

HEYFOOD STORY IN 2025

In 2025, restaurant recommendation companies have grown¹ a lot. The HeyFood starts to conquer new territories and cultures, that's great, though, with this has led to major challenges. The HeyFood app becomes popular in countries around the world.

Latin America and even Europe, it is therefore necessary to adapt language, design and consumption patterns of each country.

As the HeyFood branch tends to grow a lot², it is worth noting that this challenge and know the different cultures for better adaptation of the app. For this is Several surveys, benchmarks³ with competing companies are required.

Because of the growing demand, it became necessary to increase our body of employees in various countries. Despite the complexity of the project, our group is developing well and increasingly users are satisfied.

REFERENCES

¹ De Restaurant recommendation companies like ifood tend to grow.

<https://exame.abril.com.br/revista-exame/com-apetite-de-unicornio/>

² New numbers for restaurant recommendation and delivery growth.

<https://www.ecommercebrasil.com.br/noticias/ifood-divulga-numeros-ineditos-de-crescimento/>

³ Benchmark as a differential for growth.

<https://meetime.com.br/blog/vendas/benchmarking/>