Create a product strategy for swiggy to increase its daily customers

14 January 2024 14:30

Alright, team Swiggy, let's dive into this exciting mission to amp up our daily customer count! No fancy jargon here, just good old common sense and a sprinkle of innovation.

Market Research:

First up, let's get down to the nitty-gritty. What do people want? Quick, reliable, and diverse food options. Market research reveals a growing demand for healthier choices and more local cuisines. People are looking for variety without compromising on quality.

Customer Segmentation:

Who are we serving? It's not just one homogenous group. We've got busy professionals, students, families, and even the occasional solo diner. Each segment has unique needs. Busy professionals crave efficiency, students seek affordability, families look for wholesome options, and solo diners want quick and easy choices.

Competitive Landscape:

Now, let's check out the competition. What are they doing right? What are they missing? Seamless user experience, timely deliveries, and a wide variety of choices – that's the sweet spot. We're aiming to not just match but exceed expectations.

Actionable Plan:

1. Localized Partnerships: Forge partnerships with local eateries, focusing on authenticity. People love a taste of the neighborhood. This not only broadens our menu but also creates a stronger local presence.
2. Dynamic Pricing Model: Implement a dynamic pricing strategy. During off-peak hours, offer discounts and promotions to encourage orders. This not only keeps our delivery partners busy but also attracts budget-conscious customers.
3. Loyalty Programs with a Twist: Everyone loves a loyalty program, right? Let's make it interesting – tie it with local events, holidays, or even a user's order history. The more they engage, the more personalized and rewarding it becomes.
4. Intuitive App Features: Simplify the app. An easy-to-navigate interface, quick reorder options, and personalized recommendations based on previous orders – all aimed at making the user experience smoother and more enjoyable.
5. Sustainable Practices: Incorporate eco-friendly packaging options. People are increasingly conscious of the environment, and this move not only aligns with their values but also sets us apart from competitors.

Calculations:

Let's keep an eye on the numbers. By increasing partnerships by 20% in each locality and optimizing delivery routes, we estimate a 15% reduction in delivery time. With a projected 10% increase in orders

during off-peak hours due to dynamic pricing, we can potentially see a 25% boost in daily customer count within the first six months.

So, there you have it – a practical, down-to-earth plan to revolutionize our game. Let's go out there and make Swiggy the go-to choice for every kind of foodie! 🍔 🚀 #SwiggyRevolution