

Boosting Conversion & Revenue in Underperforming Urban Food Courts

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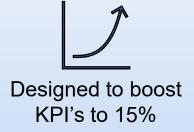
Project Overview

- ➤ A significant portion of mall visitors do not convert into food court customers, despite the high overall foot traffic (~90% of pre-COVID levels).
- ➤ Tier-2 city food courts show weak sales per visitor, limiting revenue potential.
- Customers visiting the food court are not sufficiently engaged, leading to short visits or no purchases.
- Many food court kiosks are empty, reducing variety and making the space less attractive.
- There is a suspected mismatch between food court offerings and what local customers want in terms of cuisine, brands, and price point.
- > Slow service add friction at the point of purchase.
- Management seeks low-cost, quick-win solutions that avoid major capex or redesign.

Project Objective:









Practical for Tier-2 cities' food court

Understanding Low Food Court Conversion Despite High Mall Footfall

Customer Behaviour & Preferences

Pricing Feels Too High

- Food is seen as expensive compared to local street vendors
- No combo meals, offers, or visible discounts to attract value-seeking customers

Food Options Not Matching Expectations

- Limited variety in cuisines (e.g., no global brands, fewer local favorites)
- Many stalls have outdated or unfamiliar food brands

Post-COVID Habits

- Some people still avoid eating in public due to hygiene concerns
- Many prefer food delivery or eating at home instead

Customers Not Coming to Eat

- Many visitors come for shopping or quick errands, not to eat
- Visits often happen outside on regular mealtime

On-Site Dining Experience Gaps

Ordering is Slow or Frustrating

- Long queues due to limited staff or crowding at stalls
- No digital ordering or easy payment options like QR codes

Ambience and Cleanliness Are Unimpressive

- No decor, music, or lively atmosphere to make the space appealing
- Cleanliness may not be visible or reassuring to customers

Not Enough Comfortable Seating

- > Tables get full quickly during peak times
- Uncomfortable seating or bad layout makes people leave faster
- No group seating makes families less likely to stay and eat.

Vendor Performance & Food Offering Gaps

Poor Customer Service at Stalls

- Staff don't interact much or help with choices
- Frequent staff changes lead to inconsistent service

Menus Are Not Well Designed

- > Too many items confuse customers
- No clear combos or highlighted "bestsellers" to guide choices

Empty or Wrong Kind of Stalls

- Empty stalls make the food court look dull
- The food mix doesn't always match what local people want

> Low Digital Capability

- Vendors are not trained in QR ordering or digital payments
- No presence on review platforms (Zomato, Google Reviews)
- No use of sales data to optimize menu offerings

Marketing & Promotions

Weak or Generic Promotions

- No special deals for students, officegoers, or families
- A few time-limited or seasonal offers to create urgency

Lack of Customer Retention Mechanisms

- No loyalty program or discounts for repeat visits
- No effort to collect customer feedback or build engagement

Weak Digital Presence and In-Mall Promotion

- The food court is missing on platforms like Instagram or Zomato
- Very few reviews, pictures, or promotions online
- Poor signage from mall entrances the food court is hard to spot
- No menu boards or on-site promotions to draw attention

No Events or Buzz

- No food fests, games, influencer visits, or live events
- No collaborations with local food bloggers or micro-influencers

Conversion Funnel Analysis: Identifying Drop-Off Points in Visitor Journey

Total Footfall 12,000*

Entered Food Court Zone 7800

Explored Food Options 4000

Purchased Food Item(s) 1200

Key KPIs (Based on Funnel Data):

- **Entry Rate** = **65%**
- Engagement Rate = 50%
- Conversion Rate = 30%
- Repeat Customer rate = ~30%

Repeat Customers 360

Key Insights -

Entry Drop (~35%)

- Poor signage and visibility from the main mall areas
- Visitors not intending to eat (non-mealtime, errand-based trips)
- Food court located on higher floors or in less-trafficked corners
- No digital directories or in-mall promotional triggers

Engagement Drop (~50%)

- Unattractive stall fronts or menus that don't catch attention
- Lack of crowd or activity makes the space feel "empty" or uninviting

Conversion Drop (~70%)

- Perceived as high pricing compared to street food alternatives
- Long wait times, lack of staff, or order-taking friction
- No visible combo offers, digital menus, or convenience in placing orders

Retention Weakness (~30%)

- No loyalty program or incentives for repeat purchases
- Lack of food fests, live elements, or updated offerings
- No emotional connection to food court experience or branding



Improvement Recommendations and Pivot Plans

1. Conversion Flow Friction (Long Wait Times + No Digital Ordering)

Root Cause

- •~70% drop-off at order point due to long, unmanaged queues during peak hours.
- •No staff adjustment to handle peak demand → Delays worsen.
- •Fully manual ordering → no QR or digital option, leading to frustration and drop-offs.



Solution

Queue + QR Digital Ordering

- Add rope barriers, floor markers to organize lines.
- Realign staff shifts for peak hour coverage.
- Introduce QR code menus linked to a mobile ordering page (no app needed).

Advance Order While Shopping

- •QR codes/mall microsite for ordering during shopping.
- Pickup time slot selection, no waiting.
- Collaborate with Swiggy/Zomato or a microsite for a pilot platform.



Metric	Current	Target After Solution	
Average wait time	~15 minutes	Reduce by 30–40% (to ~6 min)	
Order at the counter	~30%	+10% uplift (to ~40%)	
Orders via QR (dine- in + advance)	0%	25–30% of total orders via QR	
Orders placed while shopping (advance order)	0%	10% of daily food court orders (pickup after shopping)	
Peak hour orders processed	~100/hour/stall	+15% improvement	



🙀 Pivot Plan

Location: Treasure Island Mall, Indore (Tier-2 mall)

Budget: ₹70,000–₹80,000

(₹10k queue tools + ₹5k staff training/shift alignment

+ ₹10k QR code design + printing

₹15k mobile ordering page + ₹15k monitoring + contingency

₹15k–₹20k Swiggy/Zomato or microsite integration

Expected Uplift:

- +10% stall conversion,+25-30% orders via QR,
- +3–5% uplift from shopping advance orders.

Revenue Impact: +₹80k-₹96k/day (~₹24-₹29L/month),

from +480 extra orders/day (at ₹200 avg order)

by improving stall conv. +10% (from ~1,440 to ~1,920 orders).

*Based on Tier-2 benchmarks, secondary research, and QR pilot case studies.



Improvement Recommendations and Pivot Plans

2. Low AOV: No Group / Special Deals \rightarrow Missed Revenue Opportunity

Root Cause

- •No family/group-friendly offers → visitors order small individual meals → low AOV.
- No time-bound or flash deals to create urgency and drive higher sales volume.
- •No special weekend offers despite higher footfall (~20k visitors on weekends).



KPI +Targets

Metric	Current	Target after solution	
Average Order Value (AOV)	₹200	+10-15% uplift (₹220-₹230)	
Combo / deal share of orders	0%	25% of weekend orders, 15% weekday orders	
Weekend peak hour sales volume	baseline	+10–15% uplift	



Solution

Group / Family Combos

 Value-driven meal packages targeting families or groups (e.g. "Family Feast ₹799: 2 mains + 2 sides + 4 drinks").

Deals Flash (1–2 hr daily windows)

- •"Lunch Rush Combo 12 to 2 pm: 10% off on group orders."
- •"Evening Snack Deal 5 to 7 pm: free drink with combo."

Weekend-Only Specials

- •"Weekend Mega Meal ₹999: Cross-stall combo — main + dessert + drinks"
- •Themed offers ("South Indian "Street Saturday". Food Sunday") to drive excitement.

Promotion Channels

- •Standees at entry points + food court
- •QR menu banners highlighting time-sensitive deal

Pivot Plan

Location: Treasure Island Mall, Indore

Budget: ₹20,000–₹25,000

₹5k deal design + pricing coordination

₹5k staff training + upsell orientation +

₹5k contingency/monitoring + ₹8k promo material

Revenue Impact

AOV uplift ₹20–₹30 per order on target sales

~2,000 weekend orders × ₹25 uplift = +₹50k/weekend → + ₹2L/month*

Weekday flash deals add ~₹50k–₹1L/month more

Total net revenue uplift potential: +₹2.5L-₹3L/month

*Assumptions: TI Mall Indore; ~20k weekend footfall; ₹200 AOV; food order revenue only.



Improvement Recommendations and Pivot Plans

3. VIP Foodie Pass + Direct Retention Connect



Root Cause

- •No mechanism to secure upfront commitment or larger basket sizes from customers.
- •No structured system to engage visitors after their first purchase → missed repeat business and loyalty-driven revenue.
- •Customers unaware of time-limited offers or new promotions \rightarrow low return rate.



KPI +Targets

- •500 pass sales = ₹5 lakh upfront cash, → generates immediate revenue and locks in future visits.
- •Target basket size uplift: +₹50–₹100 per visit (from pass credit and nudges)
- •Build 2,000+ contactable customer list in 2 months → build a strong retention database for future direct marketing (birthday deals, festival offers, loyalty upgrades).

Overall revenue uplift potential: +₹2L-

₹3L/month → from larger orders, repeat visits, and better upsell on deals.



Solution

- •Sell prepaid passes (₹1,000 = ₹1,100 food court credit; 10% bonus value)
- •Redeemable at any stall, encourages bigger orders and multi-stall visits
- •VIP perks: priority seating, exclusive flash deals, invites to mini food fests
- •Collect phone number + email at pass purchase or via QR code sign-up
- •Send SMS / email nudges: time-limited offers, combo alerts, new launch updates like-
- "Mega Meal Hour: 5-7 PM today only! Get 10% off on all combo meals."
- "Weekend Family Feast! ₹799: 2 mains + 2 sides + 4 drinks. Visit the food court this Sat-Sun!"



Pivot Plan

Location: Treasure Island Mall, Indore

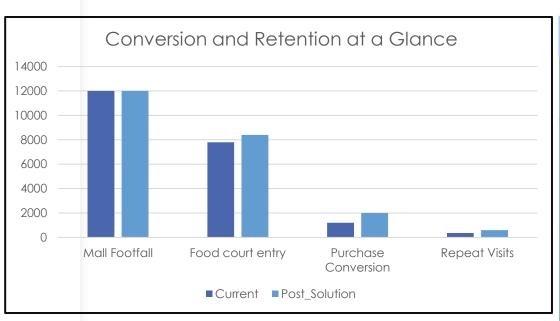
Budget: ₹30k–₹40k (₹10k pass design + ₹10k promo material

+ ₹10k for basic SMS/email service + ₹5–10k contingency)

Promotion: Standee at mall entry, food court banners, QR

menu pop-ups

How Our Solutions Drive Growth



Data from **Treasure Island Mall, Indore**, was analyzed to identify key challenges in food court conversion, basket size, and retention. Low-cost, practical solutions were proposed to drive higher revenue through improved conversion, larger orders, and repeat visits. The recommendations are designed for quick implementation without major CAPEX, ensuring scalability across **Tier-2** malls within **60 days**. Clear KPIs and pilot plans have been outlined to track impact and enable future expansion.

Problem-Solution-Impact					
Problem Area	Core Solution	Cost to Implement	Revenue Uplift Potential		
Conversion Friction (long wait + no digital ordering)	Queue management + QR advance ordering	₹70k–₹80k	+₹24– ₹29L/month		
Low AOV (no group / special deals)	Family combos + flash deals	₹20k–₹25k	+₹2.5L– ₹3L/month		
Weak Retention (no loyalty mechanism)	VIP Foodie Pass + direct SMS/email connect	₹30k–₹40k	+₹2L–₹3L/month		

"A high-impact pilot that delivers measurable results in Tier-2 cities and sets the foundation for expansion across all malls."