



## Create a product strategy for swiggy to increase its daily customers

Okay. Let's go team swiggy let's start this interesting mission of increasing our daily customer coup! This book does not contain minutes of high-flown rhetoric; it is easy, straightforward, and infused with practical sense and a fair dose of creativity.

### Market Research:

Starting with, let me put the rigor vitamins on the table. What do people want? \* Fast Food: It involves fast, efficient, and varied meals. This research proposes consumers are becoming more conscious of better options and diversity in menu items originating from their region. They are enticed for this reason; the consumers are searching for the opportunities to be entertained with diversity without any compromise to the quality.

### Customer Segmentation:

Who are we serving? Glad to see it's not some monolithic group. We get everything from the stressed corporate types hurrying to make a meeting to students with nutrition in mind to families out for the night and even lone patrons. They interact in their respective segments differently. Working individuals need quality meals in less time, students desire cheap and best solutions in meals, kids go for healthy foods and single people require faster meals to be served.

### Competitive Landscape:

Okay, cast our eyes round the market, as they say. What part of what they are doing is right? What are they missing? When there are no hitches and the customers can be delivered what they want in a short time with a lot of options to choose from and a friendly interface, that is the perfect point. We're planning to not only meet these expectations but to even surpass the expectations that are in place.

### Actionable Plan:

1. **Localized Partnerships:** Seek alliances with restaurants in the area, prioritize the approach of an endemic nature. In recent years, a piece of the neighborhood has been liked by people. This not only improves our current selection of meals but also helps to expand locally owned and operated establishments.
2. **Dynamic Pricing Model:** Consider adopting dynamic pricing as one of the recommendations. Lunch time or when business is low, ensure that it advertises with discounts and come up with some attractive promos. This also ensures that their delivery partners are not idle while on the other hand entailing the bargain hunting clients.
3. **Loyalty Programs with a Twist:** Who does not love a loyalty program, is it not something that everyone eagerly waits for? But let it be exciting – incorporate it into references to local occurrences, festivities, or even a user purchase history. It means the more one participates in it the more enjoyable and relevant the experience comes out to be.
4. **Intuitive App Features:** Reduce the number of features The current design of the app is a bit complicated and I believe that by cutting down on the number of services offered, the app will be much easier to use. It is also optimized for reorders, among other features: The user experience here is optimized for the user by providing recommendations on their previous orders.

5. Sustainable Practices: Seasonal conveyance must consider the environmental impacts involved in packaging materials. Today, consumers are knowledgeable about the environment, and this change is done with their best interest at heart and also helps us to overcome the competitors out there.

**Calculations:**

I now call for our attention to be glued to numbers. In each of the localities, we aim to enhance partnerships by twenty percent and improve the delivery routes by fifteen percent which results into the conclusion of at least 15 percent reduction on delivery times. Given that Biz plans on adjusting its prices to reflect off-peak and peak hours of operation, the daily customer count could increase by 25% in the first six months because of the dynamic pricing. Well then, there you have my relatively tangible, real world solution to our radical game improvement concept. So, let's step out and make Swiggy the most preferred online order platform for food of all type of food lovers.

#SwiggyRevolution

