

# PRODUCT PRO:

## The Ultimate Product Management Competition



BY – SRIJAN DEWANGAN  
B. tech  
2<sup>nd</sup> Year



1289089020

**zomato**

# PROBLEM BREAKDOWN

A significant portion of its customers primarily rely on traditional dining options rather than utilizing the services provided by home-operated cloud kitchens. Our goal is enhancing the utilization of home-operated cloud kitchens to drive business growth.

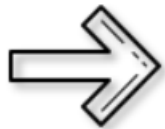
- Smooth Ordering Experience:**

Ensure an effortless ordering process to convert new users into active customers.

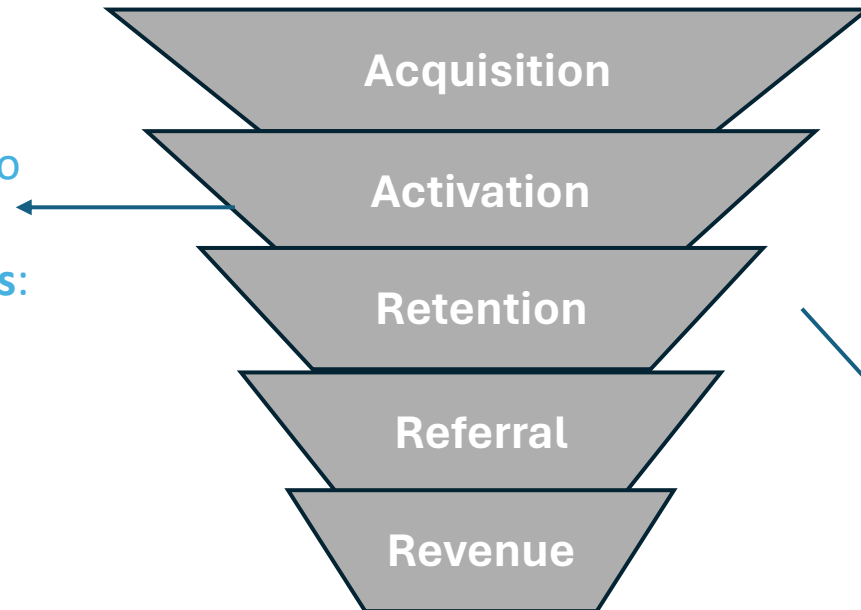
- Personalized Recommendations:**

Offer tailored suggestions to guide users towards relevant cloud kitchen options.

**Value  
Generated**



**Revenue  
Growth**



AARRR funnel

- Targeted Marketing:** Execute tailored marketing campaigns to attract new users to Zomato's cloud kitchens.

- Promotional Offers:** Provide exclusive deals and discounts to encourage new users to try cloud kitchen offerings.

- Quality Assurance:** Maintain high food quality standards to build trust and retain customers.

- Community Engagement:** Foster a sense of belonging through events and user-generated content to encourage long-term retention.

# MARKET OVERVIEW

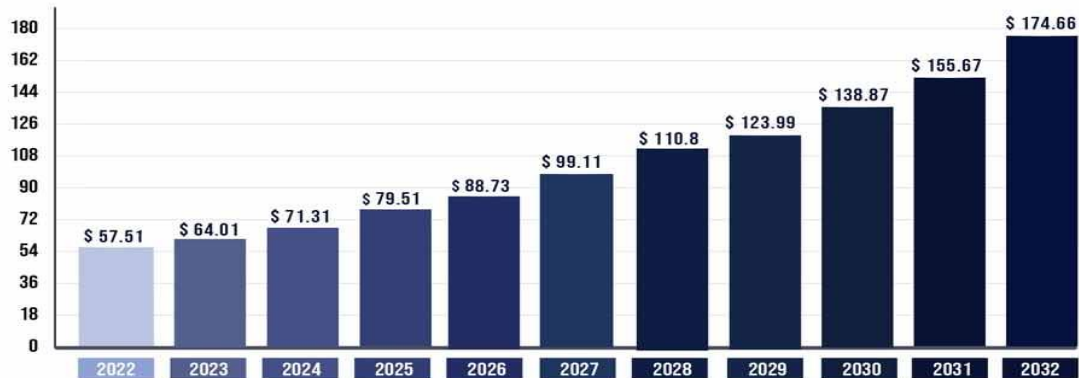
As of March **2023**, Zomato is a leading force in the online food delivery and restaurant discovery sector, boasting **80 million** monthly active users **aged 18 to 35** across 24 countries and **3200+ cities** globally. With a commanding **55% market share**, the platform has amassed a remarkable **90 billion visits**.

## WHAT IS CLOUD KITCHEN

A cloud kitchen, also known as a ghost kitchen, is a facility designed exclusively for fulfilling online food orders. Unlike traditional restaurants, cloud kitchens operate without a physical storefront, focusing solely on delivery and takeout orders placed through online platforms.

PRECEDENCE  
RESEARCH

CLOUD KITCHEN MARKET SIZE, 2022 TO 2032 (USD BILLION)



Source: [www.precedenceresearch.com](http://www.precedenceresearch.com)

### Market Trends - India

- Almost **40% users** fall under the age group of **25-34 yrs**
- Online Food Delivery is expected to grow at **27.8% CAGR** till 2027
- Number of users using online food delivery are expected to reach **330.8 Mn users** by 2027



### Trending dishes –

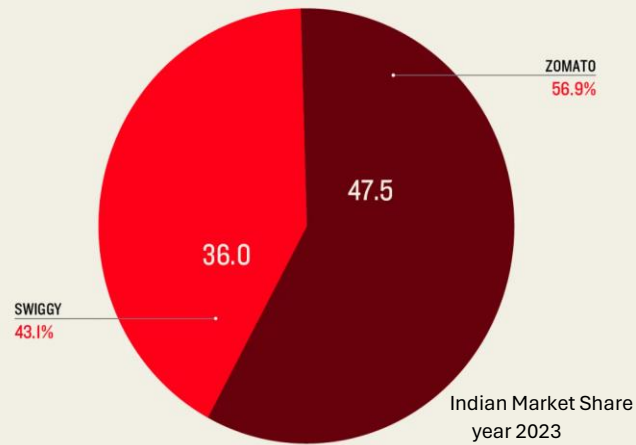
1. Chicken Biryani
2. Chaat
3. Sandwich
4. Chicken Starters
5. Dosa

### Key Players



The global cloud kitchen market size was estimated at US\$ 57.51 billion in 2022 and is expected to hit US\$ 174.66 billion by 2032, poised to grow at a CAGR of 11.8% during the forecast period 2023 to 2032.

# COMPETITOR ANALYSIS



The competition between Swiggy and Zomato in the cloud kitchen space is fierce, with both companies vying for market dominance . Both companies have raised over \$1 billion each to fuel their expansion into the cloud kitchen segment. Both have rapidly expanded their networks, collectively operating thousands of cloud kitchens across India and other countries.

Hey Bengaluru

Gold prices have crashed!

3-month GOLD at just ₹49

zomato gold AN EXCLUSIVE MEMBERS CLUB

Buy One, Get One

On every visit to a Gold partner restaurant, get

1 + 1 ON FOOD OR 2 + 2 ON DRINKS

INVEST IN zomato GOLD to feel like a VIP

SPECIAL PRICE FOR YOU

₹299 for 3 months

Join Gold

SPECIAL PRICE FOR YOU

₹1 for 1 month

Join Gold

★ GOLD BENEFITS ★

zomato GOLD

MEMBERSHIP ENDED 1 MONTH AGO

PRICE VALID FOR A LIMITED TIME

₹199 for 3 months

Renew Gold

INVEST IN zomato GOLD to feel like a VIP

SPECIAL PRICE FOR YOU

₹49 for 1 month

Join Gold

zomato GOLD

MEMBERSHIP ENDS IN 4 DAYS

PRICE VALID FOR A LIMITED TIME

₹249 for 3 months

Renew Gold

2023~YIR.  
)))))

Inc42

## ZOMATO WINS THE FLAVOUR BATTLE 2023: INDIAN FOODIES' TOP PICK FOR ONLINE DELIVERY

zomato

SWIGGY

	CUSTOMER SERVICE	1.9	0.5
	DELIVERY PARTNER INTERACTION	2.3	0.6
	DELIVERY TIME	3.4	0.9
	FOOD QUALITY	4.1	1.5
	OFFERS & DISCOUNT	4.2	1.6
	RECOMMENDATION	4.5	1.4

Source: Cloomtrack, Inc42 Analysis

Note: Based on 24K+ user reviews on the App Store and Play Store, spanning January to November 22, 2023

The customer sentiment score is based on a scale of 1 to 5, with 5 being the best experience



# USER PERSONA



**Name:** Rohan  
**Age:** 28  
**Gender:** Male

**Occupation:** Marketing Manager

## ABOUT:

- busy work schedule leaves with limited time for preparing his meal .
- enjoys trying different cuisines and flavors during his meals.

## PAIN POINTS:

- Limited Variety
- Limited Time



**Names:** Mr. and  
Mrs. Desai  
**Age:** Mr. Desai (65)  
Mrs. Desai (63)

**Occupation:** Retired

## ABOUT:

- increasingly challenging to cook elaborate meals at home.
- heightened concern for food safety and hygiene.

## PAIN POINTS:

- Physical Limitations
- Quality concerns



**Name:** Priya  
**Age:** 20  
**Gender:** Female

**Occupation:** College student

## ABOUT:

- tight student budget and seeks budget-friendly option
- values nutrition and seeks balanced meal options

## PAIN POINTS:

- budget restricts her spending on dining out
- Lack balanced diet



# NORTH STAR MATRIC



# Increase utilization of  
home-operated cloud  
kitchens

Utilization  
Rate

- Percentage increase in orders from home-operated cloud kitchens compared to traditional dining options.
- Target: Achieve a 25% increase in orders from cloud kitchens within the next six months.

Customer  
Acquisition Cost

- Cost required to acquire a new customer specifically through cloud kitchen promotions or campaigns.
- Target: Decrease CAC by 15% within the next year to optimize marketing spend.

Average Order  
Frequency

- Increase in the average number of orders placed by each customer from cloud kitchens.
- Target: Increase AOF by 10% within the next quarter through targeted promotions and loyalty programs.

Customer  
Retention Rate

- Percentage of customers who make repeat orders from cloud kitchens within a specified time frame.
- Target: Increase customer retention rate by 20% within the next nine months through improved service and incentives.

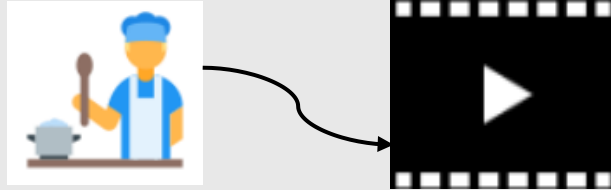
Market  
Penetration

- Percentage of the target market that has ordered from home-operated cloud kitchens.
- Target: Increase market penetration by 15% within the next six months through targeted marketing efforts and expanding delivery coverage.

# PROPOSED FEATURES

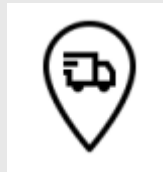
## 1. FOOD SHORTS

“A clip of dish cooking”



## 2. Fitness tab

“Choosing healthy is always a choice”



## 3. STREAKS

“Eat , fir eat ,again eat”



## SECONDARY SOLUTIONS

Order later—  
Select the food  
and schedule its  
time

Share cart—  
Add food in cart  
together and  
split it

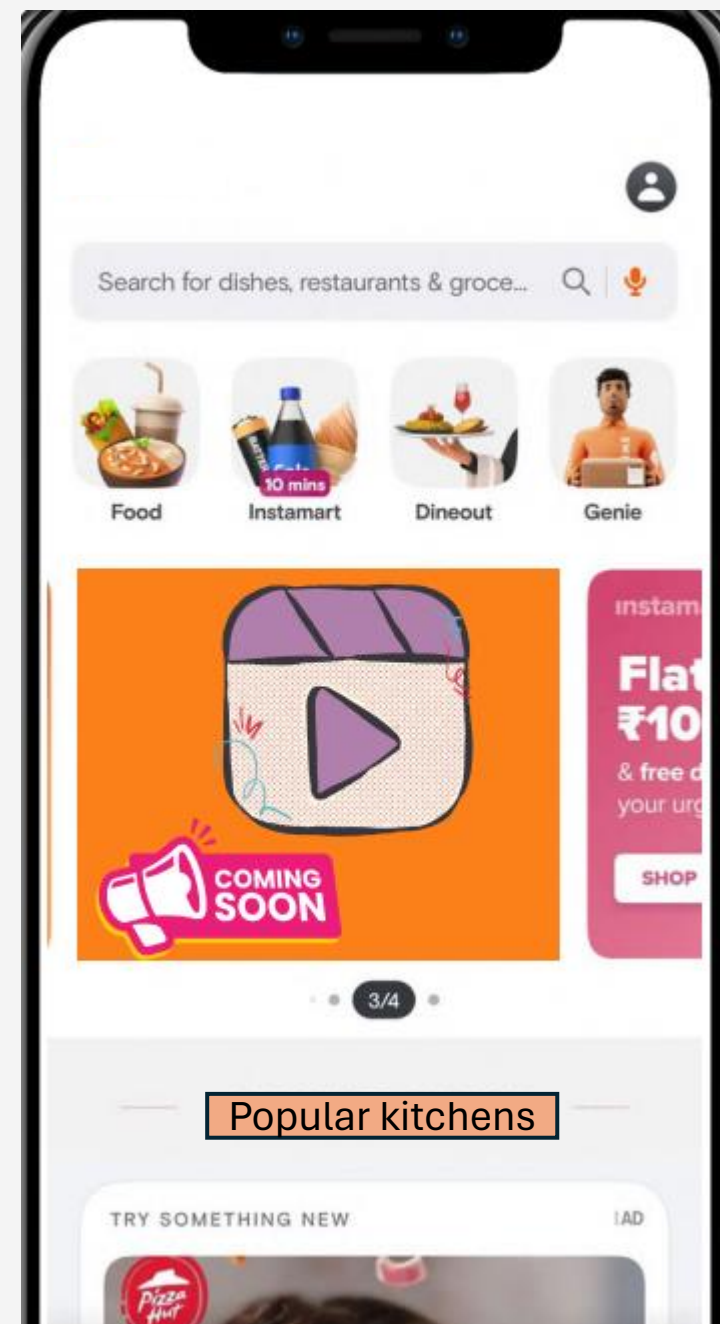
Map vision—  
Locate all nearby  
and available  
kitchen

Flash deals—  
gives best  
recommendation  
in one tap to  
save time

Influencer —  
Make short food  
review clip and  
earn rewards

## FEATURE-1.FOOD SHORTS

- **Short Videos:** Users will get an option to watch 20-40 seconds short videos of making food.
- **Authenticity and Transparency:** Videos of food being made demonstrate transparency in the preparation process, fostering trust among customers.
- **Chef's Insider Tips:** Include short interviews with chefs or kitchen owners, where they share cooking tips.
- **Cross-Promotion Opportunities:** Zomato can collaborate with food influencers, chefs, or content creators to produce high-quality food videos for its cloud kitchen listings.



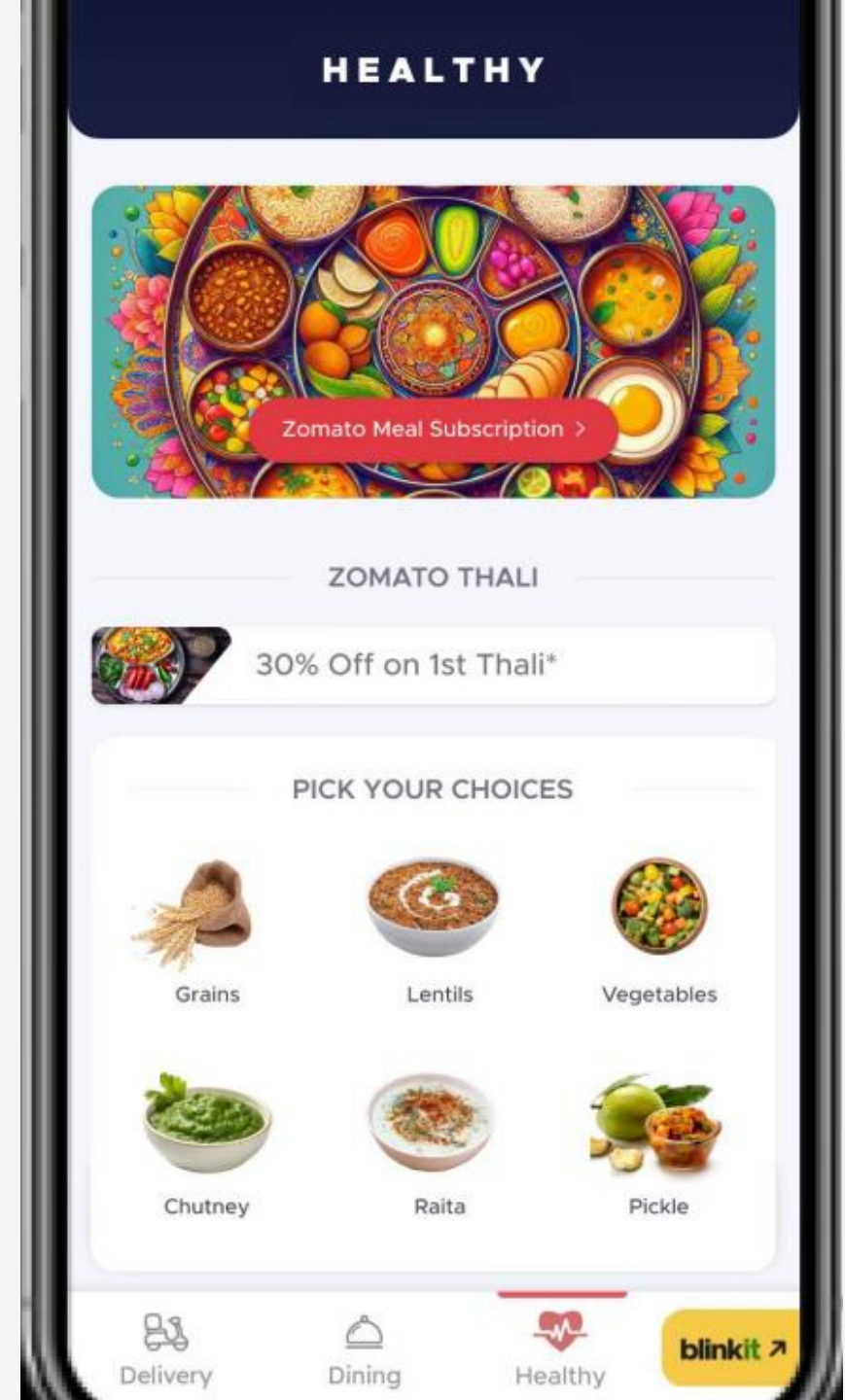


## FEATURE 2. FITNESS TAB

**Expanded Customer Base:** Offering healthy food options can attract health-conscious customers who may have previously overlooked the cloud kitchen

**Differentiation from Competitors:** Offering healthy options sets the cloud kitchen apart from competitors who may not provide similar choices. This differentiation can attract customers looking for healthier alternatives and give the cloud kitchen a competitive edge in the market.

**Diversification of Menu:** By adding healthy options, the cloud kitchen diversifies its menu.



## FEATURE-3.STREAKS

**Gamification and Motivation:** Streaks add an element of gamification to the ordering process, motivating users to explore a variety of dishes from different cloud kitchens to maintain their streak.

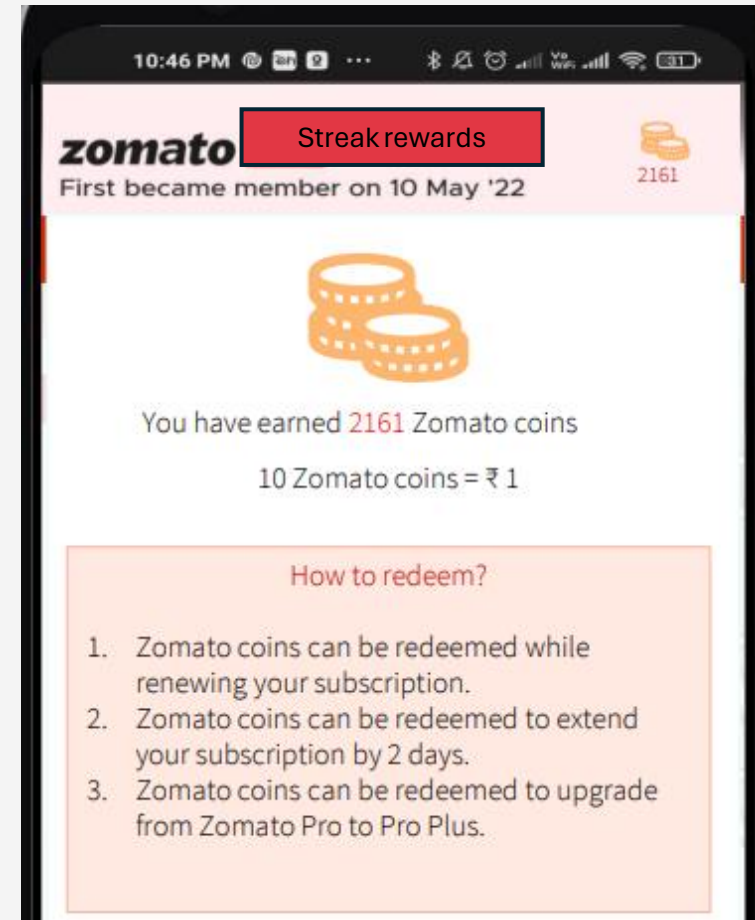
**Increased Order Value:** Users may be inclined to order more dishes or larger quantities to fulfill streak requirements, resulting in increased order value and revenue for Zomato.

**Word-of-Mouth Marketing:** Satisfied users who enjoy participating in streaks and earning rewards are likely to share their positive experiences with friends and family, leading to word-of-mouth marketing and attracting new users .

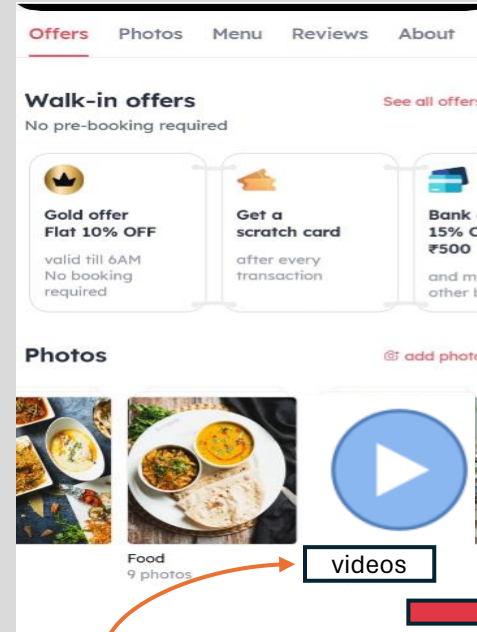
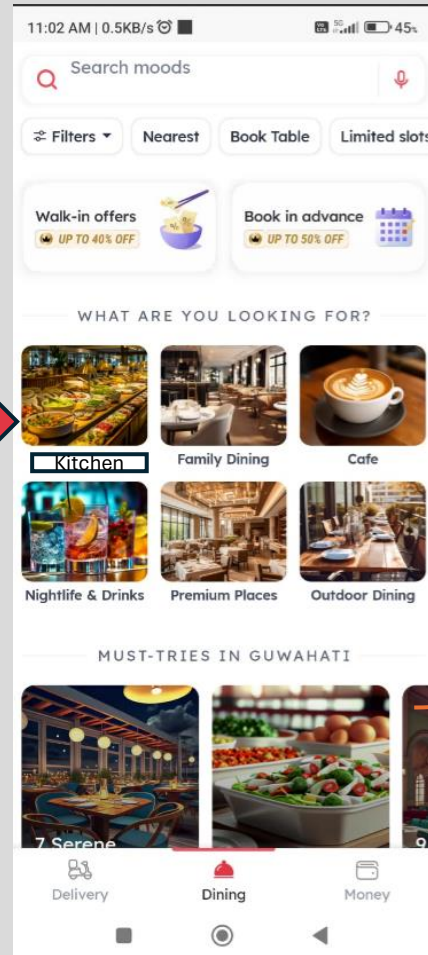
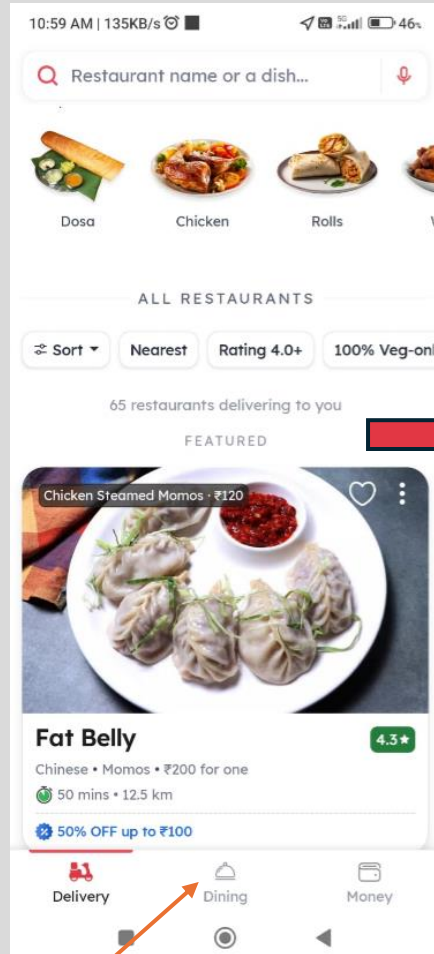


### What ???

users receive rewards for completing streaks by ordering a variety of dishes from cloud kitchens



# WIREFRAMING



# PRIORITIZATION : RICE ANALYSIS

Feature	Reach (out of 100)	Impact (0-10)	Confidence (%)	Effort (person-months)	Overall Score
FOOD SHORTS	90	9	90%	4	182.25
FITNESS TAB	75	8	80%	2	160
STREAKS	60	6	70%	2	126

# SUCCESS MATRICES AND KPI



- The impact of the proposed features/solutions can be quantified using Key Performance Indicators (KPIs).
- Each column lists the feature and its respective KPIs in the adjacent table.

## RISK INVOLVED

- Restaurants might go out of service without notice.
- Scarcity of delivery partners.
- Video clip of same food can be boring.
- Time consuming for a kitchen to get high rating.
- Requires proper check on food quality.

FOOD SHORTS	FITNESS TAB	STREAKS
Customer Acquisition and Retention	Daily active user and average monthly order frequency	User Engagement
Monthly transacting customer	Monthly transacting customer	Customer Acquisition and Retention
Order volume and Order value	Customer satisfaction	Social Media Engagement





# GTM – GO TO MARKET STRATEGY



1

## Research

- Competitor Analysis to gain insights
- User survey to know behaviour and pain points



2

## Feature Development

- Development of the feature according to the designs and prioritization
- Testing of developed features



3

## Launch

- Release the features for early cohort of 20% customer base
- Collaborate with influencers
- Generate launch hype & start marketing



4

## Feedback & Change

- Ask for a rating while user on the platform
- Fix newly identified bugs



5

## Scaling

- Measure KPIs and track user response
- Review the performance of metrics and develop strategies for scaling the features

THANKYOU

