

BPE Assignment 01

(a) Value Chain Models

Supporting Activities

→ Infrastructure = ★ looking at finance, profit earned, making strategies.

- ★ managing and controlling operations.
- ★ Working on improving quality control.

→ Human Resource = ★ Hiring and training new delivery riders.

- ★ offering incentives.

★ ~~Existing~~ ★ training of employees.

→ Technology = ★ improving websites / App adding more features for customer support like contact tracking etc.

- ★ optimizing delivery time, working on bugs and crashes.

→ Procurement = ★ ensuring quality and timely delivery of products.

- ★ viewing contracts of vendors and checking their quality of products.

Primary Activities

→ Inbound Logistics = ★ Partnership with d/f restaurants, stores, shops, etc.
 ★ Using systems for inventory management.
 ★ place orders.

~~→ Outbound~~

→ Operation = ★ processing of orders.

★ notifying restaurants.

★ Handling payments

★ Searching for riders

★ Using system to track orders status.

→ Outbound Logistics = ★ Dispatching order to rider.

★ Delivering it To customer

★

→ Marketing And Sales = ★ offering packages and discounts.

★ advertisement

★ offering deals and events

★ set price

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→ Service =

- * taking feedback from customers.
- * Handling complaints
- * optimizing app
- * Cash on Delivery

→ The similar application of foodpanda is UBER EATS.

They provide facility to deliver food from any restaurants. Also they have a facility of taxi booking.

(b) SWOT Analysis

→ Strength =

- Fast and have good delivery system.
- Have multiple restaurants/100k+ restaurants/vendors/suppliers all over country.
- Convenient Delivery tracking
- User-friendly interface of app.

→ Weakness =

- High competition on food demand in delivery market.

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- ii) Rely on a huge number of riders and vendors
- iii) Have technical glitches.
- iv) Delivery Delays.

→ Opportunities =

- i) Introduce new features in application.
- ii) Expand and collaborate with vendors in new cities.
- iii) Provide offline access.
- iv) Chat support.

→ Threats =

- i) Rising of operational cost.
- ii) Competition Saturation.
- iii) Data security concerns.
- iv) Potential issues with delivery logistics and customer satisfaction.

(C and D)

Process Model And Interaction