

zomato

Kinked guys

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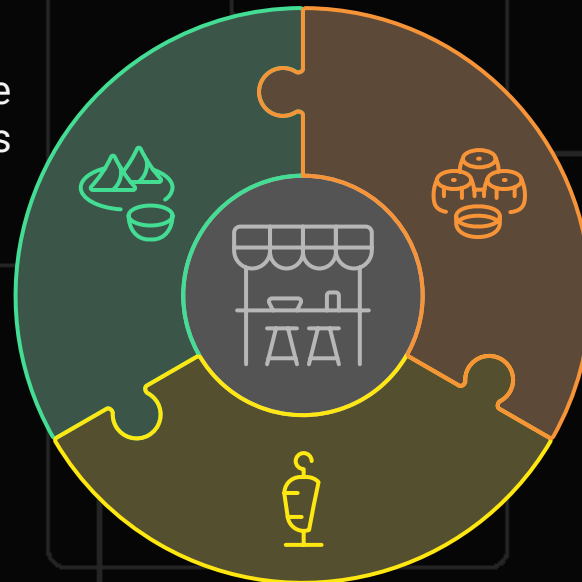
The Problem



Guwahati, the gateway to Northeast India, boasts a thriving street food scene that showcases the city's rich cultural heritage. The aroma of sizzling momos, the tangy taste of puchkas (pani puri), and the warmth of traditional Assamese delicacies have captivated the hearts of locals and visitors alike. However, these hidden gems are often tucked away in physical stalls, limiting their reach to a broader audience and hindering their potential to become a staple of Guwahati's culinary identity.

Guwahati's Street Food Landscape

Assamese
Delicacies



Momos

Puchkas

User & Vendor Persona



"As a visitor to Guwahati, I'm eager to sample the local street food, but I need guidance on the best options."



Visitor

"I'm not familiar with the process of partnering with Zomato for my food stall - can someone guide me?"



Vendor 1

"I'm unsure about the documentation process and would like some support in completing the necessary paperwork."



Vendor 2

"I'm looking for food that's not only delicious but also hygienically prepared and neatly packed."



Local

"I'm looking for food that's not only delicious but also hygienically prepared and neatly packed."



Student

Economic
viability



Affordability

Producer



Consumer



Pain Points






Vendors

-  **Digital Divide:** Many street food vendors lack an online presence, which limits their ability to reach a wider customer base and hampers their growth potential.
-  **Vendor Onboarding:** Street vendors often face challenges due to limited technical skills and inadequate infrastructure, making it difficult for them to adopt digital solutions.



Buyer

-  **Culinary Inclusivity:** The diverse and vibrant street food culture of Guwahati often remains inaccessible to customers outside the city, depriving them of the opportunity to savor its unique flavors.
-  **Hygiene and Packaging:** Ensuring high-quality hygiene standards and proper packaging for food prepared outside traditional kitchens is essential.
-  **Affordability:** People desire delicious, mouth-watering street food that is also budget-friendly.

Marketing



1. Diverse and Vibrant Market:

- Guwahati's street food scene offers a wide variety of dishes for both vegetarians and meat lovers, known for its unique taste, affordability, and accessibility.
- Popular hotspots include Fancy Bazaar, Paltan Bazaar, Chandmari, and Uzan Bazaar, each with distinct offerings.

2. Local Customer Base:

- Customers include students, working professionals, families, and tourists.
- While students and professionals seek quick, affordable meals, tourists enjoy street food as part of the city's culture.

3. Rising Demand for Online Delivery:

- Online food delivery is growing, especially during festivals, weekends, and late nights, driven by convenience and promotional offers.

4. Emerging Trends:

- Fusion dishes, healthier options, eco-friendly packaging, and digital payments are shaping the market, appealing to modern, conscious consumers.

Analysis of the Street Food Market in Guwahati:



Validation



We conducted a survey of 26 individuals, including working professionals and students, to better understand the problem:

1.Street Food Habits: 42% of respondents consume street food daily, while nearly all (close to 100%) enjoy it at least once a week.

2.Preference for Delivery: A notable 80% of respondents expressed a preference for having street food delivered to their location, provided the taste and freshness are maintained.

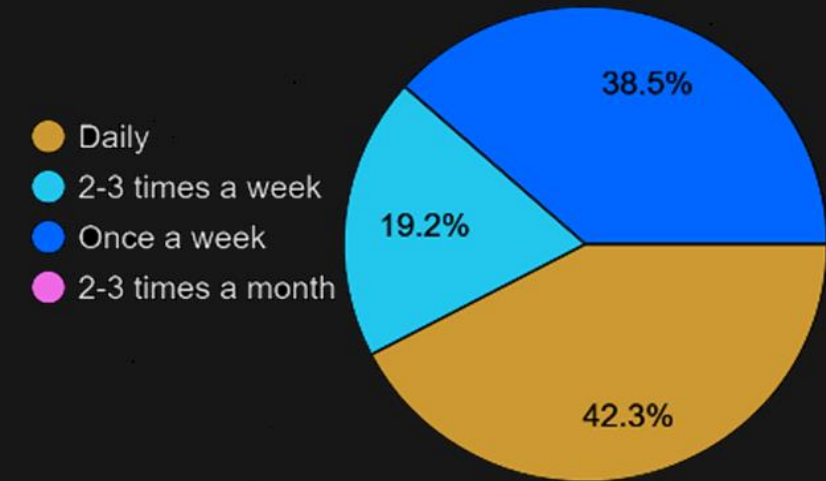
3.Convenience Challenges: 60% highlighted convenience as a concern, citing discomfort while eating outdoors and the hassle of leaving their location to access street food.

4.Hygiene Concerns: Hygiene emerged as a significant issue, with 32% of respondents identifying unhygienic conditions as a major inconvenience.

This survey highlights key consumer preferences and pain points, offering valuable insights into improving the street food experience.

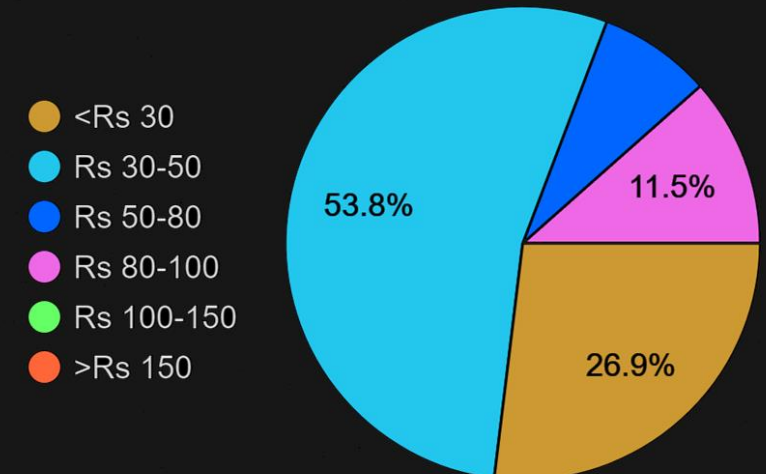
How often do you crave for street food?

26 responses



How much do you generally spend on street food (on 1 visit)?

26 responses



Solution



Vendor Onboarding



1. Zomato Vendor Help Team:

- a. Organize Workshops:** Conduct workshops to educate food stall owners on the benefits of partnering with Zomato, including using the platform effectively, managing orders, updating menus, and handling customer reviews.
- b. Identify Potential Vendors:** Identify potential street food vendors based on their popularity, hygiene standards, and working hours compatible with Zomato's operations.
- c. Dedicated Support Helpline:** Provide a dedicated support helpline for food stall owners to assist them during the onboarding process.
- d. Share Success Stories:** Share stories of other local food stalls that have successfully partnered with Zomato. This builds trust and highlights tangible benefits.
- e. Promotion Through Media:** Encourage vendors to register on Zomato through print media and social media campaigns.

2. Easy Registration Process:

- a. Simplified Registration:** Streamline the sign-up process to make it easier for food stall owners to join Zomato.
- b. Online Tutorials:** Create a YouTube tutorial to guide vendors step-by-step on how to get started with Zomato.
- c. Accessible Resources:** Provide direct access to essential resources within the portal, such as the Food Safety and Standards Authority of India (FSSAI) license and other required documents, to ensure a seamless registration process.

Solution



Customer Acquisition

1. Secret of Streets:

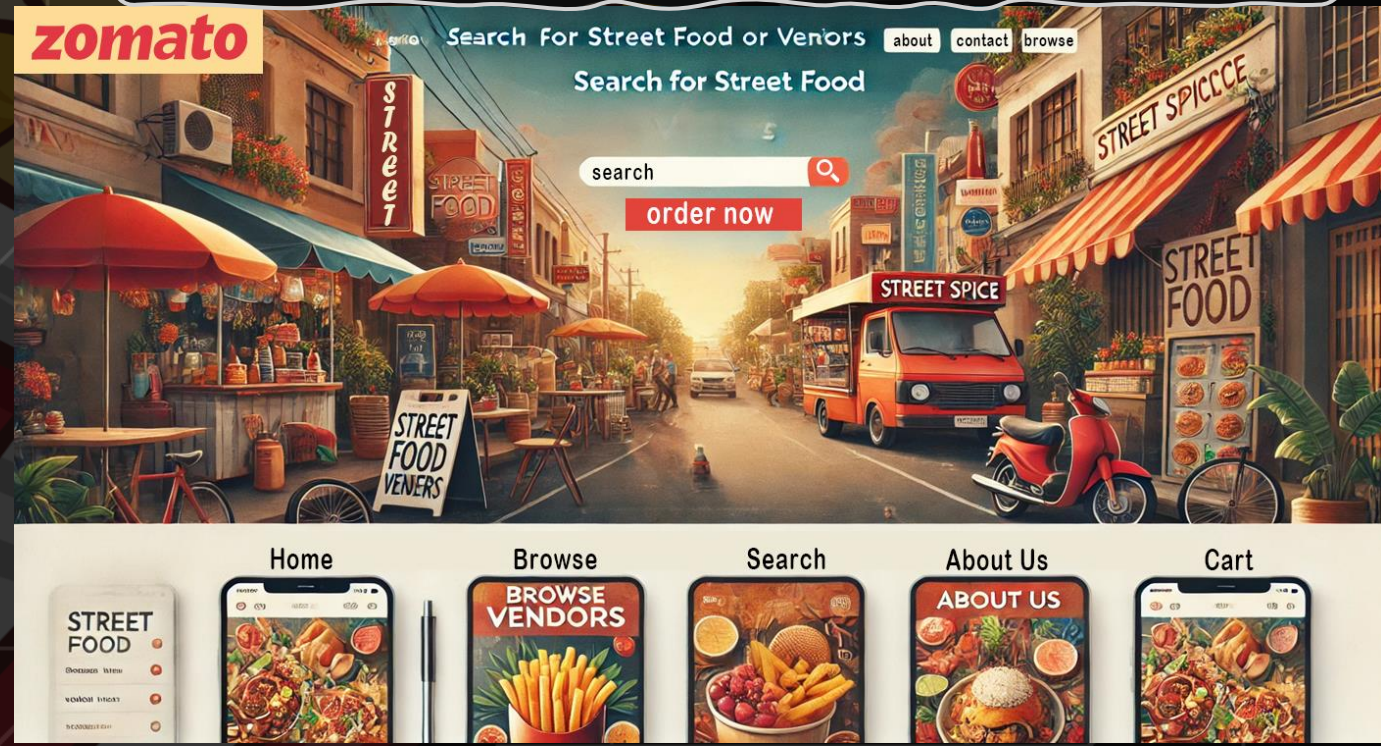
Conduct an online quick survey to uncover the city's favorite street foods, traditional hidden gems, and their favorite street food vendors!

- Encourage people to fill out the survey by offering discount coupons on their next order or a chance to win a lottery.
- This initiative will help tourists, locals, and the Zomato team discover potential street food vendors.

2. Street Spice:

"Order Street Food in a Tap!"

- Introducing our new *Street Spice* tab on the homepage:
- Easily discover and order from your favorite street vendors.
- Browse popular street food options and recommendations.
- Get your street food fix delivered right to your doorstep.
- Easily rate and bookmark your favorite vendors.
- Provides recommendations based on the user's location, the city's popular choices, and a personalized favorites list.



Solution



Customer Acquisition

3. Double the Flavour:

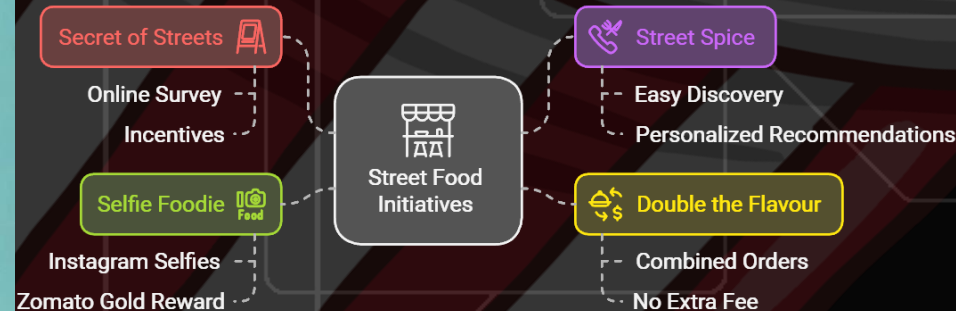
"Double the Flavour, Zero Extra Delivery Fee!"

- We've got a delicious suggestion for you!
- While ordering from a restaurant, why not try some authentic street food from a nearby vendor?
- We'll deliver both orders together, with no additional delivery charges!
- Simply click 'Add Street Food' and explore our curated options.



4. Selfie Foodie:

- Start an online movement by encouraging users to click selfies with their Zomato street food and post them on their Instagram stories with the hashtag #ZomatoStreetSpice.
- Participants get a chance to win Zomato Gold as a reward.



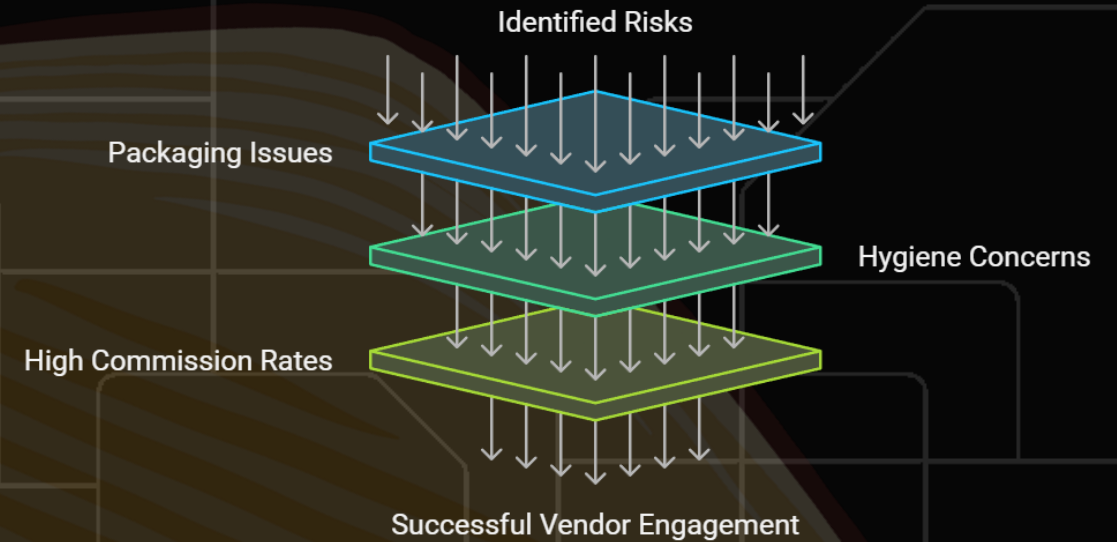
Streamline

ACTION	REACH (R) (1-5)	IMPACT (I) (1-5)	EFFORT (E) (1-5)	CONFIDENCE (C) (%)	SCORE (R*I*C) /100E	PRIORITY
SECERT OF STREETS	3.5	4	2.5	80%	4.48	2
SELFIE FOODIE	3	3.5	2	70%	3.67	3
SECERT SPICE	5 HOME PAGE	4	3	80%	5.33	1
DOUBLE THE FLAVOUR	3.5	2	2	60%	2.1	4

Key metrics

- o **Vendor Growth**: Number of onboarded vendors within the first 6 months.
- o **Delivery Volume**: Number of orders placed and delivered.
- o **Customer Satisfaction**: Customer ratings and reviews on food quality, delivery experience, and vendor engagement.
- o **Vendor Income Growth**: Revenue increase for vendors as a result of the Zomato integration.

Hidden Failure



WHY "Zomato Street Spicy" might fail?

1. Users might be unsatisfied with the packaging of their order.
2. Hygiene doubts might be keeping users away from street food.
3. High commission rates can become a barrier for vendor registration.

How to mitigate this risk?

1. Provide vendors with Zomato-branded packing materials at an affordable price.
2. Facilitate necessary training on safe food preparation and handling, as per the guidelines prepared by the FSSAI. Partnering with MoHUA and FSSAI would be a great idea for this section.
 - Food safety can be ensured by FSSAI. An FSSAI license number on Zomato listings assures customers of food quality and safety.
3. Help vendors kickstart their businesses by offering lower commission fees for the first few months.



Thank You

