



Case Study

Company Intro:

Deepinder Goyal and Pankaj Chaddah founded the international restaurant aggregation and meal delivery business Zomato in 2008. Zomato offers information about restaurants, menus, and user ratings. It also offers choices for food delivery from partner restaurants in a few cities.

Current Scenario:

The company has strengthened its presence in Tier 2/3/4 markets over the past year with its expansion, but at the same time it is embroiled in a long-standing battle with restaurants to change its discount-happy ways. Whether this has a deep impact on Zomato's overall business is yet to be seen, but the fact is Zomato has opened up many more channels for revenue through its business model diversification.

1. Restaurant Listings / Advertising
2. Food Delivery
3. Subscription Programmes
4. Live Events
5. White Label Access
6. Zomato Kitchens

Problem Statement: Business growth & Expansion.

Now the company is looking for new business growth opportunities. After the launch of its IPO, Zomato has observed a lot of hiccups in its revenue streams, and overall business growth. Considering the upcoming recession forecast, the company wants to have a sustainable business model that has minimum impact of recession in Indian market.

The space is already red-ocean but the company feels with the introduction of new products/services may change the game, and there is an opportunity to tap the market even more.

The company is keen to looking to enter the market with diverse offerings to attract the more varieties of the customers on its platform.



Questions

1. What is the current revenue model of Zomato & how it is different from the rest of the competitors in the market? Do the BCG Analysis of the products/services of Zomato & highlight key areas for Growth & Expansion scope
2. With the dominance of many players in the segment, find out ways how it can position itself, and create differentiation from the other competitors in terms of positioning, and product offerings

Consider **Hyperpure** as your reference,

3. As a Growth & Strategy consultant, you need to come-up with a set of implementable approaches to assist Zomato business leaders for getting Competitive advantage, Market Penetration, New revenue streams, cost analysis, cost cutting, and more clients on-boarding strategies
4. How introduction of Hyperpure can be a game-changer for Zomato, suggest key focus areas for Zomato & various strategies to form a sustainable business model. Justify your findings by creating different user personas & use-cases basis on your business understanding of HyperPure