Enhancing EatSure's Penetration in College Campuses

ES Eat Sure ®

Foodcourt on an App

Indian Institute of Management Jammu

Team: THE BLAZE BUNCH
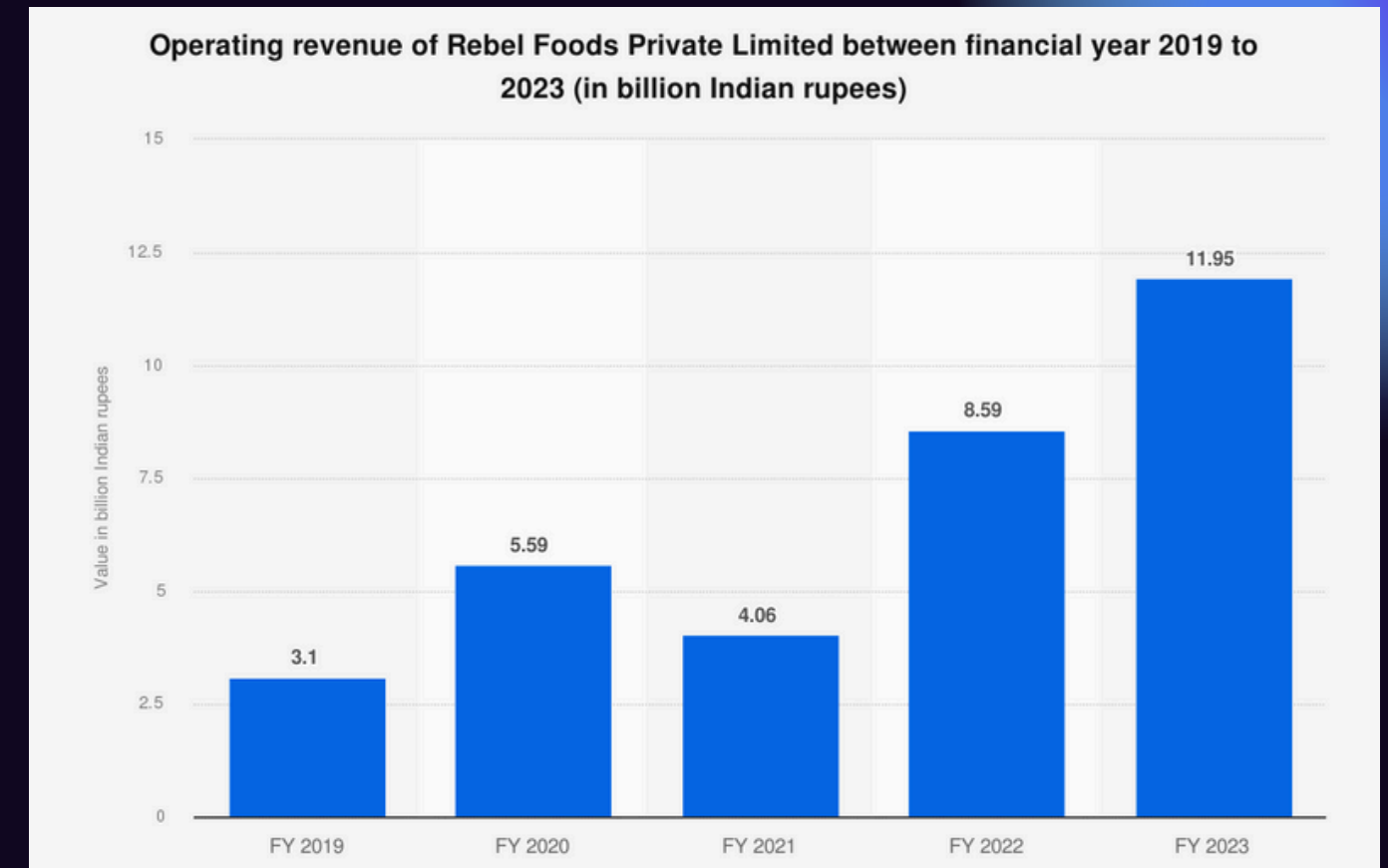
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About

Rebel Foods is a leading Indian online restaurant company operating a cloud kitchen network. Cloud kitchens are designed solely for food preparation and delivery, unlike traditional restaurants with physical dining spaces. This model allows Rebel Foods to focus on creating efficient, high-quality food without the overhead costs of a conventional restaurant.
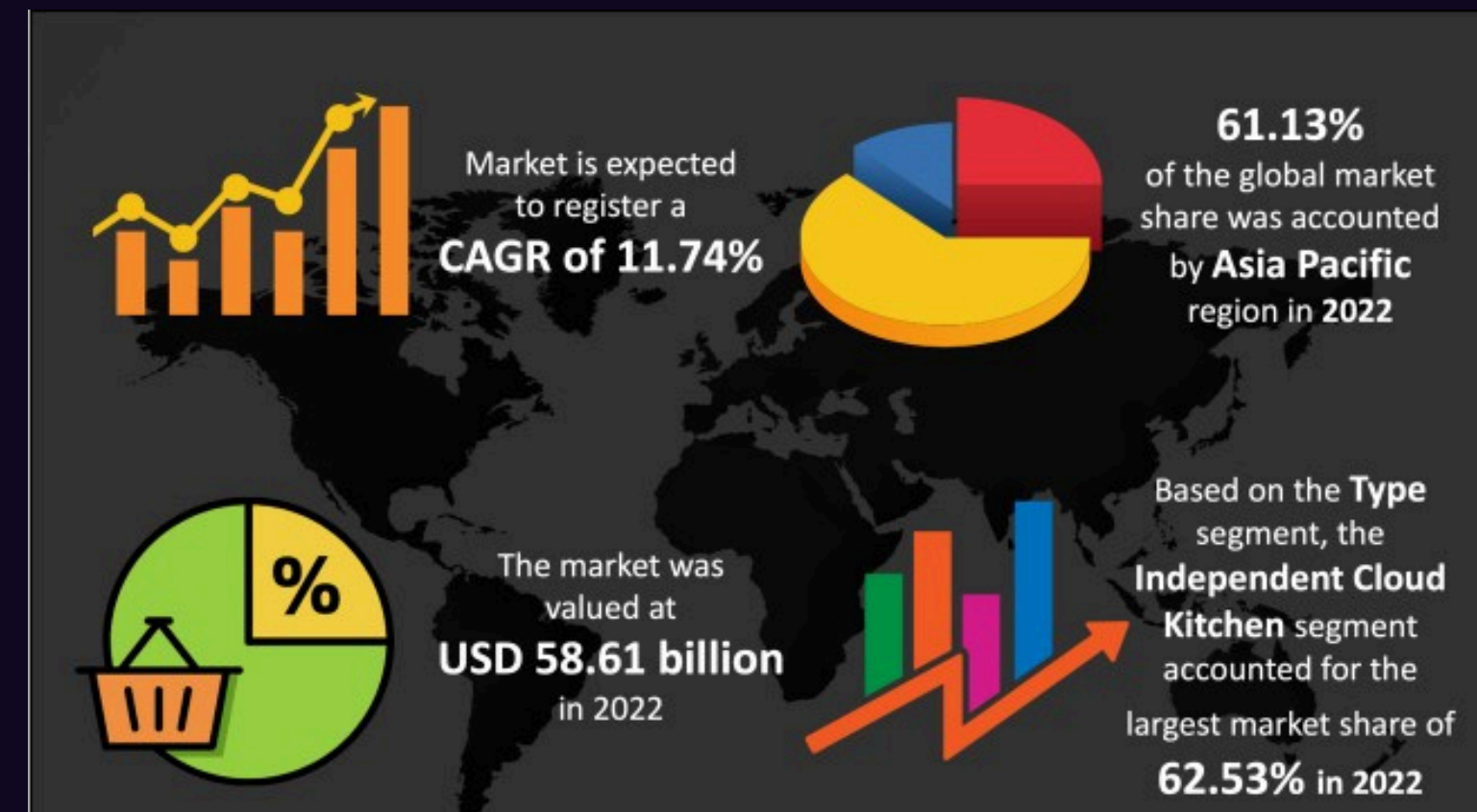
Opportunities

With its diverse range of cloud kitchens and brands, Rebel Foods can capitalize on college students' unique demands and preferences to significantly enhance its market penetration. Rebel Foods has the potential to establish a strong presence on college campuses, build brand loyalty, and drive sustainable growth.

Operating Revenue

Operating revenue of Rebel Foods Private Limited between financial year 2019 to 2023 (in billion Indian rupees)

Cloud Kitchen Market

Market is expected to register a CAGR of 11.74%

61.13% of the global market share was accounted by Asia Pacific region in 2022

The market was valued at USD 58.61 billion in 2022

Based on the Type segment, the Independent Cloud Kitchen segment accounted for the largest market share of 62.53% in 2022

Key Features:

- **Multiple Brands: Rebel Foods operates a portfolio of popular food brands catering to diverse tastes and preferences. Some of its well-known brands include Faasos, Behrouz Biryani, Ovenstory Pizza, and more.**
- **Cloud Kitchens: The company's network of cloud kitchens ensures efficient food preparation and delivery, reducing overhead costs and improving customer satisfaction.**
- **Technology-Driven: Rebel Foods leverages technology to streamline operations, from online ordering to delivery management.**
- **Global Expansion: The company plans to expand its operations beyond India, targeting international markets with its innovative business model.**

# Competitors

Problem Statement ?

EatSure, Rebel Foods' direct-to-consumer food delivery app, is targeting college students (ages 25 and under) to expand its user base. While only 5% of students in serviceable colleges currently use the app, there's a significant opportunity for growth among this demographic.

How can EatSure effectively engage and incentivize college students to order their favorite brands through the EatSure app, given their existing preferences and behaviors?

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Solution

We propose two solutions for two institutes, one in tier-1 and another in tier-2 city. We talked to the IIM Jammu and IIT Madras students and gathered insights from them. These insights helped us to arrive at solutions for both institutes that can be implemented in the respective tier cities.
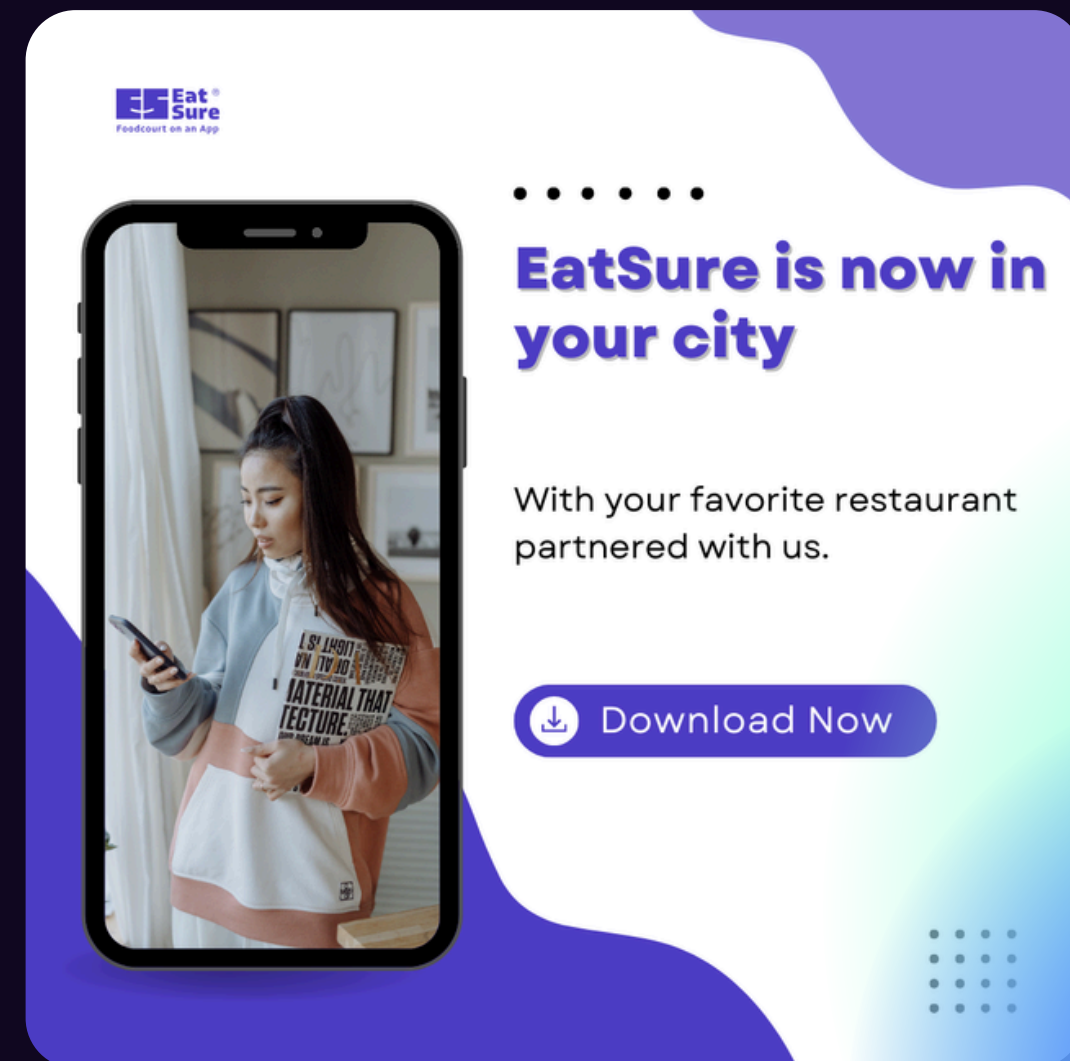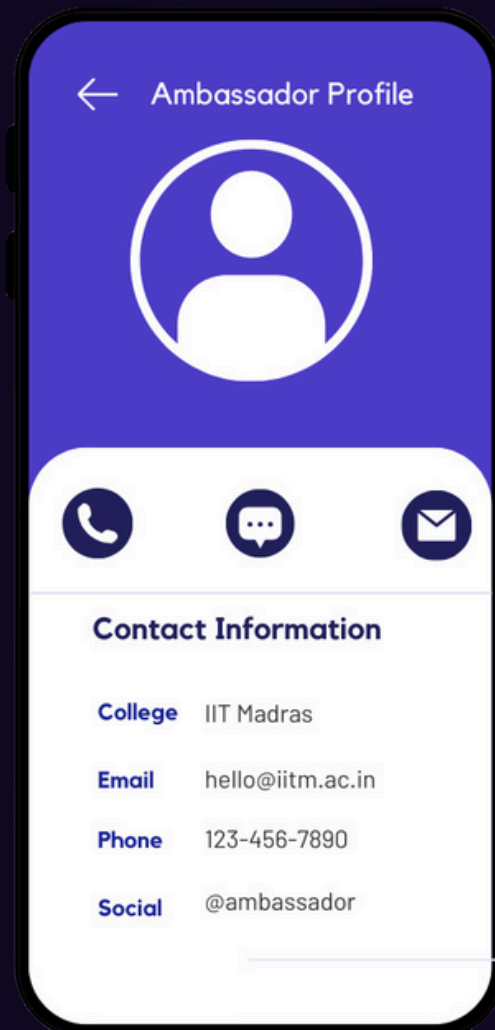
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Since we don't have critical partners of the EatSure app like Behrouz Biryani and Oven Story, what we can do is partner with the prominent local restaurants and outlets famous in Jammu. A few potential restaurants are loved among the students at IIM Jammu. They are affordable and will be a good partner for EatSure as well. Some potential partners are Jammu Foodies, Barbeque Nation, and Grub Games.

Key Features

- **Tiered Rewards:** Implement a loyalty program with rewards that increase in value as students accumulate points.
- **Refer-a-Friend Bonuses:** Encourage students to refer friends and earn rewards for successful sign-ups.
- **Exclusive Perks:** Offer exclusive perks or discounts to loyal customers, such as early access to new menu items or free deliveries.

Success Metrics

- Order Volume and Revenue:
  - **Increase in Orders:** Track the number of orders placed through EatSure from the restaurant.
  - **Revenue Growth:** Monitor the total revenue generated by the restaurant through EatSure.
- Customer Satisfaction:
  - **Net Promoter Score (NPS):** Measure customer loyalty and satisfaction using the NPS metric.
  - **Customer Reviews and Ratings:** Analyze customer feedback on the restaurant's profile within EatSure.

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Madras, being a tier-1 city, has all critical partners of the EatSure app. So, rather than adding new partners, we can have student ambassadors who can act as a point of contact for EatSure—partner with influential students on campus to promote EatSure and share their experiences.

Key Features

- Tiered Rewards: Implement a loyalty program with rewards that increase in value as students accumulate points.
- Refer-a-Friend Bonuses: Encourage students to refer friends and earn rewards for successful sign-ups.
- Exclusive Perks: Offer exclusive perks or discounts to loyal customers, such as early access to new menu items or free deliveries.

Success Metrics

- User Requisition and Activation
  - New User Sign-ups: Track the number of new users who sign up for the product or service through ambassador referrals.
  - User Activation: Measure the percentage of new users who become active within a specific timeframe.
- Return on Investment: Track the percentage of ambassadors who remain active and engaged over time.
- Brand Mentions and Reach: Monitor the number of times ambassadors mention the brand on social media or in other channels. Track the combined social media reach of all ambassadors.
- Event Attendance: Measure the number of attendees at events organized or promoted by ambassadors.

How can Students remain connected with us?

- Tailored Packages: Offer subscription-based meal plans catering to students' dietary needs, preferences, and budgets.
- Flexible Options: Provide options for daily, weekly, or monthly subscriptions, allowing students to choose the plan that best suits their lifestyle.
- Partnerships with Colleges: Collaborate with college administrations to offer exclusive meal plans or discounts to students.

THANK YOU