



Overview

Problem Analysis

User Research

User Personas

User Journey

Pain Points

Solutions

Metrics

Strategy

ABOUT Zepto

Zepto Quick Commerce is known for offering 10-minute grocery deliveries across 30+ cities in India, delivering essential items to millions of users. The platform has developed a loyal customer base due to its fast delivery times, seamless app interface, and wide product range.

Product Categories



Groceries & Kitchen



Snacks & Drinks



Beauty & Personal Care



Household Essentials

Partnerships

Sustainable Deliveries

zepto x *Coca-Cola*

Return & Recycle Initiative

Fitness Made Easy:

Partnership with **DECATHLON**





Swift delivery of fitness products

Eco-friendly Deliveries

Collaboration with **BatterySmart**

Electric last mile deliveries

Business Model Canvas

Customer Segment	Key Partners	Key Resources	Key Activities
<div>Busy Professionals</div> <div>Students</div> <div>Niche Category Shopper</div> <div>Less Tech Savy People</div> <div></div>	<div>Local Warehouse Operators</div> <div>Delivery Partners</div> <div>Customers</div> <div>Investors</div> <div>Suppliers</div> <div>Tech partners</div> <div></div>	<div>Dark Stores</div> <div>Tech Platform</div> <div>Delivery Fleet</div> <div>Partnerships & Networks</div> <div>Human Resource</div> <div>Capital & Funding</div> <div></div>	<div>Product Selection</div> <div>Inventory Management</div> <div>Logistics and Last-Mile Delivery</div> <div>Technology Management</div> <div>Marketing</div> <div>Customer Experience</div> <div></div>
Major Revenue Streams	User Value	Cost Structure	
<div>Markup on items</div> <div>Delivery fee on orders below minimum</div> <div>Partnerships & Commissions</div> <div></div>	<div>Speed</div> <div>Reliability</div> <div>Convenience</div> <div></div>	<div>Salaries of employees</div> <div>Warehousing costs</div> <div>Technological costs</div> <div>Delivery Costs</div> <div>Marketing and customer acquisition</div> <div></div>	

New in Store



Toys



Fashion



Electronics



Makeup



Kitchen Items



Food

Competitors

blinkit

b bigbasket
A **TATA** Enterprise

SWIGGY
instamart

UNZO

JioMart

Flipkart
MINUTES