

*Grab Online Order*  
**GOO**



Foundational Course in Entrepreneurship

Milestone 4

BML Munjal University 17100

# INTRODUCTION AND TEAM COMPOSITION

**Business Name:** Grab Online Order (GOO)  
**PV ID:** 17100



Team members names	Strengths and abilities	Role/Position
Amarthaluru Paavan Dileep	Communication, Transparency	CEO
Gurram Raghavendra Dinesh	Leadership Skills, Organization	COO/CTO
Gelle Abhiram	Confidence, People Skills	CFO/CMO

**What makes us a good team to solve the problem we chose?**

Our dedication and commitment to the work we planned to do and integrity in it.



## PROBLEM



### Problem definition:

Presently everyone started ordering their food on online because they don't find time to make their own food due to many reasons and we also have many apps to order the food on online but all the apps that we are using to order the food adds the delivery charges. Also, many times delivery time from a particular place gets delayed when many orders ordered from the same.

**We found that approximately how much % of the customers that we interviewed are facing this problem:**

86%

### Existing Alternatives:

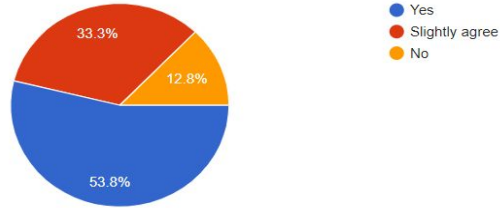
Swiggy, Zomato, other food delivery companies

### We used the following tools to arrive at these findings:

We used google forms to take opinion from the people and also online prediction tools for finding visually based on data collected using forms.

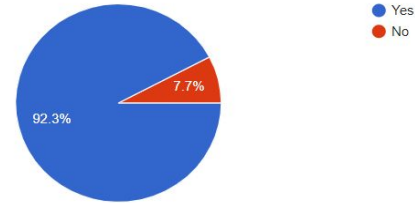
Do you think the delivery charges of online food ordering is a bit costly and delivery time is a bit too late sometimes?

39 responses



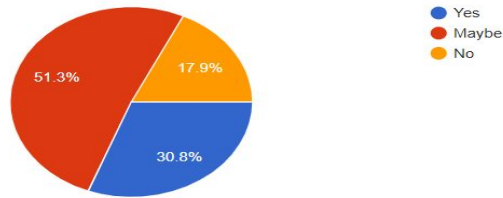
Do you think you think a solution for the problem would increase efficiency of online food orders ?

39 responses



Do you think you grabbing your order from the restaurant would solve the problem?

39 responses



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	Results
How many customers did you interview? (At least 25 for B2C and 2 for B2B)	39
How many of them agree this is a problem that needs to be solved?	33
How many of them said they can already solve this problem and don't need a new solution?	12

## CUSTOMER

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Results	
What is our Market type?	Resegmented Market
What is/are our Customer Segment(s)?	Foodies/Bachelor's Customers who likes to spend less and eat on time
What is our TAM - Total Addressable Market?	1,000,000 orders per month[Estimated]
What is our SAM – Serviceable Addressable Market?	300,000 per month[Estimated]
What is our SOM – Serviceable Obtainable Market?	100,000 per month[Estimated]
What is our Niche?	We had the idea to design an App with no delivery charges. The App that we are going to design works in the following way i.e. like we can select any restaurant from the nearby restaurants in our location and book our order. Secondly, person of that restaurant gets a notification that customer has ordered the food and he sends a message to customer like you can pick your order after some time. At last we can go and bring our order at the given time and we can save delivery charges. The App that we are going to design also has an online payment option so that you can pay on online after getting the order or you can pay by cash after while taking your order.

# CUSTOMER PERSONA (PRESENT CUSTOMER PERSONA FOR ALL CUSTOMER SEGMENTS)



I am looking for a site/app which makes me ease, cost efficient and comfortable in ordering foods.

Age (in years): 22  
Gender: Male  
Profession: Software Engineer  
Location: Bangalore

## Personality

- Extrovert
- Self-disciplined
- Self-consciousness
- Dedicated

Hard Working

Exploring new things

Foodie

## Goals

- Able to pick up food instantly when going home from office
- Able to order food with actual cost it charge
- Avoiding unnecessary costs like delivery charges
- Try food from different restaurants with low cost

## Frustrations

- Waiting so long for food delivery
- Spending more than the actual charge food costs

## Bio

- A Software Engineer who is living in Bangalore city. He is a foodie who likes to try and eat different varieties of foods from different restaurants. He is staying with his friends in an apartment by being an employee in a wipro.

## Motivations

- Cost efficient
- Convenience
- Time management

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# SOLUTION

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## Solution description:

We offer a media through where every food lovers and enthusiastic taste seekers can do their eating without spending any extra amount than it actually costs and also to reduce the amount of waiting time for the order without delaying.

Currently the customers are addressing the problem by spending huge amount of money via online orders and also sometimes experience a huge delay for their arrival of orders. Orders also get delayed in some scenarios like when huge deliveries are to be made by specific restaurant as many orders placed in it.

Our solution offers customers the benefit of ease in achieving the desired food on time without costing much than the actual amount it costs

## The details of our offering consist of:

1. Achieving desired food on time
2. Not losing money on unwanted/unnecessary things
3. Ease of access in ordering the food comfortably from anywhere

## Why this business will work in our market/region or country:

This will work because, in today's growing world, every person is busy in their own personal lives and not given preference to eat food made in home or cooked by them as mostly everyone are staying in different places away from home to work. So preference is automatically shifting to order delicious foods they feel and also to minimise the costs on foods they ordered.

# VALUE PROPOSITION CANVAS

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## Offerings we provide that makes customers happy

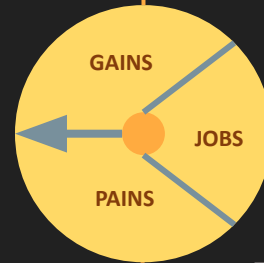
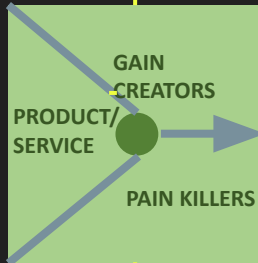
- No varies in cost of product hence chase for not spending extra money unnecessarily
- Restaurants with various varieties that holds quality & tasty foods
- Efficient platform for ordering foods
- Orders priorly so can make instant grabbing after arriving place where ordered
- Instant modifications based on feedback

## product or service that we are offering

- Delivering services through via mobile application or via any web application
- Open source platform for everyone to use from anywhere

## Features of our offerings that relieves customer's pains

- Exact amount of ordered item will be guaranteed excluding unnecessary charges
- Platform for all variety of food vendors
- Trusted platform for ordering & amount paying [transactions]
- Suggestions/feedbacks



- Original prices
- Lot of choices to enjoy food
- Ease of usage (includes ordering and payment)
- Assured quality and taste
- Avoiding delay in grabbing food and flexibility to share opinions.

- Surfing app as per its creation (includes interfaces and it's options)
- Making orders parallelly
- Flexibility and trustworthy payable options (either online payment through app or liquid payment at time of grabbing item)

- Can't expect less amount than it actually costs
- Finding of variety of foods to order
- Security issues regarding money safety
- Expansion of our own estimated delay from the distance of existence of restaurants we want



# LEAN CANVAS

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<p><b>PROBLEM</b></p> <ol style="list-style-type: none"> <li>1. Lack of deliveries at lunch time to work</li> <li>2. Monitoring expenses incurring in the real time.</li> <li>3. Managing customer expectations and shifting customer preferences based on availability</li> </ol> <p><b>EXISTING ALTERNATIVES</b></p> <p>.....Zomato</p> <p>Swiggy</p> <p>FoodPanda</p> <p>UberEats</p> <p>.....</p> <p>.....</p>	<p><b>SOLUTION</b></p> <p>Maintain Logistics, Operations, and Platform to ensure delivery is done correctly and on time.</p> <p><b>KEY METRICS</b></p> <ul style="list-style-type: none"> <li>• Popular menu items determined based on customer data.</li> <li>• Creating and Managing technological infrastructure</li> </ul>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p><b>Increasing order number, customer base by offering delivery without investing in your own system</b></p> <p>Doorstep delivery in any weather.</p> <p>Additional source of Income with flexible hours + customer tips</p> <p><b>HIGH-LEVEL CONCEPT</b></p> <p>Close the gap between consumers and restaurants through efficient applications that reduce delivery time</p>	<p><b>UNFAIR ADVANTAGE</b></p> <ul style="list-style-type: none"> <li>• Not providing delivery services</li> <li>• Avoiding salaries to delivery persons as not required them</li> </ul> <p><b>CHANNELS</b></p> <ul style="list-style-type: none"> <li>• Mobile Application</li> <li>• Digital Marketing</li> <li>• Website</li> <li>• News letter</li> <li>• Advertisement</li> </ul>	<p><b>CUSTOMER SEGMENTS</b></p> <p>.....</p> <p>.....Restaurants</p> <p>#user</p> <p>.....</p> <p>.....</p> <p>Guests #customer</p> <p>.....</p> <p>.....</p> <p><b>EARLY ADOPTERS</b></p> <p><b>Restaurants which receives order on the app</b></p> <p>#user</p> <p>.....</p> <p>..... <b>People ordering from a nearby restaurant at their convenience</b></p> <p>#customer</p>
<p><b>COST STRUCTURE</b></p> <ul style="list-style-type: none"> <li>• Administrative, advertising and marketing costs.</li> <li>• Payments for delivery agents</li> <li>• Cost of application and maintenance charges.</li> </ul>		<p><b>REVENUE STREAMS</b></p> <ul style="list-style-type: none"> <li>• Advertising: The ads playing on website, generate major revenue.</li> <li>• Marketing and advertising fee from restaurant partners.</li> <li>• Recurring revenue share.</li> <li>• Standard delivery fee.</li> </ul>		

## COMPETITION ANALYSIS



	Swiggy	Zomato	EatUp	Food Entrepreneur	Our PV
<b>Product Benefits</b>	- Digital menu card - Great deals and Discounts	- Digital menu card - Reviews and Ratings	- Quick delivery - Online reservation	- Delivery to known ones - Orders through personal calls	- Location based Deals - Better payment processing - Quick delivery - Great deals and discounts
<b>Solution / Product</b>	Easy and intuitive user interface	Improve customer engagement	Order rescheduling	Home made foods	Real time GPS tracking of item for grabbing
<b>UVP – Unique Value Proposition</b>	- Doorstep delivery in any weather - No minimum order	Various payments method	- No minimum order - Various payment methods	- Minimum orders - Acceptance of orders at own availability	<b>increase order number and customer base by offering delivery without investing in your own system</b>
<b>Price</b>	Delivery charge is based on distance of the location	Card based discounts	Promo codes and coupons	Depend on food maker, will be high or low	Exact price of the item without any unnecessary cost
<b>Market Review</b>	Growth of food franchising	Brand expansion in smaller cities	Emerging theme based restaurants	Availability and growth of accepting orders	Expansion in smaller cities

### Conclusion:

- Assurity and ease in ordering items comfortably
- Privacy and Security
- Original prices guaranteed
- Avoidance of delay in grabbing food

### Why would the customer switch to our product/service?

- Achieving desired food on time
- Ease of usage and access in ordering food comfortably from anywhere
- Not losing money on unwanted/unnecessary things



We have designed an user friendly app and provided the solution where people can definitely get benefited. With a mobile app, the ordering experience could be easier for customers. Mobile ordering also reduces human error, which improves order accuracy and guest satisfaction. Plus, hosts and servers spend less time answering the phone, so they can focus on customers who are dining in the restaurant.

## Benefits:

1. Achieving desired food on time
2. Delivery to remote areas
3. Easy and Smooth Customer Experience
4. Cashless delivery experience
5. No more errors can occur in maintaining orders.
6. Wide target audience

***Click on this link to view how we are providing service to people !***

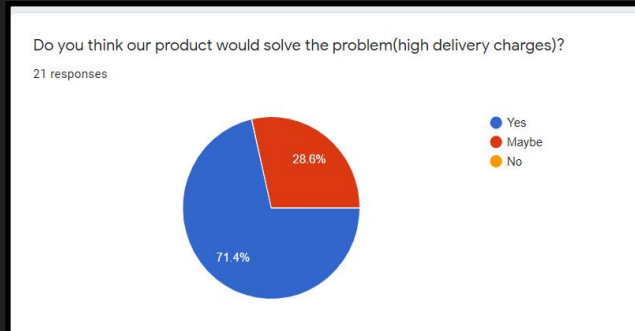
# MVP EVIDENCE

## Evidence of validation:

To get more responses, we created a form and known people's opinion instead of an interview with one or two.

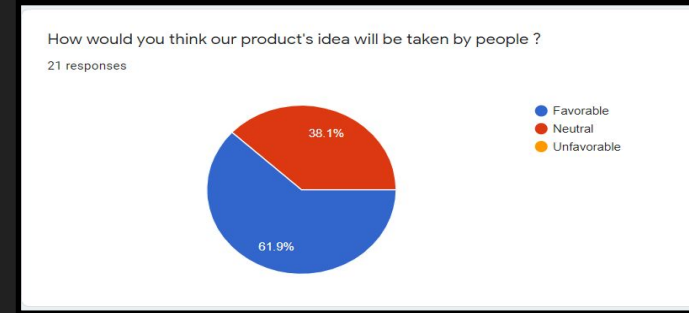
### **FORM SENT TO PEOPLE TO KNOW OPINION**

[https://docs.google.com/forms/d/e/1FAIpQLScgkX\\_9jpB0cScUrdpscWJCVUc\\_1K5e80jW3OQ3vTNw-oe2Ow/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScgkX_9jpB0cScUrdpscWJCVUc_1K5e80jW3OQ3vTNw-oe2Ow/viewform?usp=sf_link)



## Analysis of result:

After taking responses, we noticed that many of them are satisfied with the solution provided and are believing upto some extent that this product can survive in this competitive world. Only changes thought be made after feedback was in interface to make it still more attractive.



### **Responses Received**

[https://docs.google.com/document/d/1bDXzul\\_xglMkyPSdaB0giEo8P6kVJKkQJG3cOaHnKA/edit](https://docs.google.com/document/d/1bDXzul_xglMkyPSdaB0giEo8P6kVJKkQJG3cOaHnKA/edit)

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# MVP CONCLUSIONS



## Conclusions of validations:

- We have learnt that the app is being liked by most of the people during validation, that have boosted our confidence that our idea will be successful if launched.
- We have decided to maintain every detail that have mentioned in the app.
- We would like to add a feature paylater in the payments based on their credit score and previous orders made with our app.

**Customer satisfaction becomes:** Our restaurant strives to become our customers' favorite place to eat and drink.

**Teamwork and trust becomes:** We provide support for our employees and encourage them to make their own decisions.

**Sustainability becomes:** We always source ingredients from sustainable, local suppliers.



# FINANCIAL BREAKDOWN AND PLAN

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## BASIC FINANCIAL PLAN: YOUR BUSINESS IDEA

Startup Costs	INR
Insurance	75000
Office supplies	200000
Marketing	150000
App building	250000
Research expenses and other	50000
<b>Total</b>	<b>725000</b>

Fixed Costs (for a month)	INR	Salary per employee	No. of employees
App Maintenance	45000	30000	50
Employee salary	30000		
Office rent	75000		
electricity	25000		
Rental equipments	15000		
<b>Total</b>	<b>190000</b>		

Variable Costs (per unit)	Cost	Unit	Rate
Commissions	10		
Telephone	1		
Miscellaneous charges	3		
Packaging	4	800	3200
<b>Total</b>	<b>18</b>		

Revenue (for 30 days)	
Number of customers	9000
Units per customer purchased	3
Price per unit (in your currency)	20
Purchase frequency during month	8
<b>Total sales in units (no.)</b>	<b>216000</b>
<b>Total sales revenue (in yr currency)</b>	<b>4320000</b>

Customers (per day)	No. of days
300	30

SUMMARY	
Revenue	INR
Sales	4320000
<b>Total</b>	<b>4320000</b>
<b>Profit</b>	<b>242000</b>
<b>Breakeven</b>	<b>95000.00</b>
<b>Pay back period (months)</b>	<b>3.00</b>

# MARKETING AND SALES

- Brand Name and Logo

GOO - “Grab Online Order”

- Positioning Statement



For consumers who wants to try a wide variety of quality and tasty food which can be ordered from all kinds of cuisine without worrying about high delivery charges and high delivery time, GOO assures you the best price. Grab your desired food quicker and without any variations in the prices.

Market segment	Channels	Why this channel?
Early adopters: ⇒ Foodies ⇒ Job Citizens [Since mostly will look forward to order than cooking their own food]	⇒ Distribution channel [“GOO” Mobile App]	⇒ As a new entrepreneur, being leverage free and aiming low cost channels
Clients: ⇒ Existing food delivery partners like zomato, swiggy can use our profitable customized service as an additional thing in their products	⇒ Distribution channel [“GOO” Mobile App]	⇒ Achieving aimed goals i.e, delivering product/service & communicating with customer

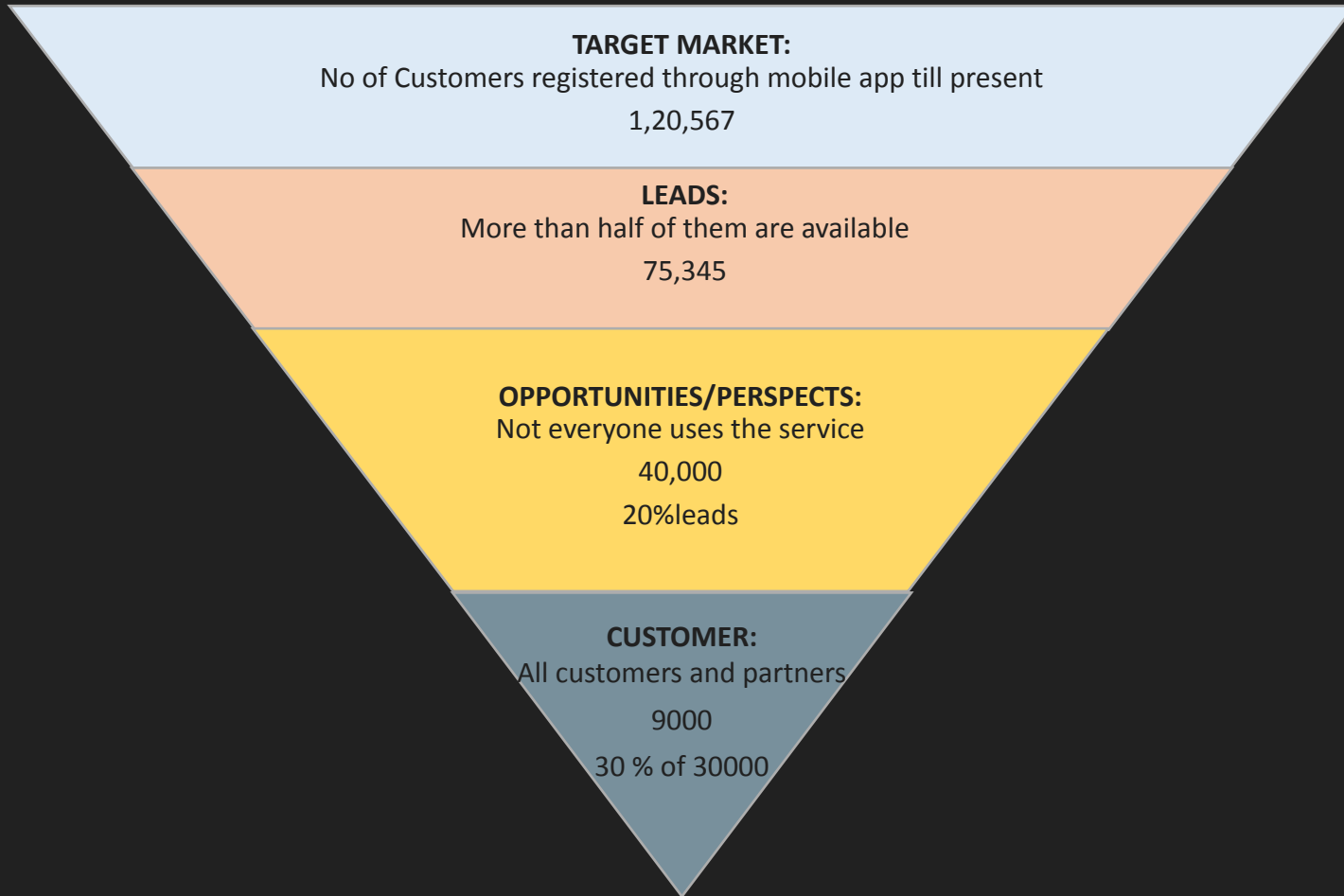
## MARKETING AND SALES

- Elevator Pitch video





# MARKETING AND SALES



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***THANK YOU !***

