The Zomato Business Model Canvas

Key partners

What are your key partners to get competitive advantage?

- Restaurants
- Delivery Personnel
- Users / Customers
- Reviewers

Key activities

What are the key steps to move ahead to your customers?

- **Providing search services**
- Creating and managing technology infrastructure
- Marketing and Promotion
- Order fulfillment
- Collecting restaurant information

Key resources

What resources do you need to make your idea work?

- Large Database of restaurants across cities
- · Large database of users
- Presence across 25 countries
- Technology platform
- · Delivery persons

Key propositions

How will you make your customers' life happier?

- One stop solution for food lovers and provide home delivery
- Allow restaurants to stand out and promot themselves
- Provide restaurant directory for customers
- Provide rating, reviews and videos to evaluate restaurants
- Online ordering and table booking
- Provide additional source of income to delivery guys

Customer relationships

How often will you interact with your customers?

- Take customer feedback about restaurants and delivery person after each order
- Take feedback from the delivery person about the customer
- Customer helpline
- Interact with restaurant owners

Channels

How are you going to reach your customers?

- Mobile application for Android users
- Mobile application for IOS users
- Website

Customer segments

Who are your customers? Describe your target audience in a couple of words.

- Users searching for restaurants
- Users who prefer home delivery
- Restaurants who want to advertise their brand and expand their reach
- Restaurants who do not offer delivery services
- Cloud kitchens
- Market research companies
- Users who want to compare restaurants and plan a dineout for a function

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- Platform development
- Marketing
- Payment processing fees
- Office maintainance cost
- Employees' salary
- Legal and accounting fees

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- Restaurant listing and advertisments
- Subscriptions Zomato
 Gold and Zomato Pro
- Food delivery services
- Consultancy and data monitization
- Live events Zomaland
- · Zomato Kitchen

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