it is quite easy for us to launch this new service."

According to a January 28 report in The Times of India, Rocket Internet backed Foodpanda has not found a buyer even with a rock bottom price tag of $10-15 million. The company laid off 300 people in December 2015, about 15% of its workforce. In September 2015, TinyOwl had fired 100 employees in its Mumbai and Pune offices. And in October, Zomato sacked 300 workers. UK based Just Eat entered and exited the market faster than you would order and receive pizza.

Dr. Mitali Gupta (2019) declares in his research the impact of food delivering Apps on restaurants. The study outlines on the benefits as well as positive and negative effects of electronic food delivery and various online food delivering applications. The researcher has also focused on strategies of food delivering applications with special reference to Zomato and Swiggy.

Jyotishman Das (2018) reveals in his study the various factors that influence the consumers to choose online food delivery services. He has analyzed about the most preferred online food delivery service portal by consumers. He has also shown the factors that hinder consumers to use online food delivery services. It is found that each food ordering apps have their own specializations, Zomato for better discounts and Swiggy for on time delivery

Dr. Neha Parashar and Ms. Sakina Ghadiyali (2017) in their study on Consumer's attitude and perception towards Digital Food App services, has found the significant relationship between factors considered important while selecting a food delivery app. They have aimed in finding the most preferred option of payment by the respondents and have researched about the most popular app in the digital food delivery applications. Sometimes customers might feel unsecured while sharing their personal information such as their phone numbers, address. Also, they have analyzed the relationship between food delivery apps and the facilities provided by the same.

According to Megha Gera(2018),in their study on "Operations research in food delivery" they have aimed to investigate how operations research can be used in the food industry. And have analyzed about how the research can help restaurants as well as the food delivery companies at the same time. They also have concluded stating that operations research can be used by the business to determine how they can decide between different foods delivery companies to minimize the cost and earn greater profit margins.

Ms. Neha Gupta and Dr.Deepali Bhatnagar (2017), they have concentrated on students and their behaviour towards online shopping, as it is found that students use online portal more often than others. By the way of survey, they have found the respondents preference on the portal, usage of money per purchase. Factor analysis results reveal that Experimental Uniqueness, Customer Service and Convenience tend to be the three significant dimensions as to why customers prefer internet shopping.

Other research studies made by Suryadev Singh Rathore, (2018),revealed that online food ordering companies must pay attention to the quality of information, Mobile Application and website design, security and privacy for payment systems towards their customers to provide them full satisfaction experience. It also reveals that product price, ease of payments, special offers and discounts play important role in the system. Zulkarnainkedah(2015), the main purpose of the research is to find the 'key success factors' of online food ordering services; if it depends upon the website quality(design) or service quality or website trust which leads to loyalty in an online ordering environment. Service quality and loyalty reflect that efficient delivery, reliable customer service and food characteristics (e.g. freshness, presentation, healthy) are also essentials for operating successful food ordering services.

Mathews Joao Chorneukar (2014), in his study on Customer Perceptions of Electronic Food Ordering, tells us about how people prefer to buy food through electronic ordering. The satisfaction of the customer is seen through electric food ordering. People working in IT sector mostly prefer these electronic ordering. And telephone is the mainly used for electronic food ordering. And it was also found out that lots of money was being demanded during delivery of food.

Nitiwanakul W (2014) this study was to examine the relationship between customers' perceived value and its drivers which influence fine dining restaurant selection. The results indicated that perceived value and monetary cost were the key factors that influence consumers' intention to select a fine dining restaurant. Food quality, service quality, monetary cost and non-monetary cost were found to be the essential factors which directly affect the overall customer perceived value of fine dining restaurants, in a positive way for quality and a negative way for cost.

Jabir Tribhuvan (2015) The study resulted in that the majority of the respondents reported eating out once in a month. They primarily dined out with friends or family members on holidays or special occasions. By using chi-square analysis the difference in consumer's preferences for eating out has been analyzed for family and fast food style restaurants. The study also identified that the preference for eating out was significantly more prominent among those who were younger (<30 years), more educated (preferably graduate in any discipline), employed, and having more than one income earners in their family and belonging to higher income groups of households (>`. 15,000 per month).

Chavan (2015) in his study revealed that customer using a Smartphone was considered as a basic assumption for the system. When the customer approach to the restaurant, the saved order can be confirmed by touching the Smartphone. The list of selected preordered items shall be shown on the kitchen screen, and when confirmed, order slip shall be printed for further order processing. The solution provides easy and convenient way to select pre-order transaction form customers.

According to Vincet et al., (2016) The purpose of this study was to examine the structural relationship between convenience motivation, post-usage usefulness, hedonic motivation, price saving orientation, time saving orientation, prior online purchase experience, consumer attitude and behavioral intention towards OFD services. 224 valid questionnaires were collected to empirically test the research model using the partial least square (PLS) path modeling approach. The results implied that the proposed hypotheses were supported, except for the relationship between prior online purchase experience and post-usage usefulness.

Adithya R. et al., 2017 his study revealed that how online food delivery system reduce the time consumption rather than going restaurant and waiting in a restaurant. This study proposed the advantage of online system like the online food ordering system sets up a food menu online and customers can easily place the order as per their wish. Also with a food menu, customers can easily track the orders. This system also provided a feedback system in which user can rate the food items. Also, the proposed system can recommend hotels, food, based on the ratings given by the user, the hotel staff will be informed for the improvements along with the quality. The payment can be made online or pay-on-delivery system.

CHAPTER 3

RESEARCH METHODOLOGY

STATEMENT OF THE PROBLEM

The purpose of this study will be to identify and evaluate the comparative Promotion Strategies used by Zomato and Swiggy in order to help them become more effective in attracting customers.

In other words, both the company will be able define its potential customers, their expectations, and more importantly, appropriate channels for transferring the value propositions to customers.

OBJECTIVE OF THE STUDY

Following are the objectives of the study:

- To know about the Strategies adopted by Zomato and Swiggy

- To understand the 4 Ps used by the Zomato & Swiggy in business.

- To find the potential market for food delivery services in India.

- To learn about how successful are both the companies in implementing their strategy and accomplishing their goals.

SCOPE OF THE STUDY

Completion of the project could help marketing team to develop brand promotion strategies as per the market condition and demand. Also it will help to understand the current market scenario and essence of marketing in stiff competition and this present scenario of customer acquisition & retention. Being a student of management we will draw the relevant conclusions from the market survey and give the appropriate suggestion to the organization.

RESEARCH METHODOLOGY

Type of Research Design : Descriptive Research

I have used *Descriptive research* as my research design for this particular project. Descriptive research is defined as a <u>research method</u> that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the "what" of the research subject rather than the "why" of the research subject.

Data collection method : Secondary data

For the purpose of my project *Secondary data* is used. It consists of information that already exists somewhere and has been collected for some specific purpose in the study.

Secondary Data used for my project were as follows :

- Business Magazines
- Research papers
- Articles
- Internet Sources

The secondary data were also being taken from the survey conducted by a food journal. The particular survey was intended for the purpose of comparison between Swiggy and Zomato. This was done through a close ended questionnaire (attached in this report) wherein 100 employees each from both the companies were being taken as the respondent.

This project involves a detail study of the market based on the consumers. For estimating the market potential and our own brand's market share different methods of primary data collection will be employed in the form of questionnaire, structured and unstructured interviews and methods for establishing facts about building marketing insights were used. Further to accommodate the additional factors such as competitor presence in the market, and promotional costs etc while calculating market potential was taken care of. An inter – brand comparison as well as a brand awareness study to limited extends will also carried away.

LIMITATION OF THE STUDY

- The study was restricted to only those clients who were related to Zomato and Swiggy.
- The study was region specific.
- The sample size will be limited so the results obtained from the study may not be generalized for the whole population.
- The time period of the study will not sufficient to measure the consumers' response effectively and reach to a more valid conclusion.

CHAPTER 4

PROFILE OF THE COMPANIES

ZOMATO

Zomato is an Indian restaurant search and discovery service founded in 2008 by Deepinder Goyal and Pankaj Chaddah. It currently operates in 24 countries. It provides information and reviews on restaurants, including images of menus where the restaurant does not have its own website.

HISTORY

The restaurant search and discovery platform commenced its operations below the call, Foodiebay. In November 2010, the logo became renamed as Zomato.

By 2011, Zomato launched in Bengaluru, Pune, Chennai, Hyderabad and Ahmedabad with the advent of Xxx domains in 2011, Zomato additionally launched zomato.Xxx, a website dedicated to meals porn. The organization launched a print version of the website content material named, "Citibank Zomato Restaurant Guide", in collaboration with Citibank in May 2012, but it has since been discontinued.

In September 2012, Zomato multiplied remote places to the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa. In 2013, the company released in New Zealand, Turkey, Brazil and Indonesia with its website and apps available in Turkish, Brazilian Portuguese, Indonesian and English

In April 2014, Zomato released its services in Portugal, accompanied by launches in Canada, Lebanon and Ireland the identical yr.

The acquisition of Seattle-primarily based food portal Urbanspoon marked the firm's access into the USA, Canada and Australia, and brought it into direct competition with Yelp, Zagat and OpenTable.

In February 2017, Zomato in an enterprise's blog, defined the concept of cloud kitchen. With its cloud kitchen, the corporation will assist the eating places to make bigger their presence without incurring any constant charges.

In September 2017, Zomato claimed that the agency had "became worthwhile" within the 24 international locations it presently operates in. Furthermore, Zomato introduced that the "zero commission model" is to be delivered for partner restaurants.

Zomato narrowed down its losses by means of 34% to ₹389 Cr [clarification needed] for the economic 12 months 2016-17, from Rs 590.1 Cr crore in the preceding 12 months 2015-sixteen.

On 10 December 2018, a video went viral which showed a meals deliverer consuming directly out of the orders he needed to supply. In the video, the person can be seen repacking the meals after consuming it. The business enterprise stated it became a "rare" incident and it'll launch measures to save you that from going on again

INVESTMENTS

Between 2010-13, Zomato raised about US$sixteen.7 million from Info Edge India, giving them a 57.9% stake in Zomato. In November 2013, it raised a further US$37 million from Sequoia Capital and Info Edge India.

In November 2014, Zomato finished every other spherical of investment of US$60 million at a publish-cash valuation of ~US$660 million. This spherical of funding changed into being led mutually by Info Edge India and Vy Capital, with participation from Sequoia Capital.

In April 2015, Info Edge India, Vy Capital and Sequoia Capital led another spherical of investment for US$50 million. This turned into observed by means of every other US$60 million investment led by Temasek, a Singapore authorities-owned funding business enterprise, in conjunction with Vy Capital in September.

In October 2018, Zomato raised $210 million from Alibaba's price associate Ant Financial. Ant Financial obtained an ownership stake of over 10% of the business enterprise as part of the spherical, which valued Zomato at round $2 billion. Zomato had additionally raised a further $150 million additionally from Ant Financial in advance in 2018

ACQUISITIONS

Zomato has acquired 12 startups globally. In July 2014, Zomato made its first acquisition with the aid of shopping for Menu-mania for an undisclosed sum. The agency pursued different acquisitions inclusive of lunchtime. Cz and obedovat.Sk for a mixed US$3.25 million. In September 2014, Zomato received Poland-based totally eating place search provider Gastronauci for an undisclosed sum. Three months later, it received Italian eating place search service Cibando.

Zomato received Seattle-primarily based food portal Urbanspoon for an expected $60 million in 2015. Other acquisitions of 2015 encompass Mekanist in an all-cash deal, the Delhi primarily based startup MapleGraph that built MaplePOS (renamed as Zomato Base, and NexTable, a US-based totally desk reservation and restaurant control platform.

In 2016, the employer acquired Sparse Labs, a logistics technology startup and the food delivery startup, Runnr, in 2017. In September 2018, Zomato acquired Bengaluru-based totally meals e-market TongueStun Food for about $18 million in a coins and stock.

ZOMATO SECURITY BREACHES

On 4 June 2015, an Indian safety researcher hacked the Zomato website and won access to data approximately 62.5 million users. Using the vulnerability, he was capable of get admission to personal statistics of customers which includes cellphone numbers, electronic mail addresses and Instagram personal pictures the usage of their Instagram access token. Zomato fixed the difficulty within 48 hours of it turning into obvious. On 15 October 2015, Zomato changed enterprise strategies from a Full-Stack marketplace to an Enterprise marketplace. This led Zomato to lessen of its team of workers by using 10%, or round three hundred humans.

On 18 May 2017, a protection blog known as Hackread claimed over 17 million money owed have been breached. "The database includes emails and password hashes of Zomato customers, even as the fee turned into set for the entire package deal is $1,001.43 (Bitcoins 0.5587). The dealer also shared a trove of pattern statistics to prove it is professional", the Hackread's post said. Hackread claimed info of 17 million users had meanwhile been sold at the Dark Web. Zomato showed that names, e mail addresses and encrypted passwords had been taken from its database. The agency reassured affected clients that no charge statistics or credit score card details were stolen.

Zomato said the security measures it uses make certain the stolen passwords can't be converted back into everyday text, however it still entreated customers who use the equal password on other offerings to exchange them. It also logged the affected users out of the app and reset their passwords. "So far, it looks as if an internal

(human) security breach - some employee's development account got compromised", the organization stated in a blog post however later, whilst Zomato contacted the hacker, they found a loophole in their security. The hacker eliminated the stolen content from Dark Web soliciting for a healthful malicious program bounty program.

SWIGGY

Swiggy is a food ordering and Delivery Company based totally out of Bangalore, India. Swiggy become stimulated with the aid of the thought of offering a complete food ordering and transport solution from the fine neighborhood restaurants to the city foodie. A single window for ordering from an extensive variety of eating places, we have our very own unique fleet of delivery employees to pick up orders from restaurants and deliver it to customers. Having our personal fleet gives us the flexibility to offer customers a no minimum order policy on any restaurant and receive on line bills for all accomplice eating places that we paintings with. Our transport employees bring one order at a time which ensures we get reliable and speedy deliveries.

Swiggy is a quick growing VC-subsidized on-call for begin up centered on revolutionizing food transport industry. Their primary attention is on client revel in – making sure superfast deliveries and doing this in the maximum seamless fashion for our customers. Swiggy became commenced in August 2014 through Sriharsha Majety and Nandan Reddy, both alumni of BITS-Pilani, and Rahul Jaimini, an alumnus of IIT, Kharagpur.

Swiggy is trying to execute this imaginative and prescient through our Smartphone ready delivery fleet, something that's unique as compared to different meals ordering platforms. Guided by an app and powered with the aid of custom built routing algorithms, we are constructing up a wondrous network of on-demand meals transport, one town at a time.

Swiggy is Provider of an on-call for meals shipping platform designed to deliver meals from neighborhood restaurants at once to customers' doorways. The organization's meals shipping platform lists local restaurants

and menu lists on an app for users to reserve from and track transport of its drivers, permitting users to reserve meals with pace and convenience.

Innovation at Swiggy

Swiggy operates in a niche segment by using providing restaurant database to customers in conjunction with the menu, the region and perhaps the maximum critical, reviews. One can contemplate over how a player running in a gap section be so a success that the phase itself has begun grabbed eyeballs and is becoming predominant-move. This has been made feasible by means of the strategic innovations the website has carried through the years of operation.

A 360-degree turnaround strategy became hired in the spheres of Marketing, Operations and IT infrastructure. While among the innovations may be termed as proactive, Swiggy controlled to discover creative solutions to some of the fundamental troubles regularly occurring within the segment.

Marketing

Being a spot player, it's miles very crucial that the masses are aware about internet site and its services. Not simplest did Swiggy carried out the identical; it mounted advertising as its core competency. They employ each Below the Line (advertising and marketing) and TV advertisements to stay at pinnacle of the purchaser's mind. Most of their campaigns went viral because of creativity in their commercials, be it print, social media or television. As a result, Swiggy has come to be synonymous with the time period 'restaurant database'. Most of the other players do now not have any big presence on line. Swiggy has a primary presence on social media i.e. Facebook and Twitter. 'There are kinds of human beings within the international' has been the most a hit campaign up to now in phrases of consumer engagement. Swiggy believe in 'Content is the King'. They in no way unsolicited mail the wall with inappropriate posts, create advertisements round food, replies to every and every person post and feature apps for all of the cellular systems.

Operations

Swiggy isn't as concerned in extensive operations as a manufacturing or FMCG firm might be. The demanding situations being faced with the aid of Swiggy are more of 'increase pangs'. Their operational strategy is to get things carried out on precedence instead of creating new tactics for them to be done. Since, the teams are getting bigger and bigger in size, controlling them and infusing order inside the chaos has recently been proving hard. As the corporation is growing, a limiting or a few innovations in operations division may be necessary. Moreover, the organization is following global approach and will soon be open for enterprise in Singapore and Dubai. Hiring the right humans has been the undertaking. A lingering question of whether to lease Indian for

remote places operations or lease the neighborhood employees who may additionally show to be hard to govern, has always been behind the mind.

Meeting call for brand new functions at the internet site from the patron has been every other massive venture. The concept might not be a strategic healthy for the employer however they ought to think difficult on the issue if a first-rate bite of consumer needs the same characteristic.

One such regularly requested feature is 'accepting orders online on behalf of restaurants'. While Swiggy affirms that they own the essential technical skills and sales personnel to implement the same, operational demanding situations which include customization of meals as in keeping with the patron and adhering to promised shipping time are but to be worked upon.

IT Infrastructure

Swiggy internet site is visited with the aid of 20 million foodies every month. The internet site gives them progressive functions which include opportunity to proportion their testimonies being a foodie and permits them to create and share their non-public meals diary. The internet site routinely detects the user's region and has a custom designed page for anybody. There is a lively weblog updated by the CEO himself. New features are added nearly every week. Such massive visitors have to be backed up by means of a robust infrastructure and Swiggy is constantly running towards assembly as much as the challenges.

Most of the corporations of Swiggy length do no longer even care about load instances of their websites. But Swiggy is planning to lay infrastructure in every United States where it operates, so that load instances are quicker and users can get food faster. Cost is once more a chief issue.

Financial turnaround strategy of Swiggy

There are 3 major sources of Revenue for firms like Swiggy:

1. **Consulting (Solutions supplier) and advisory roles:**
   Data analysis and business intelligence tools are widely used by Swiggy content expert to advice clients on number of issues. Swiggy maintains a huge database (terabytes) and analyzes them to understand demand and crowd patterns, customer tastes and preferences, competitions, etc. Thus, indirectly, Swiggy acts as a consultant (information supplier) to the restaurants, providing them specialist solutions to improve the visibility of the restaurant on the online space.

2. **Advertising:**

Placing ads for restaurants on Swiggy website and app constitutes a major part of strategies and the key motto of the business model. These advertisements can be seen under the title **"Trending Restaurants this week"**. In addition, complementary advertisements regarding events in restaurants in the locality accounts for another 5% of the total revenue of Swiggy.

3. **Event ticket sales:**

The tickets for various events are made available through the site, thus working as an interface cum e-ticketing partner (somewhat similar to bookmyshow.com). The revenue generated is certain percentage of the ticket amount or according to the advertising contract with the restaurant.

CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

1. **Age**

Age Group	Zomato	Swiggy
18-25	23	29
26-35	38	27
36-45	29	33
46 and above	10	11

Chart no. 1
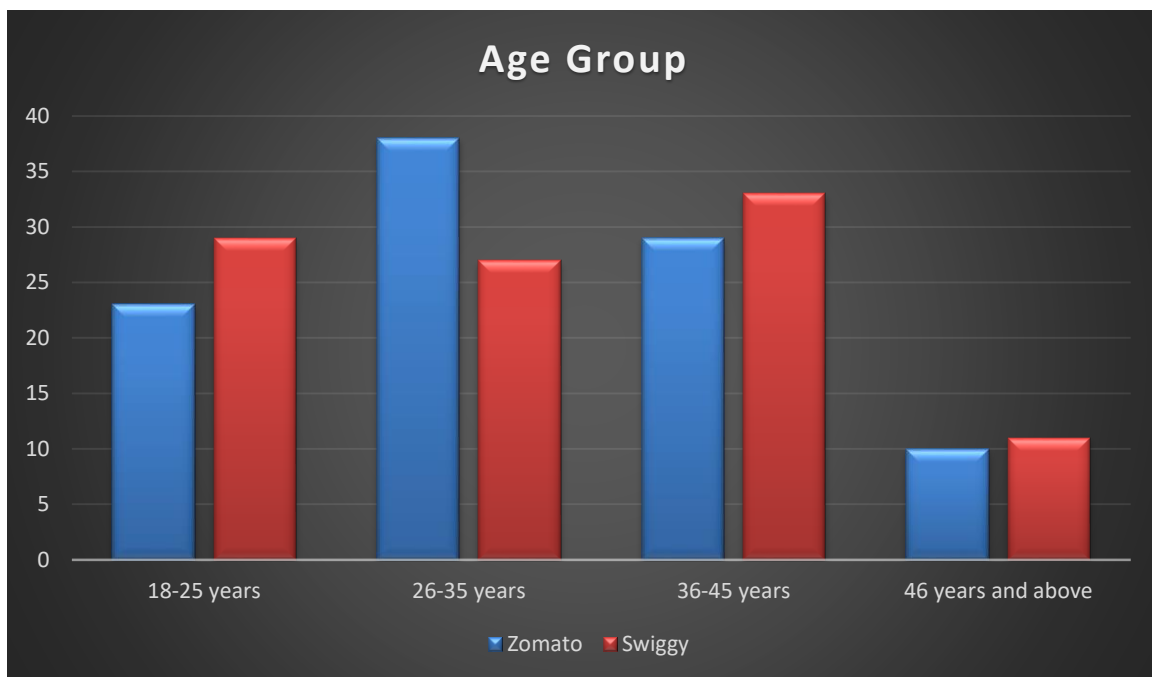
Interpretation:

From the above table it can be said that both Zomato and Swiggy have relatively young employees.

2. **Gender**

Gender	Zomato	Swiggy
Male	63	69
Female	37	31
Total	100	100

Chart no. 2
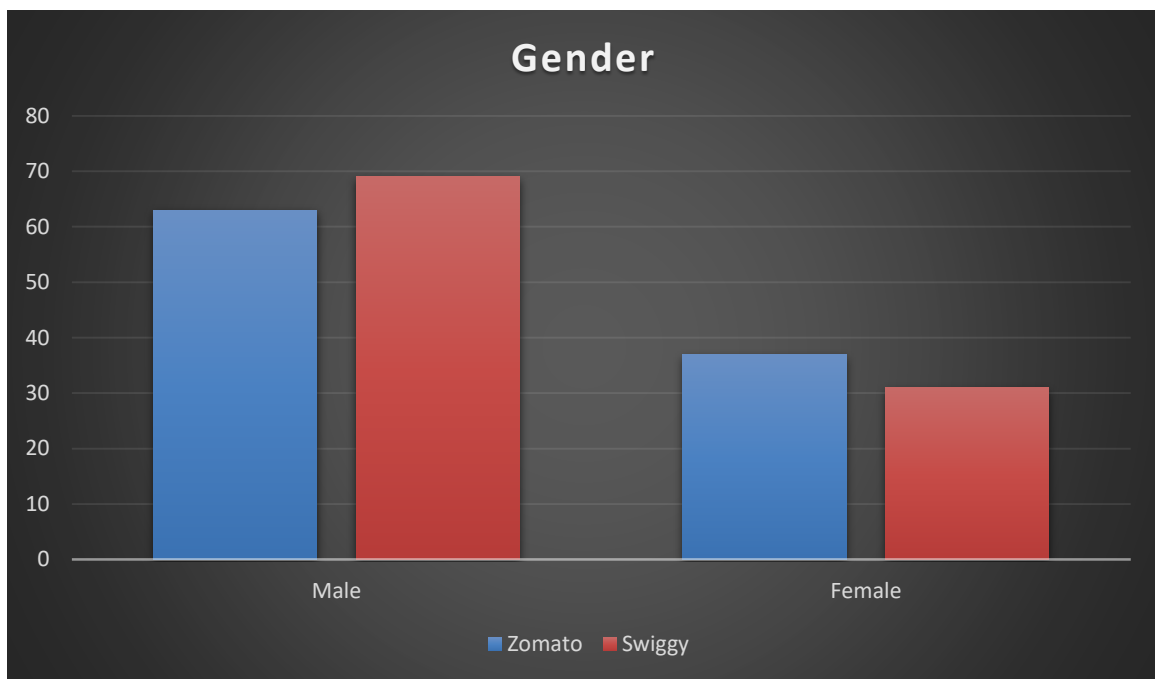
Interpretation:

From the above table it can be said that Zomato have relatively more no. of female employees as compared to Swiggy.

3. Does your company have a clear image and branding that pleases you?

Table no. 3

Image & Branding	Zomato	Swiggy
Yes	88	79
No	12	21
Total	100	100

Chart no. 3
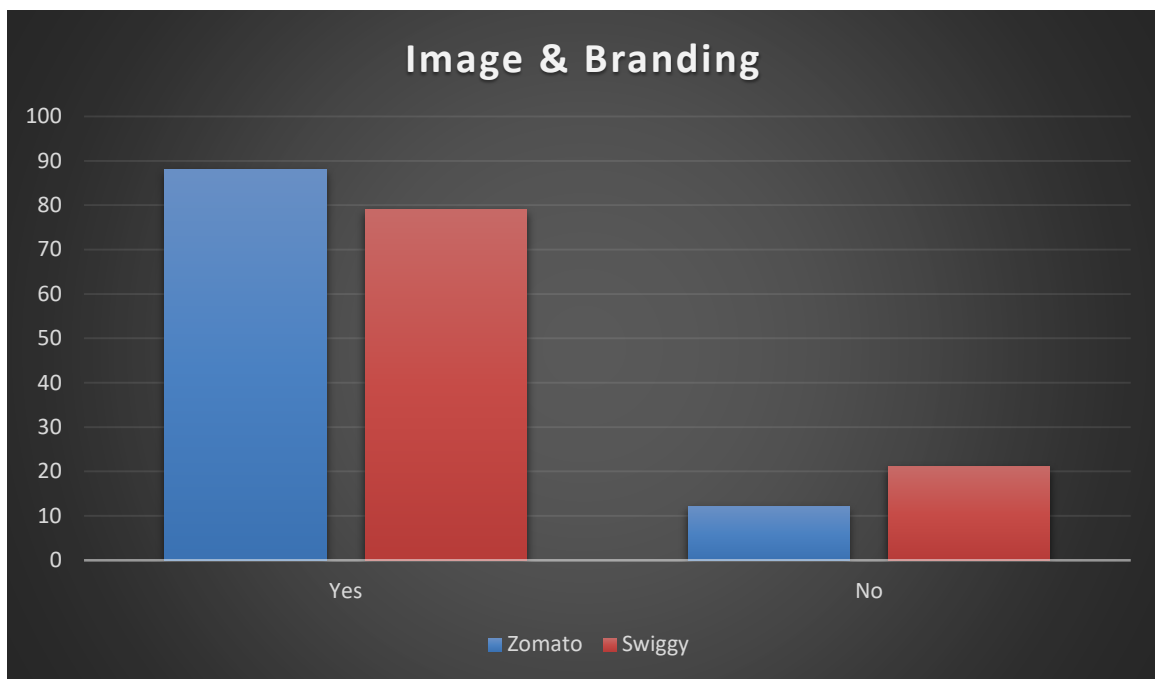
Interpretation:

From the above table it can be said that Zomato has a clearer image and Branding that pleases their employees.

4. Does your image and branding reflect who you are and what you do now rather than what you have done in the past?

Table no. 4

Current Image	Zomato	Swiggy
Yes	93	78
No	7	22
Total	100	100

Chart no. 4
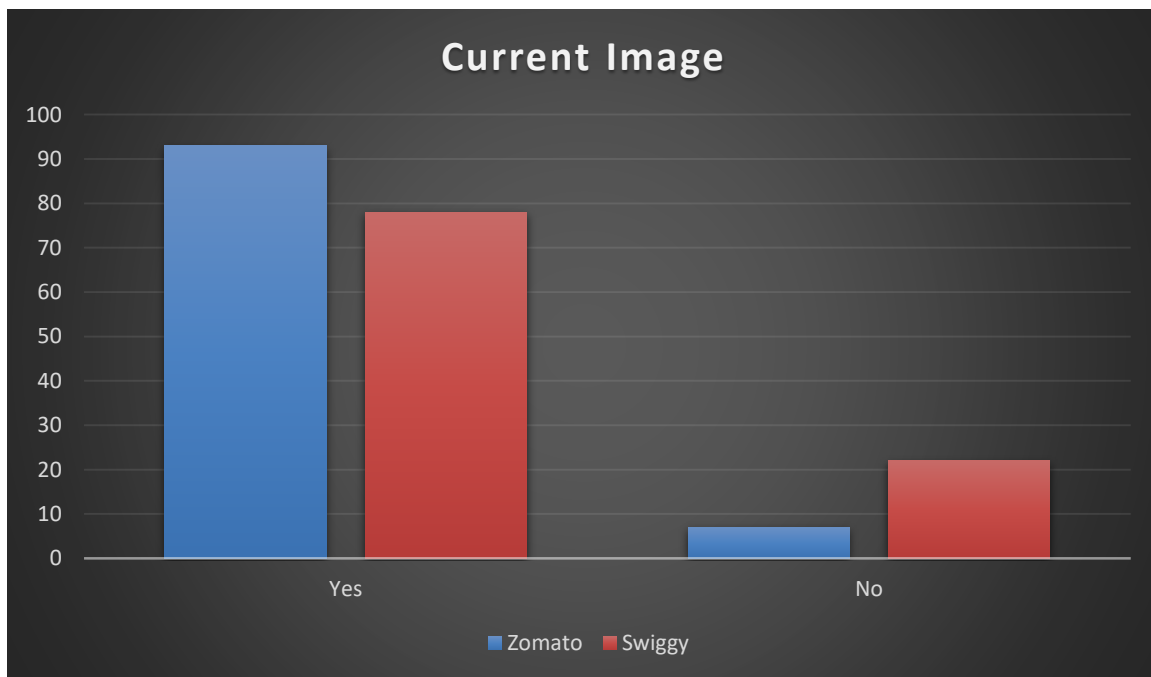
Interpretation:

Looking at the table above it seems like Zomato has a clearer image and branding reflect who they are and what they do now rather than what they have done in the past.

5. **Do you have a specific marketing plan that is currently driving your marketing efforts?**

Table no. 5

Marketing Plan	Zomato	Swiggy
Yes	83	81
No	17	19
Total	100	100

Chart no. 5
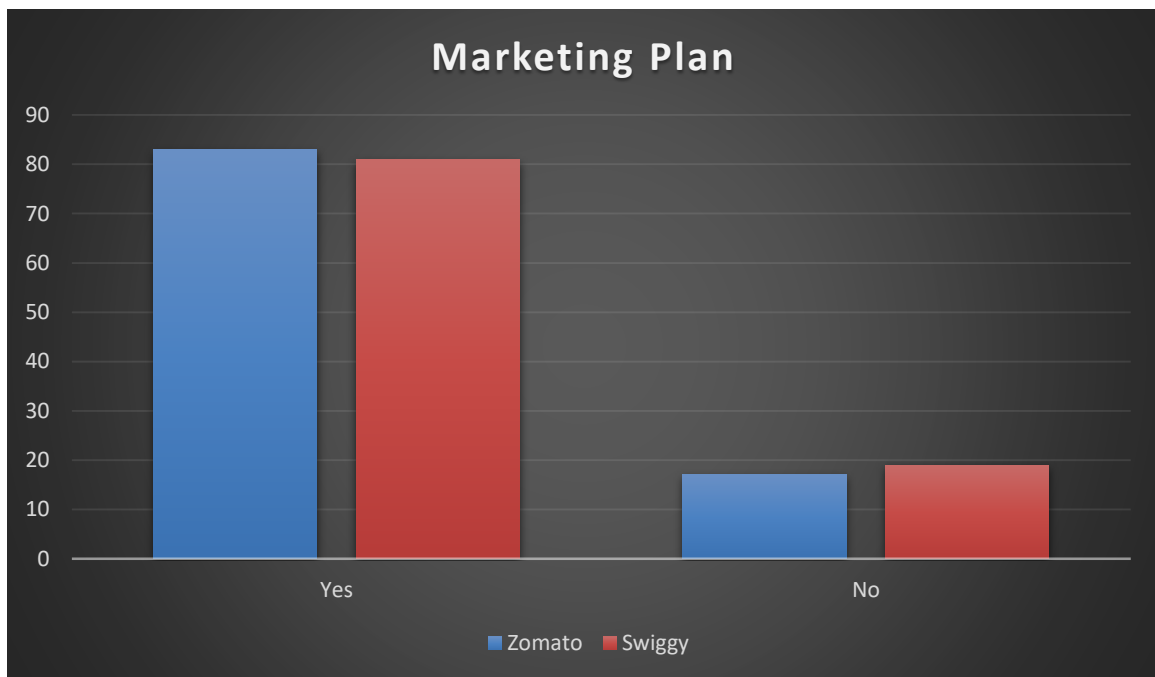
Interpretation:

From the above table it seems that both Zomato and Swiggy have a specific marketing plan that is currently driving their marketing efforts.

6. **Do you know your Unique Selling Proposition – that which makes you different from all your competitors?**

Table no. 6

USP	Zomato	Swiggy
Yes	85	78
No	15	22
Total	100	100

Chart no. 6
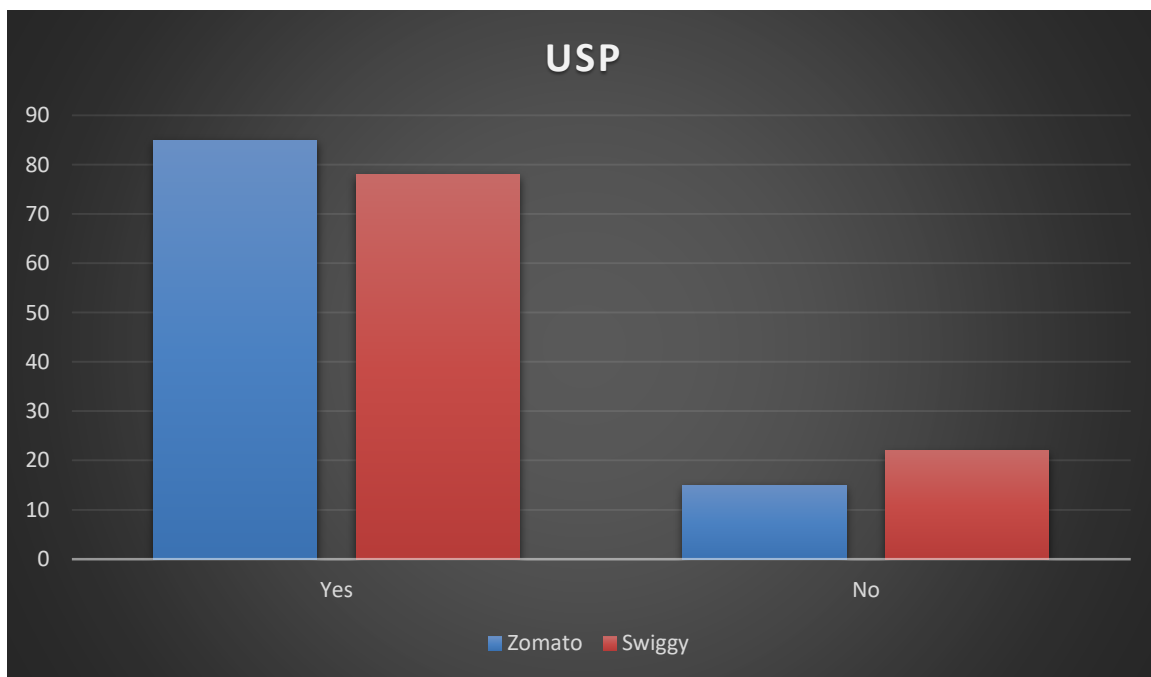
Interpretation:

From the above table it can be said that Zomato have known their Unique Selling Proposition – better than Swiggy which makes them different from all their competitors.

7. Does your company have a story that will capture the hearts and interest of potential clients?

Table no. 7

Story	Zomato	Swiggy
Yes	78	81
No	22	19
Total	100	100

Chart no. 7
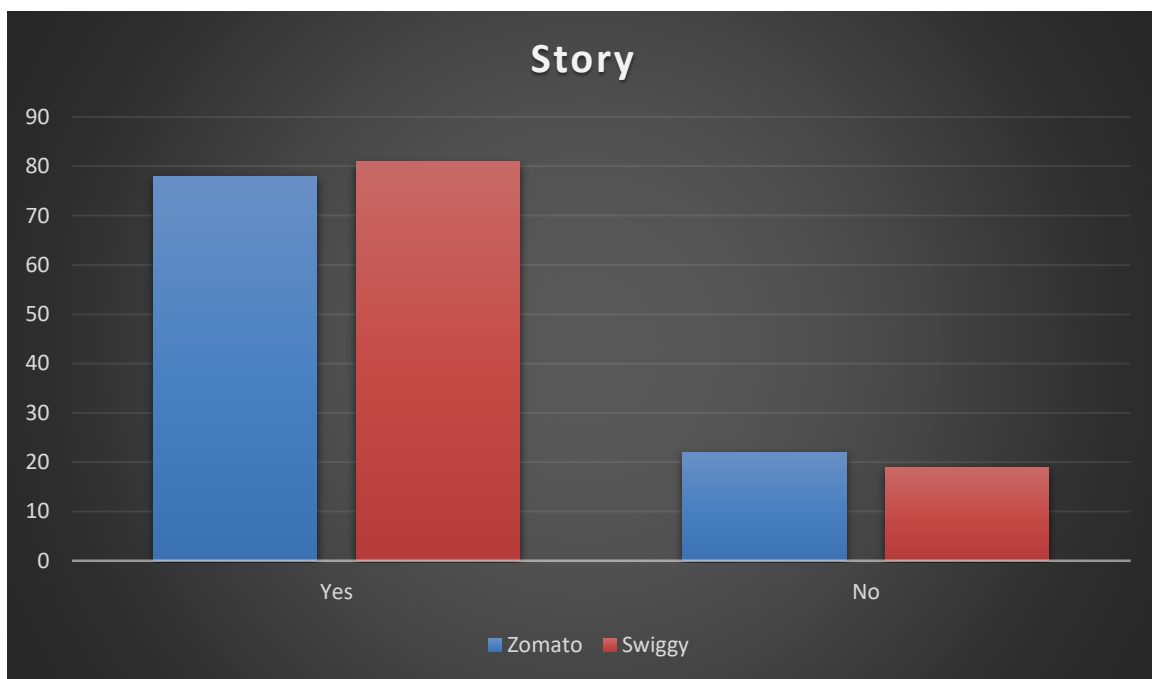
Interpretation:

From the above table it can be said that both Zomato and Swiggy have a story that will capture the hearts and interest of potential clients.

8. Have your company set up an annual marketing budget?

Table no. 8

Marketing budget	Zomato	Swiggy
Yes	100	100
No	0	0
Total	100	100

Chart no. 8
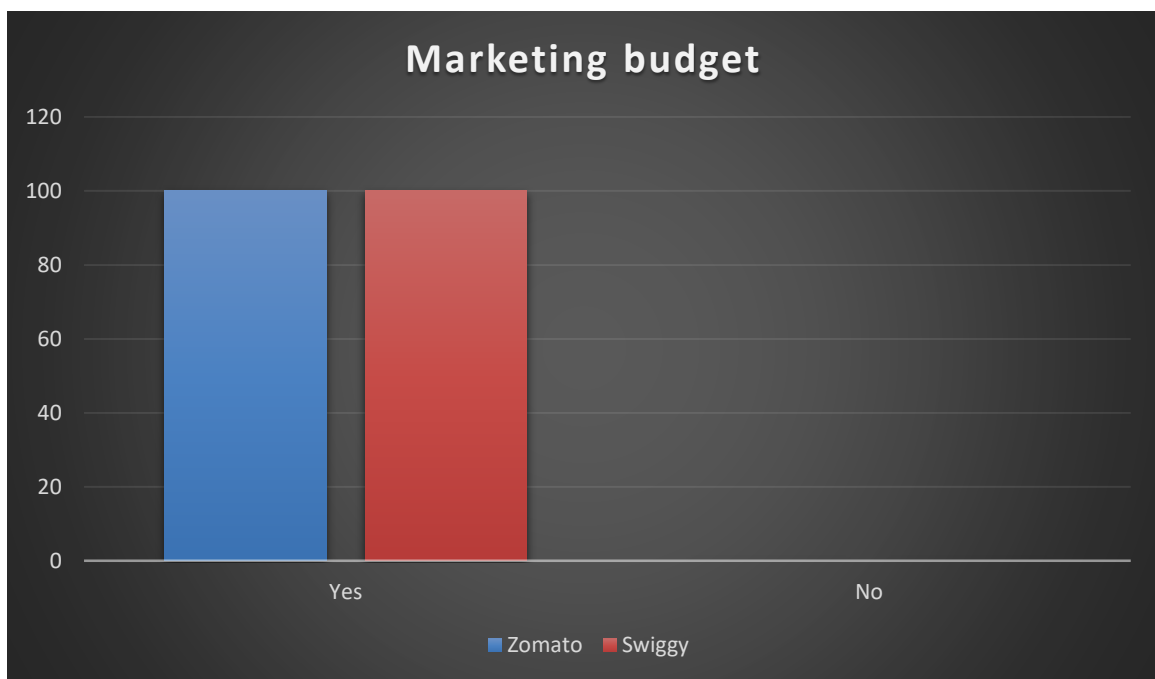
Interpretation:

From the above table it is absolutely clear that both Zomato and Swiggy have set up an annual marketing budget.

9. Does your company have a reliable website?

Table no. 9

Company website	Zomato	Swiggy
Yes	100	100
No	0	0
Total	100	100

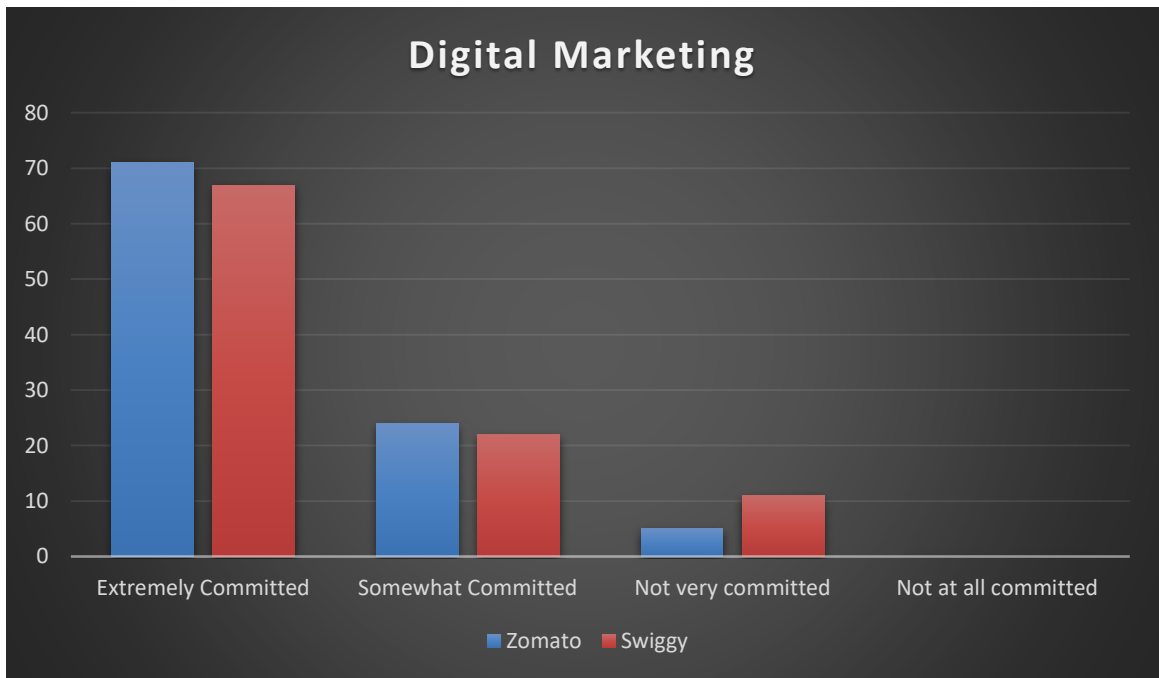**Chart no. 9**
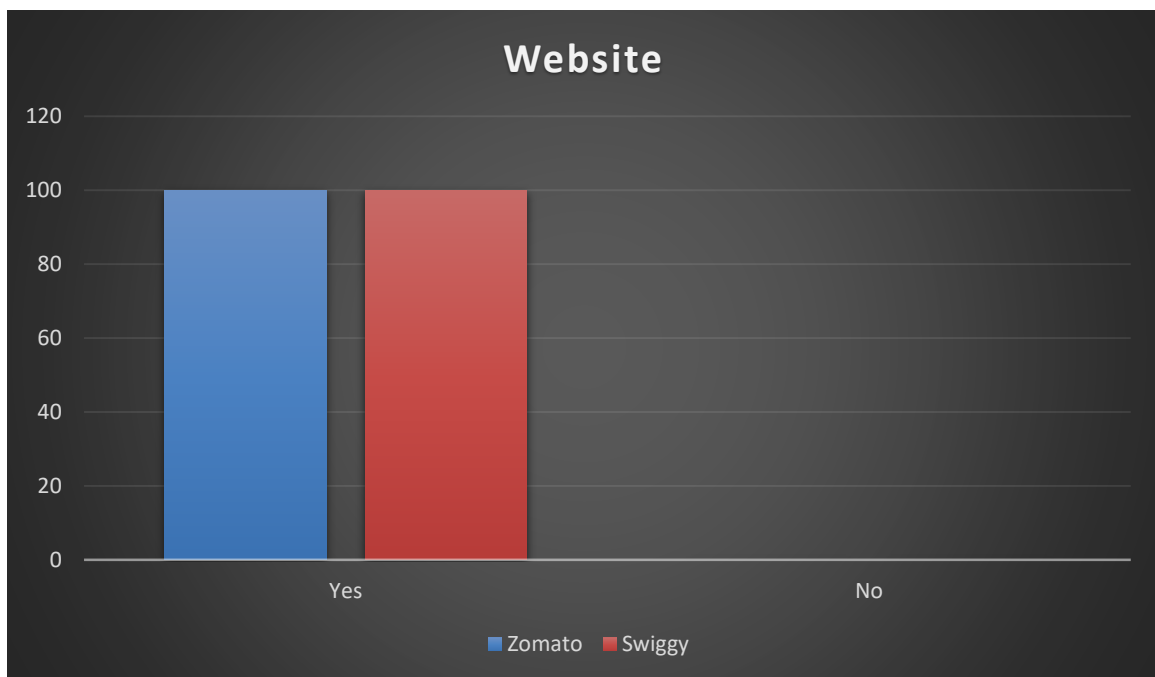
Interpretation:

From the above table it is clear that both Zomato and Swiggy have their Websites.

10. How committed is your company about Digital Marketing?

Table no. 10

| Digital Marketing	Zomato	Swiggy
Extremely committed	71	67
Somewhat committed	24	22
Not very committed	5	11
Not at all committed	0	0
Total	100	100

Chart no. 10

Interpretation:

From the above table it can be said that both Zomato and Swiggy are equally committed to Digital Marketing.

11. Is company monitoring the success of your online strategy?

Table no. 11

| Monitoring	Zomato	Swiggy
Yes	88	85
No	12	15
Total	100	100

Chart no. 11
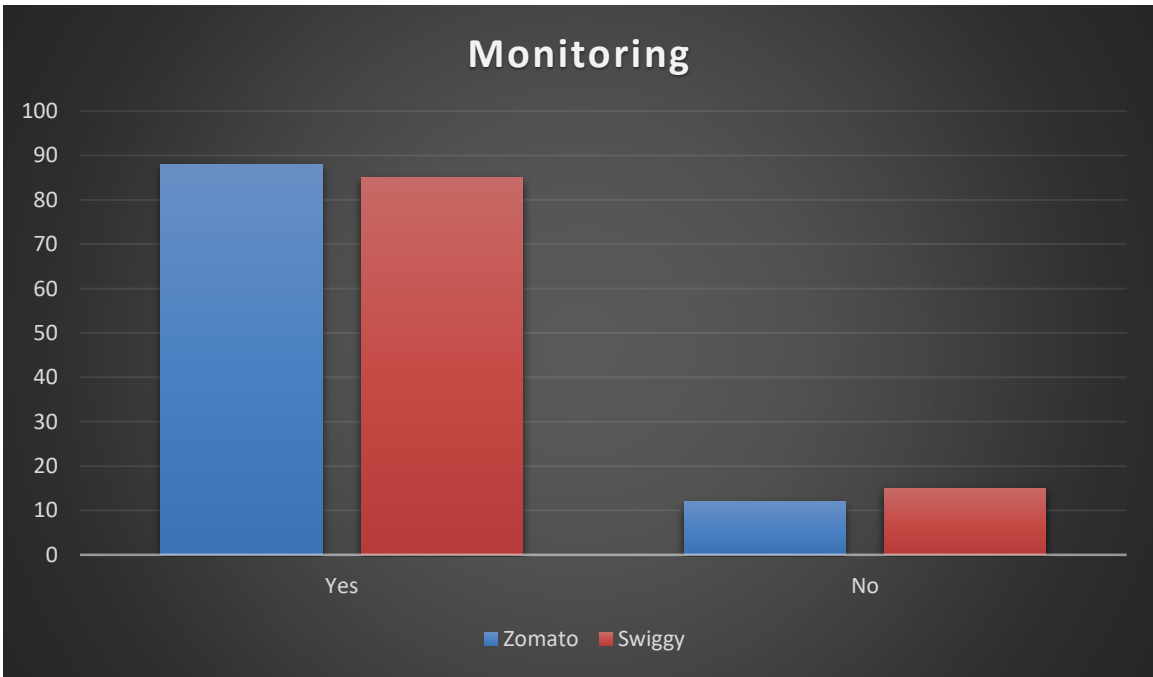
Interpretation:

From the above table it can be seen that both Zomato and Google very closely monitor the success of their online strategy.

12. Are you satisfied with the number of leads you generate per month from all your marketing channels?

Table no. 12

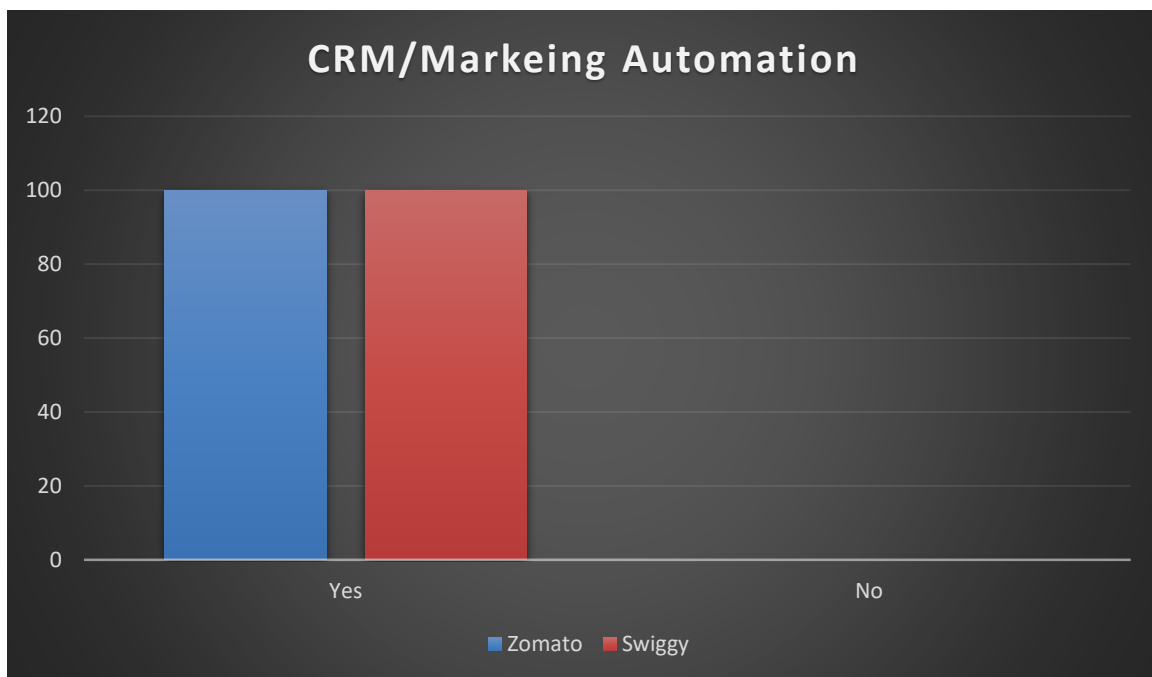| Leads	Zomato	Swiggy
Extremely Satisfied	63	36
Somewhat Satisfied	22	41
Dissatisfied	15	23

Chart no. 12
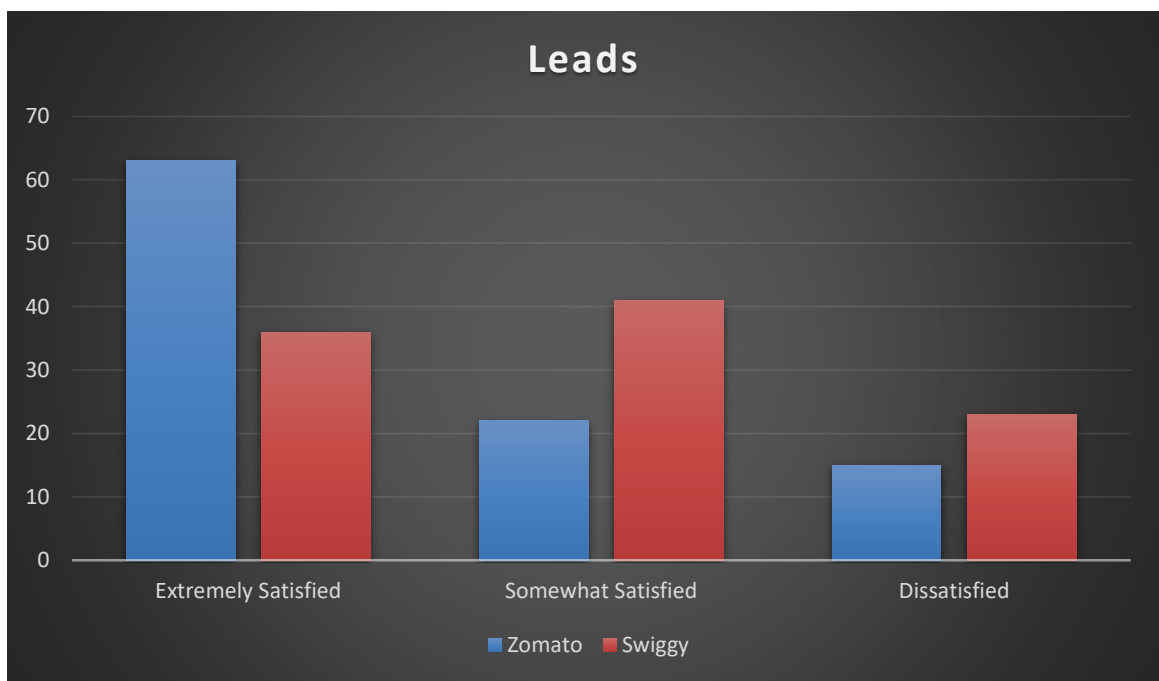
Interpretation:

From the above table it can be seen that Zomato is more satisfied with the leads they generate per month from all the marketing channels as compared to Swiggy.

13. Do you currently use a CRM or marketing automation platform?

Table no. 13

| CRM/Marketing Automation	Zomato	Swiggy
Yes	100	100
No	0	0
Total	100	100

Chart no. 13

Interpretation:

From the above table it can be seen that both Zomato and Swiggy are using a CRM or marketing automation platform.

14. Which of the following vehicles are you using as part of your web presence?

Table no. 14

| Web presence	Zomato	Swiggy
Blog	82	79
Forum	59	62
Gallery	46	50
Online Store	24	33
Your own website	93	94

Chart no. 14
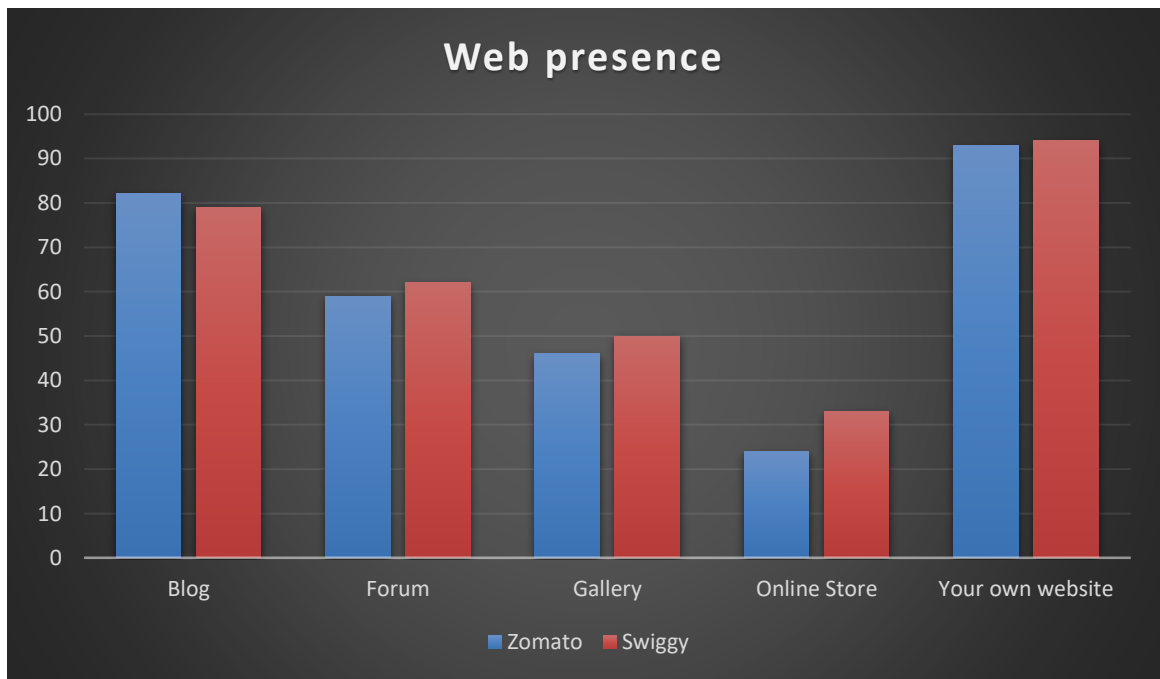
Interpretation:

From the above table it is clear that both Zomato and Swiggy are using all the possible vehicles as part of their web presence.

15. Which do you think is most effective for Digital Marketing?

Table no. 15

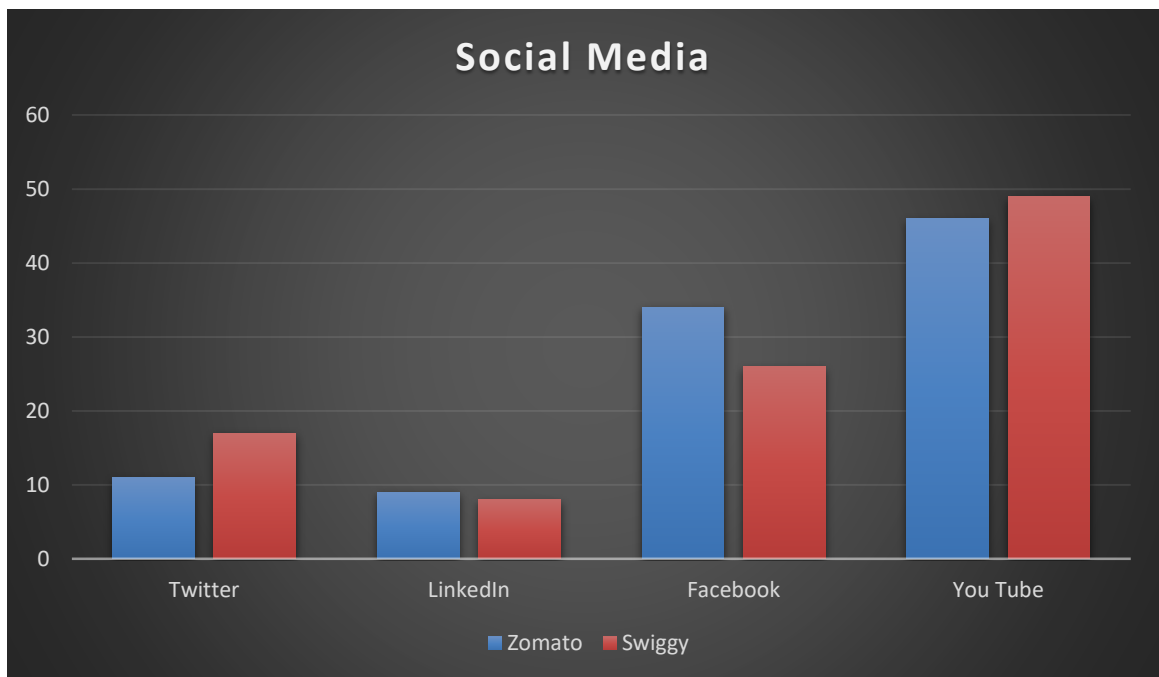| Effective Digital Marketing	Zomato	Swiggy
Search engine	11	23
Digital press releases	9	14
Digital market place	34	19
Social media	46	44

Chart no. 15
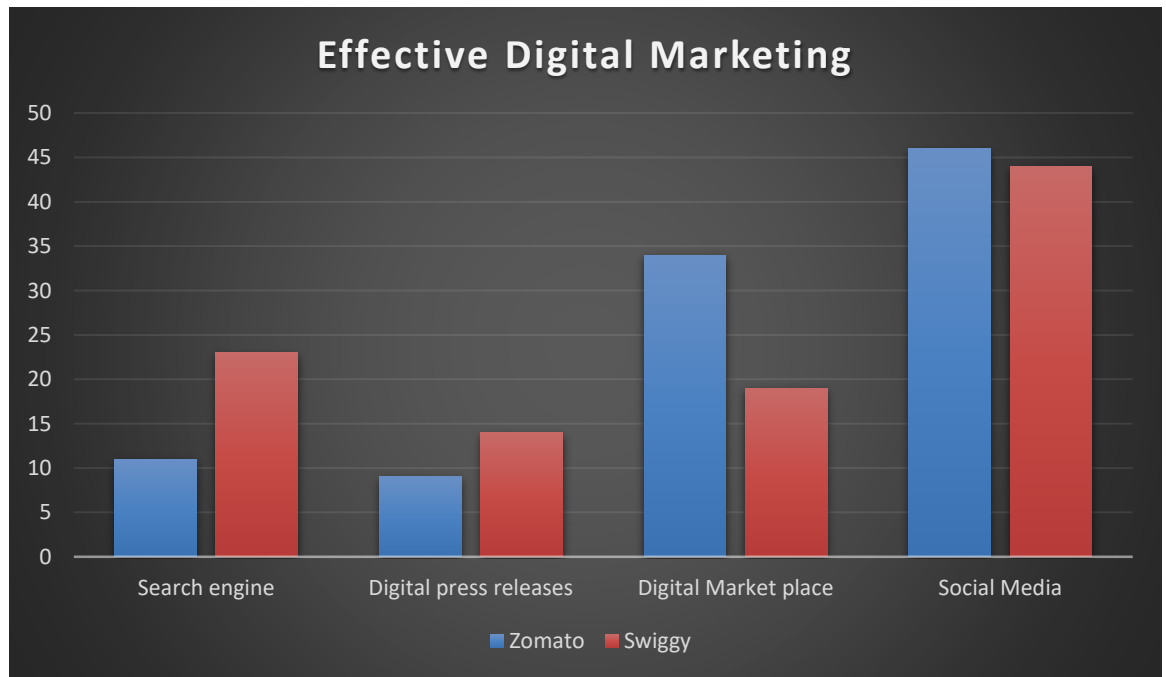
Interpretation:

From the above table it can be said that both Zomato and Swiggy believe that Social media is the most effective for Digital Marketing.

16. Which social media source is most effective for Digital Marketing?

Table no. 16

| Social media	Zomato	Swiggy
Twitter	11	17
LinkedIn	9	8
Facebook	34	26
You Tube	46	49

Chart no. 16

Interpretation:

From the above table it can be seen that according to both Zomato and Swiggy YouTube and Facebook are the most effective for Digital Marketing.

17. Do you think the company has been successful in implementing the defined strategy.

Table no. 17

| Implementation	Zomato	Swiggy
Extremely Successful	42	34
Somewhat Successful	33	35
Not very Successful	25	31
Not at all Successful	0	0

Chart no. 17
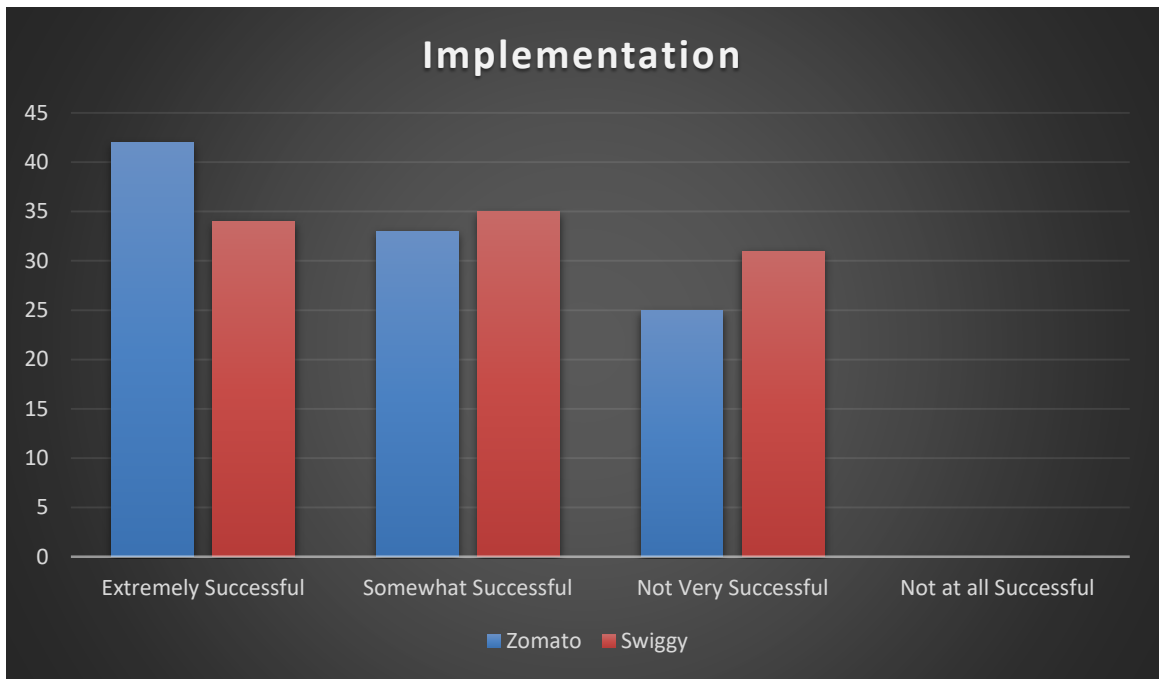
Interpretation:

From the above table it can be seen that Zomato seems to have been successful in implementing the defined strategy for marketing as compared to Swiggy.

18. The company has accomplished the desired goals set for Marketing.

Table no. 18

Accomplishment	Zomato	Swiggy
Extremely Agree	15	8
Agree	48	44
Neither agree nor disagree	17	20
Disagree	12	17
Extremely disagree	8	11

Chart no. 18
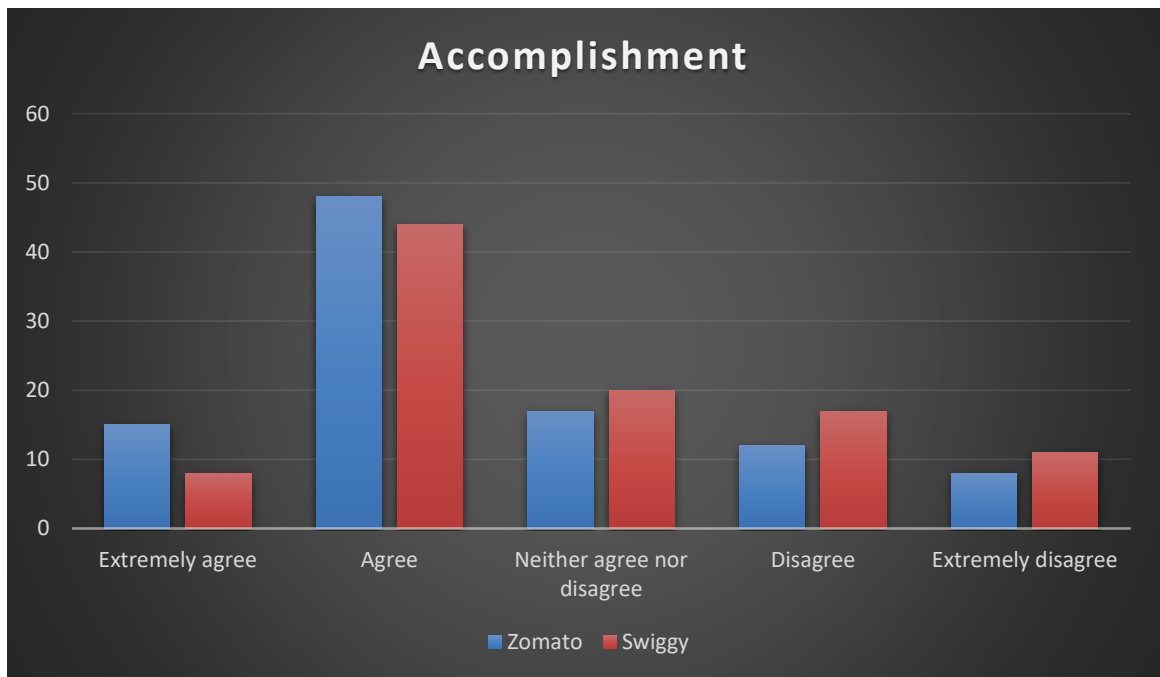
Interpretation:

Looking at the table above it seems that Zomato has been more successful in accomplishing the desired goals set for marketing than Swiggy.

CHAPTER 6

FINDINGS AND RECOMMENDATIONS

FINDINGS

- Both Zomato and Swiggy have successfully incorporated the promotional strategies like digital advertising which turn has increased the reach.
- The 4Ps Promotion, Product, Place and Pricing were successfully implemented by both Zomato and Swiggy.
- The Potential Markets for Both Zomato and Swiggy includes the Youth who has always been inclined to the Online delivery platform for its easy accessibility.
- Both Zomato and Swiggy have been extremely successful in implementing their strategies and accomplishing their goals.

RECOMMENDATION

1. More emphasis should be given to the advertisements and more seminars should be organized.
2. They should organize various types of promotional activities.
3. They should survey what products their competitors offer today and will offer tomorrow.
4. They should study what product their customer need today and will need tomorrow.
5. They should analyze what their competitors are doing to win their high value customer.

CHAPTER 7

CONCLUSION

Marketing effectiveness can be achieved by employing a superior branding strategy. By positioning the product or brand correctly, the product/brand will be more successful in the market than competitors' products/brands. Even with the best strategy, marketers must execute their programs properly to achieve extraordinary results.

Making and using a client acquisition strategy has a strong positive impact on profitability. This is because firms that employ a client acquisition strategy tend to focus on their customers and markets, integrate their marketing responses and work out in advance where their profits will come from.

A strategy consists of a well thought out series of tactics to make a client acquisition plan more effective.

Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

STABLE STRATEGY + FLEXIBLE TACTICS = VICTORY

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QUESTIONNAIRE

1. Age
   a) 18-25 years
   b) 26-35 years
   c) 36-45 years
   d) 45 years and above

2. Gender
   a) Male
   b) Female

3. Does your company have a clear image and branding that pleases you?
   a) Yes
   b) No

4. Does your image and branding reflect who you are and what you do now rather than what you have done in the past?
   a) Yes
   b) No

5. Do you have a specific marketing plan that is currently driving your marketing efforts?
   a) Yes
   b) No

6. Do you know your Unique Selling Proposition – that which makes you different from all your competitors?
   a) Yes
   b) No

7. Does your company have a story that will capture the hearts and interest of potential clients?

    a) Yes

    b) No

8. Have your company set up an annual marketing budget?

    a) Yes

    b) No

9. Does your company have a website?

    a) Yes

    b) No

10. How committed is your company about Digital Marketing?

    a) Extremely committed

    b) Somewhat committed

    c) Not very committed

    d) Not at all committed

11. Is company monitoring the success of your online strategy?

    a) Yes

    b) No

12. Are you satisfied with the number of leads you generate per month from all your marketing channels?

    a) Yes

    b) No

13. Do you currently use a CRM or marketing automation platform?

    a) Yes

    b) No

14. Which of the following vehicles are you using as part of your web presence?

    a) Blog

    b) Forum

    c) Gallery

    d) Online Store

    e) Your own website

15. Which do you think is most effective for Digital Marketing?

    a) Search engine

    b) Digital press release

    c) Digital market place

    d) Social media

16. Which social media source is most effective for Digital Marketing?

    a) Twitter

    b) LinkedIn

    c) Facebook

    d) YouTube

17. The company has been successful in implementing the defined strategy for marketing?

    a) Extremely successful

    b) Somewhat successful

    c) Not very successful

    d) Not at all successful

18. The company has accomplished the desired goals set for Marketing?

    a) Extremely agree

    b) Agree

    c) Neither agree nor disagree

    d) Disagree

    e) Extremely disagree