

# ZOMATO

To create the requested reports for the selected company, let's focus on Zomato, a hyperlocal business operating in the food delivery and restaurant discovery space. We'll generate the following reports:

## Business & Market Understanding

### Introduction:

Zomato, founded in 2008, has transformed into a leading hyperlocal business providing food delivery and restaurant discovery services. Operating in multiple countries, Zomato has become synonymous with convenience and variety in the food service industry.

### Market Analysis:

The food delivery market has experienced significant growth, driven by changes in consumer behavior, technological advancements, and the rise of on-demand services. Zomato competes in a crowded market, contending with competitors like Swiggy, Uber Eats, and DoorDash. However, its diversified offerings and strong brand presence have allowed it to maintain a competitive edge.

### Business Model:

Zomato operates on a commission-based model, charging restaurants a percentage of each order facilitated through its platform. Additionally, it generates revenue through advertising, subscription services (Zomato Gold), and delivery fees.

## Business Requirements Document (BRD)

The Business Requirements Document outlines the high-level objectives and functional requirements for the proposed feature:

### Objective:

To improve customer retention and operational efficiency by implementing an in-app loyalty program for

frequent users.

## Functional Requirements:

### User Enrollment:

Users should have the option to opt into the loyalty program within the Zomato app.

Enrollment should be seamless, requiring minimal input from the user.

### Reward Structure:

Define reward tiers based on frequency of usage (e.g., bronze, silver, gold).

Assign benefits such as discounts, free deliveries, or exclusive offers to each tier.

### Progress Tracking:

Provide users with a visual representation of their progress towards the next reward tier.

Display earned rewards and upcoming benefits clearly within the user profile section.

### Redemption Mechanism:

Enable users to redeem rewards directly within the app during checkout.

Ensure transparency regarding eligibility criteria and expiration dates for rewards.

### Communication:

Notify users of their eligibility for rewards and upcoming promotions via push notifications or email.

Personalize communication based on user preferences and past behavior.

## Product Requirements Document (PRD)

Feature: In-App Order Customization

### A. Business Enhancement:

Implementing an in-app order customization feature will enhance the business by:

## Increasing Average Order Value:

By allowing users to customize their orders, Zomato can encourage upselling of additional items or upgrades.

## Improving Customer Satisfaction:

Offering personalized options catered to individual preferences enhances the overall user experience, leading to higher customer satisfaction and loyalty.

## Differentiation:

Providing robust customization options sets Zomato apart from competitors and strengthens its value proposition.

## B. Productivity Improvement:

The new feature will boost productivity by:

### Reducing Order Errors:

Standardizing the order customization process within the app minimizes miscommunication between users and restaurants, leading to fewer errors and order discrepancies.

### Streamlining Operations:

Predefined customization options and intuitive UI/UX design simplify the ordering process, reducing the time required for order fulfillment.

### Enhancing Data Insights:

Analyzing user customization preferences provides valuable insights into customer behavior, enabling targeted marketing efforts and menu optimization.

## User Journey and Workflow:

