

A
Project Report
ON
“Analytics Of Online Food Delivery-Swiggy”



**IN THE PARTIAL FULFILMENT OF THE REQUIREMENT OF
MASTERS OF COMPUTER APPLICATION (MCA)**

UNDER THE GUIDANCE OF

Dr.Sheela Hundekari

SUBMITTED BY

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ENROLLMENT NO. MITU22MCAD0078

BATCH – 2022-24

SUBMITTED TO



DECLARATION

I **Rohit Rajesh Chavan** of Masters of Business Computer Application Semester - III of MIT College of Management, Pune, hereby declare that I have successfully completed this Summer Internship Project on “**Analytics Of Online Food Delivery-Swiggy** ” during the Academic Year 2022-23. The information incorporated in this report is true and original to the best of my knowledge.

Date:03/11/2023

Place:Pune

Rohit Rajesh Chavan

Enrollment No.

ACKNOLWEDGEMENTS

Date: 03/11/2023

Place: Pune

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Abstract

The purpose of this paper is to study operating practices that make tech companies tick in the growing food delivery service sector in India. The food delivery market is valued at over 12 billion as of 2016, where upwards of 7 % market share now ₹ reserved for online food delivery services. As opposed to 'Delivery as a Service' companies, aggregator delivery services generate a platform for consumers to navigate through a variety of restaurants hosted on it, discovering restaurants and placing orders manually. This study compares growth and operating strategies of four such aggregator food delivery companies in a booming Indian market (Swiggy, Zomato, FoodPanda, and Uber Eats) with a case study on Swiggy. The market is expected to grow 40 % annually owing to a larger disposable income from a wealthier middle class (also with long, erratic working hours). Growing incomes have encouraged the creation of an increasingly health-conscious middle class, desiring meals which may substitute nutritional values of home-cooked meals. Aggressive growth strategies have not been as rewarding elsewhere in the foodservice industry (with multiple grocery-delivery services scaling down operations in 2015-2016). However, the future seems brighter for the online food industry, as India catches up with developed markets (where online food orders take upwards of 30 % of market share).

INTRODUCTION

In this case study, the potential of a growing market in the one of the largest economies in the world is analyzed. Grocery shopping, meal planning and cooking is now considered a chore by a good proportion of the growing Indian middle class, causing a surge in demand for services that free them of such inconveniences. Upwards of 50,000 restaurants in India provide home delivery, and are often only able to see marginal profits from their take-away sectors. This indicates a high potential in a relatively untapped market. E-commerce in India is expected to grow from US \$2.9 billion in 2013 to a mammoth US \$100 billion by 2020, making it the fastest growing e-commerce market in the world! E-commerce is also witnessing a spurt in online food & restaurant service companies, which is expected to reach \$2.7 billion by 2019. This white paper explores drivers of the growth of such online food delivery companies in India, the current competition and how this affects the brick-and-mortar restaurant business in India. Here's a look at the supply and demand drivers for online quick food services.

Demand Drivers

Encouraging Demographics

With a population of over 1.2 billion, India is undeniably one of the biggest consumer markets in the world today. Moreover, 50% of this population fall under the age of 25, and the rest before the age of 35 years; making India among the youngest population in the world too. Most of the fast food demand comes from age group 18-40 years. What's more, by the year 2025 the Indian middle-class demographic is expected to touch 550 million. Young India's appetite is one of the key drivers for demand in the food and beverage industry on the whole.

Promising Income and Consumption Levels

With an increasing number of young Indians being productively employed in lucrative industries, sectors like IT services have upped the living standards and made their wallets fatter too. The World Bank reports a staggering 50% increase in per capita income since 2006 until now. Urban India sees a visible change in the social setting, which further fuels the advance of fast food restaurants in India. Higher disposable income is also a key driver for other subcategories of food products too.

Favourable Lifestyle Changes

With dual-income families, now urban India sees both parents bring home the bacon, thus changing the way people live drastically; with changes in routines, lifestyle and food habits. The demand for quick access to food and one with affordable rates is on the rise. Time crunches and an increasing need to spend quality time with 92% nuclear families reaching out for fast food or take outs to save time and energy that would otherwise go into cooking up a meal at home every day of the week.

Rising Number of Working Women

Keeping in line with the above point, there has been an astounding increase in working women. Working women end up spending most of their productive hours commuting and at work, therefore there is very less time to cook full blown meals at home, all by themselves. Working women typically spend a large amount of their disposable income on buying take outs or eating out. This is again a key demand driver for the food and beverage industry in India.

Supply Drivers

Expanding Variety of Cuisines

With more and more restaurants offering global cuisines, this has had a significant impact on the overall food industry. Chicken biryani, burgers, butter chicken, pizza and Hakka noodles are customers' most preferred orders. North Indian fare tops, but Chinese, Italian, south Indian and 'healthy food' are also popular. The more Indians living in urban areas are willing to experiment with new cuisines, the more will frequency of dining out increase.

Upgrading of Retail Formats

With a slew of international food brands and restaurants making themselves available at popular malls, these seem to be the ideal space to get more customers who go to malls to shop. And inversely, more customers going to food courts and restaurants at malls, shop! It is a win-win situation for all parties, indeed.

Rising of Contract Cultivation

Contract cultivation is essentially a binding agreement that guarantees farmers' purchases from giant global companies, provided they agree and supply the preferred crops to the companies. For example, McDonald's currently has over 400 farmers cultivating potatoes for them in over 2000 acres of farmland in the state of Gujarat.

Emerging of Logistics Providers

It's not just true for the emerging e-commerce industry where couriers and delivery handling companies are on the rise. There are logistic providers for the food industry too, such as Radhakrishna Foodland who is a local partner, providing their logistics services to global giants in India such as McDonald's AND Pizza Hut.

Growing of Delivery - dedicated Formats

The initial investment needed for a delivery-focused format is much lower compared to starting up a restaurant or even a fast food joint. Investments include rent, designing interiors, furniture and so on. Due to such cost benefits, more operators are ready to devote their time, energy and investments in the formats dedicated to delivering food at the doorstep. There is a considerable decrease in the costs of labour, supplies and the biggest cost saving aspect is the need for quality real estate. This is the most expensive of all investments in restaurants, and with a delivery format this cost is saved.

Extension to Delivery Services in Existing Restaurants

Restaurants are now trying to maximize their business output by offering food delivery services. This way they all are able to rationalize existing fixed costs and also keep their business sustainable. Home Delivery is a very vital ingredient in this mix. It's no wonder restaurants big and small; all are vying to get a piece of this pie! Moreover with this format, a higher number of customers can be serviced, compared to the sit-and-dine format where at peak hours, customers will be missed. The delivery format keeps customer loyalty going strong too.

New Trends in the Delivery Sector

The role of mobile apps and also web-based system of ordering food cannot be undermined at this point. With more people using smart phones, increasing literacy and access to the Internet, the fortunes waiting to be reaped from the business of home delivery are just a click away! Domino's Pizza claims to deliver over 50,000 pizzas in a day and 15,000 of those orders are made online. Fassos is another popular food chain that does out over 60,000 orders in a day and all from their mobile app too. Now that Dominoes and other players have tied up with the online food service site FoodPanda, these numbers are expected to double in the coming years. E-Tailing, which is having a sound presence online, is very promising for all delivery-based 'quick service restaurants' (QSR) compared to the revenues generated from the typical brick-and-mortar format.

Delivery-dedicated Websites

Speaking of FoodPanda (– Which is one of the biggest food service websites, picking up almost double the funding of that of Zomato, with \$310 million) while global food chains and QSR like McDonald's, and Pizza Hut have their own websites from where you could order food, other businesses who want in on the food delivery business opt for websites like FoodPanda and Zomato. There are many others cropping up who have similar food delivery formats, with their own coupon and discounts system to get more customers - Just Eat and TastyKhana for instance, who have just entered the market recently. These exclusive websites earn commissions on every order and the benefit to customers is that they are able to access a number of food websites offerings at just one

stop, avail discounts and exclusive offers to get maximum value out of their online or mobile app orders. Zomato is one of the most popular apps and websites that not only let customers order food from multiple restaurants, but have a rating system and an exclusive phone number using which customers could make reservations at the restaurants. Their advantage is the access to call records, using which they continually streamline their processes. It's no wonder they have now picked up a funding of more than \$163 million for business development. An interesting point to be noted here is that FoodPanda plans to extend their services and tie up with restaurants that cannot do home-delivery. There will be logistics-related investments done by FoodPanda to simply expand their reach and get a larger bite of the home delivery market. Regardless of who gets the better funding, it is the 'total recall' of websites that would ultimately take the biggest share of the pie. Even before Zomato or FoodPanda had made an impression on the smart Indians, there was Burrrrp!, which is now non-existent and so are other similar websites which mushroomed at one point, but could not stay true to their value proposition. We have addressed various online food services that deliver ready meals at homes & workplaces. There is another service based on the food delivery model - the online grocery market. Some of the leading names in this category include PepperTap, which recently got some extravagant funding from Snapdeal and BigBasket. Other services like TapTapMeals exist, which is delivery of "home-cooked" meals other than the usual global QSR menu.

Impact of Online Food Services on Restaurant Business in India

The format of home delivery or the takeaways have gained a lot more customers in locations such as malls, offices and big-party orders for residential complexes. People missing breakfast on the way to work, order-in. People who desire a better choice of corporate lunch or party, order in too. Everyone seems to be in awe of the online food order and delivery option for the convenience and immediate source of food at home. Besides, the convenience of ordering groceries from your mobile app or web browser has certainly taken away some market share from the trusted 'kirana' or the mom-n-pop stores. India is the 6th largest grocery market in the world, but the organized sector as run by some of the online businesses mentioned above makes up only for 58% market share of the grocery business. The vast majority is still owned by these local markets and the mom-n-pop stores. This has some obvious impacts on the brick-and-mortar formats of in-dining restaurants as more people prefer to have restaurant-style cuisines right in the privacy of their homes or workplaces, but the impact is not so much as it may appear to be. The fast food business in India is only about 2 decades old, and remains largely unorganized. Given the rate at which the organized sector is rapidly growing, it is only a matter of time and a much larger chunk of global investments before a really big impact is made on ongoing restaurant businesses that may not have a delivery-focused format of their own.

OBJECTIVES OF THE STUDY

- To understand consumer preference towards food delivery chain.
- To study how online food delivery services are perceived by the consumers.
- To analyse what are the various factors that influences the consumers to choose online food delivery services.
- To analyse the most preferred online food delivery service portal by consumers
- To know what are the factors that hinders consumers to use online food delivery services.
- To understand the factors that restrains the company to grow.

SCOPE OF THE STUDY

The study is basically conducted to know how consumers perceive the online food delivery services. The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the “Online Food Delivery Service Market”. We will know about the consumer perception regarding the services they provide in Pune area and will get to know the variables affecting their perception. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers.

SCOPE OF THE PROJECT

Scope of this project includes:

- Overview of Indian online food ordering industry
- Impact of Covid-19 on online food orders
- Business model of Swiggy
- Marketing strategies and promotional tactics of Swiggy
- Market coverage of Swiggy and its future plans
- Customers perception about online food ordering with reference to Swiggy

LIMITATIONS

- The study was restricted to consumers who prefer using Online Food Delivery Services.
- The study was confined within specific regions of Kolkata city only.
- The sample size was limited so the results obtained from the study may not be generalized for the whole population.
- The time period of the study was not sufficient to measure the consumers' response effectively and reach to a more valid conclusion.
- Many of the respondents may not have given the correct information due to personal bias.

RESEARCH METHODOLOGY

This research design consists of both qualitative and quantitative research. Qualitative research consists of proper measurements of those personality traits which can't be quantified, as well as it includes quantitative research which entails concrete data, facts and diagrammatic representation of the proper numeric data. The research design consists of both exploratory and descriptive research.

Exploratory research means when the problem is unknown and defining the problem requires proper questionnaires and can be implemented in understanding consumer perceptions.

In descriptive research it consists of known problems and defining the problems requires mainly secondary data and describing the behavior of a subject without influencing it in any way.

Sampling design

Sampling procedure consist of both probability sampling and non-probability sampling. In probability sampling simple random sampling and stratified sampling have been incorporated. In non-probability sampling only snowball sampling procedure has been incorporated.

Questionnaire design :

Our research consist of 2 kind of questionnaires Open-ended and Close-ended.

1. Marketers perfect competitive module of the system.

Sample size = 70

This project uses statistical tools like 5 point likert scale along with nominal, ordinary and interval scale.

CONCEPTUAL FRAMEWORK

COMPANY PROFILE :-

Swiggy commenced operations in 2014 in Bengaluru, India's start-up hub. As one of the late entrants, the company faced tough competition in a no-holds barred battle for a share of the Food Tech market in 2016. Several players like TinyOwl, Dazo, Zupermeal and Spoojoy failed for reasons such as lack of funding, untimely launch of a product or service, lack of specialization and aggressive competition. On the other hand, Swiggy clocked over 450.1 percent revenue growth in FY 2017.

Swiggy offers a integrated ordering solution by deploying multiple proprietary apps, including a vendor management app provided to restaurant partners, and a delivery app powered with routing algorithms, provided to driver partners. When a consumer places an order with Swiggy through the iOS or Android apps or website, the order is immediately transmitted to the merchant and the right driver, based on availability and distance from the restaurant, is attached to the delivery.

The merchant confirms receipt of the order and starts preparing the food, while the driver reaches just in time at the restaurant to collect the prepared food and deliver to the customer. In-app navigation facilitates hassle-free delivery. Swiggy's goal is to revolutionize the food delivery market in India by providing a cheap, fast and efficient alternative to taxing the already short-staffed restaurateurs. There are several existing and even more upcoming food-ordering platforms in the country, However, Swiggy sets itself apart from the competitors by having their own delivery fleet, thereby minimising the risks in delivering an order.

Swiggy currently has 650 delivery executives from diverse backgrounds - college students working as part-time and full-time employees. It is in the process of hiring over 12,000 delivery executives by the end of this year. According to Jaimini, cofounder and now the technological backbone of Swiggy, the start-up's delivery fleet is powered by algorithm-enabled smartphones that are constantly enforcing more efficient ways to complete deliveries. The technology is developed entirely in-house and adapts to the changing requirements based on geography, logistics etc.

Swiggy was founded in August, 2014 by **Nandan Reddy, Sriharsha Majety & Rahul Jaimini.**

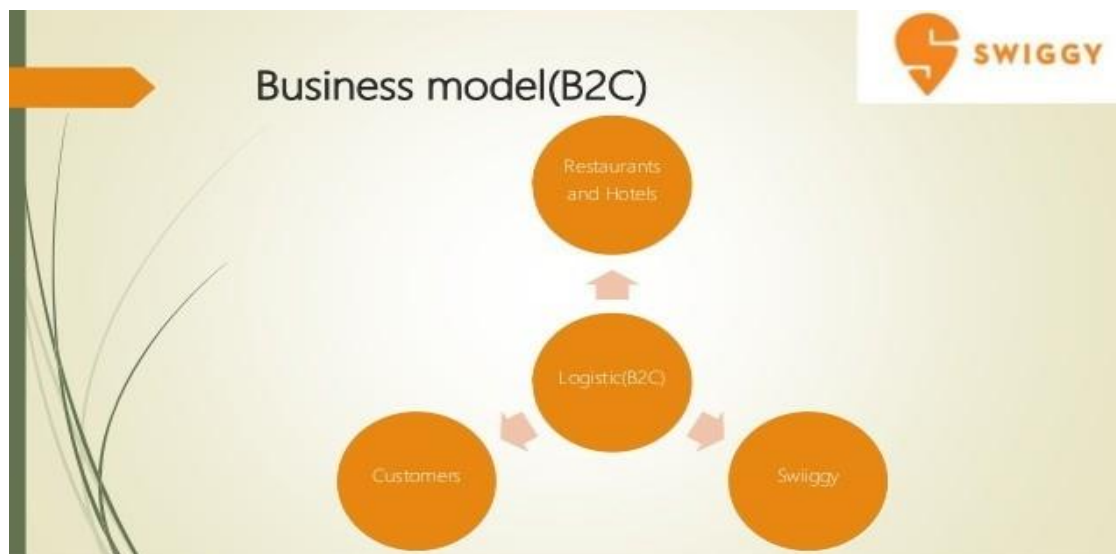
Ordering food online & providing delivery solutions at your doorstep from the best restaurants in your neighborhood. Accepts online payments for all orders with no minimum order policy.

Further bolstering its expansion strategy, Swiggy is contemplating a foray into the hyper local market. This has helped the company to make use of its delivery fleet optimally during the lean time of the day (predominantly afternoon time). Globally, food delivery players are diversifying into related businesses to best utilize their fleet. In summary, Swiggy appears to be hitting all the right notes with a plethora of upcoming services, strengthened senior management and value-added technological solutions.

SWIGGY'S BUSINESS MODEL

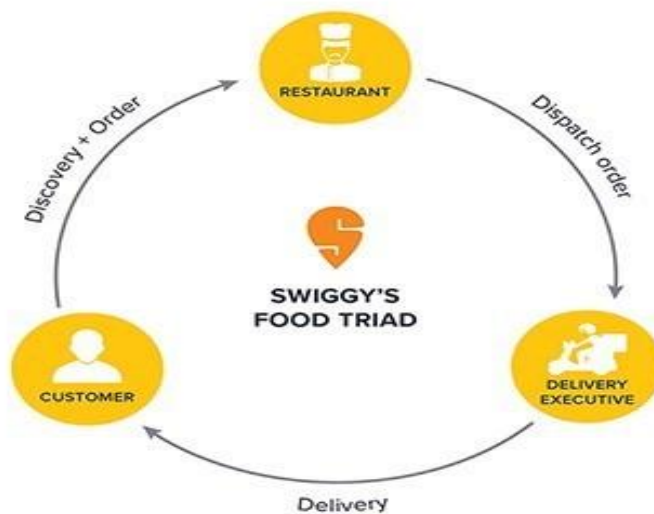
Swiggy has two major revenue streams:

- The major part of Swiggy's revenue from commission it collects from restaurants for lead generation and for serving as a delivery partner.
- Swiggy also charges a nominal delivery fee from customers on orders below a threshold value which 200 rupees for most cities.



HOW DOES SWIGGY'S FOOD DELIVERY SYSTEM WORKS?

As soon as you have placed your order, the wheels are set into motion. The swiggy restaurant partner app receives instant notification about the order. After your order, In the meanwhile, the restaurant checks if they can prepare your order. In case they're running low on a secret sauce or have completely sold out a popular dish you ordered, they inform the Swiggy team, who in turn gets in touch with you to select another dish. So, now wondering where your order is? You have got so many ways to find out. Your order's being tracked every second and is visible to you on the Swiggy app. After adding the finishing touches, the restaurant packs your order and hands it over to the assigned Hunger Saviour. The Hunger Saviour is now given directions so he can navigate to your destination to deliver your order. The food has left the building! From the point where you select your order till it's in your hands. They track your order at every step and overcome all the hurdles along the way.



MARKETING MIX OF SWIGGY

Product in the Marketing Mix of Swiggy

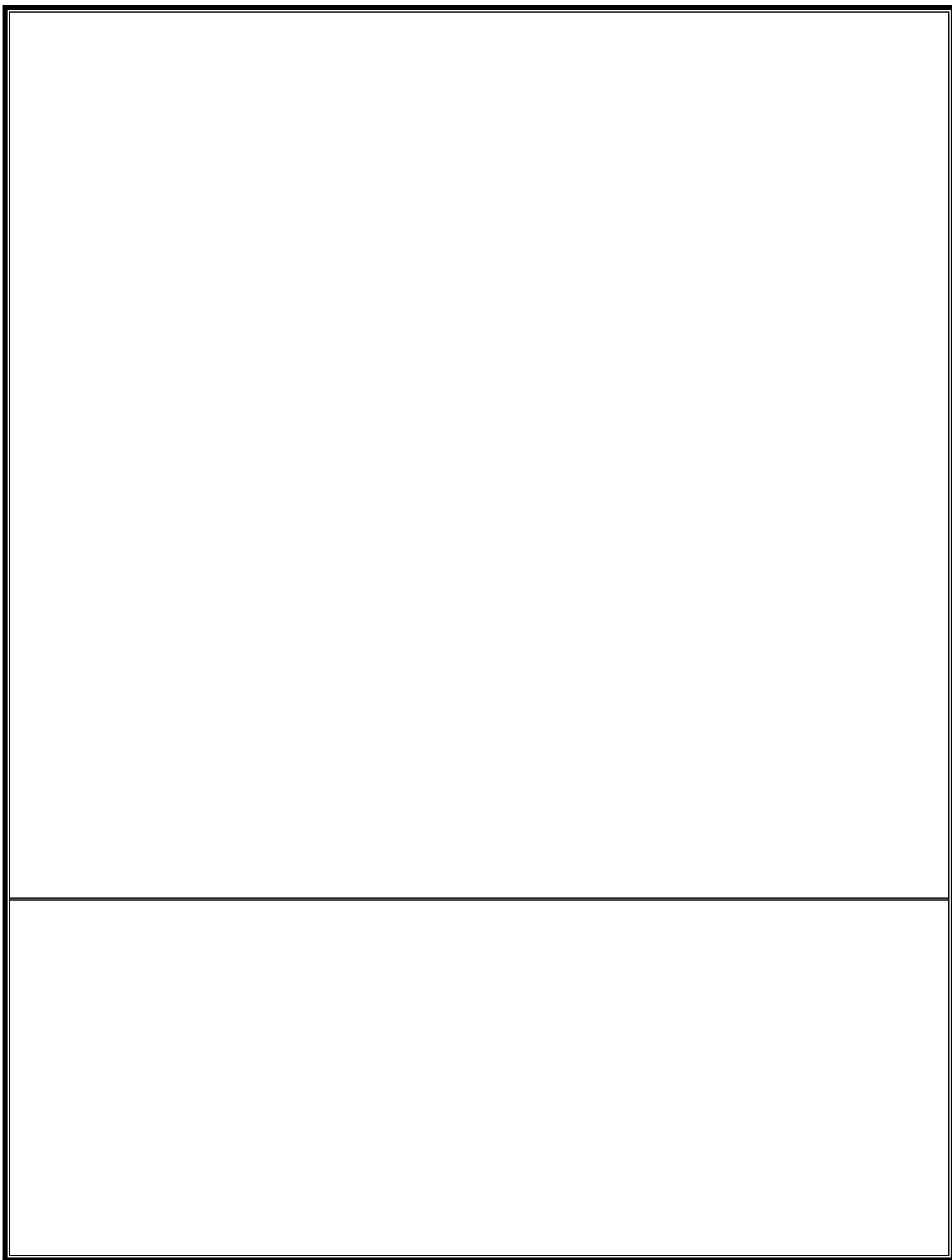
Swiggy is one of the popular delivery companies that supplies ordered food and beverage items to its customers. It has created a single window and included a wide range of food parlours and restaurants under its umbrella. A customer now can make a choice from visual menus of restaurants in neighborhood and order online.

Ordering food and getting swift delivery has become a hassle-free option from customer viewpoint because of Swiggy. The company has estimated seven hundred and fifty restaurants on its platform and receives nearly seventy thousand orders on monthly basis. Swiggy is not accountable for the quality of food as it only delivers from one hand to another. In the case of complaints, it usually takes up to the restaurant in question. The company encourages promotions and ratings of restaurants for online delivery. Swiggy has launched an On-Time-Delivery service titled Swiggy Select that guarantees cashback if the order does not reach a customer in stipulated time-frame.

- Swiggy is one of the most popular delivery company that supplies ordered food and beverage items.
- A customer can go to the Swiggy Website or App, make a choice from online menus of restaurants in his or her neighborhood, and orders online and, if all goes well, get a swift delivery.
- Payment can be done online or on delivery.

Place in the Marketing Mix of Swiggy

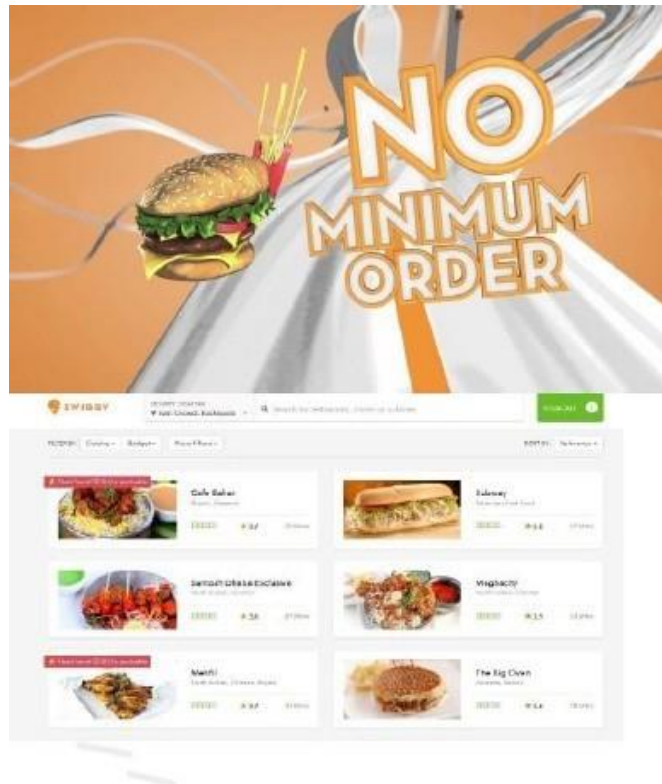
- Swiggy has spread its presence to few cities in India like Bengaluru, Gurgaon, Pune, Chennai, Delhi, Hyderabad, Kolkata and Mumbai.
- ☐ It has its headquarters base at Bengaluru in Karnataka and has established its corporate offices at Hyderabad in Telangana and Gurgaon in Haryana.
 - ☐ It is a popular app that takes order for food delivery from listed restaurants on its portal.
 - ☐ Swiggy has set up a strong and widespread distribution network to offer prompt and best results.
 - ☐ It has an exclusive fleet of personnel that includes services of nearly eight hundred delivery people working on-field.
 - ☐ They are involved in picking up orders from selected restaurant and delivering it to customers. Delivery boys are equipped with Swiggy App and smartphones that make tracking of a delivery throughout routing algorithms easy.



Price in the Marketing Mix of Swiggy

Swiggy has an extensive workforce and this flexibility prompts it to allow its customer a policy of no minimum order. This has increased its customer base to a great deal. Swiggy was able to raise 2 million dollars in Series A funding from Accel Partners and SAIF Partners. During Series B it raised 16.5 million dollars funding from an undisclosed investment firm and Norwest Venture Partners. Swiggy has tieups with restaurants that offer a minimum of 15% to 25% commission and this has helped it in increasing its distributive channel and garnering better revenues. It also charges a minimum delivery fee from its customer irrespective of a small or high amount order.

- Its success depends on keeping delivery prices extremely low.
- In Bangalore, for example Swiggy gives free delivery for any order over Rs 250 and a delivery fee of Rs 35 for orders below 250.
- It generates its revenue by taking a cut from the restaurants itself.



Promotion in the Marketing Mix of Swiggy

Swiggy realizes the importance of a good marketing strategy and has adopted several plans to create further brand awareness. It relies heavily on mouth publicity and satisfied customers are its greatest advertising tools as they recommend the brand to friends and family. Swiggy has adopted online marketing strategy and has taken help of social media platforms like Twitter, Facebook, Instagram, YouTube and Pinterest via innovative and interesting ad campaigns like #SingWithSwiggy and

#DiiwaliGharAayi. Its Facebook page is very popular and active as it offers regular updates and encourages active participation. Swiggy has launched innovative videos that have become very popular amongst masses like Swiggy Goes International. The company runs contests to encourage direct participation by customers through #SwiggyTuesdays and offers to munch bag and coupons as rewards. Ahead of its launch in Mumbai city, it partnered with popular Dabbawallas of Mumbai to get a better grasp of the situation and later used it as a promotional strategy to gain brand exposure.





ANALYSIS

Strengths in Swot Analysis of Swiggy

- **Fast Delivery:** Swiggy is always known for its fast delivery. It has always taken care of their customers by delivering their order in time.
- **Sensible Complete Image:** When we think of ordering food the first name which clicks is Swiggy. It has developed a clean and crystal image among people.
- **Trained folks for creating a delivery:** Swiggy has well trained their team to deliver as fast as possible in the market.
- **Wide selection of eating places offered:** The main USP of Swiggy is that they provide eating options from various places and wide ranges.
- **Free delivery:** Swiggy takes care from ordering, till delivering of the food with no charges.
- **Neat Packaging:** Swiggy delivers the food with neat and hygienic packaging.

Weakness In Swot Analysis of Swiggy

- Orders solely on the market from the restaurants that are within the zone of the order placed. : Swiggy is targeting on the zonal restaurants. As their competitors are increasing they need to expand their restaurant.
- Low Awareness of brand name: Swiggy needs to re work on their branding. They need to create some more marketing strategies to be in market.

Opportunities in Swot Analysis of Swiggy

- Pioneer in Food Delivery Business: Swiggy was the first Platform to introduce this concept in the Market. They have shown a new way to Home – Delivery with minimal charges.
- Growing marketplace for Potential Customers. They have shown People to rise and grow in the market.
- Increase in Market Share : A little re-branding can re grow them in the Market.
- Value Effective and sensible Quality Food.: They need to increase their Zonal Restaurant Base to compete in Market.
- Give higher Service: Delivery should be more quick and no charges.

Threats in Swot Analysis of Swiggy

- Increasing Health consciousness.
- Increasing potential competitors.
- Negligence of potential competitors.

SEGMENTATION, TARGETING & POSITIONING OF SWIGGY

SEGMENTATION

Segmentation of swiggy is done based on the attributes below :

☐ Demographic Segmentation

- Age
- Lifestyle
- Gender
- Culture ☐ Behavioral segmentation ☐ Loyalty Status.

TARGETING

Target group is made of go- getters with a zeal for life. While they may not have the time to plan their meals. They still want the best

and choicest food options delivered at the touch of a button. The targeting groups are

- 20—30 years old
- College students
- Working professionals
- E-Commerce Savvy
- People who are living away from their hometown

POSITIONING

The positioning is explained by Points of Differences and Point of Parity of Swiggy compared to its competitors-

- Points of Differences
 - Quicker delivery time
 - Different business model
 - Private fleet
 - COD Available
- Points of Parity
 - Similar Service
 - Similar restaurant Listings
 - Unstable market base
 - branding techniques

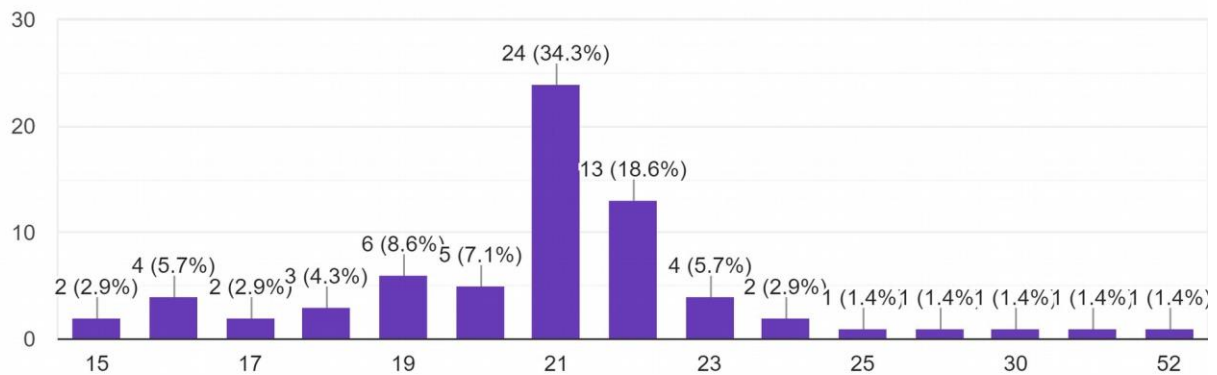
DATA ANALYSIS AND INTERPRETATION

Q: Age of the Respondents.

Answers	Response	Percentage
Below 18	8	11.5%
18 – 30	60	85.7%
31 – 50	1	1.4%
Above 50	1	1.4%

Age

70 responses



INTERPRETATION

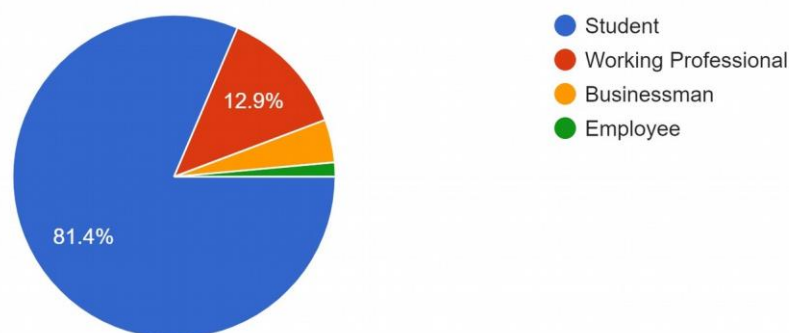
- From the above graph it can be inferred that majority of the respondents belong to the age group of 18-30. As preferred by all the delivery apps they target this age group mostly. Rest belong to the under 18 and above 30 age groups.

Q) Profession of the Respondents

Answers	Response	Percentage
Student	57	81.4%
Working Professional	9	12.9%
Businessman	3	4.3%
Employee	1	1.4%

Profession

70 responses

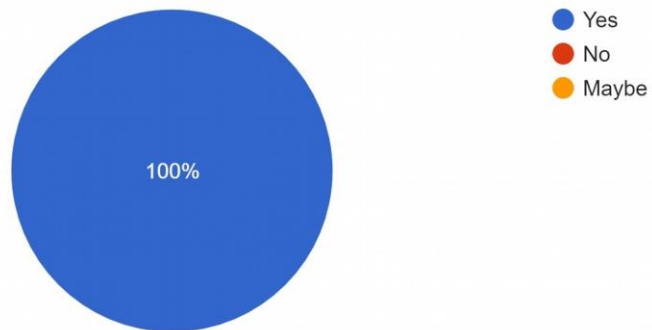


INTERPRETATION

- From the above table we can infer that majority of the respondents are students. The percentage is nearly 82%.
- The others are working professionals who prefer using the online delivery apps.

Do you know about any food delivery app

70 responses



Answers	Responses	Percentage
Yes	70	100%
No	0	0%
Maybe	0	0%

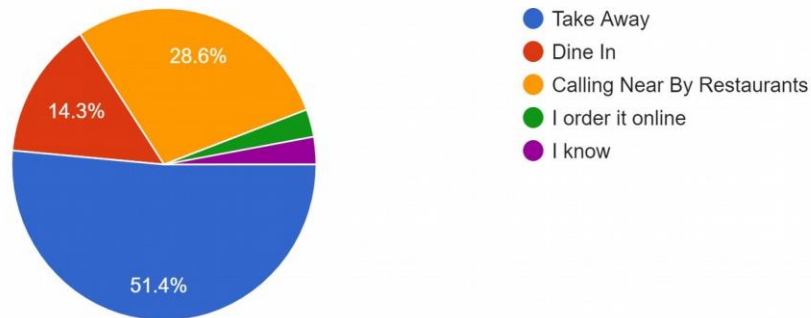
INTERPRETATION

- ☐ The graph above shows that all the respondents know about any one of the online food delivery app as it shows a 100% response to the yes category.

Answers	Response	Percentage
Take away	18	51.4%
Dine In	5	14.3%
Calling Nearby Restaurants	10	28.6%
Others	2	5.8%

If Not using the app, then how do you order food?

35 responses

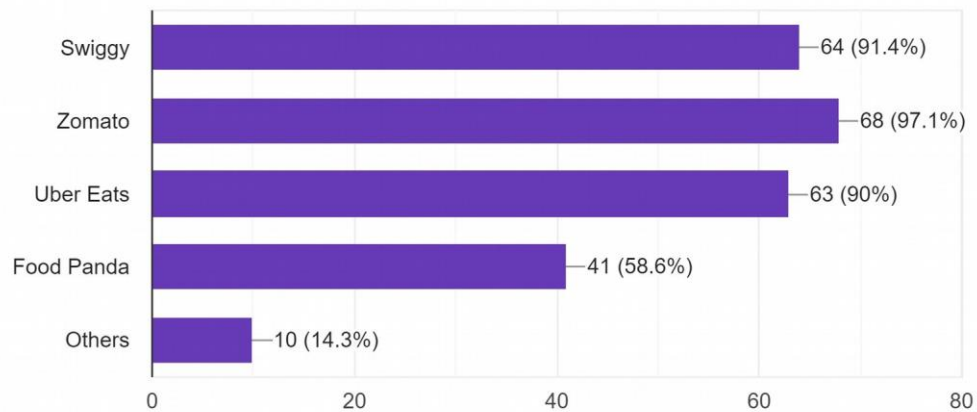


INTERPRETATION

- The table above shows that about 50% of the respondents don't go out to take away or dine in or use any other means when they don't use any apps.
- Only 35 of the total respondents have responded to this question which certainly implies the rest only order their food through online apps else not.

What all food delivery apps you know?

70 responses



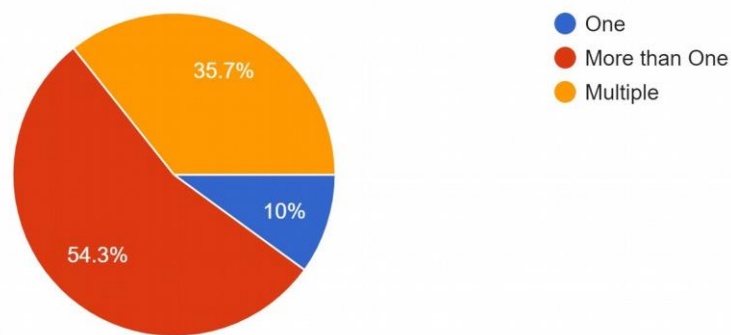
Answers	Response	Percentage
Swiggy	64	91.4%
Zomato	68	97.1%
Uber Eats	63	90%
Food Panda	41	58.6%
Others	10	14.3

INTERPRETATION

- The above graph shows that 91.4% of the respondents know about the Swiggy app.
- Approx. 97% know about the Zomato app.
- 90% of the respondents know about Uber Eats app.
- 58.6% of the respondents know about the Foodpanda app.
- Rest 14.3% knows about all the other apps which delivers food.
- From the above we can infer that about 70% know about all the food delivery apps.

How many food delivery apps do you use?

70 responses



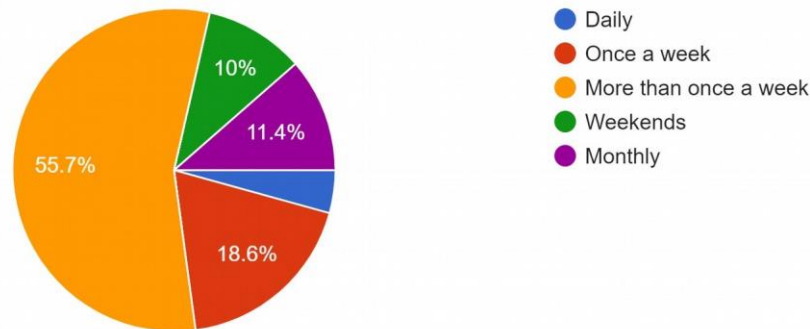
Answers	Responses	Percentage
One	7	10%
More than one	38	54.3%
Multiple	25	35.7%

INTERPRETATION

- From the above pie chart we can see that around 54.3% of the respondents use more than one app to order food which implies they basically compare and order.
- For about 35.7% use multiple apps to order. It may so happen that as many as 25 of the respondents use all the apps mentioned above.

How often do you order food from these apps?

70 responses



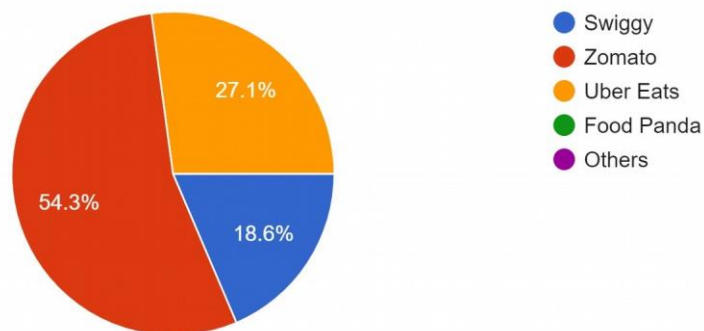
Answers	Response	Percentage
Daily	3	4.3%
Once a week	13	18.6%
More than once a week	39	55.7%
Weekend	7	10%
Monthly	8	11.4%

INTERPRETATION

- From the above data we can infer that majority of the respondents are frequent users of the food delivering system. As many as 55.7% order their food more than once in a week.
- Daily users are merely 5%
- Respondents who order on weekends are 10%
- There are about 11.4% users who order occasionally like in a month or two.

Which food delivery app do you use the most?

70 responses



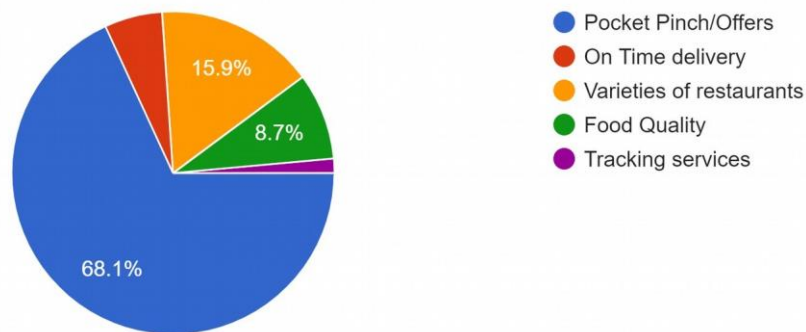
Answers	Response	Percentage
Swiggy	13	18.6%
Zomato	38	54.3%
Uber Eats	19	27.1%
Food Panda	0	0%
Others	0	0%

INTERPRETATION

- The above chart shows maximum respondents use the Zomato app to order their food as the percentage is 54.3%.
- Uber Eats garners as much as 27% in its favour.
- Swiggy is preferred by 18.6% of the total users.
- Food Panda and others have no users as per the study.

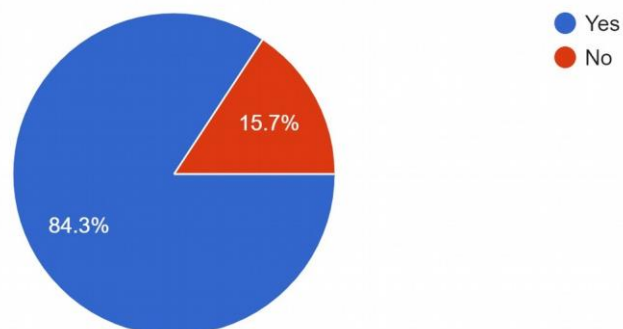
How do you differentiate between the apps?

69 responses



Do you use the Swiggy app?

70 responses



Answers	Response	Percentage
Pocket Pinch	47	68.1%
On time delivery	4	5.8%
Varieties of restaurant	11	15.9%
Food Quality	6	8.7%
Tracking Services	1	1.4%

INTERPRETATION

- As much as 68% of the respondents differentiate the apps on the basis of offers provided by the various apps. This implies that most of the users are price sensitive in nature.
- 15.9% of the users differentiate on the basis of varieties of cuisines provided by the apps.
- 8.7% users check the food quality and then have their own preference of the apps.
- Others expect fast delivery so as many as 5.8% differentiate on that rest 1.4% want the best tracking services when it comes to ordering food.

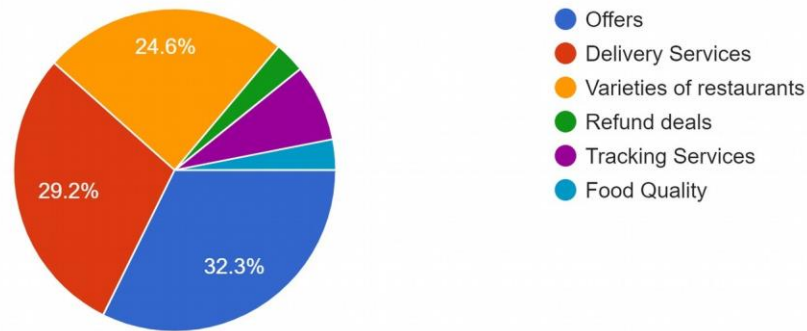
INTERPRETATION

- This question was asked again to know what percentage of respondents actually uses the Swiggy app to be more specific.
- About 84.3% of the respondents use the Swiggy app.

Answers	Response	Percentage
Offers	21	32.3%
Delivery Services	19	29.2%
Varieties of Restaurants	16	24.6%
Refund Deals	2	3.1%

What do you like the most in Swiggy app?

65 responses



Tracking Services	5	7.7%
Food Quality	2	3.1%

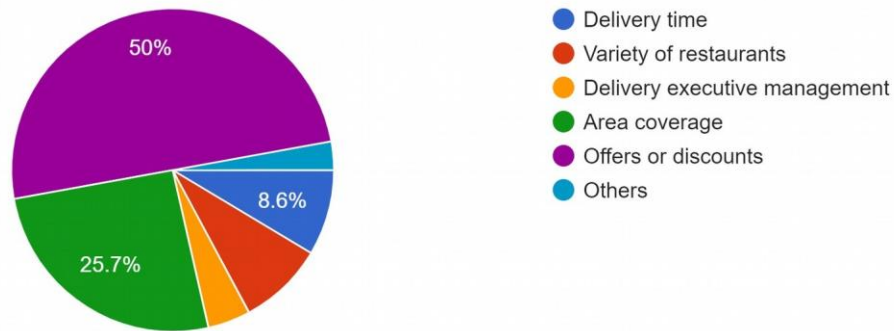
INTERPRETATION

- The Swiggy users like the offers they provide as 32.3% have mentioned this.
- 29.2% like their delivery services.
- 24.6% like the varieties of restaurants they have on their list.
- 7.7% like the tracking services they provide.
- 3.1% like the food quality and refund deals respectively.

Answers	Response	Percentage
Delivery Time	6	8.6%
Variety of Restaurants	6	8.6%
DEM	3	4.3%

What is the factor that you want Swiggy to improve?

70 responses



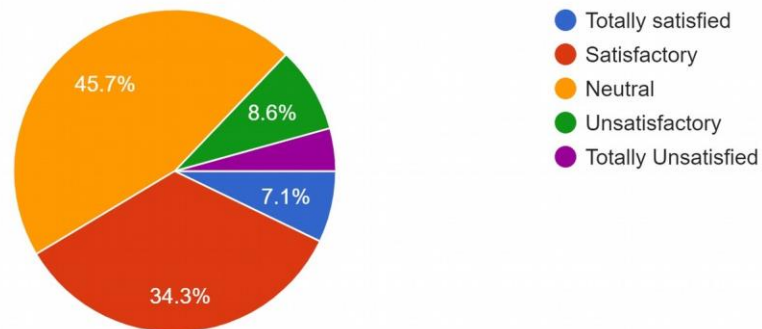
Area Coverage	18	25.7%
Offer & Discounts	35	50%
Others	2	2.9%

INTERPRETATION

- On asking what they want to improve in the services of swiggy, as many as 50% of the respondents want swiggy to improve their offers to garner more and more orders.
- 25.7% of the users want to swiggy to improve its area coverage so that they can enjoy hassle free privileges.
- 8.6% of the users want swiggy to improve their delivery timing as well as the wide range of restaurants they have.
- 4.3% wants better delivery executive management to be done.
- 2.9% have listed others factors to improve such as more awareness.

What is your level of satisfaction towards Swiggy on all grounds?

70 responses



Answers	Response	Percentage
Totally Satisfied	5	7.1%
Satisfactory	24	34.3%
Neutral	32	45.7%
Unsatisfactory	6	8.6%
Totally Unsatisfied	3	4.3%

INTERPRETATION

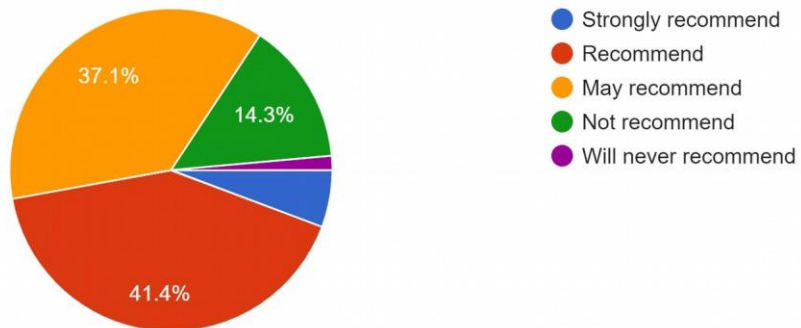
- 34.3% of the respondents are satisfied with the services of Swiggy on all grounds.
- 45.7% are neutral about their level of satisfaction towards swiggy.
- 8.6% are unsatisfied with the services of Swiggy.
- 7.1% are totally satisfied.
- 4.3% are totally unsatisfied with the services of Swiggy.

INTERPRETATION

- About 41.4% of the respondents say that they will recommend Swiggy to other people or their peers or friends.

Are you going to recommend Swiggy to your peer or friends group?

70 responses

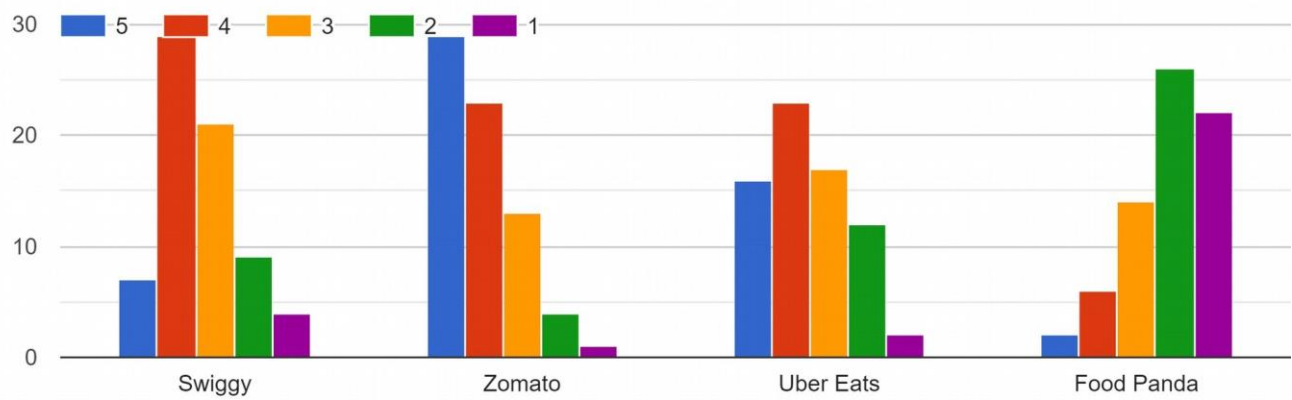


- 37.1% say they may or may not recommend others to use the Swiggy app.

Answers	Response	Percentage
Strongly recommend	4	5.7%
Recommend	29	41.4%
May recommend	26	37.1%
Not recommend	10	14.3%
Will never recommend	1	1.4%

- About 14.3% says won't recommend Swiggy to anyone owing to their own reasons.
- 5.7% says they will strongly recommend it to others.
- 1.4% says they will never recommend it to anyone.

How would you rate the following?



	Swiggy	Zomato	Uber Eats	Food panda
5	7	29	16	2
4	29	23	23	6
3	21	13	17	14
2	9	4	12	26
1	4	1	2	22

FINDINGS & RECOMMENDATION

FINDINGS

- The research work done tends to reveal that nowadays in this fast moving world consumers don't have time to take out especially for eating purpose and their comes the need to order at a relative cost and which comes in handy.
Thus this sector has seen a lot of growth in recent times.
- The research work reveals that the consumers mostly prefer the Zomato app to order food as it is much cheaper, provides fast delivery, a hassle free communication and many more over the others.
- The consumers perceive this online food delivering system as an easy tool on their fingertips as they can order anything they wish to at any time at relevant costs. They are saving on time and money by using these apps to order what they want to eat.
- The research analyses the factors which impels consumer to choose the online food delivering system such as – having food on the go; easy ordering process; saving time on going to the restaurants to have food; having your favourite food at your doorstep, and many more. Various factors have been discussed above.
- Factors which govern the buying behavior of a consumer are prolonged delivery timing; pricing of the products; packaging of the food, and various others.
- The research work reveals the factors that may be an obstacle in the growth of a food delivery app like the competitors giving a pricing strategy which could destroy the market, instable market conditions, inability of the delivery executive to deliver the food on time, improper management, varieties of restaurants not available, not being able to cover more and more area and various others.

RECOMMENDATIONS

- The researcher would like to recommend the following:
 - As per the study the respondents want the swiggy app to improve their sales promotional strategies in order to have a greater market share and a competitive advantage over its competitors.
 - Sales promotion techniques would include huge discounts, cashbacks, refund deals, contests, scratch cards, coupons etc.
 - The researcher would also like to recommend the swiggy app to expand its area coverage as this may also be a prime reason as to why people don't get their orders on time or they simply can't order because their area doesn't come under coverage.
 - Swiggy being the oldest in the industry should strive to serve its consumers to the fullest of their satisfaction as it has the trust of its loyal consumers.

SUGGETIONS

- Swiggy should engage more in advertisement & sales promotion activities so that the consumers can be more attentive to the product. If it is possible than revenues and profits will be increased.
- Swiggy should plan to add more number of restaurants to serve more customers.
- Company should offer more discounts and schemes to attract new customers and retain old customers.
- They should conduct the regular survey of some random offers and programs launched by food delivery companies so that they can know the taste and desires of the consumers.

CONCLUSION

The changing urban lifestyle of the average Indian is dramatic enough to be favourable for the food-on-the-go and quick home delivery models to grow at higher rates. The ever-increasing population crowded metro cities and longer travel times are drivers for the convenient, ready-to eat and cheaper options of having food and groceries delivered at your doorstep. Companies that are aware of the huge potential for growth may venture straight in, but only the fittest will survive. Businesses who keep their value proposition and their brand active in consumer's minds, will take the biggest share of the Indian online food service pie.

Over these years, Swiggy has grown as a brand. It has given a tough competition to other counterparts due to its online presence. Swiggy has been way active on YouTube and the digital marketing team has utilized the platform brilliantly by showcasing the 7-second video to its viewers. However, certain digital marketing strategies suggested to boost the brand's overall marketing performance.

This paper outlines the business models of the top four food aggregator services in India as a case study analyzing the initial phases of startups in a growing market. These aggregator services run into an initial loss due to focus on customer acquisition, growth and changing the ecosystem of the market. However, with heavy support from VC's and investors, these startups can suspend focus on profit building. With a funding freeze in India, it is important for the business model to be sustainable to receive more rounds of funding. This requires optimization of the entire process, which involves decreasing cash burn and increasing the economic outlook of sales. Four distinct models: Swiggy, Zomato Delivery, FoodPanda, and Uber Eats are compared in the study to determine correlations between success of the growth model and how the company operates. A combined result of a SWOT analysis along with a comparative analysis of models found that there are a few bottlenecks to early food aggregator services.

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