



Boosting Conversion & Revenue in Underperforming Urban Food Courts



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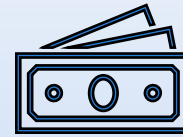
Project Overview

- 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.

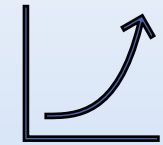
Project Objective:



Focused on the biggest conversion leaks



Low-cost & quick-win solutions

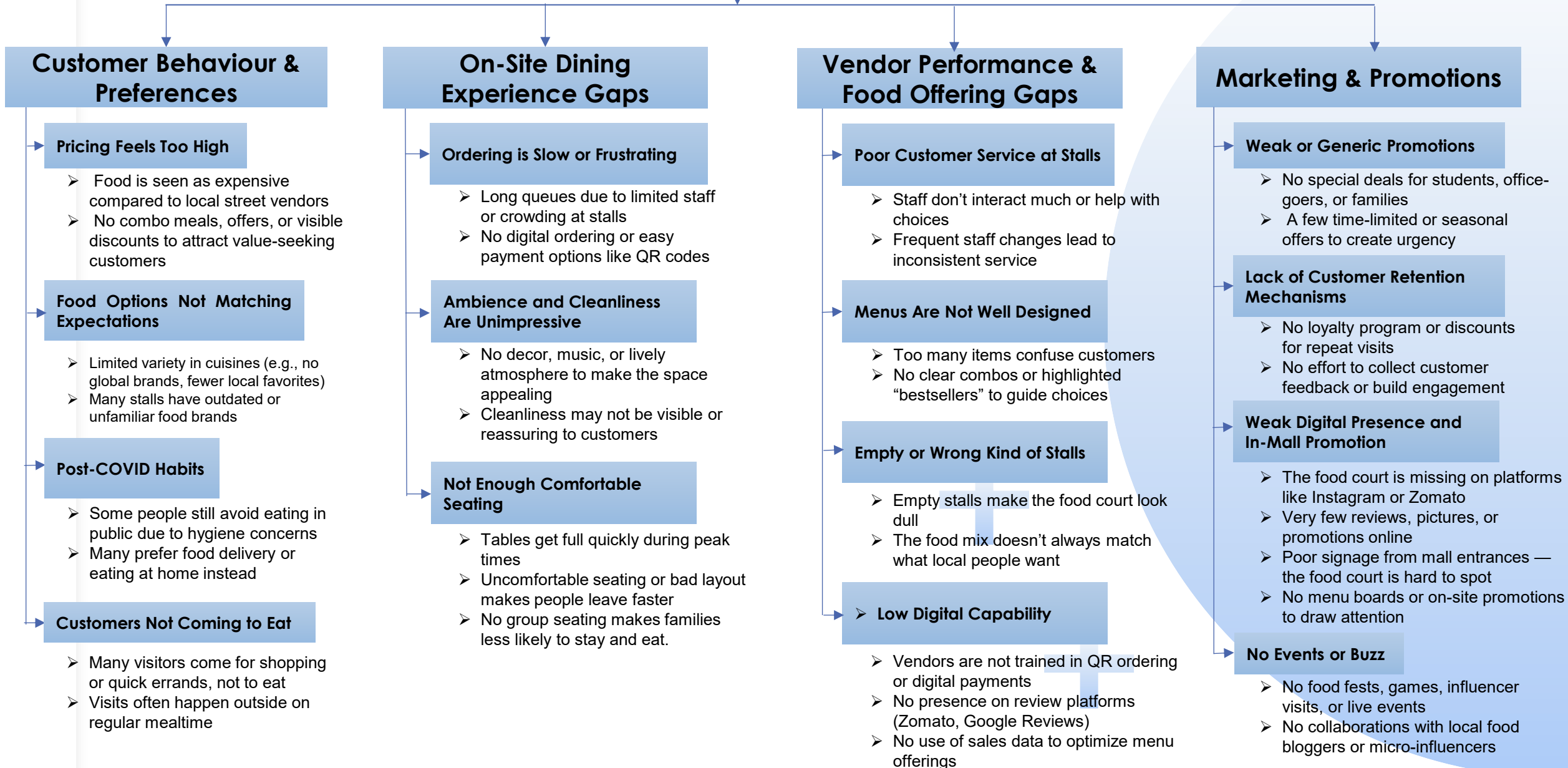


Designed to boost KPI's to 15%

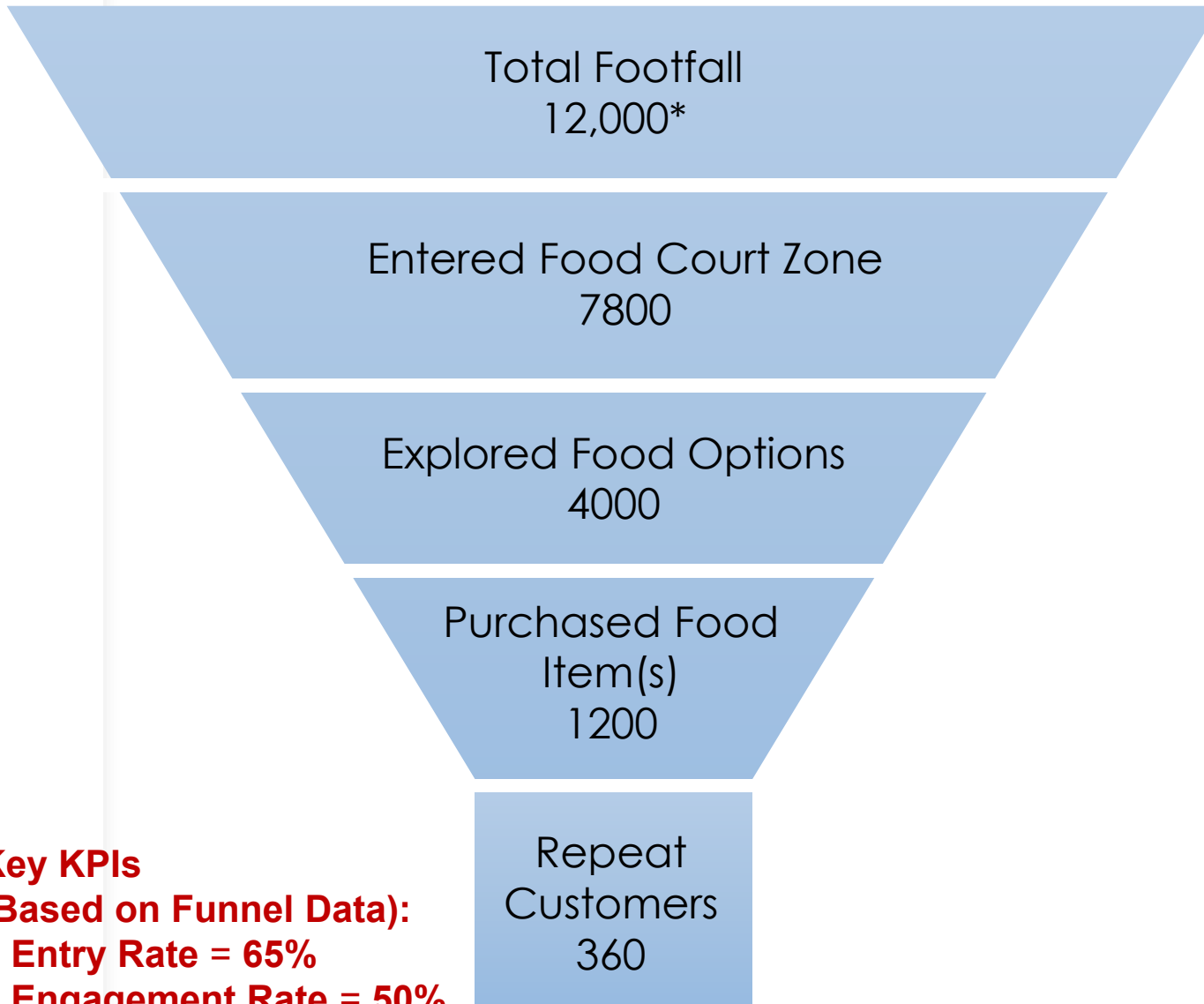


Practical for Tier-2 cities' food court

Understanding Low Food Court Conversion Despite High Mall Footfall



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



Key KPIs

(Based on Funnel Data):

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

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

*(Assumptions informed by industry averages / retail conversion benchmarks (e.g., McKinsey, NASSCOM retail reports).)



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.



KPI + Targets

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 → 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).



Solution

Group / Family Combos

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

Flash Deals (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 Saturday", "Street Food Sunday") to drive excitement.

Promotion Channels

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



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



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 → 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

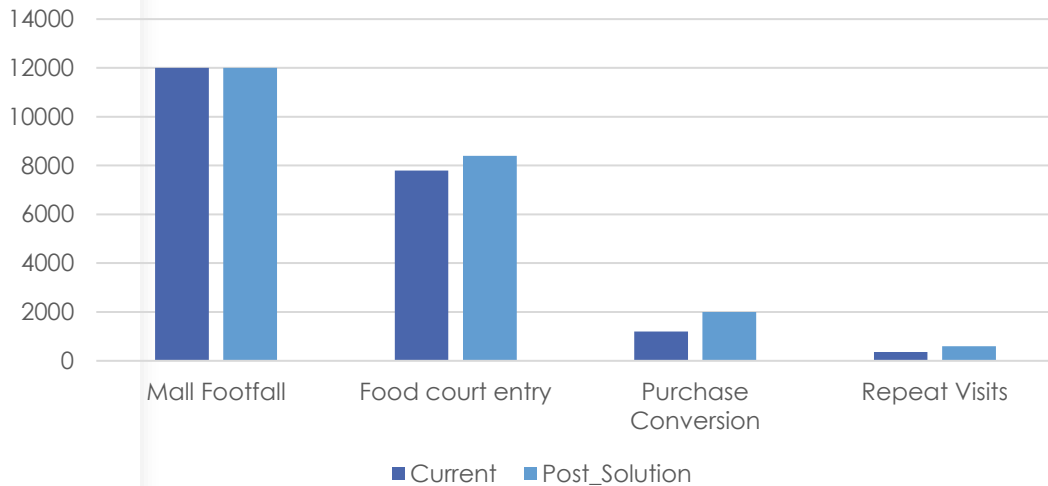
Location: Treasure Island Mall, Indore

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

Conversion and Retention at a Glance



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.”