IDEATION PHASE

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| TEAM ID | NM2023TMID03731 |
| PROJECT NAME | Building A Website Using Canva |

### ***Define The Problem Statement***

**Briyani shops are facing increasing competition, and many are struggling to stay afloat.** This is due to a number of factors, including:

* **The rising cost of ingredients:** The cost of ingredients such as rice, meat, and spices has been rising steadily in recent years. This makes it difficult for briyani shops to maintain their profitability.
* **The increasing popularity of other food delivery options:** Customers have more and more options when it comes to ordering food delivery. This includes pizza, burgers, and Chinese food. As a result, briyani shops are losing market share to other food delivery options.
* **The lack of differentiation:** Many briyani shops offer similar menus. This makes it difficult for customers to choose one shop over another.
* **High costs:** The cost of ingredients and labor is high, which makes it difficult to make a profit.
* **Low margins:** The margins on briyani dishes are low, which makes it difficult to compete with other food delivery options.
* **Lack of differentiation:** Many briyani shops offer similar menus, which makes it difficult to attract and retain customers.
* **Reduce costs:** Briyani shops can reduce costs by sourcing ingredients from cheaper suppliers, negotiating better prices with vendors, and reducing waste.
* **Increase margins:** Briyani shops can increase margins by raising prices, offering higher-value menu items, and reducing portion sizes.
* **Differentiate the product:** Briyani shops can differentiate themselves by offering unique menu items, using high-quality ingredients, and providing excellent customer service.

**By implementing these solutions, briyani shops can overcome the challenges they are facing and remain successful in the competitive food delivery market.**