

ZEPTO ANALYSIS





- 01 Zepto - Introduction**
- 02 Business Model**
- 03 USP Identification**
- 04 Market gap & Customer Need**
- 05 Technology & Innovation Model**
- 06 Customer Reviews & Sentiment Analysis**



- 07 Competitor Benchmark**
- 08 SWOT Analysis**
- 09 Key insights & Findings**
- 10 Strategic Business Recommendations**



Introduction - Company Overview & Mission

Founded in **2021** by **Audit Palicha** and **Kaivalya Vohra** in Mumbai, Zepto pioneered grocery shopping through ultra-fast delivery. Targeting busy metro lifestyles, high smartphone penetration, and UPI adoption, it created a new category : Quick Commerce





Zepto - Business Model

Revenue Streams

- Delivery charges from customers
- Product Margins
- In-App Advertisement

Major Costs

- Delivery partner Salaries
- Dark store operators and rent
- Logistics & Marketing





USP Identification

Guaranteed speed powered by a hyper-local model, differentiating Zepto from traditional 30-60 minute services.

Dark Store Model

Hyper-local warehouses for rapid fulfillment.

Real Time Tracking

GPS Live tracking for full transparency

Instant Refunds

Quick & Easy refunds for seamless experience





Market Gaps & Customer Needs



The Problem :

Consumers endured **30-60 minute waits**, with scarce late-night options and poor emergency availability.

Zepto solution :

Removed planning friction by offering **instant grocery access** with no advance planning needed.

Customer Benefit

Saves time and ensures a **reliable essential supply** around the clock, offering ultimate convenience.



Technology & Innovation

AI Demand Forecasting:

Predicts inventory needs to ensure product availability

Automated Inventory :

Real time stock management across dark network stores

GPS Live Tracking :

End-to-End visibility for customer operations

Mobile App :

Fast order processing for Android & ios platforms





Reviews & Sentiment

Positive :

- Very fast delivery
- Fresh Products
- Easy refund process

Negative :

- Missing items
- Occasional App crashes
- Support response delays

Neutral :

Trusted emergency solution that saves time through order accuracy needs improvement



Competitor Benchmark



Feature	Zepto	Blinkit	Swiggy Instamart
Delivery Speed	10 min	15-20 min	20 min
Pricing	Medium	Low	High
App Experience	Excellent	Good	Good
Product Variety	Medium	High	High



SWOT Analysis

Strength

- Ultra fast 10-min delivery
- Strong brand recognition
- Excellent App experience

Weakness

- High operational cost
- Inventory mismatch issues
- Order accuracy challenges

Opportunities

- Tire-2 city expansion
- Subscription models
- Enhanced AI forecasting

Threats

- Intense Competitions
- Profitability Pressure
- Market saturation risk

Key Insights & Findings



Customer reviews validate Zepto's core value proposition while pinpointing critical areas for operational improvement.

70 %

of positive reviews praise delivery speed as the key delight.

60%

of negative reviews mention missing items & refunds as pain points.



Strategic Business Recommendation

Short-term

- Implement barcode scanning for orders
- Automate Refund processing
- Enhance App stability

Long-Term

- Launch Subscription model
- Expand to Tier-2 cities
- Strengthen AI demand Prediction

Zepto's 10 minute delivery promise is its greatest strength. To achieve sustainable growth, the company must improve order accuracy, reduce operational losses, and strengthen inventory management while maintaining its speed advantage.

THANK YOU

