

EatSure, Rebel Food’s D2C food delivery app with 60% of its users under 25, aims to increase its market penetration within college campuses. Currently, the app's penetration in serviceable colleges is around 5%, indicating substantial growth potential within this target market. The challenge is to effectively engage and incentivize college students to order their favorite brands through the EatSure app, considering their existing preferences and behaviors.

We conducted a SWOT analysis and pilot implementation in our own campus to understand the problems and gain insights for a proposed solution. This gave us an understanding of the effectiveness of our proposed strategies.



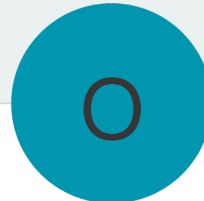
- **Established Brand Presence:** EatSure is a well-known brand with a diverse range of food options, appealing to various tastes and preferences.
- **D2C Model**
- **Targeted Demographics:** The app already has a 60% user base under 25, indicating familiarity and potential trust among the target audience.
- **Strong Marketing Resources**
- **Technological Capabilities**

Strengths



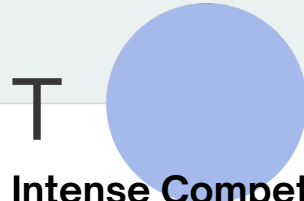
- **Low Current Penetration:** only 5% penetration in serviceable colleges
- **Dependence on Delivery Infrastructure** which can be challenging in densely populated or remote campus areas.
- **Competitive Market:**
- **Limited Initial Data:** Initial lack of detailed insights into specific campus preferences.
- **Lack of awareness about the brand among students**

Weaknesses












- **Large Potential Market:** College campuses represent largely untapped market with high growth potential.
- **Growing Trend of Food Delivery APPs**
- **Collaborations and Partnerships:** Opportunities to partner with colleges
- **Innovative Engagement:** Potential to leverage new technologies and marketing strategies
- **Feedback-Driven Improvements** Design of the app
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Opportunities



- **Intense Competition:** Competitors like Swiggy, Zomato, and local food delivery services.
- **Changing Preferences:** Rapid changes in student preferences and behaviors could impact the effectiveness of marketing strategies.
- **Lack of variety** in food items and **high cost** can serve as a challenge
- **Consistent quality and timely delivery** across campuses can be logistically challenging

Threats

<div> <div>  <div> <div>Introduction</div> <div>Current Strategy</div> <div> <div>×</div> <div>+</div> </div> </div> </div> </div>			
<div> <div>←</div> <div>→</div> <div>🔍</div> <div>Current Strategy</div> </div>			
<div>  </div> <div>Multiple outlets</div>	<div>  </div> <div>Social Media Challenges</div>	<div>  </div> <div>EatSure's Coupon Strategy</div>	<div>  </div> <div>Sponsorships and Partnerships</div>
			
<p>EatSure, Rebel Food’s D2C food delivery app, stands out by allowing customers to order from multiple outlets in a single order. This strategy caters to diverse food preferences, making it convenient for users to enjoy a variety of cuisines and dishes without placing separate orders.</p>	<p>Social Media Challenges and Contests: Current Strategy: EatSure uses general social media campaigns .Creates college-centric challenges for a wider market reach and involve students directly</p>	<p>By utilizing these coupon strategies, EatSure enhances its appeal to college students, drive more frequent orders, and foster a loyal customer base through consistent engagement and attractive offers. This include happy hour coupons, free delivery etc.</p>	<p>By engaging in sponsorships and promotions, EatSure effectively reaches new audiences, enhance brand loyalty, and drive customer acquisition through strategic event partnerships and targeted voucher distribution.</p>

← → 🔍 Strategic Plan for Increasing Market Penetration

RESEARCH AND UNDERSTAND THE MARKET

Gather data on student preferences, ordering behaviors etc

Analyze Competitor strategies: Study successful tactics used by competitors like Swiggy and Zomato to Identify gaps and opportunities for differentiation.

DEVELOPING MARKETING CAMPAIGNSCUSTOMIZE PROMOTIONS & OFFERSCAMPUS EVENTS AND COLLABORATIONS

SocialMedia Engagement:Utilizeplatforms popular with studentsandcreate engaging content such as **memes, videos,** and contests to attract attention. Collaborate with **student influencers** and bloggers to promote EatSure.

Campus Ambassadors to promote the app on campus.

Exclusive StudentDiscounts:Availablewith Student IDs.

Referral Programs: Students earn rewards for bringing new users.

Bundled Offers: Tailored to student preferences, including combos for special days and weekends.

Limited-Time Offers: Exclusive to specific colleges.

Pop-UpFood Stalls incolleageFestivals: .

Sponsorships & Partnerships: Sponsor college events and teams, with EatSure voucher

Cafeteria Collaborations: Partner with cafeterias to offer exclusive EatSure menu items available through the app.

ENHANCE USER EXPERIENCE

Personalized Recommendations: Tailored food suggestions based on order history.

App Usability: User-friendly navigation with diverse payment options, including student wallets.

Efficient Delivery: Optimize delivery times and maintain consistent quality across campuses.

CONTINUOUS ENGAGEMENT AND FEEDBACK

Feedback Channels: Establish easy waysforstudents to provide feedback, such as in-app surveys and social media polls.

Regular Updates: Regularly update the app and services based on feedback to enhance the user experience. Introduce new features, offers, and improvements to keep students engaged

PILOT AND SCALE

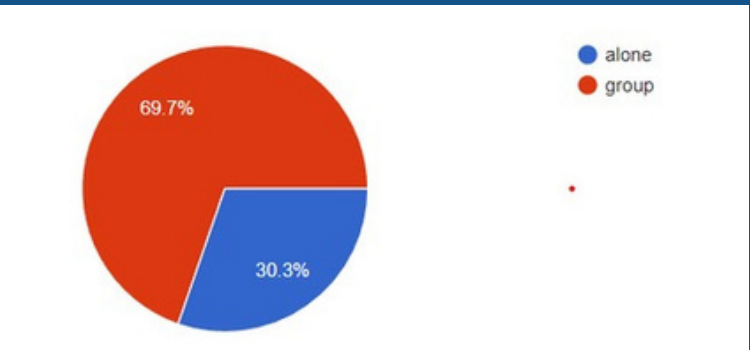
PilotImplementation:Test strategies in select campuses to gather initial feedback.

Monitor and Analyze: Collect data on app usage and customer satisfaction to assess strategy effectiveness.

Scale Up: Expand to more colleges, adapting strategies based on ongoing feedback and trends.

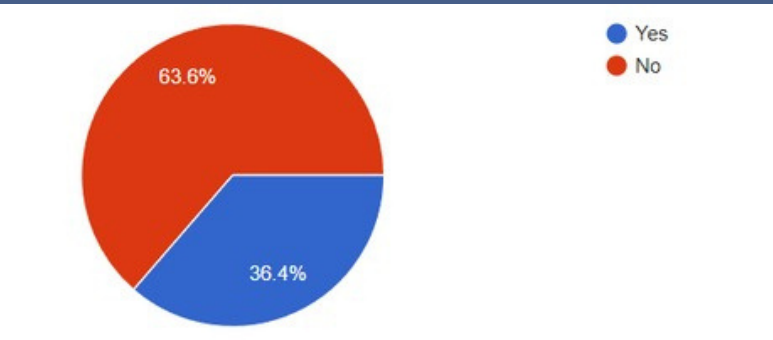
← → ↺ Q INSIGHTS

Do you order alone or with a group?



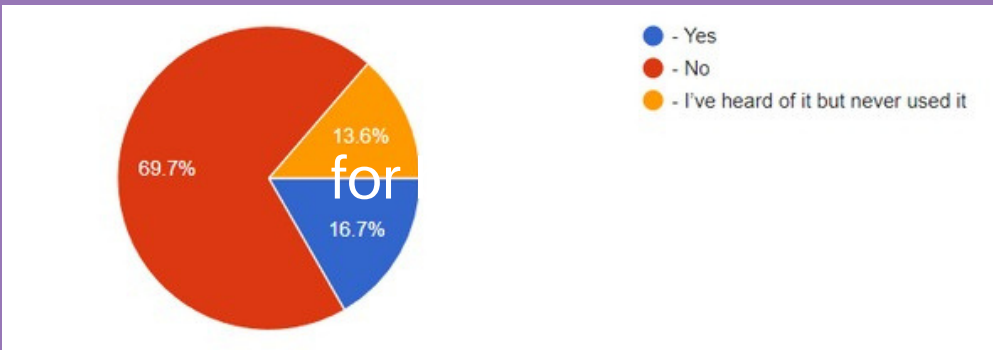
Adding a group order feature to Eatsure can make customers happier, help restaurants earn more money, and improve how they operate. This feature meets the growing demand for convenience and allows people to enjoy meals together, making Eatsure stand out in the food delivery market.

Have you heard of EatSure before??



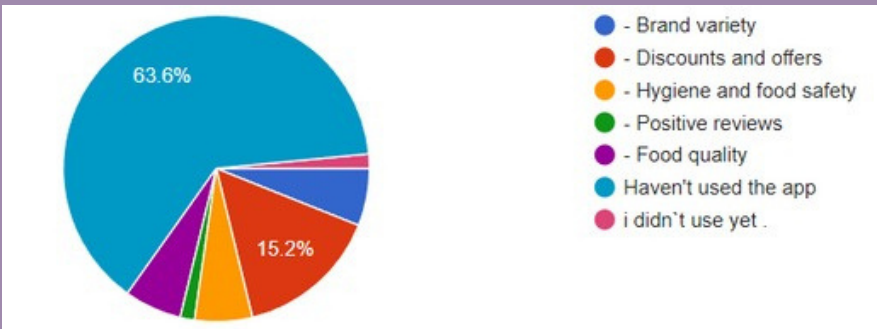
As we can see many of the students haven't heard about the app. Using smart marketing like memes and games, offering more services, and partnering with campuses, EatSure can become very popular with college students.

Have you used the EatSure app to order food?



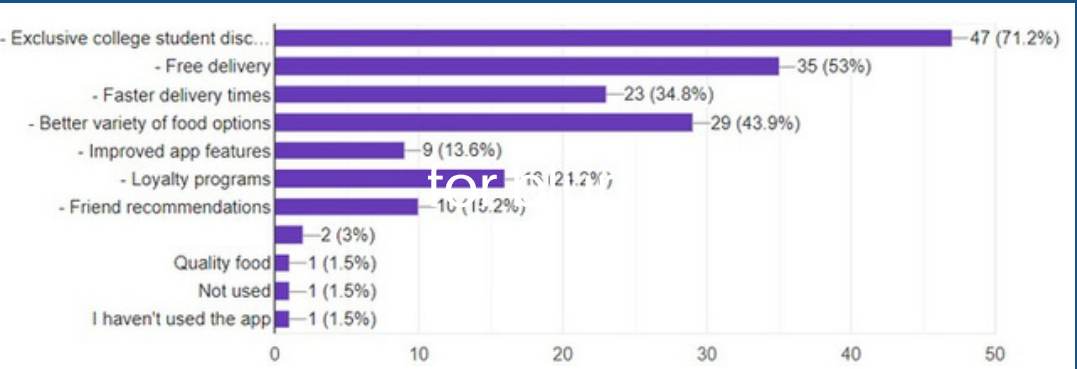
Students love offers so we can add Flash Sales. Offer time-sensitive discounts during peak hours or special events (like exam weeks or holidays) to drive immediate orders. Seasonal Campaigns: Create campaigns around significant college events, such as homecoming or finals week, with themed promotions.

If yes, what motivated you to use EatSure?



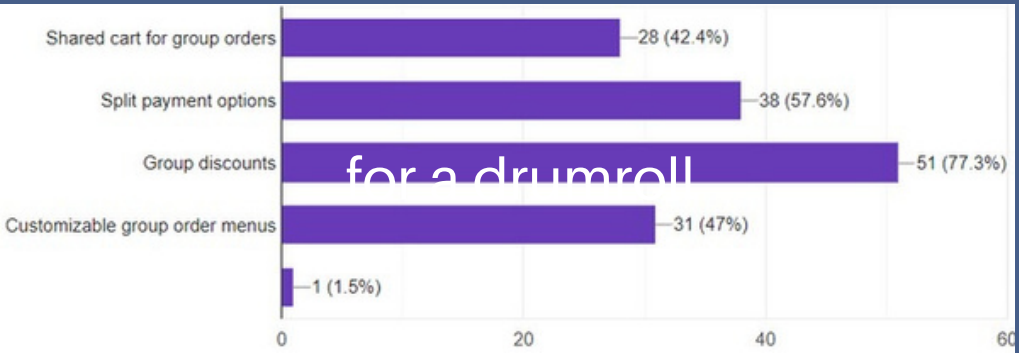
As Eatsure isn't that popular right now Refer-a-Friend Bonuses can incentivize students to refer friends to the app by offering both the referrer and the new user discounts or credits on their next order.

What would encourage you to try or use EatSure more often?



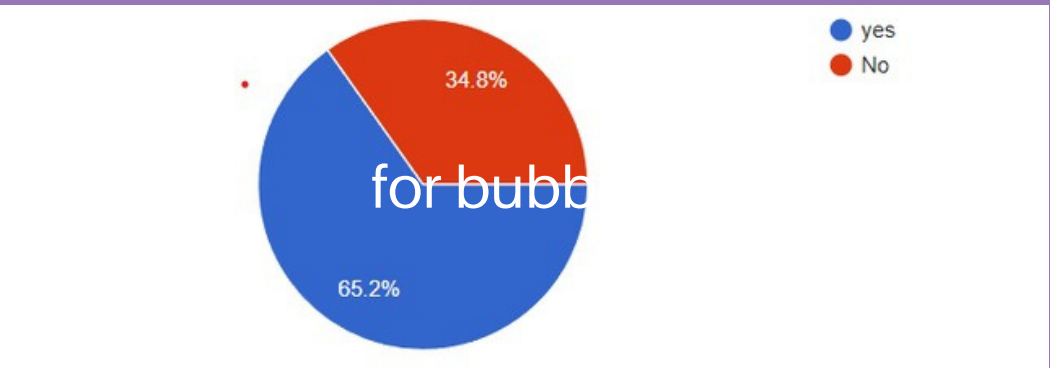
Students prioritize exclusive discounts (71.6%), free delivery (53.7%), and a variety of food options (43.3%). Offer student-only discounts paired with free delivery for group orders, and expand food variety to cater to different preferences. This will drive engagement and make EatSure more attractive to college students.

What features would you like to see in a food delivery app to make group ordering easier? (Select all that apply)



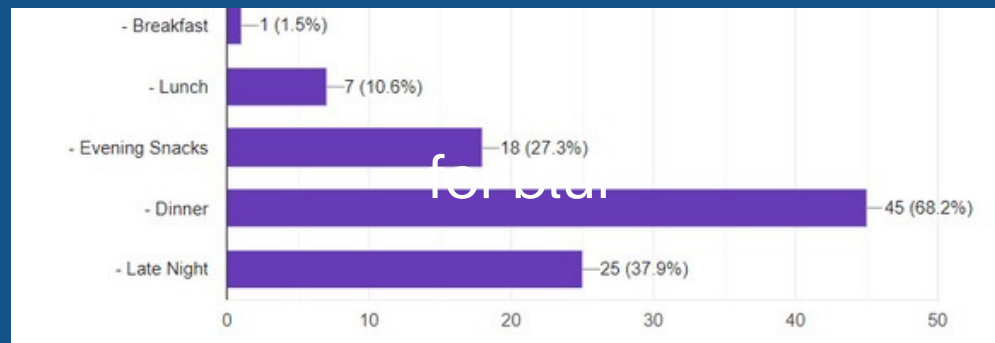
Focus on group discounts and split payments as priorities. Add customizable menus and shared carts for better group ordering

Would you prefer special campus ambassador programs for EatSure where students can earn rewards for referrals and orders?



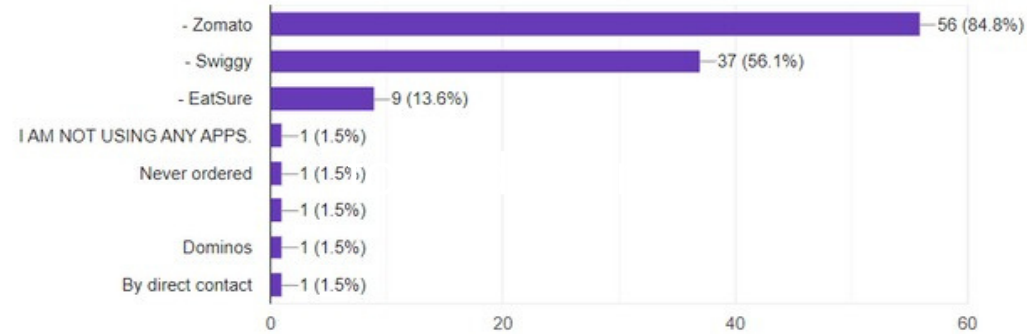
Most students (63.4%) prefer a campus ambassador program with rewards for referrals and orders. Implement the program to boost engagement.

What time do you usually order food?



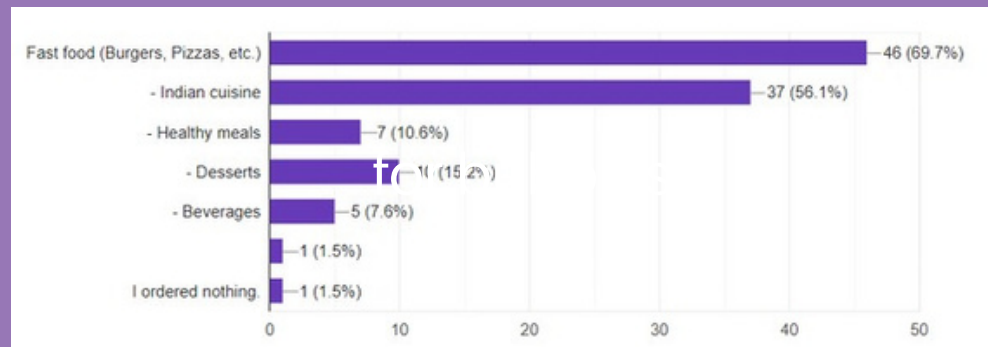
Since students prefer ordering at dinner. We can have Happy Hour offers during these timings to increase traffic.

Which food delivery apps do you use regularly?



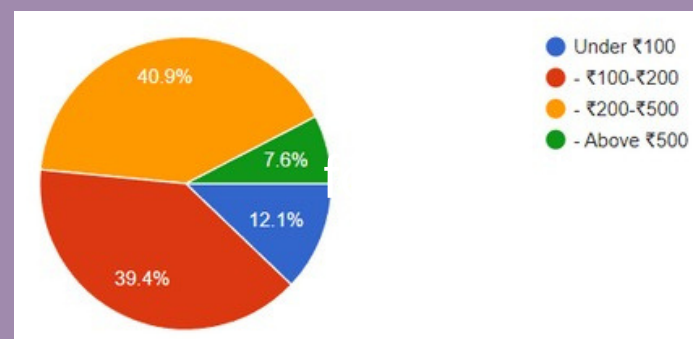
Recognizing that Zomato and Swiggy are EatSure's primary competitors, we can analyze their marketing strategies and refine them to boost our own popularity.

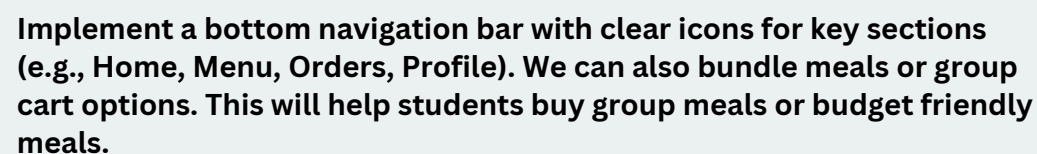
What types of food do you order most?



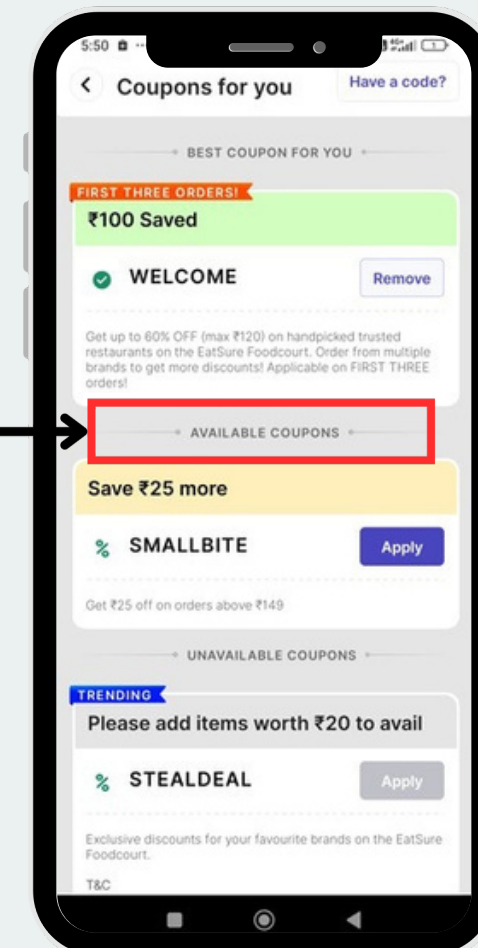
Since Students majorly prefer ordering fast food and indian cusine these foods need to be promoted more. we can also use a students history of order to tailor their home page accordingly. We should increase the offers and coupons on such items to increase traffiv

**Average amount
spent on a food
delivery order (in
INR)?**



$\leftarrow \rightarrow \mathcal{Q}$ 

Allow users to customize text size for better readability.

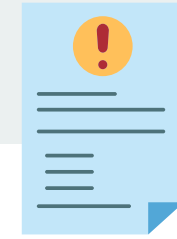


← → 🔍 User Persona-Pain Points



Anjali Mishra, Student

- Third-year student at National Institute of Technology Jamshedpur
- Enjoys spending time with friends and often orders meals in groups
- Prefers convenience and variety when ordering for a group
- Struggles with managing multiple restaurant orders and paying high delivery fees



COMPLAINTS

- Managing orders from multiple restaurants for group meals is difficult
- High delivery fees when ordering from different places at the same time
- Lack of group discounts, making it expensive for students to order together



SOLUTIONS

- **Group Ordering Feature:** Introduce a feature allowing students to order from multiple restaurants in a single delivery, catering to diverse group preferences.
- **Group Discounts & Party Packs:** Provide special discounts and bundle deals for large group orders, making it more affordable for students to dine together.
- **Shared Payment Option:** Allow group members to split payments seamlessly within the app, reducing the hassle of handling payments individually.

