CONSULTANCY

PS:

Boosting Conversion & Revenue in Underperforming Urban Food Courts

Project Submitted by
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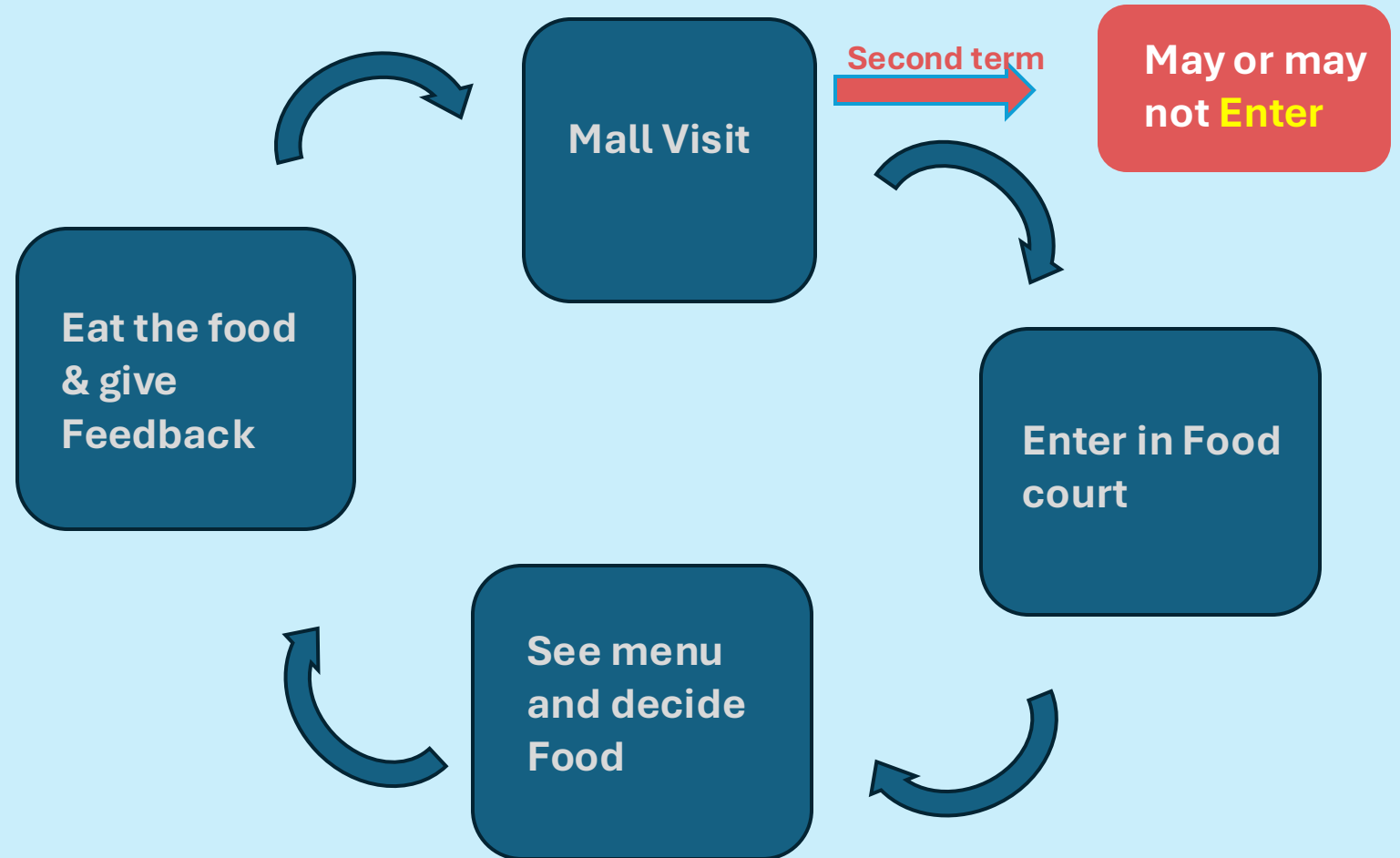
Problem

1. The visitors are less visiting the courts.
2. Conversion rate is also low.
3. Customer are not buying food if they visit.
4. If they buy may try once and not returning if they ever visit the mall.
5. Even good number people in mall but few in food courts.

The customer do step-by-step or Funnel Analysis

Mall Visit

Second term

May or may not **Enter**

Eat the food & give Feedback

Enter in Food court

See menu and decide Food

Reasons mall visitors avoid food from food court

Avoids food court due to high prices.

Tier-1 city visitors typically have higher disposable income and are regular mall-goers. They are more comfortable spending on food, as food courts are more common than local options like food stall.

Desired food options are unavailable

They have food preferences, but skip eating due to limited options.

Visits for shopping but has limited time.

Some visitors skip the food court due to time constraints — either because they've spent most of their time shopping or are in a hurry to be somewhere else.

Less offer on food and other reasons

Customers are psychologically drawn to offers and discounts. When such deals are missing, even willing buyers may skip the purchase or choose an alternative option.
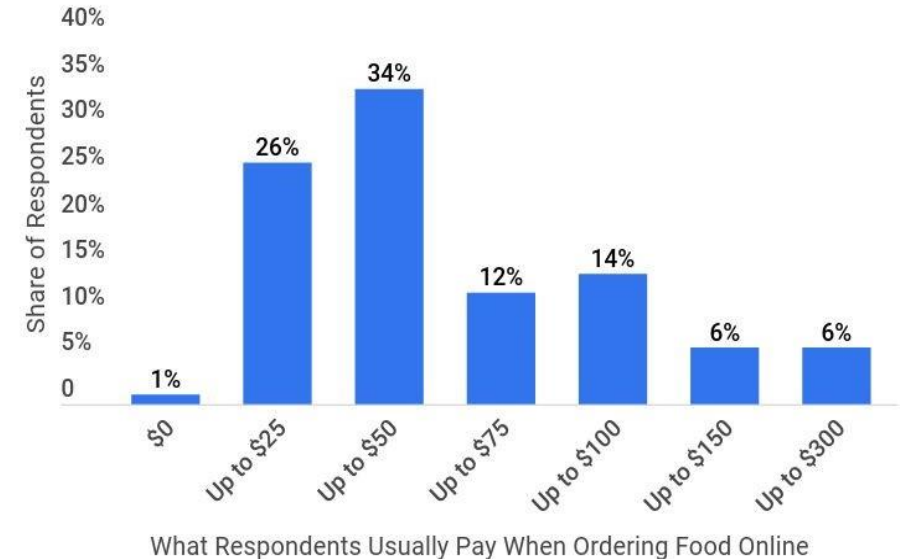

AVERAGE SPENDING PER ONLINE FOOD ORDER

Share of Respondents

- $0 — 1%
- Up to $25 — 26%
- Up to $50 — 34%
- Up to $75 — 12%
- Up to $100 — 14%
- Up to $150 — 6%
- Up to $300 — 6%

What Respondents Usually Pay When Ordering Food Online

Fig.: *Customer Psychology :* Higher orders occur around $50; as prices rise, order volume declines, indicating price sensitivity.

Solution approach 1st: Let's assume we are expanding from Tier-1 cities to Tier-2 cities and now, the situation is different in terms of food, consumers, and their psychology

Held Test

First, we will conduct some tests with customers at the mall and take interviews to understand which food they like and what kind of things they expect from that type of food court. We'll also ask questions like how much they enjoy eating outside, what they love the most — then collect this data and try to make changes accordingly.

Compromise decision

We will take decisions and make small changes according to customer needs. Maybe we'll have to compromise on some things, but we're not changing everything. We'll just iterate certain aspects of our food court to make it more reliable and suitable for customers in Tier-2 cities, based on their needs.

Engagement

We will try something interesting and make it adorable to people so that they come and enjoy our food court, and feel that it is the food court they need. They are happy to come here, and maybe it can give a chance for free promotion through word of mouth and emotions. We will just engaging people and trying different things.

Solution approach 2nd: We find some problems, we understand the problem, and now we will look into it and try to solve it through some decisions taken by analyzing this wireframe.

Problems	Solutions
Avoids food court due to high prices.	• Revise food prices. • Add some items free with food at same price
Desired food options are unavailable	• Add region-specific and popular fast-food items to align with local tastes in Tier-2 cities.
Visits for shopping but has limited time.	• Include ready-to-eat food options to attract on-the-go customers and increase footfall.
Less offer on food and other reasons	• Introduce offers, coupons, and combo deals to attract more customers and boost engagement.

30 days plan

Execution Strategy:

1st Week
- Select 2 pilot Tier-2 malls
- Onboard vendors

2nd Week
- Launch revised menus
- Add some Offers
- Implement feedback QR setup

3rd Week
- Monitor daily mall footfall
- Track number of food court orders
- Analyse promo code redemptions

4th Week
- Collect customer and vendor feedback
- Make adjustment to offers/menu
- Prepare final impact report

Impact

KPIs	Before execution	After execution	Impact
Conversion Rate	10%	16%	• Improve food variety • Decent prices and Offers
Average Order Value (AOV)	Rs150	Rs180	• Offers and Variety of food
Promo Redemption Rate	65%	90%	• Better offer • Better food combo
Kiosk Occupancy Rate	60%	75%	• Improved customer traffic

THANK YOU