Research Report on

**Foodmandu**

**A black and white logo

AI-generated content may be incorrect.**

Submitted to

**Department of Computer Science and Engineering**

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in Partial Fulfillment of the

Requirements for the Degree of B.E. in Computer

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# 1. Study of Foodmandu

## 1.1 Introduction

Foodmandu, established in 2010, is Nepal’s premier online food delivery platform, primarily serving urban areas such as Kathmandu, Pokhara, Butwal, and Chitwan. With partnerships spanning over 900 restaurants, Foodmandu has become synonymous with convenient online food ordering.

## 1.2 Key Services Offered

* Food Delivery: Primary service offering restaurant-prepared meals.
* OneMart: Integrated grocery and essentials delivery.
* Bar Service: Specialized beverage delivery.
* Midnight Delivery: Extended late-night service within Kathmandu’s Ring Road.

## 1.3 Technology and User Experience

The Foodmandu mobile application is available on Android and iOS, demonstrating robust integration with multiple payment gateways, including eSewa, Khalti, bank cards, and cash on delivery. The user interface is generally intuitive and user-friendly, catering efficiently to basic ordering needs.

## 1.4 Performance Analysis

Foodmandu maintains an average page load speed of 1-3 seconds, with uptime consistently above 99%. Despite reliable overall performance, peak hours often result in slower responses and longer load times.

## 1.5 Customer Feedback Summary

Based on user reviews from Google Play Store and App Store (rated 3.7–4.0):

* Strengths: Wide restaurant variety, ease of payment.
* Limitations: Limited geographic service coverage, inefficient live tracking, frequent delivery delays, insufficient quality assurance, inefficient and slow customer support.

## 1.6 SWOT Analysis

| **Strengths** | **Weaknesses** |
| --- | --- |
| Market leader and strong branding | Limited geographic reach (primarily urban areas) |
| Extensive restaurant network | Inefficient real-time delivery tracking |
| User-friendly mobile application | Frequent delays in delivery |

| **Opportunities** | **Threats** |
| --- | --- |
| Expansion into rural and suburban markets | Rising competition (Pathao Food, Bhoj, WL Food) |
| Technological advancements (AI, automation) | Potential customer loss due to dissatisfaction |

# 2. Detailed Limitations

**1 Limited Geographic Coverage**

Foodmandu predominantly serves urban cores, neglecting suburban and rural areas.

**2 Inefficient Live Tracking**

Real-time tracking often lags, providing inaccurate delivery locations.

**3 Delivery Management Delays**

Manual dispatch and routing cause substantial delays, often exceeding 60 minutes.

**4 Poor Quality Assurance**

Inadequate inspection of partner restaurants results in inconsistent food quality and hygiene issues.

**5 Inefficient Customer Support**

Slow responses, particularly during busy periods, lacking proactive issue handling.

# 3. Proposed System Design

A diagram of a company

AI-generated content may be incorrect.

# 4. Balanced Scorecard

## 4.1 Financial Perspective

| **Objectives** | **Metrics** | **Annual Targets** |
| --- | --- | --- |
| * Increase Revenue Growth | * Annual revenue increase (%) | * +25% |
| * Improve Operational Efficiency | * Reduction in operational costs (%) | * 15% decrease |
| * Enhance Profit Margins | * Net profit margin (%) | * ≥15% |

## 4.2 Customer Perspective

| **Objectives** | **Metrics** | **Targets** |
| --- | --- | --- |
| * Expand Geographic Coverage | * Percentage increase in new regions serviced (%) | * +30% |
| * Improve Delivery Speed | * Average delivery time (minutes) | * <35 mins |
| * Increase Customer Satisfaction | * Positive customer feedback (%) | * >90% |

## 4.3 Internal Business Processes Perspective

| **Objectives** | **Metrics** | **Targets** |
| --- | --- | --- |
| * Enhance Live Tracking Accuracy | * Real-time tracking lag | * <30 seconds |
| * Optimize Delivery Routing | * On-time delivery success rate (%) | * >95% |
| * Strengthen Quality Checks | * Frequency of quality inspections | * Weekly |

## 4.4 Learning and Growth Perspective

| **Objectives** | **Metrics** | **Targets** |
| --- | --- | --- |
| * Develop Employee Skills | * Frequency of training sessions | * Monthly |
| * Foster Technological Innovation | * New technologies implemented per year | * At least 2 |
| * Improve Support Efficiency | * Percentage of automated issue resolutions | * ≥75% |