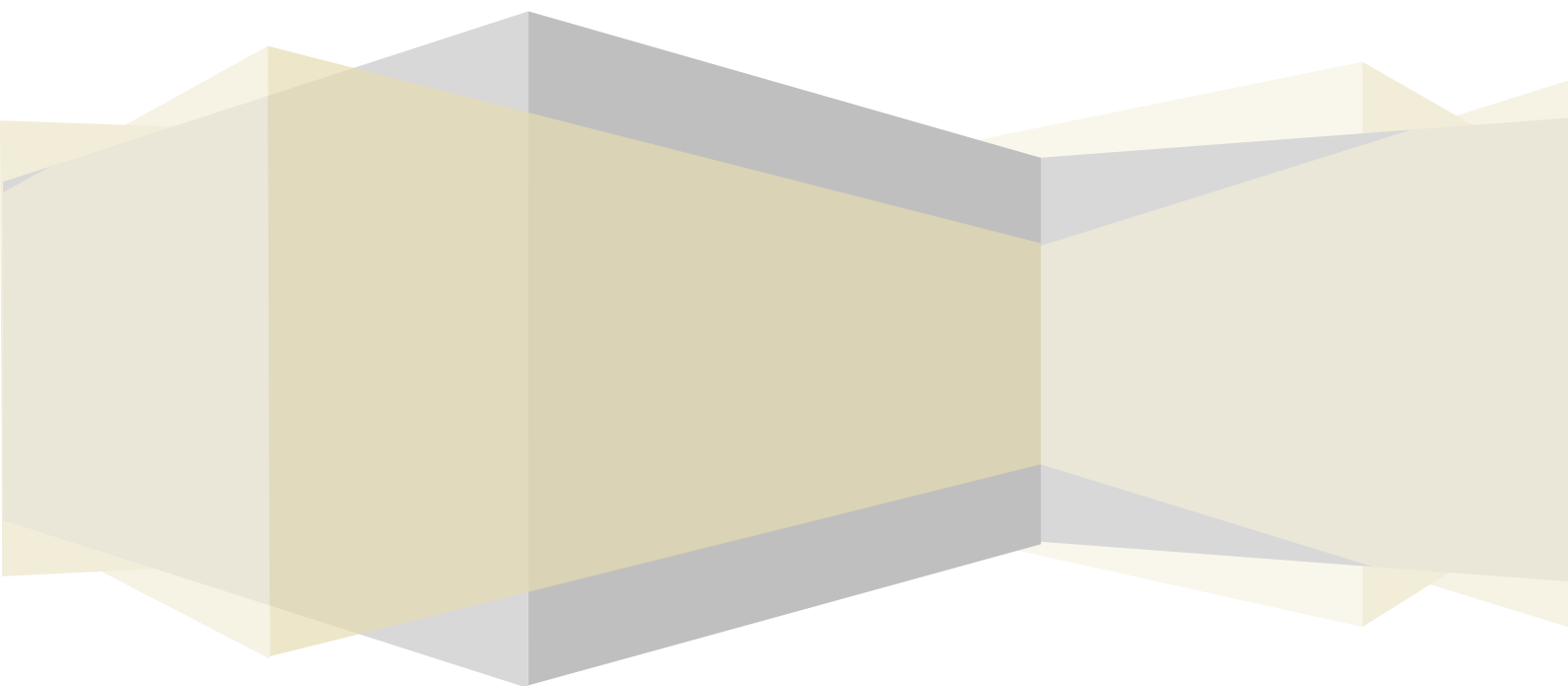


Zomato Restaurant Project



About Company:



Zomato is an Indian restaurant search and discovery service founded in 2008 by Deepinder Goyal and Pankaj Chaddah. It currently operates in 24 countries. It provides information and reviews on restaurants, including images of menus where the restaurant does not have its own website.

The restaurant search and discovery platform began its operations under the name, Foodiebay. In November 2010, the brand was renamed as Zomato.

By 2011, Zomato launched in Bengaluru, Pune, Chennai, Hyderabad and Ahmedabad. With the introduction of .xxxdomains in 2011, Zomato also launched zomato.xxx, a site dedicated to food porn. The company launched a print version of the website content named, "Citibank Zomato Restaurant Guide", in collaboration with Citibank in May 2012, but it has since been discontinued.

In September 2012, Zomato expanded overseas to the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa. In 2013, the company launched in New Zealand, Turkey, Brazil and Indonesia with its website and apps available in Turkish, Brazilian Portuguese, Indonesian and English.

In April 2014, Zomato launched its services in Portugal, followed by launches in Canada, Lebanon and Ireland the same year.

7 P's of Service Marketing:

- 1. Product:** In case of services, the 'product' is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Hence, there is scope for customizing the offering as per customer requirements and the actual customer encounter therefore assumes particular significance. However, too much customization would compromise the standard delivery of the service and adversely affect its quality. Hence particular care has to be taken in designing the service offering.
- 2. Pricing:** Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw material costs, in case of services attendant costs - such as labor and overhead costs - also need to be factored in. Thus a restaurant not only has to charge for the cost of the food served but also has to calculate a price for the ambience provided. The final price for the service is then arrived at by including a mark up for an adequate profit margin.
- 3. Place:** Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance. Service providers have to give special thought to where the service would be provided. Thus, a fine dine restaurant is better located in a busy, upscale market as against on the outskirts of a city. Similarly, a holiday resort is

better situated in the countryside away from the rush and noise of a city.

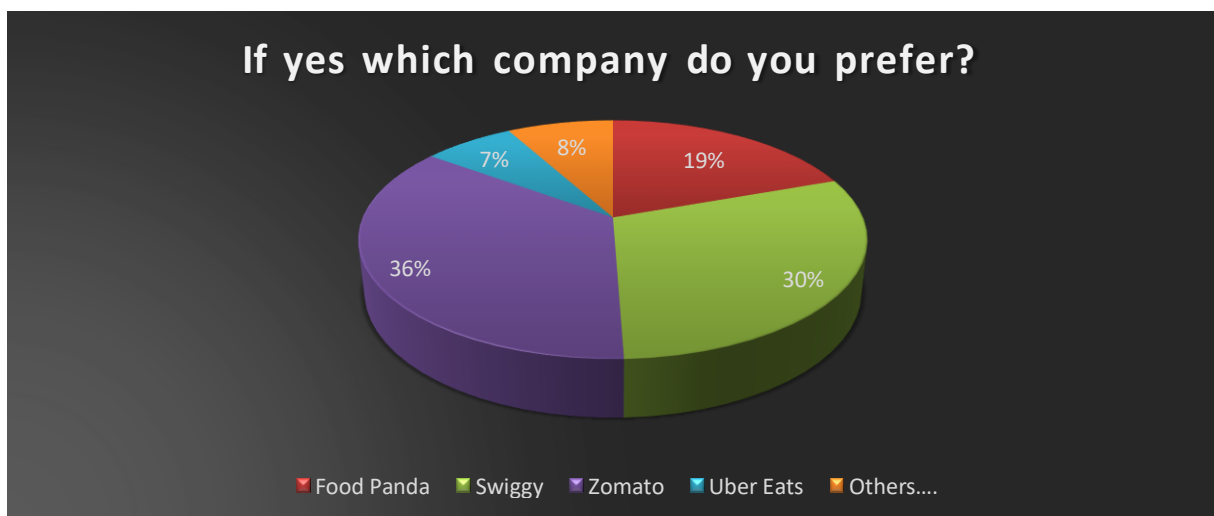
- 4. Promotion:** Since a service offering can be easily replicated promotion becomes crucial in differentiating a service offering in the mind of the consumer. Thus, service providers offering identical services such as airlines or banks and insurance companies invest heavily in advertising their services. This is crucial in attracting customers in a segment where the services providers have nearly identical offerings.

We now look at the 3 new elements of the services marketing mix - people, process and physical evidence - which are unique to the marketing of services

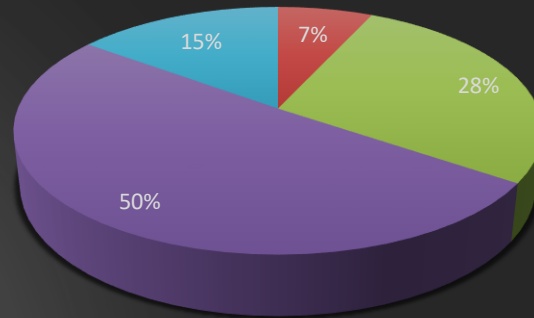
- 5. People:** People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Thus, a restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores. Consequently, customer service training for staff has become a top priority for many organizations today.
- 6. Process:** The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. Therefore, most companies have a service blue print which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff.
- 7. Physical Evidence:** Since services are intangible in nature most service providers strive to incorporate certain tangible elements

into their offering to enhance customer experience. Thus, there are hair salons that have well designed waiting areas often with magazines and plush sofas for patrons to read and relax while they await their turn. Similarly, restaurants invest heavily in their interior design and decorations to offer a tangible and unique experience to their guests.

Questionnaire:

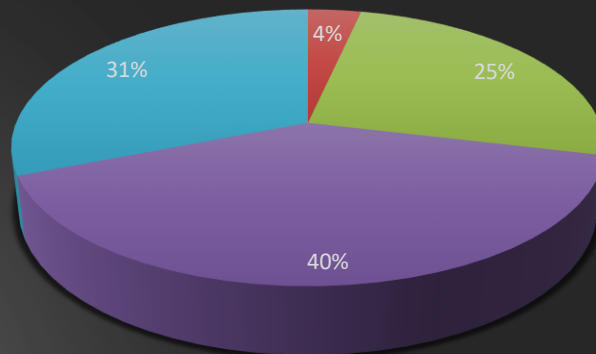


How often do you order food online?



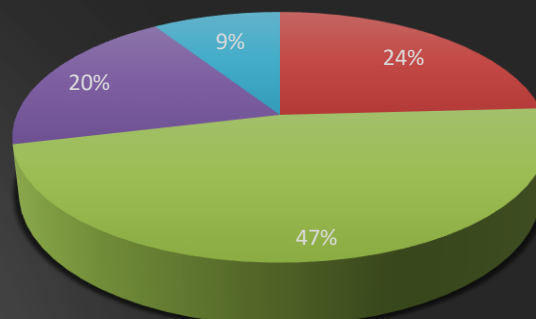
■ Daily ■ Weekly ■ Fortnight ■ Monthly

Which meal do you typically order online?



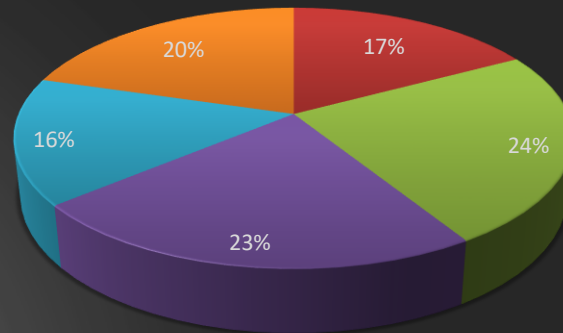
■ Breakfast ■ Lunch ■ Snacks ■ Dinner

What is approximate money you spend on ordering food per time?



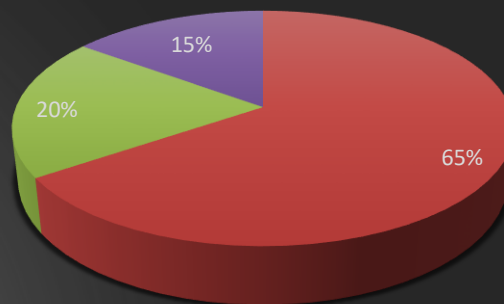
■ All of the above ■ Breakfast ■ Convinient ■ d

Why do you prefer online food delivery?



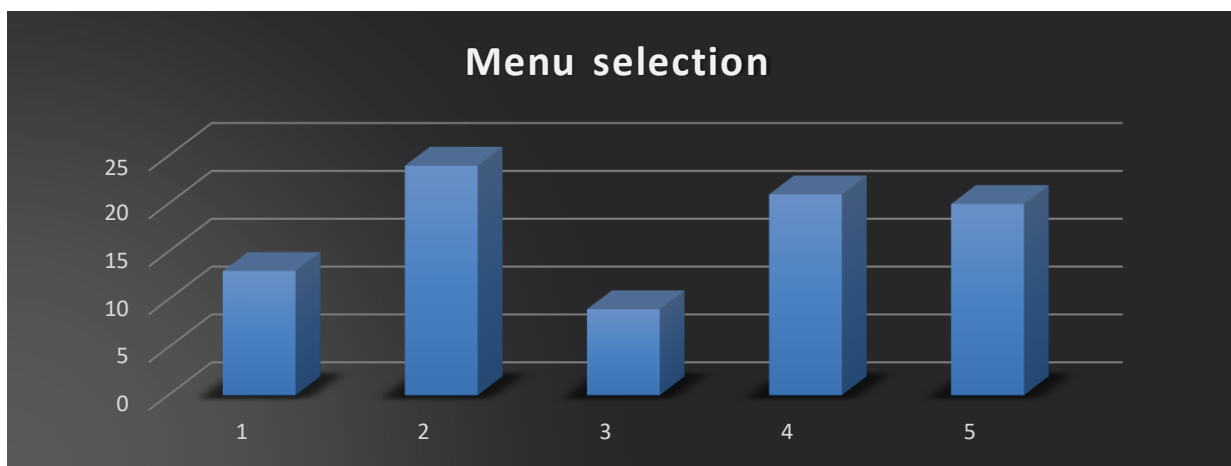
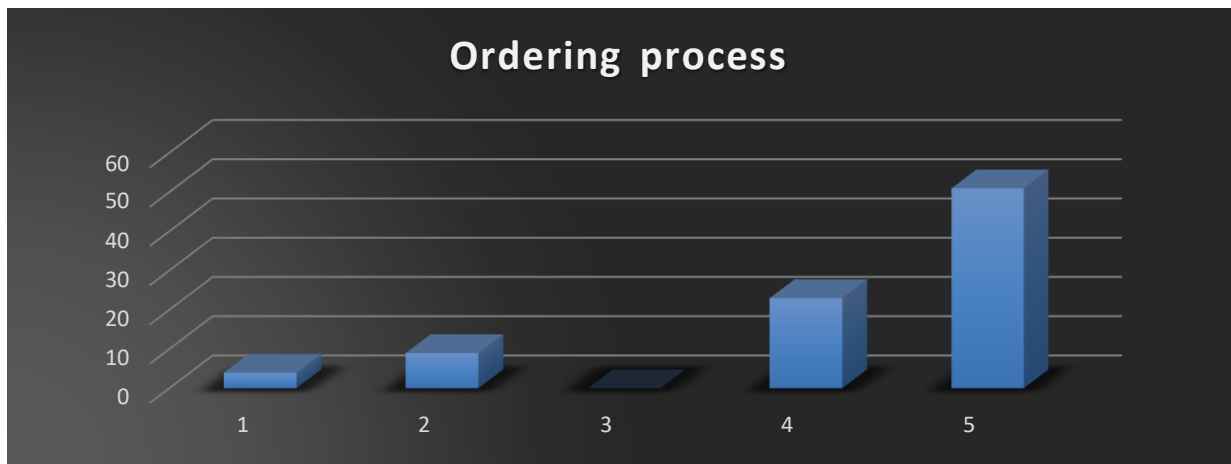
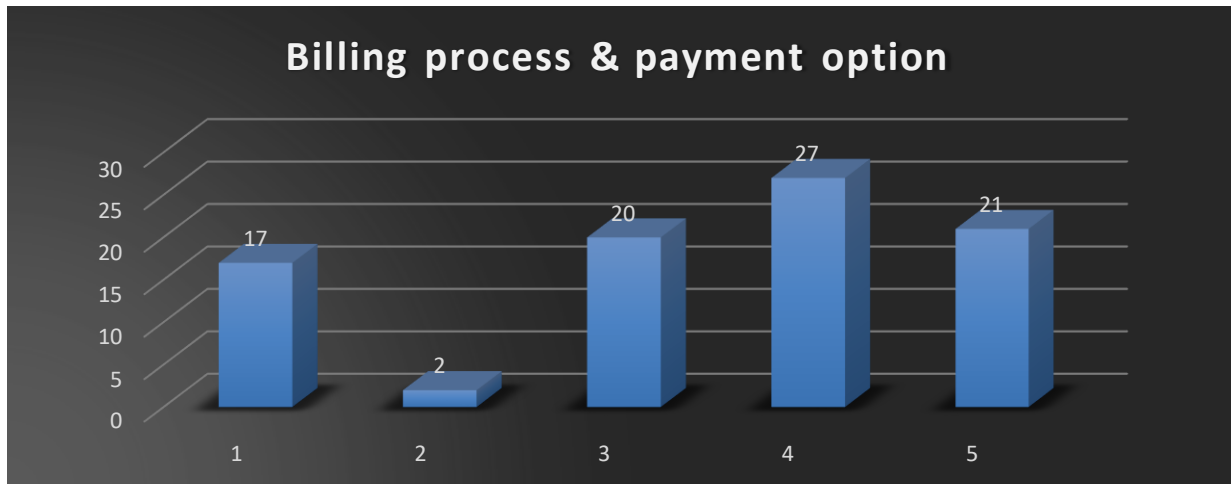
■ Faster Delivery ■ Convinient ■ Time Saving ■ Money Saving ■ All of the above

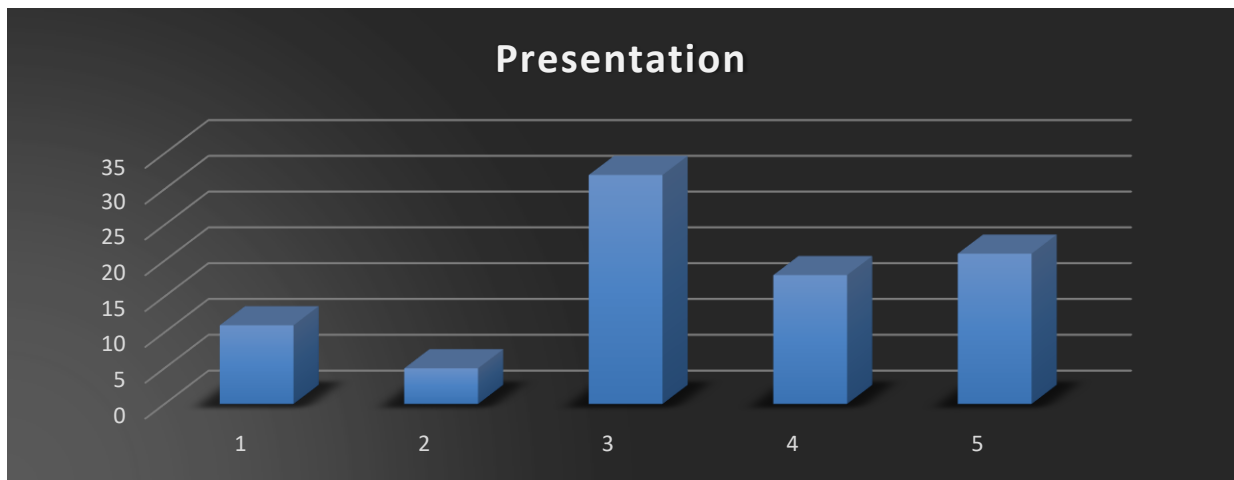
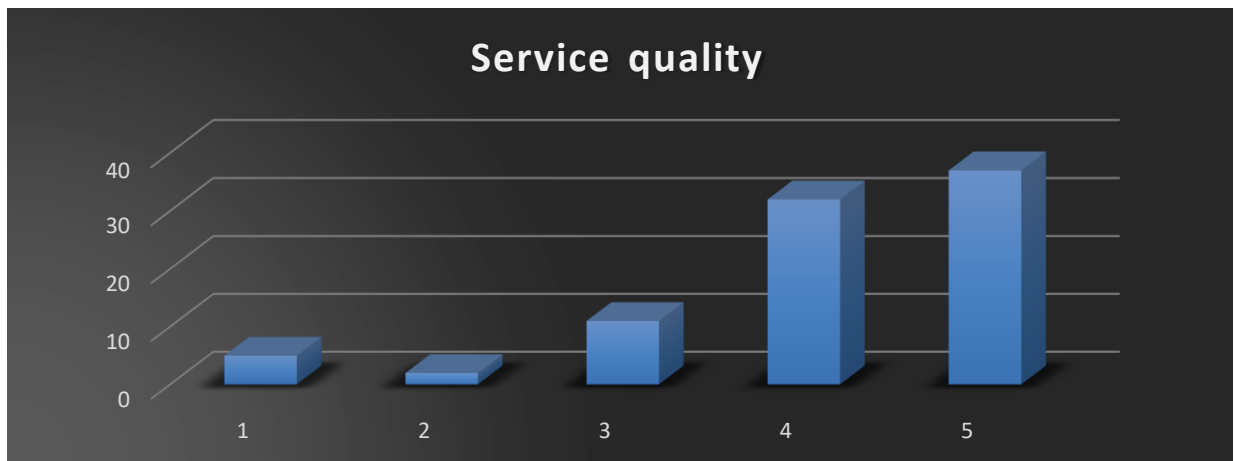
Would you suggest others to buy order food online from zomato?



■ YES ■ NO ■ Maybe

Ratings:





Bibliography:

1| Wikipedia.com

Wikipedia helped out us in acquiring the information about the details of the food delivery industry in india

2| www.managementstudyguide.com

This website helped us with the article “The 7 P’s of Services Marketing” to better understand the 7 P’s of service marketing which helped us to relate them with the industry we selected.

3| slideshare.com

Slide share provided us with many samples of presentations that provided us with some better ideas to present our data skilfully.

4| Zomato.com

The layout of zomato’s website & application was very important to understand before conducting the survey.