



The logo for EatSure, featuring a stylized blue icon of a person with arms raised, followed by the text "EatSure" in a bold, blue, sans-serif font.

## W

- **Low Current Penetration:** only **5% penetration** in serviceable colleges
- Dependence on Delivery Infrastructure which can be challenging in densely populated or remote campus areas.
- **Competitive Market:**
- **Limited Initial Data:** Initial lack of detailed insights into specific campus preferences.
- **Lack of awareness about the brand among students**






## Weaknesses

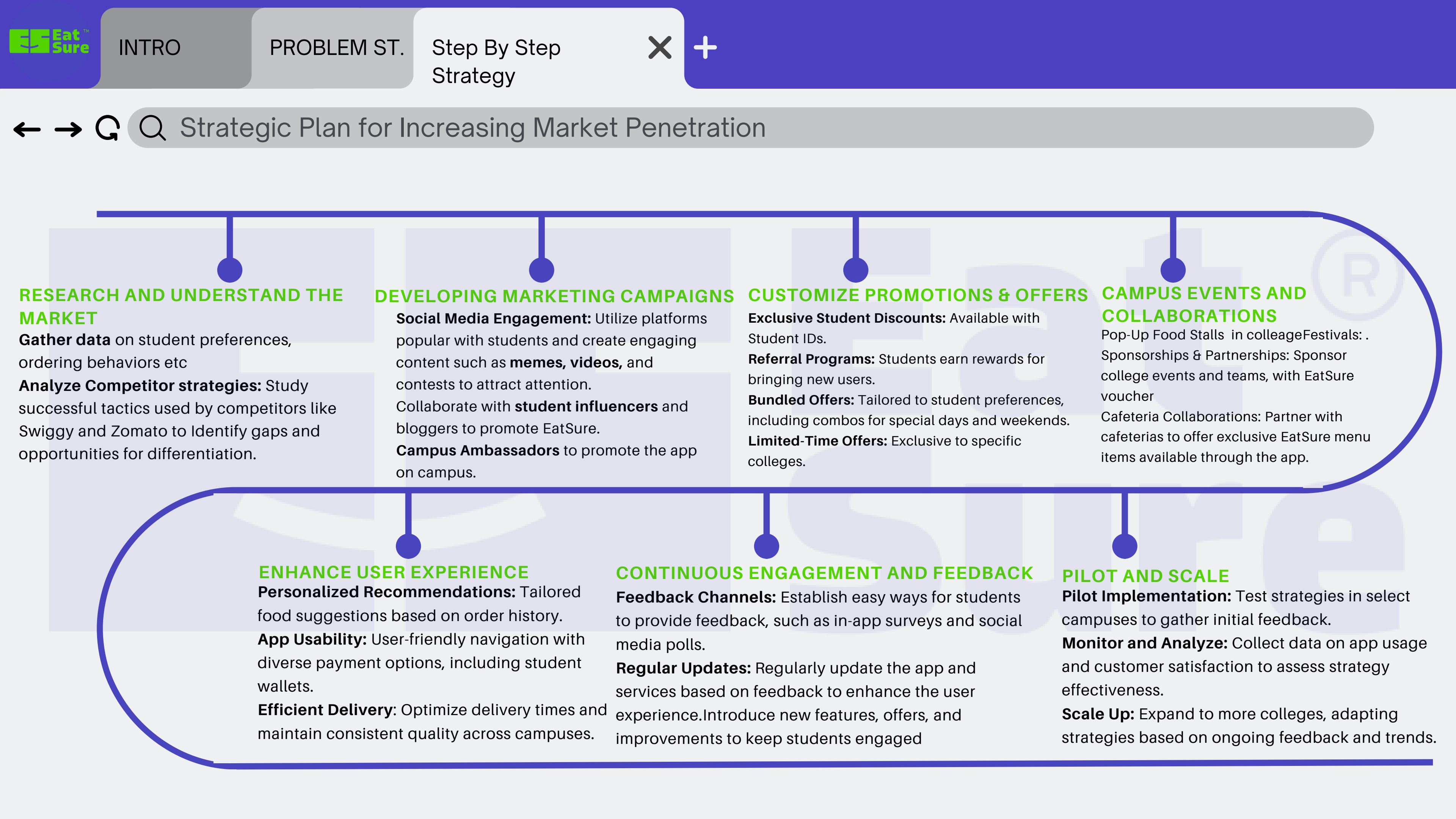
## C

- **Intense Competition:** Competitors like Swiggy, Zomato, and local food delivery services.
- **Changing Preferences:** Rapid changes in student preferences and behaviors could impact the effectiveness of marketing strategies.
- **Lack of variety** in food items and **high cost** can serve as a challenge
- Consistent quality and timely delivery across campuses can be **logistically challenging**


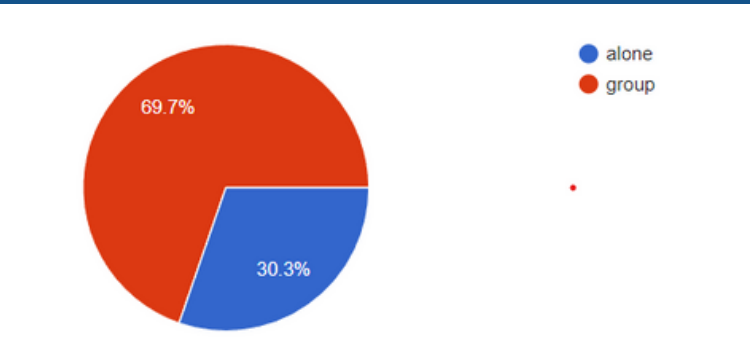
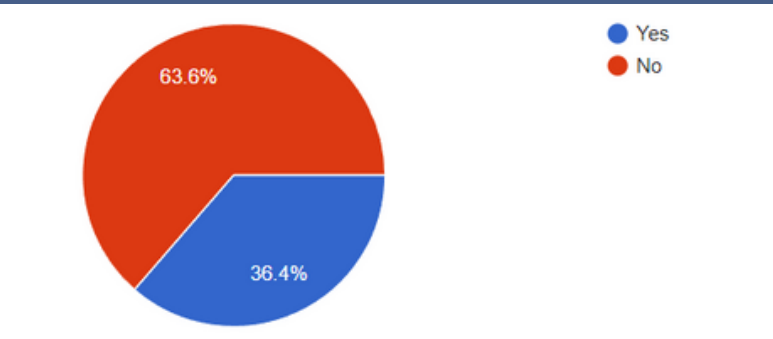
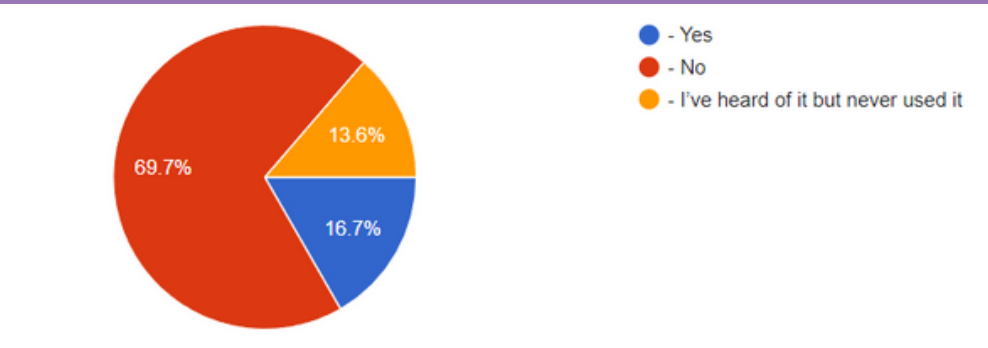
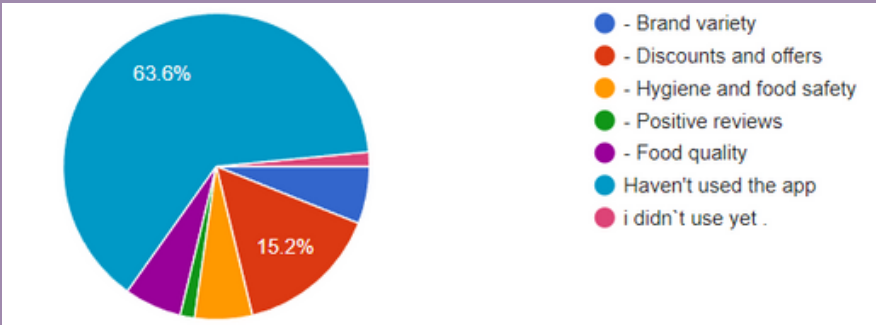
## Threats

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<div> <div>  <div> <div>Introduction</div> <div>Current Strategy</div> <div> <div>×</div> <div>+</div> </div> </div> </div> </div>			
<div> <div>←</div> <div>→</div> <div>🔍</div> <div>Current Strategy</div> </div>			
<div> <div>🛒</div> <div>Multiple outlets</div> </div>	<div> <div>🖱️</div> <div>Social Media Challenges</div> </div>	<div> <div>🏷️</div> <div>EatSure's Coupon Strategy</div> </div>	<div> <div>✅</div> <div>Sponsorships and Partnerships</div> </div>
<div>  </div>	<div>  </div>	<div>  </div>	<div>  </div>
<div> <p>EatSure, Rebel Food’s D2C food delivery app, stands out by allowing customers to order from multiple outlets in a single order. This strategy caters to diverse food preferences, making it convenient for users to enjoy a variety of cuisines and dishes without placing separate orders.</p> </div>	<div> <p>Social Media Challenges and Contests: Current Strategy: EatSure uses general social media campaigns .Creates college-centric challenges for a wider market reach and involve students directly</p> </div>	<div> <p>By utilizing these coupon strategies, EatSure enhances its appeal to college students, drive more frequent orders, and foster a loyal customer base through consistent engagement and attractive offers. This include happy hour coupons, free delivery etc.</p> </div>	<div> <p>By engaging in sponsorships and promotions, EatSure effectively reaches new audiences, enhance brand loyalty, and drive customer acquisition through strategic event partnerships and targeted voucher distribution.</p> </div>

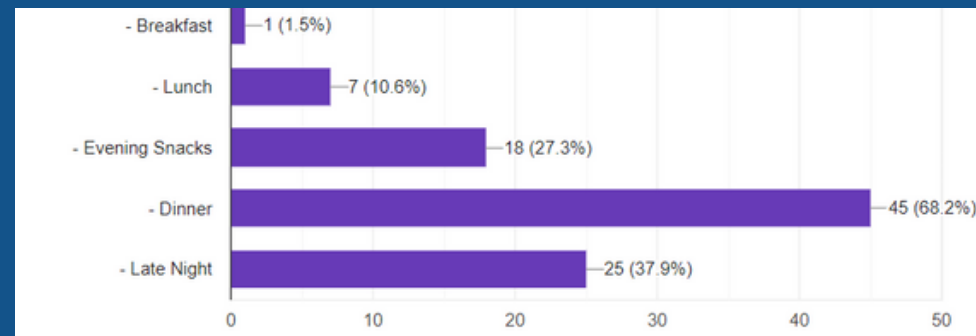




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<div> <div>←</div> <div>→</div> <div>↺</div> <div> <div>Q</div> <div>INSIGHTS</div> </div> </div>				
<div>Do you order alone or with a group?</div>	<div>  </div>		<div>           Adding a group order feature to Eatsure can make customers happier, help restaurants earn more money, and improve how they operate. This feature meets the growing demand for convenience and allows people to enjoy meals together, making Eatsure stand out in the food delivery market.         </div>	
<div>Have you heard of EatSure before??</div>	<div>  </div>		<div>           As we can see many of the students haven't heard about the app. Using smart marketing like memes and games, offering more services, and partnering with campuses, EatSure can become very popular with college students.         </div>	
<div>Have you used the EatSure app to order food?</div>	<div>  </div>		<div>           Students love offers so we can add Flash Sales. Offer time-sensitive discounts during peak hours or special events (like exam weeks or holidays) to drive immediate orders.            Seasonal Campaigns: Create campaigns around significant college events, such as homecoming or finals week, with themed promotions.         </div>	
<div>If yes, what motivated you to use EatSure?</div>	<div>  </div>		<div>           As Eatsure isn't that popular right now Refer-a-Friend Bonuses can incentivize students to refer friends to the app by offering both the referrer and the new user discounts or credits on their next order.         </div>	

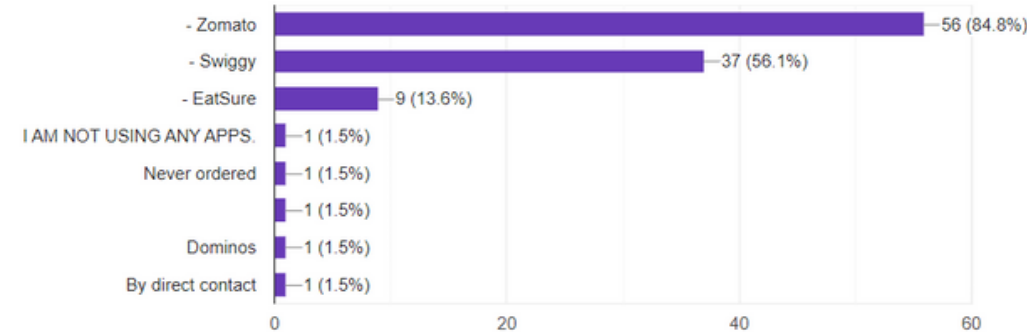
Most students (63.4%) prefer a campus ambassador program with rewards for referrals and orders. Implement the program to boost engagement.

**What time do you usually order food?**



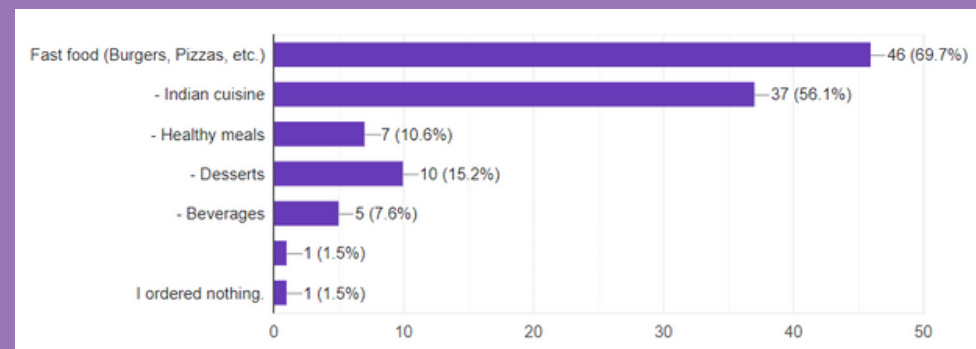
Since students prefer ordering at dinner. We can have Happy Hour offers during these timings to increase traffic.

**Which food delivery apps do you use regularly?**



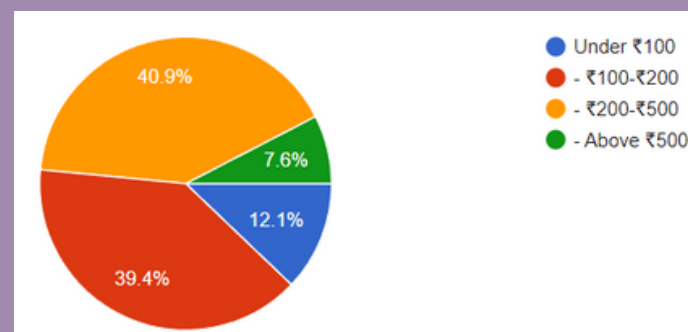
Recognizing that Zomato and Swiggy are EatSure's primary competitors, we can analyze their marketing strategies and refine them to boost our own popularity.

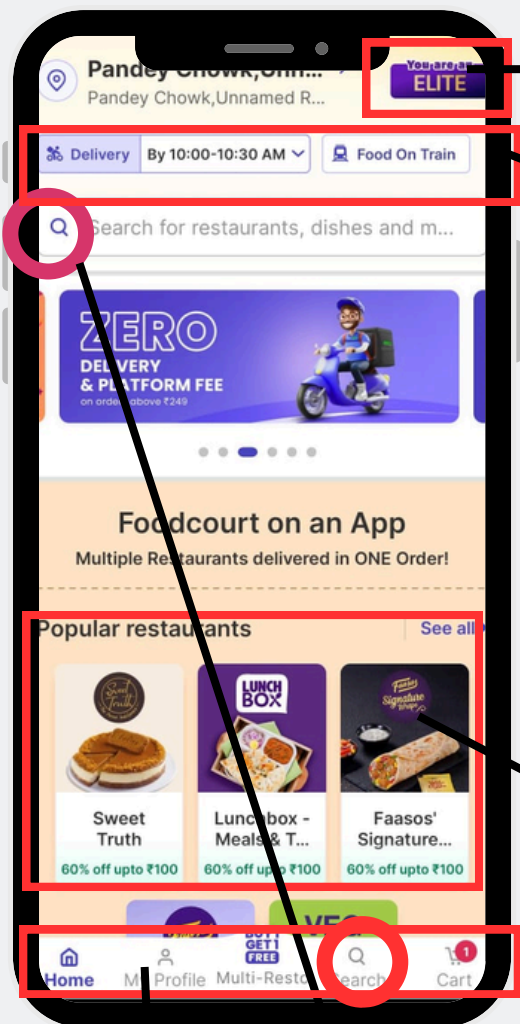
## What types of food do you order most?



Since Students majorly prefer ordering fast food and indian cusine these foods need to be promoted more. we can also use a students history of order to tailor their home page accordingly. We should increase the offers and coupons on such items to increase traffiv

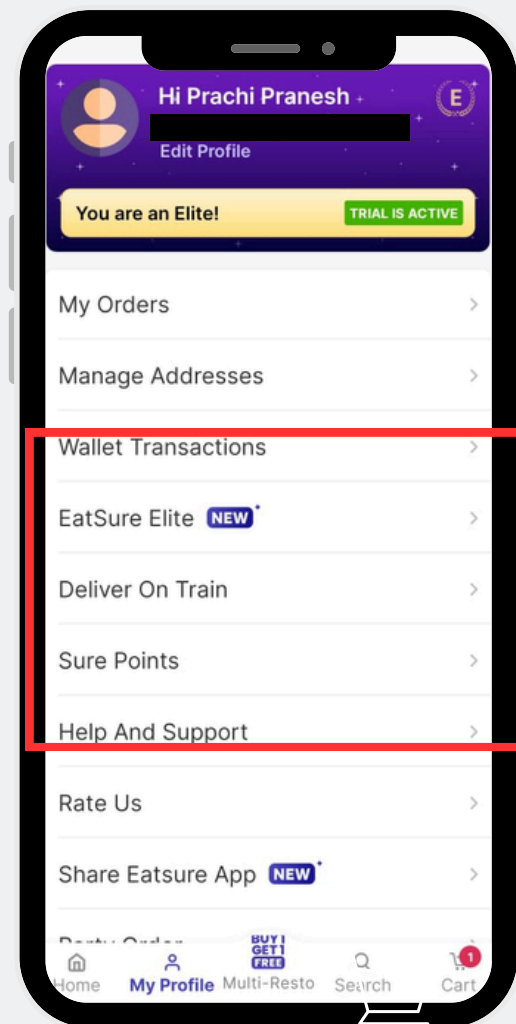
**Average amount  
spent on a food  
delivery order (in  
INR)?**



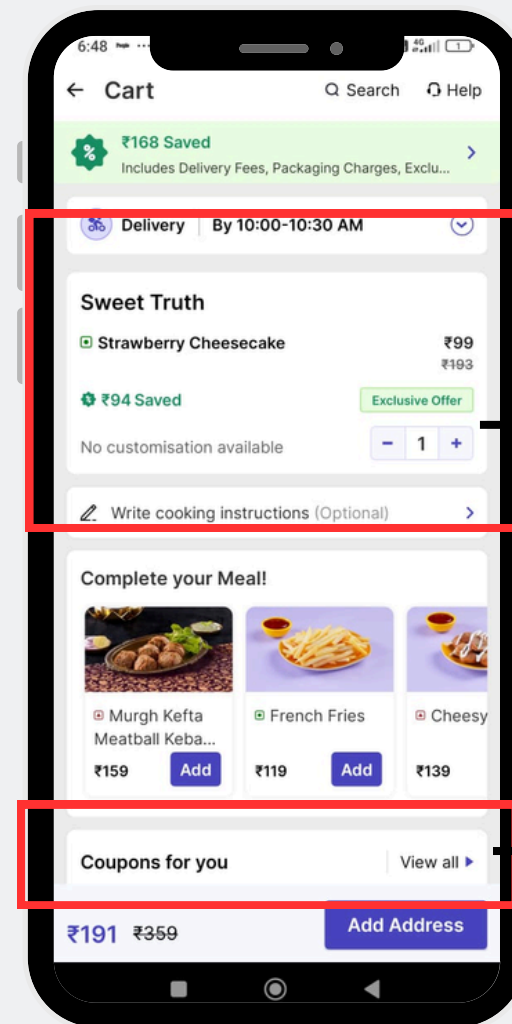
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**This approach helps users find the best and most popular restaurants through notifications. To make the app even better, we can add features that suggest meals based on what users have ordered before and their preferences. By showing popular restaurants and personalizing recommendations, we can greatly improve the user experience on the EatSure app.**

**Implement a bottom navigation bar with clear icons for key sections (e.g., Home, Menu, Orders, Profile). We can also bundle meals or group cart options. This will help students buy group meals or budget friendly meals.**



- **Tailored Meals:**
  - **Personalized Menu**
  - **Seasonal Specials**
- **Exclusive Discounts:**
  - **Discounted Combos:**
  - **Limited-time**
- ➔ • **Loyalty Rewards:**
  - **Points System:** Earn points for orders that can be redeemed for discounts or freebies.
  - **Referral Bonuses**
- **Meal Plans:**
  - **Custom Meal Plans:** Weekly meal plans at discounted rates for easy ordering.



➔ **Exclusive Student Coupons:** Offer special discounts exclusive to students when they verify their student ID

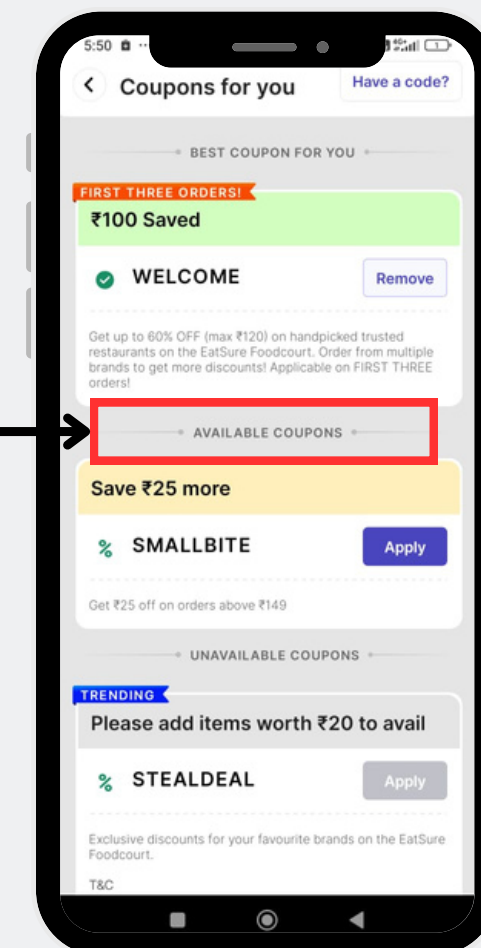
Some more strategies to improve the user interface of the EatSure app:

Create challenges (e.g., order from five different restaurants in a month) to encourage user engagement.

## Feedback Integration

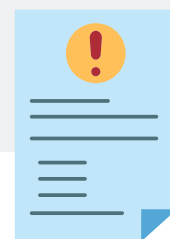
Allow users to customize text size for better readability.







- Third-year student at National Institute of Technology Jamshedpur
- Enjoys spending time with friends and often orders meals in groups
- Prefers convenience and variety when ordering for a group
- Struggles with managing multiple restaurant orders and paying high delivery fees



- Managing orders from multiple restaurants for group meals is difficult
- High delivery fees when ordering from different places at the same time
- Lack of group discounts, making it expensive for students to order together



- **Group Ordering Feature:** Introduce a feature allowing students to order from multiple restaurants in a single delivery, catering to diverse group preferences.
- **Group Discounts & Party Packs:** Provide special discounts and bundle deals for large group orders, making it more affordable for students to dine together.
- **Shared Payment Option:** Allow group members to split payments seamlessly within the app, reducing the hassle of handling payments individually.

