

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.



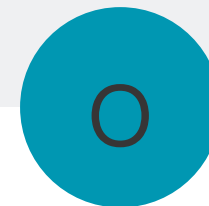
- **Established Brand Presence:** EatSure is a well-known brand with a diverse range of food options, appealing to various tastes and preferences.
- **D2C Model**
- **Targeted Demographics:** The app already has a 60% user base under 25, indicating familiarity and potential trust among the target audience.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

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>Current Strategy</div> </div> </div>			
<div> <div>🛒</div> <div>Multiple outlets</div> </div>	<div> <div>🖱️</div> <div>Social Media Challenges</div> </div>	<div> <div>🏷️</div> <div>EatSure's Coupon Strategy</div> </div>	<div> <div>✅</div> <div>Sponsorships and Partnerships</div> </div>
<div>  </div>	<div>  </div>	<div>  </div>	<div>  </div>
<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> </div>	<div> <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> </div>	<div> <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> </div>	<div> <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> </div>

← → 🔍 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 CAMPAIGNS

Social Media Engagement: Utilize platforms popular with students and create 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.

CUSTOMIZE PROMOTIONS & OFFERS

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.

CAMPUS EVENTS AND COLLABORATIONS

Pop-Up Food Stalls in college Festivals: .
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


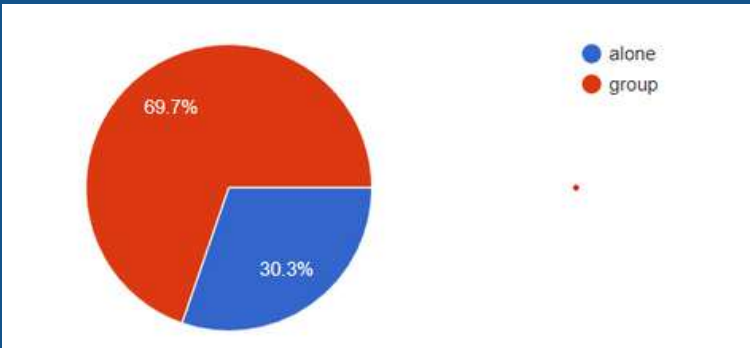
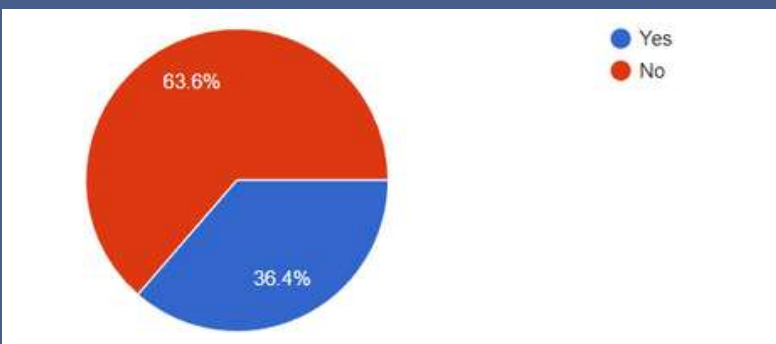
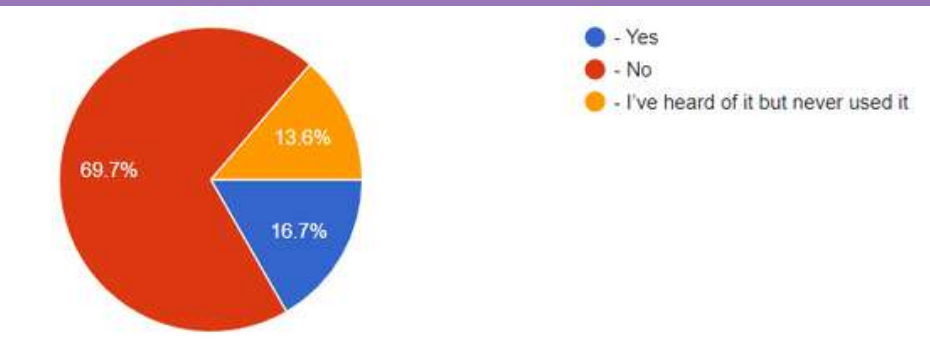
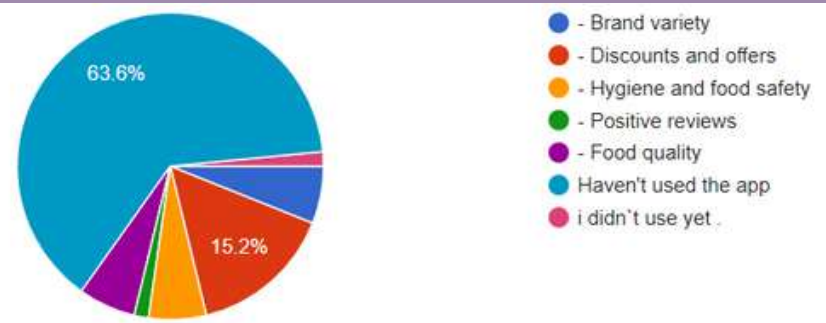
Personalized Recommendations: Tailored food suggestions based on order history.
App Usability: User-friendly navigation with diverse payment options, including student wallets.
Efficient Delivery: Optimize delivery times and maintain consistent quality across campuses.

CONTINUOUS ENGAGEMENT AND FEEDBACK

Feedback Channels: Establish easy ways for students 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

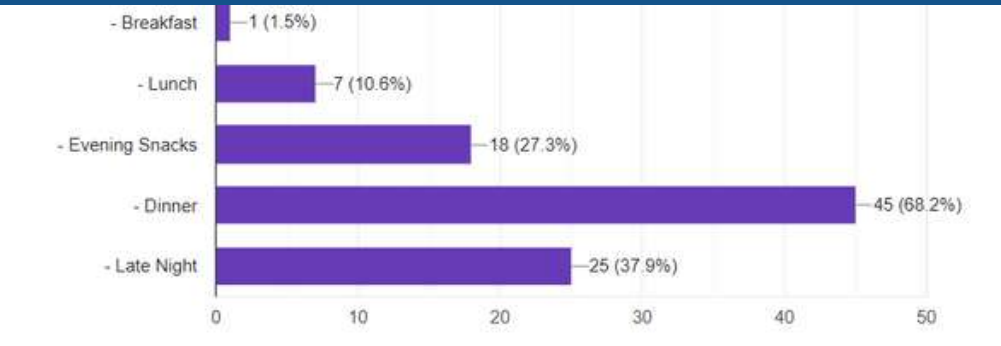
Pilot Implementation: Test strategies in select campuses to gather initial feedback.
Monitor and Analyze: Collect data on app usage and customer satisfaction to assess strategy effectiveness.
Scale Up: Expand to more colleges, adapting strategies based on ongoing feedback and trends.

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<div>Do you order alone or with a group?</div>	<div>  </div>		<div>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.</div>		
<div>Have you heard of EatSure before??</div>	<div>  </div>		<div>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.</div>		
<div>Have you used the EatSure app to order food?</div>	<div>  </div>		<div>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.</div>		
<div>If yes, what motivated you to use EatSure?</div>	<div>  </div>		<div>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.</div>		

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

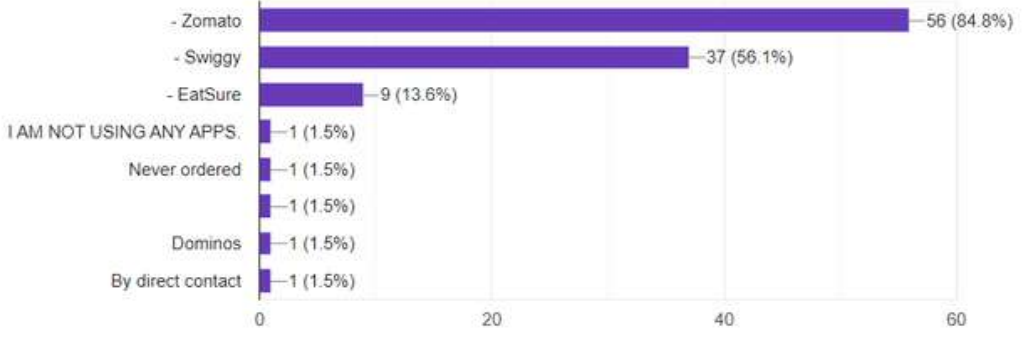
← → 🔍 Q INSIGHTS

What time do you usually order food?



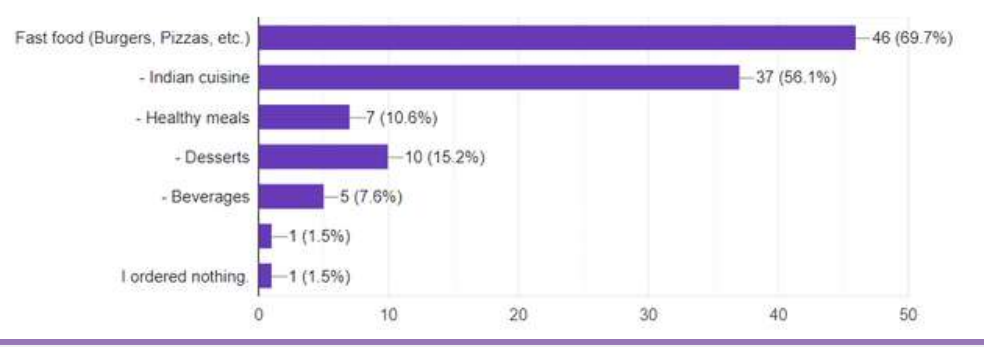
Since students prefer ordering at dinner. We can have Happy Hour offers during these timings to increase traffic.

Which food delivery apps do you use regularly?



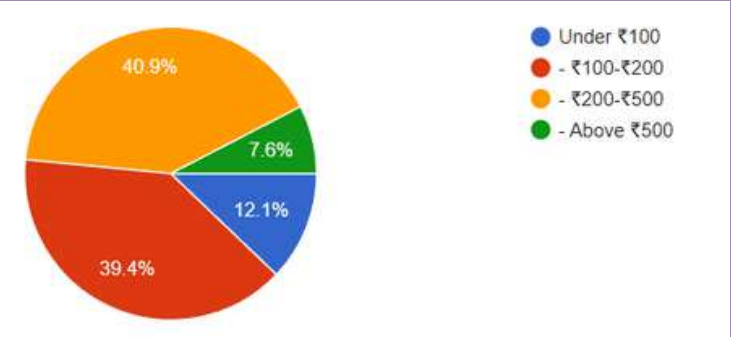
Recognizing that Zomato and Swiggy are EatSure's primary competitors, we can analyze their marketing strategies and refine them to boost our own popularity.

What types of food do you order most?



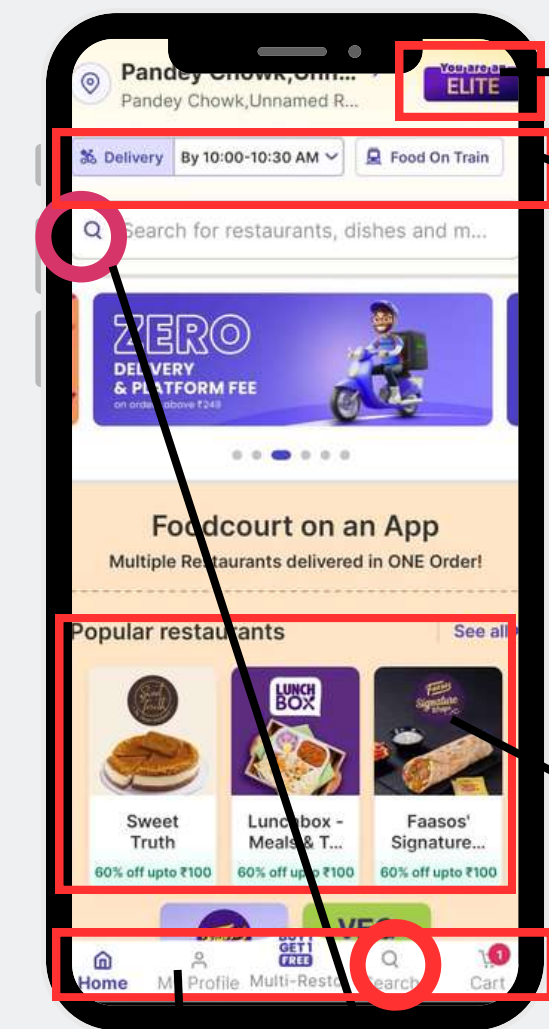
Since Students majorly prefer ordering fast food and indian cusine these foods need to be promoted more. we can also use a students history of order to tailor their home page accordingly. We should increase the offers and coupons on such items to increase traffiv

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.

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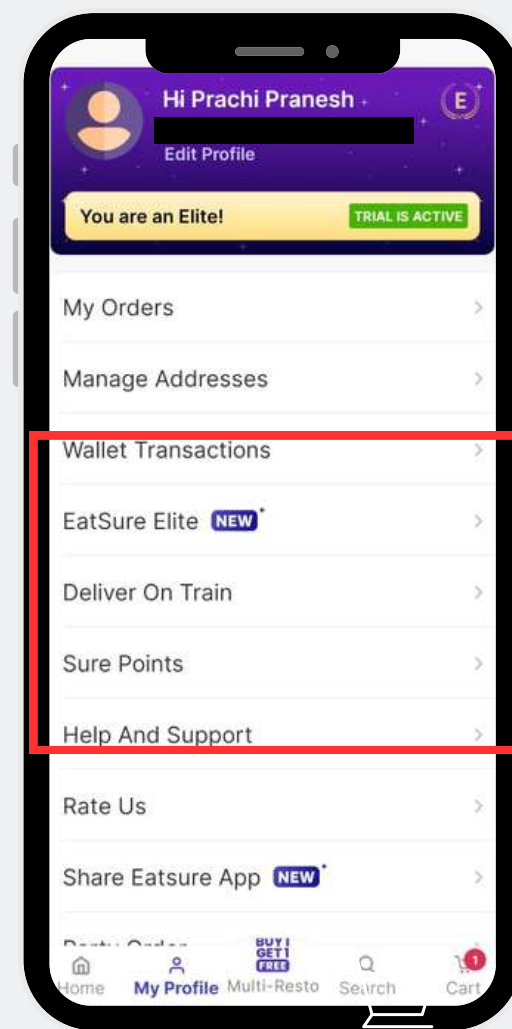
This button will inform students about the advantages of becoming an ELITE member, which includes exclusive discounts and free delivery offers.

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 popular restaurants and 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.



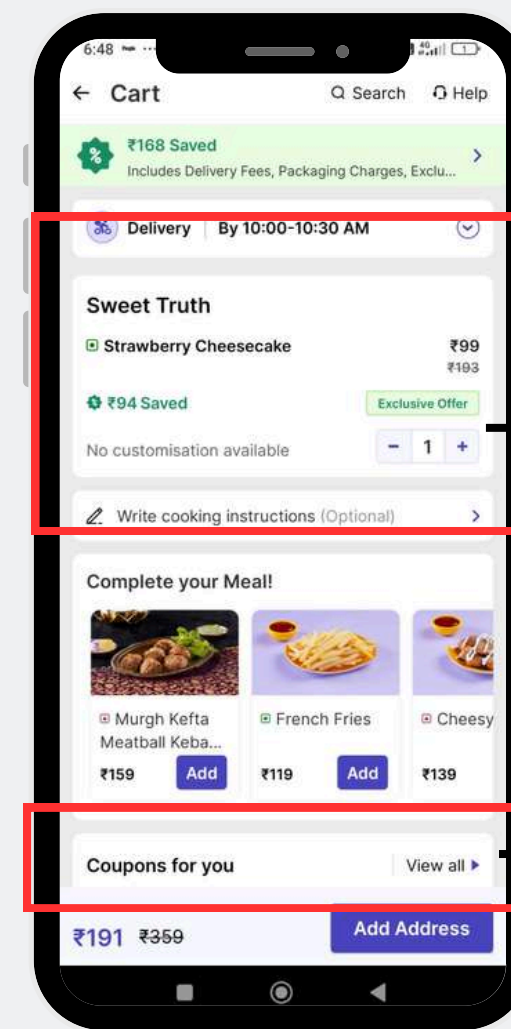
Exclusive Student Benefits Button

Button Label: "Unlock Student Specials"
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:**
 - **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:**
 - **Custom Meal Plans:** Weekly meal plans at discounted rates for easy ordering.



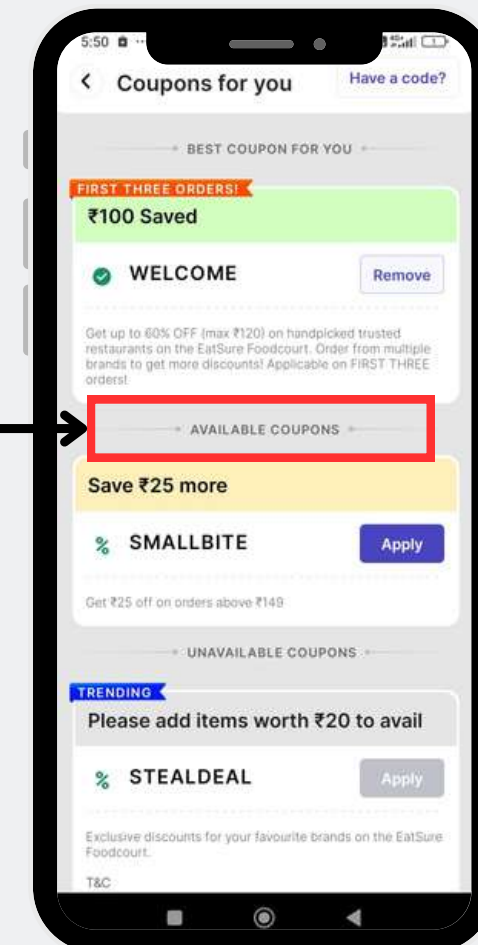
Good UI design can increase user productivity: A study by Forrester Research found that well-designed user interfaces can increase productivity by up to 83%.

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:







- 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



- 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



- **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.

