OneCart Multi-Ordering Initiative

EXECUTIVE SUMMARY

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ISSUES

- Customers are unable to satisfy their cravings due to lack of ability to order from multiple restaurants at the same time.
- Customers are required to spend a lot of time on placing separate orders.
- Customers are obliged to pay delivery fee for the separate orders they place.

QUESTION

- How to develop a mechanism which counters all the above mentioned issues at once by saving time, reducing cost & satisfying multiple cravings?
- What is the optimal radius for including restaurants in a multi-basket order?
- What features will optimize the user experience for browsing menus & orders from multiple restaurants?

STRATEGY

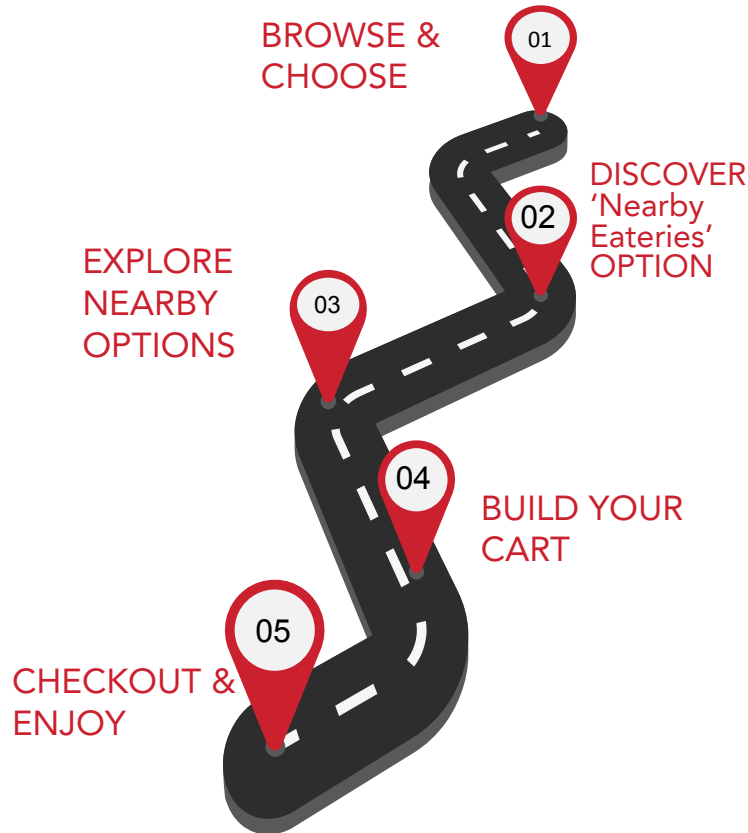Introduce Zomato OneCart Multi-Ordering Restaurant
- Order from multiple restaurants within a set radius in a single cart.
- Enjoy one delivery for increased convenience and potentially reduced fees.
- Implement a clear user interface for managing multi-basket orders, utilizing route optimization algorithms within the delivery network to ensure efficiency.

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PROBLEM STATEMENT

To develop a solution that allows users to conveniently order from multiple restaurants in a single transaction, increasing user satisfaction, order volume, and revenue for Zomato and its partner restaurants.
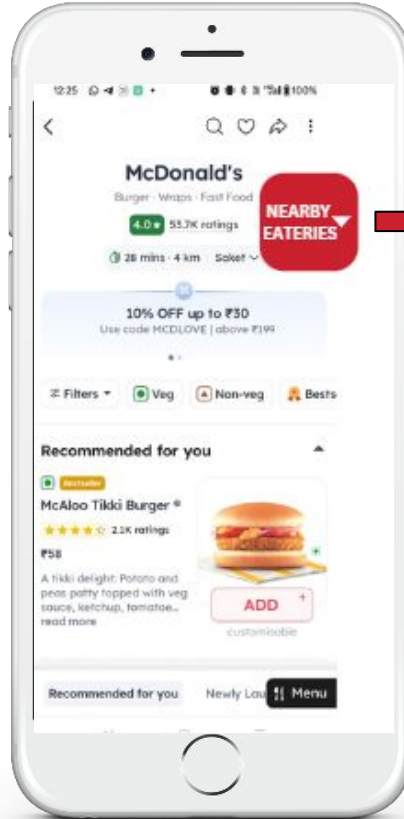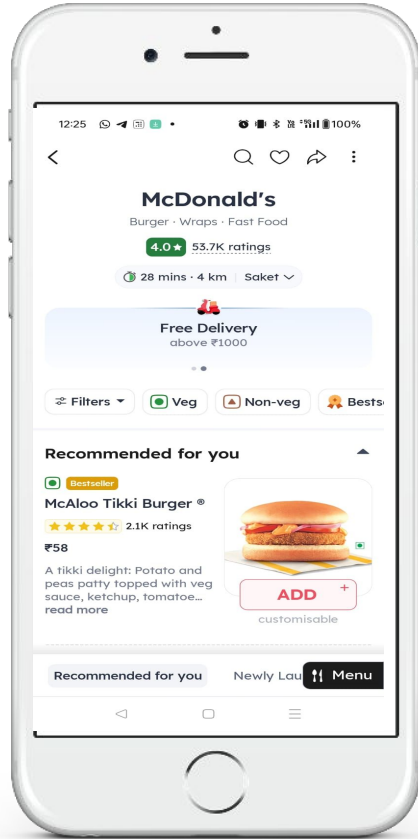
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CUSTOMER JOURNEY

01 Cx Opens Zomato & Chooses the 1st Restaurant.
Eg. McDonalds from PVR Anupam Saket

02 Cx clicks on a new icon on the app indicating 'Nearby Eateries'!
Tapping it reveals details about how to order from multiple
restaurants at once.

03 Cx views nearby restaurants within delivery range where Cx can
add more food to the order, from different restaurants
Eg. A list of restaurants in Anupam Saket pops up on screen

04 Cx adds items from different restaurants to the cart without
switching pages.
Eg. The 2nd restaurant chosen from the given list of restaurants is
Wow Momos, on clicking it, the menu of the restaurant opens up.

05 Cx reviews the multi-restaurant order, pays for each
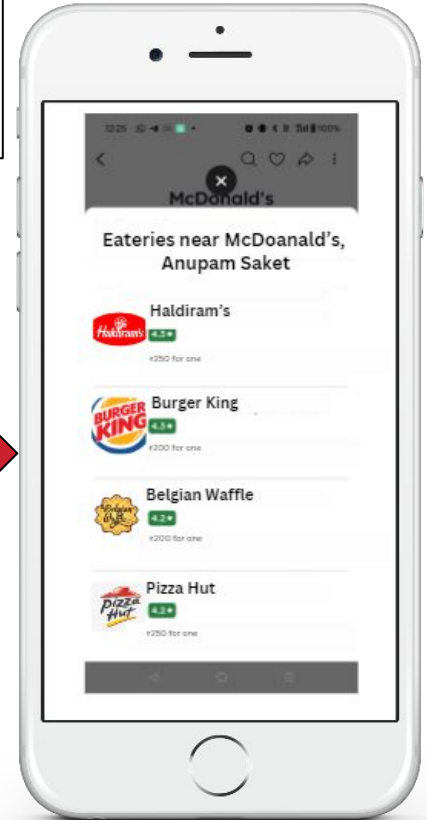restaurant, and receives everything in one convenient delivery.

BROWSE & CHOOSE — 01

DISCOVER 'Nearby Eateries' OPTION — 02

EXPLORE NEARBY OPTIONS — 03

BUILD YOUR CART — 04

CHECKOUT & ENJOY — 05
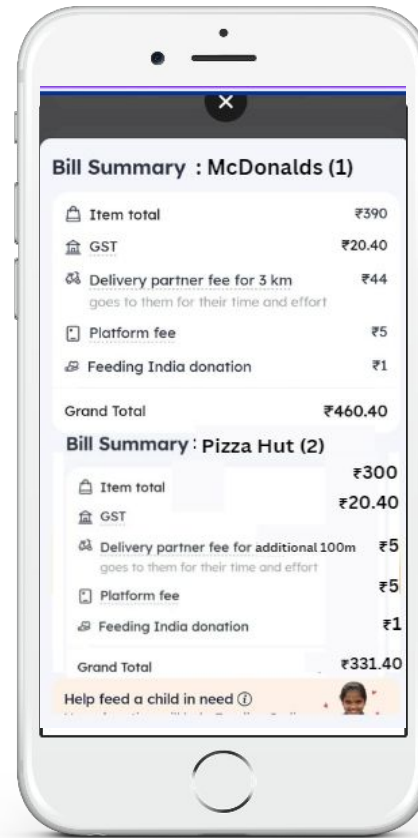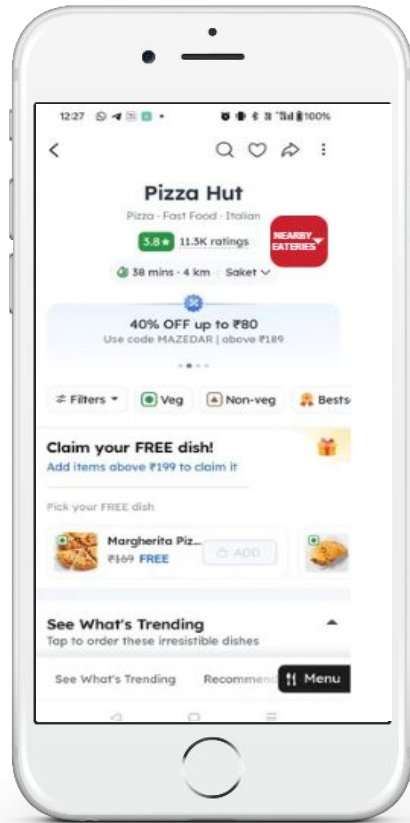
USER INTERFACE **& NAVIGATION**

This will be an additional dropdown icon that will have to be added in the interface.

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Cx selects on McDonalds from Saket

Cx clicks on the NEARBY EATERIES icon.

List of nearby eateries pops up

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- N restaurants can be chosen in 1 single order/transaction

- Detailed bill summaries for each individual order within a multi-restaurant purchase.

- These summaries will be presented clearly & progressively in one list, making it easy to track costs and items from each restaurant.

- No need to navigate through multiple screens

Cx clicks on the second Restaurant he wishes to order from i.e Pizza Hut. The menu pops up as usual.

Bill summary appears on the screen based on number of restaurants ordered from.

BENEFITS ACCRUED : STAKEHOLDER WISE

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                              BENEFITS
                                 |
        ┌────────────────────────┼────────────────────────┐
     Customer                 Merchant              Delivery Person
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Customer

Convenience
→ Accessibility
→ Simplified experience
→ Variety & Flexibility

Cost Saving
→ Delivery cost
→ Opportunity cost (time & effort)
→ Combined order discounts

Merchant

Enhanced Sales
→ Visibility
→ Increased average order value
→ Increased customer acquisition

Delivery Person

Optimized Routes
→ Designated radius
→ Reduced travel line

TRANSPARENCY & CLEAR COMMUNICATION

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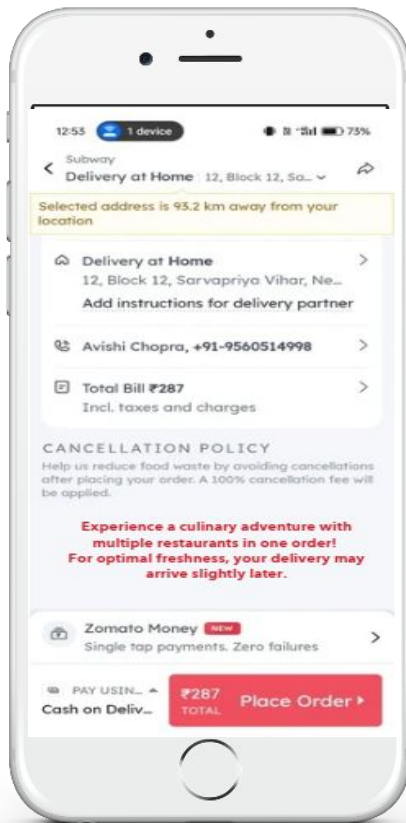
Participating Restaurants

Restaurants participating in the multi-basket program will be clearly marked within the app, possibly using a badge or icon
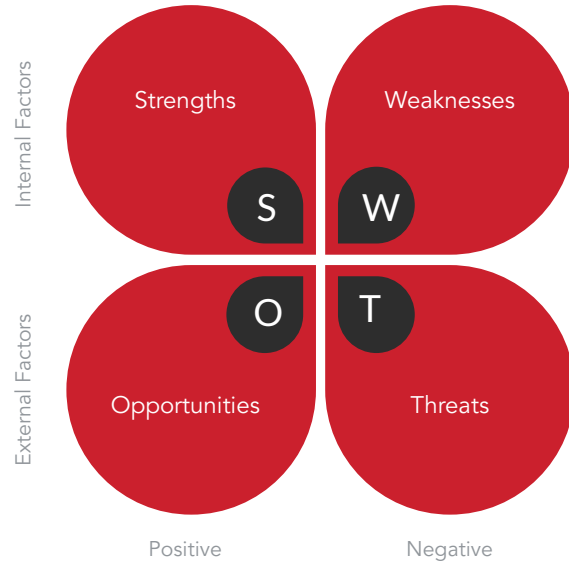
Delivery Radius Limitations

Users will be able to see the designated radius for including restaurants in a multi-basket order.

Longer Delivery Times

During the checkout process, users will be informed about the possibility of longer delivery times for multi-basket orders compared to single-restaurant orders.

SWOT **ANALYSIS**

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Internal Factors

External Factors

| | Strengths | Weaknesses |
| S | W |

| | Opportunities | Threats |
| O | T |

Positive   Negative

STRENGTHS

1. First mover advantage
2. USP & competitive advantage
3. Less traffic congestion
4. Lower carbon emissions
5. Increased sustainability metric
6. New customer segments
7. Boosting feeding india donations

WEAKNESSES

1. Order complexity
2. Restaurant cooperation
3. Maintenance of food quality
4. Customer awareness

OPPORTUNITIES

1. Partnerships
2. Sustainable packaging
3. Targeted marketing .
4. Data-driven personalization
5. Expansion
6. Integration with loyalty programs

THREATS

1. Technical challenges
2. Potential delays
3. Restaurant hesitation

POTENTIAL CHALLENGES & MITIGATION STRATEGIES

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01 DELIVERY TIME MANAGEMENT

- Provide users with realistic EDTs for multi-basket orders.
- Prioritize pickups from restaurants closer together.
- Develop algorithms to optimize delivery routes for pickups from multiple restaurants while minimizing travel time.

02 RESTAURANT PARTICIPATION

- Clearly explain the program to restaurants, emphasizing the potential to reach new customers & increase order volume.
- Work collaboratively with restaurants to address their concerns & develop solutions, such as offering training on handling multi-basket orders efficiently.

03 USER ADOPTION

- Consider offering initial launch promotions or loyalty program benefits to encourage users to try the multi-basket feature.
- Ensure the multi-basket feature is user-friendly, intuitive, and integrated smoothly within the existing Zomato app.

04 OPERATIONAL & TECHNICAL CHALLENGES

- Implement the program in phases to identify and address any technical issues quickly.
- Encourage users to report any technical issues they encounter to facilitate swift resolution.

IN FOCUS: UN SUSTAINABLE DEVELOPMENT GOALS

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Primary Focus

11 SUSTAINABLE CITIES AND COMMUNITIES

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Secondary Focus

13 CLIMATE ACTION

3 GOOD HEALTH AND WELL-BEING

8 DECENT WORK AND ECONOMIC GROWTH

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THANK YOU!

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