

Mock Business Case Study

Wolt food delivery app

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Agenda

- Company Overview
- SWOT
- Competitor Analysis
- Challenges and Objectives
- Problem Statement
- Proposed Solutions
- Brainstorm



Company Overview

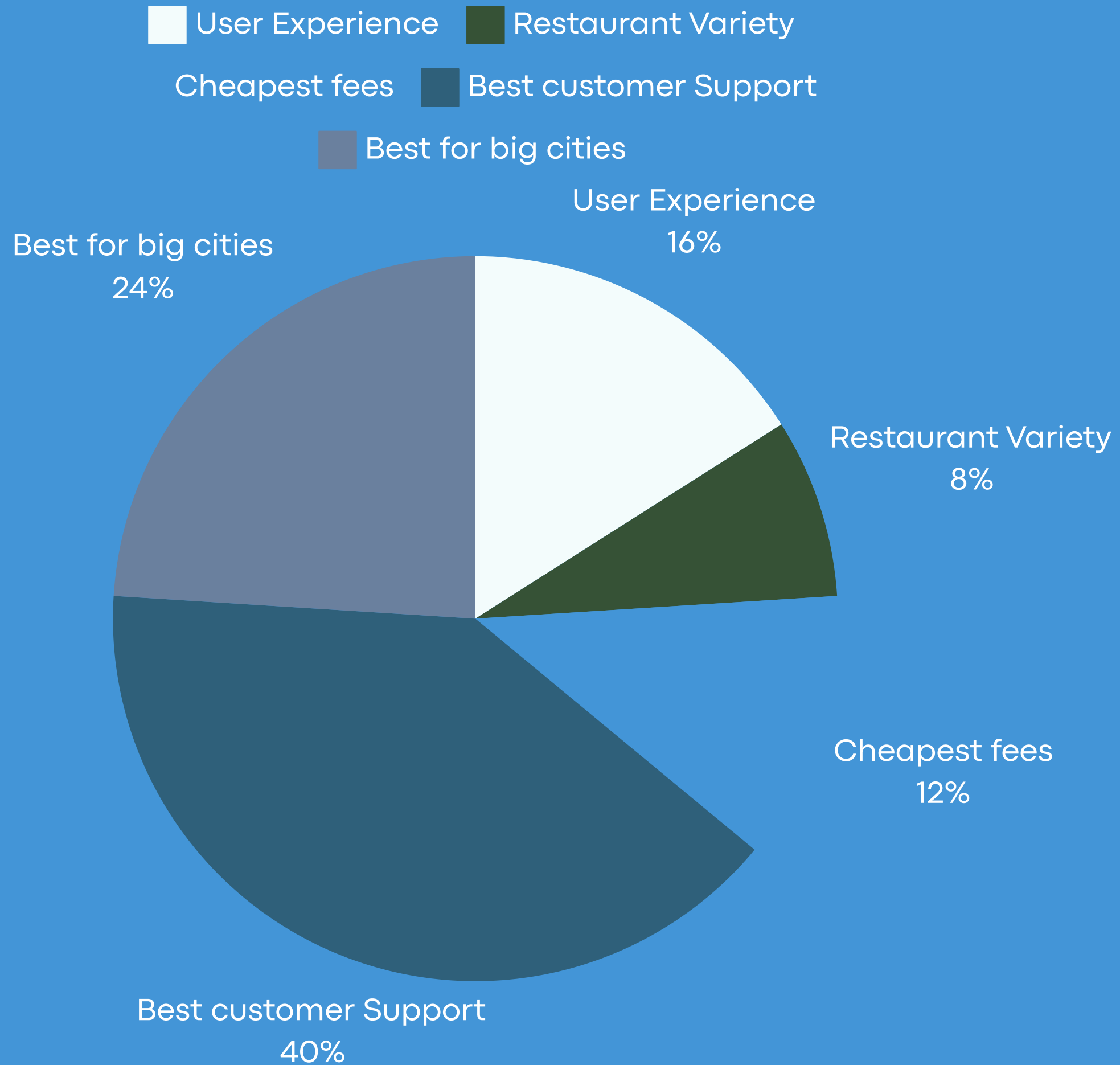
Wolt is a Helsinki-based technology company.

- **Mission:** Bring joy, simplicity, and earnings to neighborhoods worldwide.
- Develop local commerce platforms.
- Connects people ordering food/groceries with sellers and delivery providers.

S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
<ul style="list-style-type: none">• Strong local focus and partnerships 🤝 🏙️• Superior user experience and customer support 🌟💬• Diversified business experience 📁 🌐	<ul style="list-style-type: none">• Smaller restaurant selection in some areas 🍴🍷• Very few driver incentives 🚗💵• Higher delivery costs 💰📈	<ul style="list-style-type: none">• Enhanced Restaurant Partnerships 🍴🤝• Optimized AI solutions for predicting faster routes 🤖🚗• Subscription and loyalty programs 📄🎁 💳• Sustainable and eco-friendly deliveries 🌱 🚚	<ul style="list-style-type: none">• Intense competition from Uber Eats, Lieferando, and other local players 🏁🍔• Regulatory and labor laws 📋⚖️• Restaurant commission backlash 🍴💵

Competitor Analysis

Wolt in comparison to competitors like Uber Eats and Lieferando on user experience, customer satisfaction, delivery time, customer support, and suitability for big cities.



Challenges and Objectives

Challenges

- Users report food delivery delays, resulting in lower satisfaction 😞🍔.
- Feedback shows real-time delivery doesn't match actual times ⌚❌.
- Not all city restaurants are on the app 🍴🚫.

Objectives

- ⌚ Improve the accuracy of estimated delivery times.
- 🍴 Improve restaurant participation.
- 🚴💨 Optimize the delivery process to reduce average delivery time by 20 minutes.

Problem Statement

01

Mismatch between restaurant preparation time and delivery driver availability 🕒🚗

02

Inefficient routing for delivery drivers during peak hours 🕒🚚

03

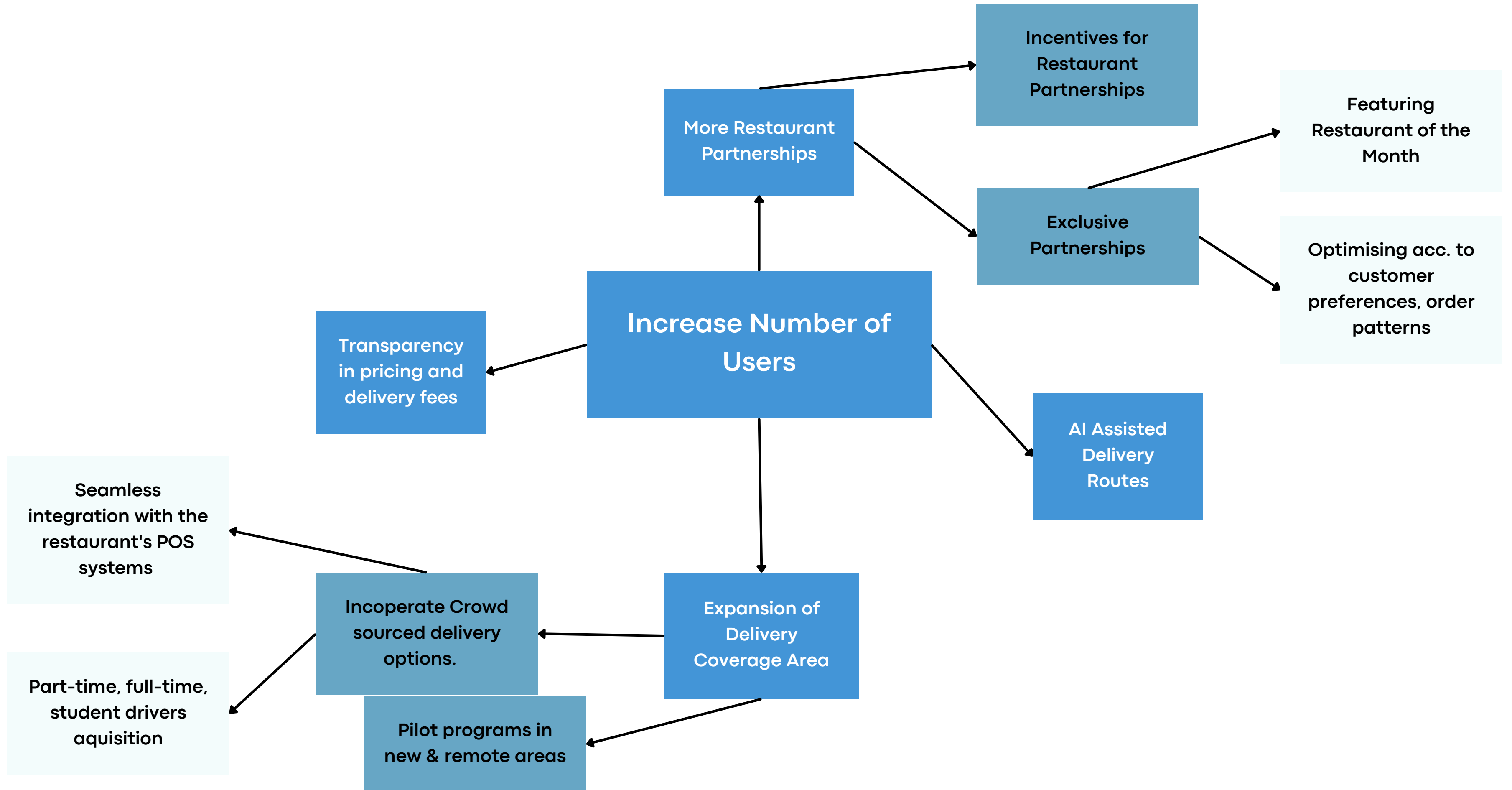
Lack of restaurant participation.

04

Highlight restaurants based on location nearby.

Proposed Solutions

	Factor/Criteria # 1	Factor/Criteria # 2	Factor/Criteria # 3
Proposed Solution # 1	Dynamic Algorithm: Optimize delivery times by factoring in real-time traffic 🚗,	Driver Availability: Account for driver status to ensure timely pickups 🚲	Meal Prep Time: Factor in the time needed for meal preparation 🍴.
Proposed Solution # 2	Driver Optimization: Use AI routing to minimize idle time ⌚	Minimize Idle Time: Reduce delays by optimizing driver schedules 🚗	Reduce Detours: Ensure the most efficient routes for delivery partners 🛣️



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