



A Detailed Solution For Increasing EatSure's **Market Penetration in** College Campuses

Fully Ideated and Designed by

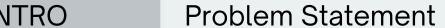
TEAM STREE-T

Presented By: Prachi Pranesh Rohit Parashar NIT JAMSHEDPUR

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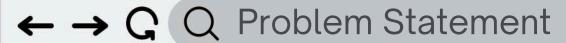












EatSure, Rebel Food's D2C food delivery app with 60% of its users under 25, aims to increase its market penetration within college campuses. Currently, the app's penetration in serviceable colleges is around 5%, indicating substantial growth potential within this target market. The challenge is to effectively 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 rgain insights for a promosed 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 largely represent untapped market with high growth potential.
- Growing Trend of Food **APPs** Delivery
- Collaborations and Partnerships: Opportunities to partner with colleges **Innovative**
- Engagement: Potential leverage new technologies and marketing strategies Feedback-Driven
- Improvements Design of the app

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 varitey in food
- items and **high cost** can serve as a challenge Consistent quality and
- timely delivery across campuses can be logistically challenging

Threats



Introduction

Current Stratergy









← → G Q Current Stratergy

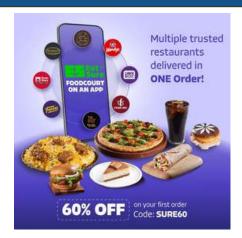








Multiple outlets



Social Media Challenges



EatSure's Coupon Strategy



Sponsorships and **Partnerships**



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.

Social Media Challenges and Contests: Current Strategy: EatSure uses general social media campaigns. Creates collegecentric challenges for a wider market reach and involve students directly

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.

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.



INTRO

PROBLEM ST.

Step By Step Strategy







← → C Q 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

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 Student Discounts: Available with 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.

COLLABORATIONS

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: Establisheasy waysforstudents to provide feedback, such as in-app surveys and social Regular Updates: Regularly update the app and services based on feedback to enhance the user limbrovements to keep students engaged, and

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. INTRODUCT.

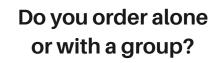
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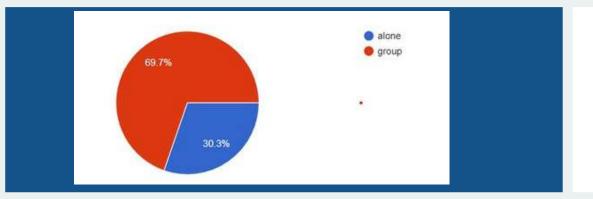
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INSIGHTS



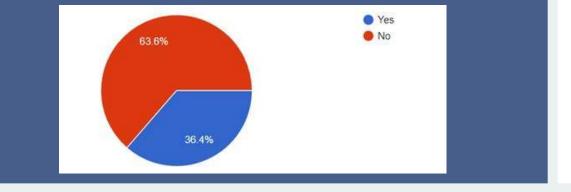






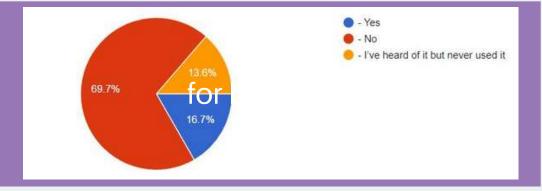
Adding a group order feature to Eatsure can make customers happier, help restaurants earn more money, and improve how they operate. This feature meets the growing demand for convenience and allows people to enjoy meals together, making Eatsure stand out in the food delivery market.

Have you heard of EatSure before??



As we can see many of the students havent head 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.

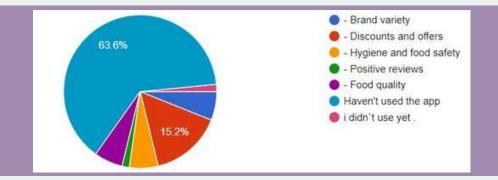
Have you used the EatSure app to order food?



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.

INTRODUCT.

PROBLEM ST..

STEP BY STE..







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

- 13 (21.29)

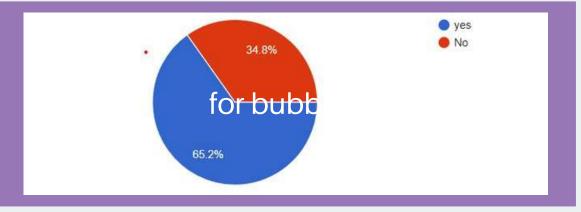
Students prioritize exclusive discounts (71.6%), free delivery (53.7%), and a variety of food options (43.3%). Offer student-only discounts paired with free delivery for group orders, and expand food variety to cater to different preferences. This will drive engagement and make EatSure more attractive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

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

-28 (42.4%) -38 (57.6%) for a drumroll Customizable group order menu -1 (1.5%)

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.



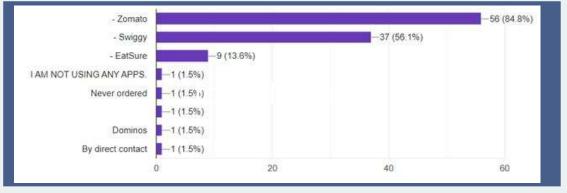


What time do you usually order food?



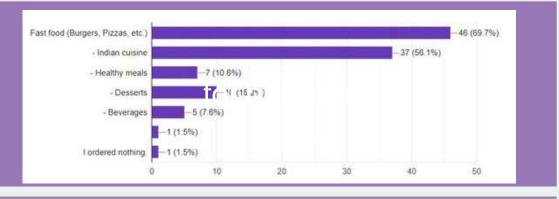
Since students prefer ordering at dinner. We can have Happy Hour offers during these timings to increase traffic.

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)?

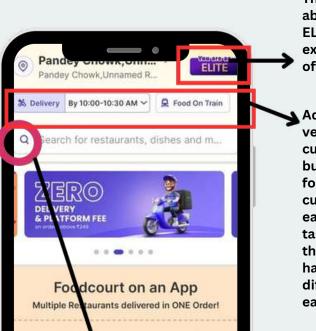


Most users spend between ₹100-₹200 (42.3%) and ₹200-₹500 (38%) on food delivery. Tailor offers and discounts around these price ranges.





← → C Q SUGGESTED USER EXPERIENCE RE-DESIGN



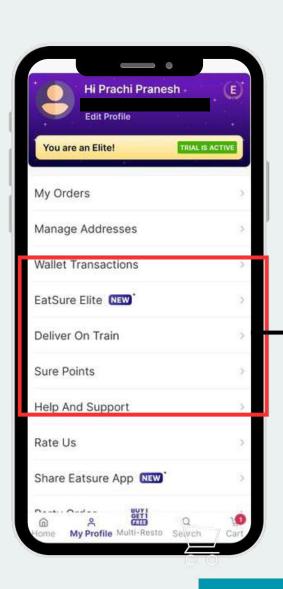
This button will inform students about the advantages of becoming an **ELITE** member, which includes exclusive discounts and free delivery

Adding a filter button for choices like vegetarian/non-vegetarian, type of cuisine, price ranges, and meal bundles will improve the EatSure app for students. This feature lets them customize their search, making it easier to find meals that fit their tastes and budgets. By personalizing their experience, we can make them happier and encourage them to try different foods, making the app easier to use.

This approach helps users find the best and most popular restaurants through notifications. To make the app even better, we can add features that suggest meals based on what users have ordered before and their preferences. By showing restaurants personalizing recommendations, we can greatly improve the user experience on the EatSure app.

Using a minimalist approach by removing things like a duplicate search bar can make the EatSure app easier to use and look better. This can help make the app more attractive to college students.

Implement a bottom navigation bar with clear icons for key sections (e.g., Home, Menu, Orders, Profile). We can also bundle meals or group cart options. This will help students buy group meals or budget friendly meals.



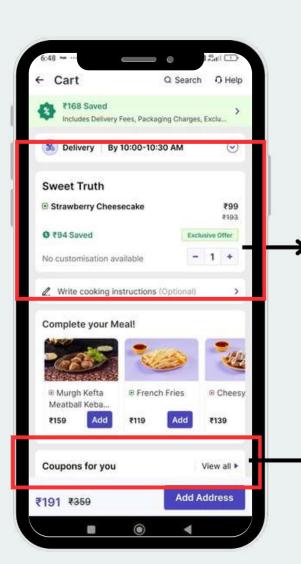
Exclusive Student Benefits Button

ButtonLabel:"Unlock StudentSpecials" Functionality:

When students upload their student ID, they gain access to a dedicated section of the app featuring tailored meals and exclusive discounts. This button should be prominently displayed on the home screen or profile section.

Features of the "Unlock Student Specials" Section:

- Tailored Meals:
 - o Personalized Menu
 - Seasonal Specials
- Exclusive Discounts: Discounted Combos: Limited-time Loyalty
- **Rewards:**
- Points System: Earn points for orders that can be redeemed for discounts or freebies.
- Referral Bonuses
- Meal Plans:
 - o Custom Meal Plans: Weekly meal plans at discounted rates for easy ordering.



Good UI design can increase user productivity: A study by Forrester Research found that welldesigned user interfaces can increase productivity by up to 83%.

Streamlined Checkout Process One-Click Ordering: Simplify the checkout process by allowing users to place orders with a single click, especially for frequently ordered items.

Exclusive Student Coupons: Offer special discounts exclusive to > students when they verify their student ID

Some more strategies to improve the user interface of the EatSure app:

Gamification Elements

Create challenges(e.g., order from five different restaurants in a month) to encourage user engagement.

Enhanced Visual Appeal

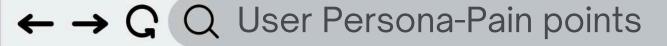
Feedback¹ Integration

Personalized **Home Screen**

Accessibility Features

Allow users to customize text size for better readability.







Prachi Pranesh, Student

- Senior at National Institute of Technology Jamshedpur
- Desires a quick and hassle-free meal ordering experience.
- Likes to have a variety of choices that are both affordable and diverse
- Always on the lookout for student discounts and exclusive offers



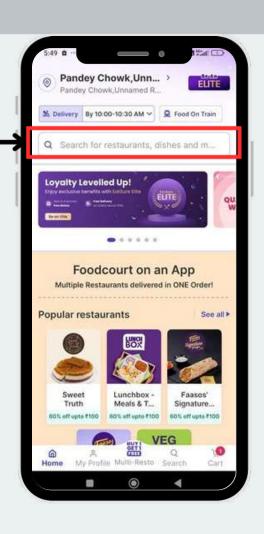
COMPLAINTS

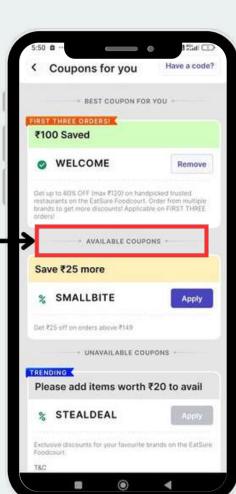
- Busy schedule with limited time for lengthy checkout processes
- Budget constraints as a student
- Preference for personalized meal recommendations due to confusion in choices



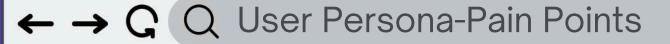
SOLUTIONS

- Streamlined checkout to enable one-click orders for frequently ordered meals
- Personalized recommendations using order history to provide tailored meal suggestions
- Exclusive Student discounts with a highlighted tab for increased incentives from user side.
- Push notifications for new and expiring coupons to trigger app usage





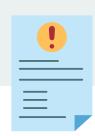






Anjali Mishra, Student

- 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.

