

Business Performance Report (DMS624)



Your campus, your delivery

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Business concept

- A **comprehensive product and food delivery service** is being developed exclusively for the IIT Kanpur campus community.
- This platform connects campus residents with nearby shops and canteens, offering a convenient solution for ordering groceries, snacks, or meals from the comfort of their rooms or offices.
- Deliveries will be handled by campus residents for quick and reliable service. The platform leverages campus proximity to provide a seamless solution for IIT Kanpur, enhancing convenience and supporting local vendors.

Rationale behind

- This idea was born out of the need to simplify daily life on campus for residents who often find it challenging to take time out of their busy schedules or who may simply prefer the convenience of having items brought to them.
- In a fast-paced academic environment like IIT Kanpur, students and faculty alike have little time to run errands or visit multiple locations to fulfill their daily needs.
- By utilizing campus residents as delivery persons, the service not only fosters a sense of community but also provides part-time employment opportunities, creating a sustainable, localized system.

Other Ideas & reason for rejection

1. Resume portfolio website

- Provide **personalized websites** for students and faculty **based on their resumes**.
- Easy-to-use platform to showcase skills, achievements, and experiences.
- Website creation on a regular basis for multiple people was time-consuming and not feasible for the current scenario.

2. Personalised T-shirts and products

- A business concept that offers students the ability to order **personalized T-shirts featuring themes related to IIT Kanpur (IITK) or whatever their favourite design is**.
- Orders fulfilled by local vendors to ensure quality and efficiency.
- Rejected due to market saturation with existing startups dominating this space on campus.

3. JEE mentorship program

- Mentorship provision facility for JEE candidates from IIT students at an affordable pricing.
- Mentorship through one-on-one chat sessions and live calls.
- Personalized guidance, support, and insights from IIT students.
- Rejected due to competition from established coaching institutes and online mentorship platforms and popular YouTube channels.

Business Model

Our core offering

- **What we do!!:** Our platform lets IITK students easily order food and everyday essentials—whether it's stationery, toiletries, groceries, or more—from campus favorites like E-shop, old shop, fruit shops, and others. Craving something specific? You can also get food from your favorite hall canteens like Hall 8, Hall 10, Hall 11, or even Mama Mio, whether it's for birthday parties or just those everyday cravings!
- **Deliver and Earn:** Campus residents with free time or who find delivery convenient can take up the task of fulfilling orders. It's also a hassle-free way for them to earn extra cash by delivering items right on campus.
- **Class, Store, Cash—Repeat:** Students can choose when and how much they want to work, fitting deliveries around their class schedules. Whether it's a quick run to the store or a casual trip, they can pick up delivery requests and earn money on their way back to the hostel!

One Stop for Food and Daily Essentials



Quick and convenient access to favorite meals from hostel canteens. Ideal for busy students and late-night cravings, it allows for easy ordering through a single platform. Whether for everyday or special occasions, this service ensures student enjoy their meals.

Streamlined ordering of everyday essentials like stationery, toiletries, and groceries. Students can easily access nearby stores without the hassle of shopping in person. This service not only saves time but also support local businesses.



Key Partnerships

- **Campus Administration:** Secure approvals and support from campus authorities to run the service smoothly.
- **Delivery Network:** Onboarding students, campus staff, and residents as delivery persons.

Revenue Model

1. Variable Delivery Fee Structure:

- The delivery fee is calculated as a percentage of the product price plus a fixed base fee.
- Formula:

$$\text{Delivery Fee} = \text{Base Fee} + (\text{Product Price} \times \text{Percentage Rate})$$

2. Components:

- Base Fee (BF): A fixed amount charged per order (Rs. 15).
- Percentage Rate (PR): A variable rate applied to the product price 15% for groceries item and 20% for food items.
- Delivery Person Compensation (DPC): A portion of the delivery fee that goes to the delivery person (40% of the delivery fee).
- Service Revenue (SR): The remaining amount after compensating the delivery person.

Customer Relationships:

- Feedback Loops:** We'll use feedback forms and messaging to improve the service.
- Loyalty Programs:** We'll offer rewards and discounts for frequent users and top delivery persons.

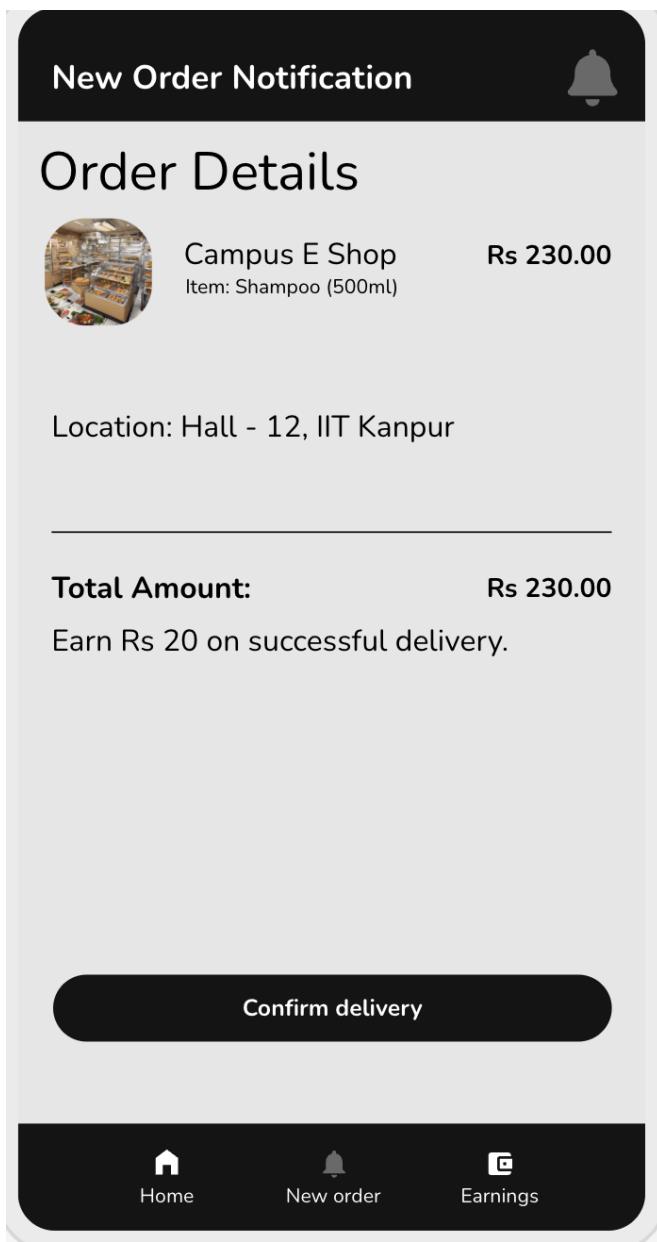
Customer Identification

- Campus-Exclusive:** Tailored for the IIT Kanpur community, offering fast, reliable, and local deliveries.
- Community-Driven:** Customers and delivery persons are fellow campus residents, promoting trust and connection.
- Affordable:** Low-cost, budget-friendly delivery service that meets the needs of students and staff.



Product Design & Development

The delivery person side of our app, where users can view order pickups, destinations, and their earnings. Key features include a clear layout for tracking active orders, and real-time profit updates, ensuring an efficient and rewarding experience.



New Order Notification

Order Details

Campus E Shop Rs 230.00
Item: Shampoo (500ml)

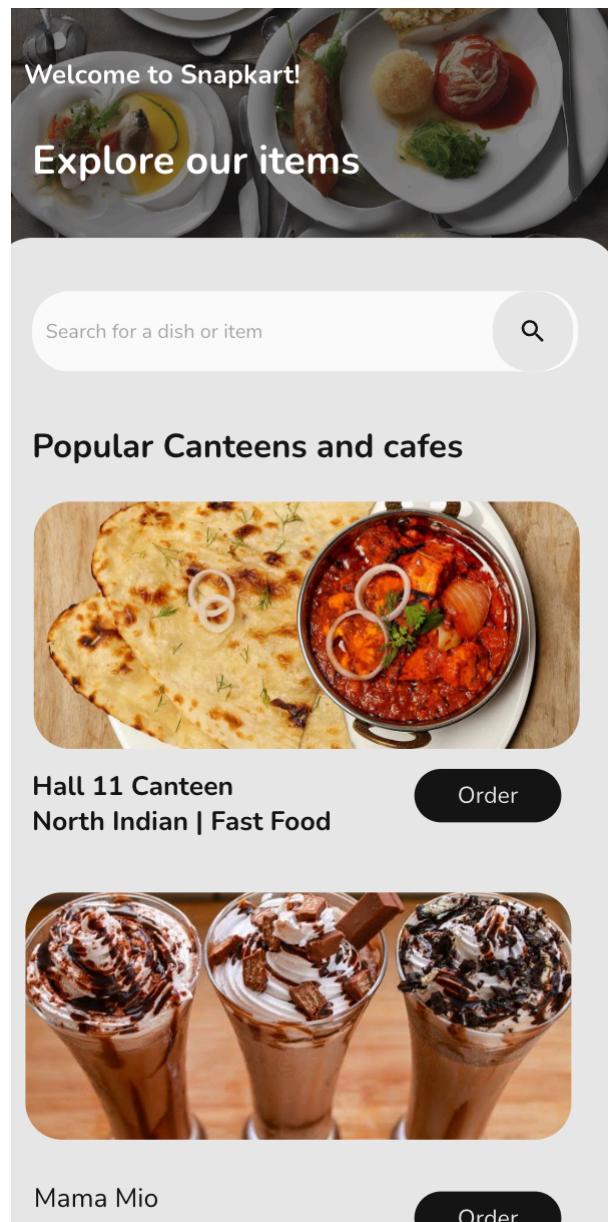
Location: Hall - 12, IIT Kanpur

Total Amount: Rs 230.00

Earn Rs 20 on successful delivery.

Confirm delivery

Home New order Earnings



Welcome to Snapkart!

Explore our items

Search for a dish or item

Popular Canteens and cafes

Hall 11 Canteen North Indian | Fast Food Order

Mama Mio Order

The customer side of our delivery app, featuring intuitive navigation and product listings for easy browsing. Key elements include a search bar, cart icon, and delivery information, ensuring a seamless ordering experience.

Our Key Decisions

1.) Empowering Students, Boosting Margins: A Smart Move for Campus Deliveries

Why we took it!!

1. Campus Regulations: Choosing students as delivery partners ensures we comply with campus authorities, as external hires may not be permitted.
2. Cost Efficiency: Using full-time delivery staff would reduce margins due to higher wages and benefits, making student delivery more cost-effective.
3. Word-of-Mouth Promotion: Employing students creates earning opportunities, which boosts engagement and word-of-mouth marketing within the campus.

Positive impact:

- We were able to achieve all the three outcomes that we aimed at while we were making this decision.

Negative impact:

- A drawback of relying on students is occasional order delays, as there were times when no students were available at the shop, leading to a lack of dedicated delivery personnel.

2.) Filling the Gap: Hall Canteen Deliveries

Why we took it!!

1. We decided to incorporate hall canteens into our app due to the high volume of orders and the lack of existing services addressing this demand, creating a significant market gap that presents a valuable opportunity for us to capture.

Positive impact:

- We experienced significant profit growth by catering to large orders for events like birthday parties, where entire wings of hostels would order food in bulk, resulting in higher order values and increased margins.

3.) Incentivizing Timely Deliveries for Hot, Fresh Meals

Why we took it!!

1. We decided to offer delivery incentives for on-time food deliveries, ensuring orders are fulfilled promptly. This encourages delivery partners to prioritize speed, meeting customer expectations for hot, fresh food, and enhancing overall service satisfaction.

Positive impact:

- Our startup establishes a reputation for reliable, fast service that sets us apart from competitors. As word spreads about our timely deliveries, we attract more customers and strengthen our market position.

4.) Offer Room Delivery and Hall Gate Delivery Options

Why we took it!!

We provide customers the choice between room delivery (with an extra charge) and hall gate delivery, enhancing convenience and generating additional revenue while catering to diverse preferences.

Positive impact: We were able to cater many students who were having demand of room delivery.

Marketing and Advertisement

Partner with Campus Shops and Canteens

Exclusive Discounts: Work with local shops and canteens to offer special deals or discounts for customers who order through our platform.

Co-Branding: Feature their logos on app/website, while they can promote service by placing posters or flyers in their stores or mentioning it to their customers.

Collaborate with Student Groups and Clubs

Partner with popular student clubs (e.g., cultural, tech, sports clubs) to promote service. Offer exclusive promotions or event-specific discounts.

Advertisement through social media

We also used free advertising methods like Instagram Stories and college WhatsApp groups to target a young, dynamic audience, boosting brand awareness and customer engagement without any added cost.

User Research and Feedback

Conduct Surveys: Regularly gather feedback from users through surveys or in-app feedback forms to understand their needs, preferences, and pain points.

Focus Groups: Organize focus groups with a small set of students, faculty, and staff to get detailed insights into their experience with the service.

Advertisement Using Posters

We used posters at the most visited places of the hostels, like lift area, canteens, washing area to let the students know about the service.



Financial Reporting

Following is the financial report for the first 15 days:

Journal

Day	Particulars	Debit	Credit
1	Cash (Initial Capital)	2,000	
	Capital		2,000
1	Advertisement Expense	300	
	Cash		300
1	App Hosting (PlayStore & AppStore)	1,200	
	Cash		1,200
5	Delivery Fee Income (10 orders)	460	
	Delivery Revenue		460
5	Delivery Partner Expenses (10 orders)	184	
	Cash		184
10	Delivery Fee Income (18 orders)	1,260	
	Delivery Revenue		1,260
10	Delivery Partner Expenses (18 orders)	504	
	Cash		504
15	Delivery Fee Income (30 orders)	2,050	
	Delivery Revenue		2,050
15	Delivery Partner Expenses (30 orders)	820	
	Cash		820

Ledger

Day	Particulars	Debit	Credit	Balance
1	Capital	2,000		2,000
1	Advertisement Expense		300	1,700
1	App Hosting		1,200	500
5	Delivery Fee Income (5 orders)	460		960
5	Delivery Partner Payout (5 orders)		184	776
10	Delivery Fee Income (18 orders)	1,260		2,036
10	Delivery Partner Payout (18 orders)		504	1,532
15	Delivery Fee Income (30 orders)	2,050		3,582
15	Delivery Partner Payout (30 orders)		820	2,762

Cash Flow Statement

Cash Inflows:

Delivery Fee Income from 10 orders: ₹460

Delivery Fee Income from 18 orders: ₹1,260

Delivery Fee Income from 30 orders: ₹2,050

Total Cash Inflows: ₹3,770

Cash Outflows:

Advertisement Expense: ₹300

App Hosting: ₹1,200

Delivery Partner Payments (10 orders): ₹184

Delivery Partner Payments (18 orders): ₹504

Delivery Partner Payments (30 orders): ₹820

Total Cash Outflows: ₹3,008

Net Cash Flow: ₹762

Income Statement

Particulars	Amount (₹)
Revenue	
Delivery Fee Income (58 orders)	3,770
Total Revenue	3,770
Expenses	
Delivery Partner Compensation	1,508
Advertisement Expense	300
App Hosting Costs	1,200
Total Expenses	3,008
Net Profit	762

Balance Sheet

Assets	Amount (₹)
Current Assets	
Cash	2,762
Total Assets	2,762
Liabilities & Equity	
Equity	
Capital	2,000
Retained Earnings (Profit for the period)	762
Total Liabilities & Equity	2,762

Key Insights

Revenue Generation: The business generated ₹3,770 in delivery fees from 58 orders.

Costs: Major costs include ₹1,508 in delivery partner payouts (40% of delivery fees), ₹300 in advertisement, and ₹1,200 in app hosting costs.

Profit: The business showed a net profit of ₹762 in the first 15 days

Net Assets: After accounting for expenses, the business holds ₹2,762

Scalability of our business model

First we will scale our business model to other IITs like IIT Bombay and IIT Delhi, we have decided to implement several key changes and strategies to ensure smooth growth and sustainable operations.

1. Operational Scaling

- Standardized Processes: Use our standardized operational model at IITK that can be replicated across different IITs. This includes streamlining processes for vendor onboarding, order fulfillment, and delivery logistics.
- Localized Operations: While standardizing the core model, allow for local customization based on the specific campus needs like many other IITs also have night canteens and many students who wake up whole night regularly order from them. They can be good customers for us.
- Establish a local logistics network by recruiting delivery personnel (students) and appointing local managers for daily operations.

2. Technology and Infrastructure

- Scale the delivery app by supporting multiple locations and utilizing geofencing to display only relevant vendors and delivery options for each campus.
- Integrate data management systems to track real-time performance across other colleges, ensuring efficient order tracking and delivery.

3. Marketing and Customer Acquisition

- Build campus ambassador teams at IIT Bombay, IIT Delhi, and future campuses to drive awareness and engagement.
- Customize marketing campaigns to fit each campus's culture and preferences, using local slang and student events for targeted promotions.

4. Customer Support and Feedback

- Set up campus-specific customer support teams to provide quick resolution for delivery issues and enhance the overall user experience.
- Continuously gather feedback from students and vendors to refine the service and address campus-specific needs.

Few campuses we aim to target next:

- | | | |
|--------------------|-----------------|-------------------|
| 1. IIT Bombay | 2. IIT Delhi | 3. IIT Kharagpur |
| 4. DTU | 5. NSIT | 6. NIT Allahabd |
| 7. IIT Gandhinagar | 8. IIIT Lucknow | 9. IIIT Allahabad |

Efficiency initiatives

- **Incentive Program for High-Performance Delivery Partners:** We introduced performance-based incentives to motivate delivery partners to complete orders faster and maintain high service quality.
- **Batch Delivery System:** Group multiple nearby orders into a single delivery route, reducing travel time and maximizing delivery efficiency for each delivery partner.

Progress Report

APP DOWNLOADS

50+

In 5days

100+

In 10days

200+

In 15days

- In the initial 5 days, our app was downloaded by 50 people, many of whom were close friends, helping us kickstart our user base and spread word-of-mouth awareness.
- In the following 5 days, our app downloads surpassed 100, driven by our targeted social media marketing efforts on platforms like Instagram and WhatsApp.
- In the last 5 days, after pasting posters in various hostels, our app downloads surged past 200, further expanding our reach and visibility.

ORDERS FULLFILLED

5+

In 5days

20+

In 10days

50+

In 15days

- First 5 days, we got 10 orders mainly done by our friends.
- After our promotion on instagram stories, whatsapp status and through posters we saw a significant increase in the number of orders and were able to fulfilled 50+ order till the end of period and still growing.

Competition and Threats

1. What if delivery boy stole?? :

- **Issue:** If the student assigned for delivery takes the item but doesn't deliver it to the customer, there's a chance that they could keep the item with themselves.
- **Solution:** The delivery student pays the shop upfront, and upon successful delivery, the platform reimburses them with the item cost plus a delivery fee.

2. Existing Local Delivery Services:

While Blinkit, Swiggy and Zomato offer item and meal deliveries from outside campus restaurants and shops, providing students with more options. Our product is still better in a way that it provides students with an option of ordering from campus shops and food outlets.

3. Peer-to-Peer Services:

Student-run informal delivery systems may offer similar services. To differentiate from potential competitors, we can provide rewards and incentives for delivery personnel based on the number of deliveries, total value, and repeat customers using our platform.

4. Managing High Order Volume During Exam Periods

During exam time, there might be a surge in orders but a shortage of delivery agents due to students being unavailable. To tackle this, we can offer higher incentives or bonus payments for deliveries made during exam periods to attract more delivery agents.

5. Technological Glitches:

Any downtime, bugs, or slow performance in your app could result in lost orders or frustrated users. Regular updates, backups, and technical support will be crucial to minimize disruptions.

6. Risk of Shops and Canteens Starting Their Own Delivery Services

If, in the future, shops or canteens launch their own delivery systems, it could significantly impact our business. By offering direct delivery to students, these vendors could bypass our platform entirely, leading to a loss of orders and potentially shutting down our service.

7. Inconsistent Quality of Delivery Service

There may be variations in the quality of service provided by student delivery agents, ranging from delays, missed deliveries, or poor customer interactions.

8. Negative Word of Mouth from Bad Experiences:

In a college campus setting, word spreads quickly. A single bad delivery experience, such as a missing item or late delivery, can damage the platform's reputation.

Data and Security

Data Collected From User:

- Email
- Name
- Mobile No
- Order Details
- Feedback

Data security

- Currently we have less data so data privacy is not a major concern today but it will be an issue with the expansion of the business.
- To maintain the data security of users for our food delivery app, following technical and administrative measures have been or will be implemented in future-

1. Data Minimization

- Collected only the necessary data that is needed for operations.
- Regularly purged or anonymized user data no longer needed (e.g., past order details)

2. Access Control

- Implemented role-based access control (RBAC), where only authorized personnel or systems can access user data.
- Will enforce multi-factor authentication (MFA) for admin dashboards or anyone handling sensitive user data.

3. Data Encryption

- Encrypt data both at rest (when stored) and in transit (when being transmitted between users, servers, and food outlets) by using encryption protocols like TLS (Transport Layer Security) for data in transit and AES-256 for data at rest.
- Passwords will be hashed using strong algorithms like bcrypt or Argon2.

4. User Data Privacy

- Comply with privacy regulations provide options for consent, and allow users to delete or export their data on request.
- Have a privacy policy easily accessible to users explaining how their data is protected and used.

5. Secure Authentication

- Implemented strong password policies for users (e.g., minimum password length, a mix of characters).
- Will consider using OAuth-based login options (e.g., Google or Apple login) to reduce the need for password storage.

Workforce Division and Task Allocation

1. Operations Department

- Role: Chief Executive Officer (CEO)
 - Task: Oversee the overall vision, strategy, and operations of the business.
 - Assigned to: Anuradha Singh
 - Roll number: 208070169
 - Email: anuradha20@iitk.ac.in

2. Technical Department

- Role: Chief Technology Officer (CTO)
 - Task: Oversee all technical aspects of the platform, including development and security.
 - Assigned to: Vatsal Rajput
 - Roll number: 221179
 - Email: vatsalr22@iitk.ac.in

3. Marketing Department

- Role: Chief Marketing Officer (CMO)
 - Task: Develop marketing and advertisement strategies for the product.
 - Assigned to: Nagmani Nayan
 - Roll number: 220679
 - Email: nagmani22@iitk.ac.in

4. Finance Department

- Role: Chief Financial Officer (CFO)
 - Task: Manage the company's financial operations, budgeting, and strategy.
 - Assigned to: Sparsh Gupta
 - Roll number: 221084
 - Email: gspars22@iitk.ac.in

5. Human Resources

- Role: HR Manager
 - Task: Oversee recruitment, employee relations, and training programs.
 - Assigned to: Rohit Karwa
 - Roll number: 220911
 - Email: krohit22@iitk.ac.in

Executive Summary

Business Overview

The business aims to provide a comprehensive delivery service for IIT Kanpur campus community, focusing on both groceries and meals from canteens and other eateries. Utilizing a peer-to-peer delivery model, campus residents, including students and staff, serve as delivery partners. This approach leverages their proximity to provide quick, affordable, and reliable delivery services to students, staff, and faculty.

Key Features

- Convenience: Orders for groceries, stationery, and meals can be placed through the app, targeting busy students and faculty.
- Peer-to-peer Delivery Model: Campus residents fulfill delivery requests, providing part-time employment while ensuring quick delivery.
- Scalable Model: The initial launch will focus on IIT Kanpur, with plans to expand the model to other campuses, starting with IIT Bombay and IIT Delhi.

Business Model

The revenue model is built on a tiered delivery fee structure, which includes a base fee of ₹15 plus a percentage rate of the product price (15% for groceries and 20% for food). Delivery partners receive 40% of the total delivery fee, while the remaining amount contributes to service revenue.

Financial Performance

The business is being launched with an initial capital of ₹2,000. Over 15 days, with over 50 orders and increasing demand, the business generated ₹3,770 in revenue, with expenses including delivery partner payments, advertising, and hosting costs. The net profit is ₹762, with net assets increasing to ₹2,762.

What do our customer said!!

#Our Customers



“First time experience such service. Items were delivered right at my doorstep, on time. A must try app for all.”

-Jai Verma

#Our Customers



“First hand experience of this great delivery service. Items from Hall 11 & Hall 10 canteens. There is no other service that provides delivery from hall canteens.”

-Yash Pratap Singh