

ZEPTO

10 MINUTES GROCERY DELIVERY



zepto



TEAM MEMBERS



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**PRESENTED TO
DR. VIKAS KUMAR**



BRAND & PROBLEM MOTIVATION

MOTIVATION

Our team selected Zepto for its high relevance as a "unicorn" in the hyper competitive Indian Q-commerce market. Zepto is in a direct, daily battle for loyalty against giants like Blinkit and Instamart, making brand perception and customer retention a critical, real world case study for an MBA project.

PROBLEM SELECTION: *THE PERISHABLES QUALITY CRISIS*

We are focusing on a critical, ongoing business problem: consistent and public customer complaints regarding the poor quality of perishable goods.

MOTIVATION

Core Product Failure: This is a failure in Zepto's core value proposition (fresh groceries), not a peripheral one.

Brand Trust Erosion: A single "rotten" item creates a powerful, negative emotional response that directly erodes brand trust and encourages competitor switching.

Public & Actionable: The problem is highly visible (social media, reviews) and is perfectly suited to be solved through the marketing research process.

RESEARCH PLAN

01

Phase 1: Exploratory Research (Qualitative)

Method: Thematic analysis of 100+ online customer complaints (from Reddit, X, Play Store) to identify the specific language and themes of dissatisfaction.

02

Phase 2: Descriptive Research (Quantitative)

Method: A cross sectional survey (questionnaire) deployed to Q-commerce users.

Goal: To quantify the problem's impact on loyalty, test hypotheses (using T-tests, Chi-Square, ANOVA), and measure the appeal of proposed solutions



PROBLEM DEFINITION

MANAGEMENT DECISION PROBLEM

What strategic actions must Zepto's management take to (a) fix the root causes of poor perishable quality and (b) repair the significant brand damage and customer trust deficit?

MARKETING RESEARCH PROBLEM

To measure the impact of poor quality on key metrics like brand trust and competitor switching and to test the effectiveness of potential solutions (e.g. a 'Freshness Guarantee')

TEAM STRUCTURE & RESPONSIBILITIES

YOGANSHI

DESIGNING & DATA REFINING

SHREYA YADAV

DATA INTERPRETATION

NAMAN SRIVASTAV

DATA REFINING

ABHISHEK JOSHI

COORDINATION AND CHECKING

ANISH DEY

DESIGNING & QUESTIONNAIRE

SHASHANK KURNAL

DATA MINING

ROHIT GHOSH

DATA MINING

