FeedFast 2.0

Product Proposal 2025-2026

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Business context

FeedFast is a convenient meal delivery app in Thailand, offering door-to-door food delivery services. Primarily focused on urban areas and select suburban hubs, FeedFast provides customers access to an extensive selection of over 100,000 restaurants. By partnering with third-party delivery services, the app ensures that food is delivered directly to customers' doorsteps.The app allows users to create and manage profiles, choose from a variety of payment options.

Problem statement

FeedFast is experiencing a significant decline in the number of orders placed, resulting in a corresponding loss of revenue
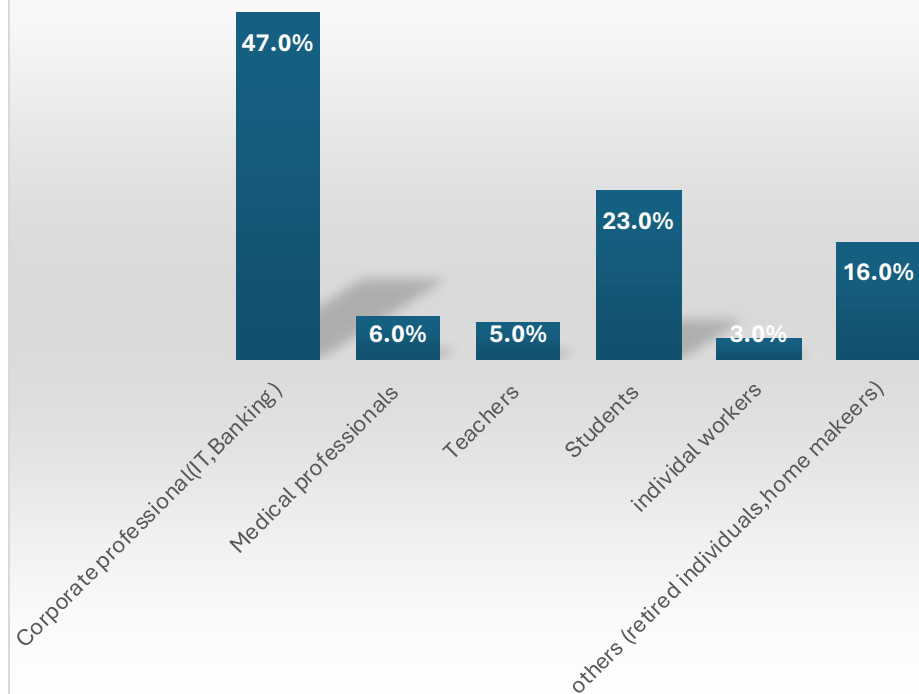
What we are looking

The executives at FeedFast aim to introduce a differentiated product offering to drive revenue growth
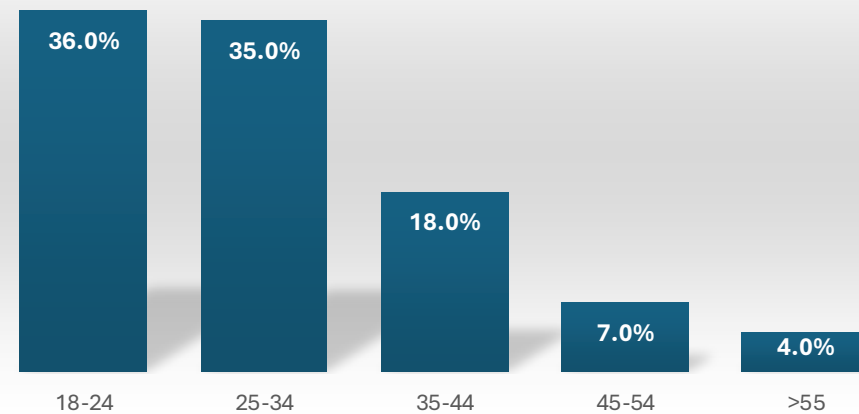
Existing users and user personas

- Individual consumers

- Corporate professional(IT,Banking)

- Medical professionals

- Teachers

- Students

- Individual workers

- others (retired individuals, home makers)

Existing users and user personas
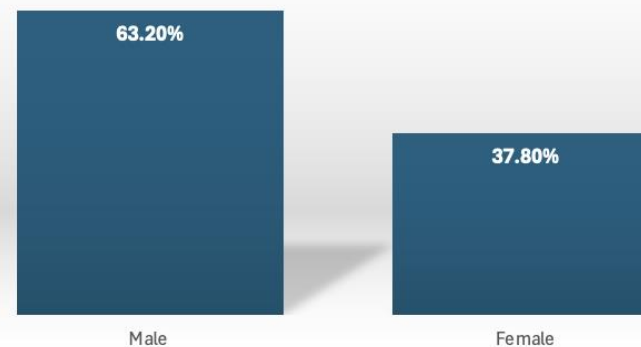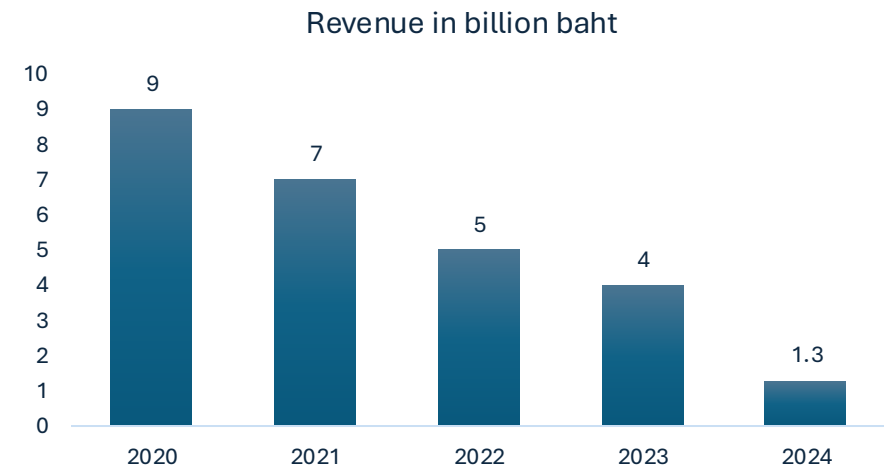
Business impacts

- Revenue decline
- Workforce downsizing
- Decline Employees morale , productivity
- Employees dissatisfaction
- Advantage for competitors
- Loss of investors confidence

Revenue in billion baht

Year	Revenue
2020	9
2021	7
2022	5
2023	4
2024	1.3

User Feedback

Difficulty in browsing thru meal options and restaurant

Language accessibility challenges for non-Thai speakers

Limited options for catering to emerging dietary trends (e.g., specialized diets)

Absence of customer support services
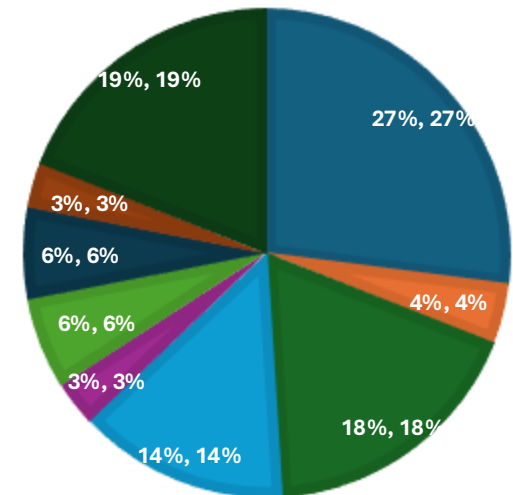
Order cancellation issues

Delivery delays and compromised food freshness

Incomplete or missing items in orders

Damaged packaging

- Real time tracking
- Language barriers
- Emerging dietary trends
- Customer support
- Order cancellation
- Delivery delay
- Incompleted delivery
- Damaged packing
- Poor UX

19%, 19%
27%, 27%
3%, 3%
6%, 6%
6%, 6%
3%, 3%
14%, 14%
18%, 18%
4%, 4%
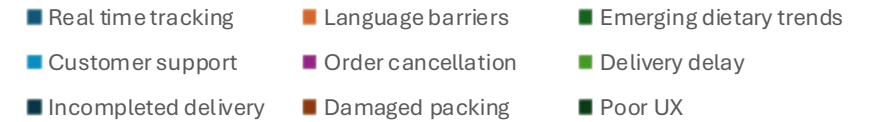
User Insights Gathering Approaches

- User Feedback Surveys

- Digital Platform Feedback

- Social Media Feedback Analysis

- User Reviews and Comments

- Customer Journey Insights

- Net promoter score analysis

- Competitive Analysis and Benchmarking

Partner Feedback
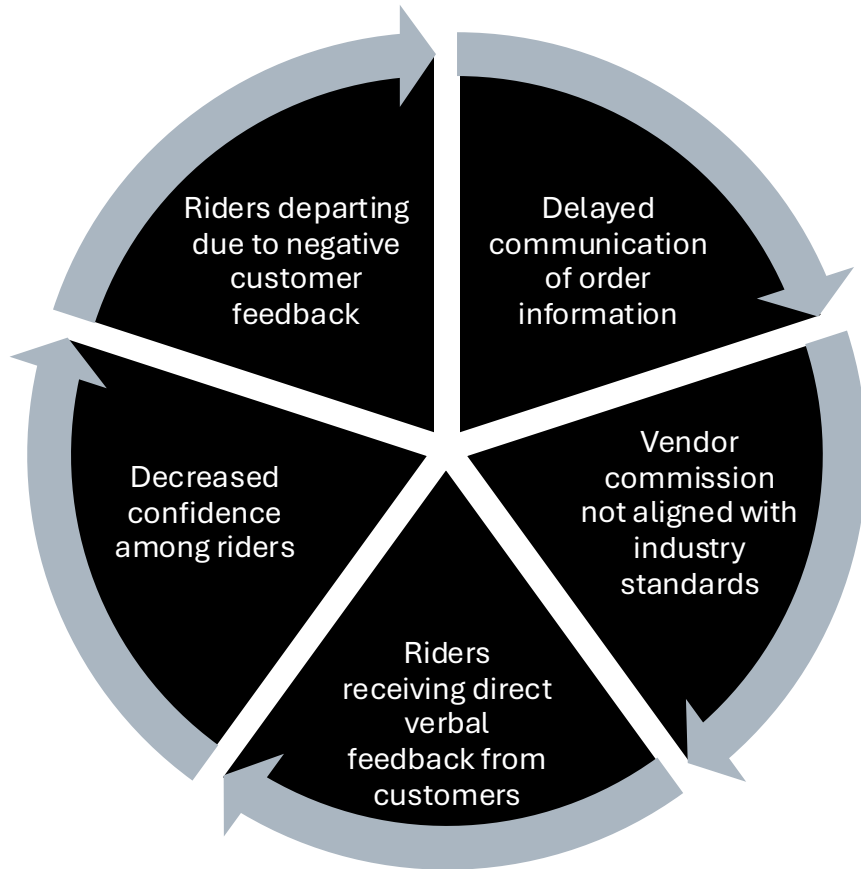
- Partner interviews
- Feedback survey with riders
- Request intake forms

Market research

- The online food delivery market in Thailand is projected to grow by 8.07% from 2025 to 2029, reaching a market volume of US$7.16 billion by 2029.

- In crease in the non Thai population (~ 8% increase in 2024 compared to 2023)

- Emerging dietary trends

- Thai government project towards developing tourism

- Thailand 4.0 project

Trends in food order by age

Online food order trend by age

3.4% 1.0% 0.9%

29.4%

65.3%

- 18-24
- 35-34
- 35-44
- 45-54
- >55

by Gender

40.80%

59.20%

Male   Female
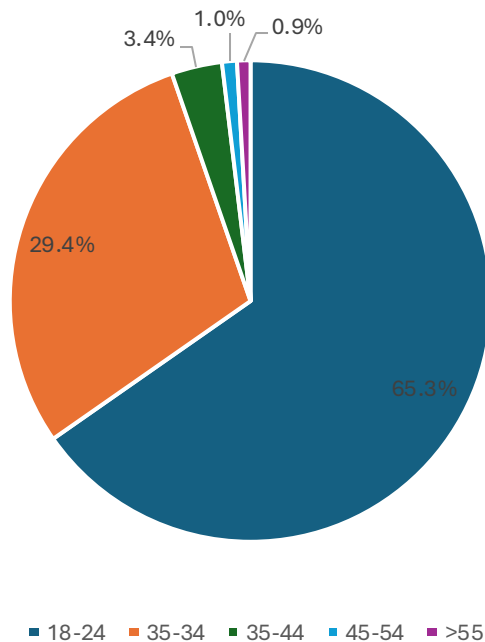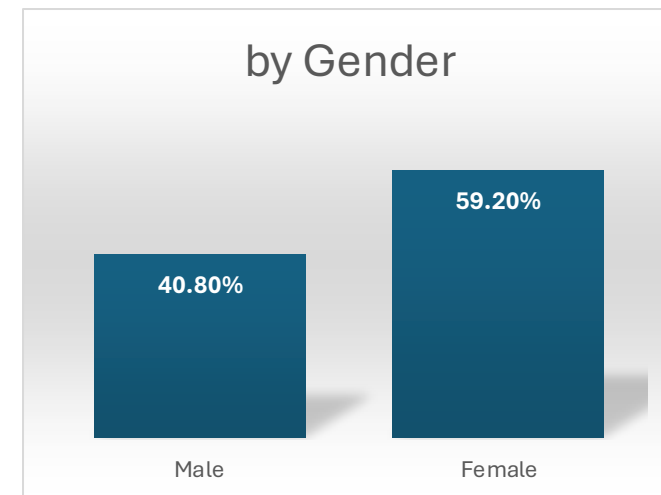
Grocery order over Food order

REVENUE   REVENUE CHANGE

in billion USD (US$)

Year	Grocery Delivery	Meal Delivery
2017	0.30	
2018	0.35	
2019	0.43	
2020	0.74	
2021	1.21	
2022	1.56	
2023	2.02	1.77
2024	2.50	2.07
2025	2.97	2.29
2026	3.38	2.44
2027	3.74	2.55
2028	4.11	2.61
2029	4.51	2.66

Total   Grocery Delivery   Meal Delivery

Notes: Data reflects market impacts of the Russia-Ukraine war.

Most recent update: Jul 2024

Source: Statista Market Insights

https://www.statista.com
https://www.bangkokpost.com/

Competitors

Company	Service
GrabFood	Food delivery, GrabPay, promotions, subscription
Foodpanda	Food delivery, pandaMart (groceries), Panda Pro subscription, COD
Line Man	Food delivery, ride-hailing, parcel delivery, LINE Pay, promotions
TrueFood	Food delivery, integration with TrueMoney, telecom promotions
Mee-sook	Specializes in Thai food delivery , local restaurant partnership and affordable delivery options

Competitors

	Share of respondents
GrabFood	56%
LINE MAN	53%
Food Panda	19%
Shopee Food	11%
Robinhood	5%
Fast food delivery apps	4%
7–11 delivery	2%
Others	1%

Share of respondents

https://www.statista.com
https://www.bangkokpost.com/
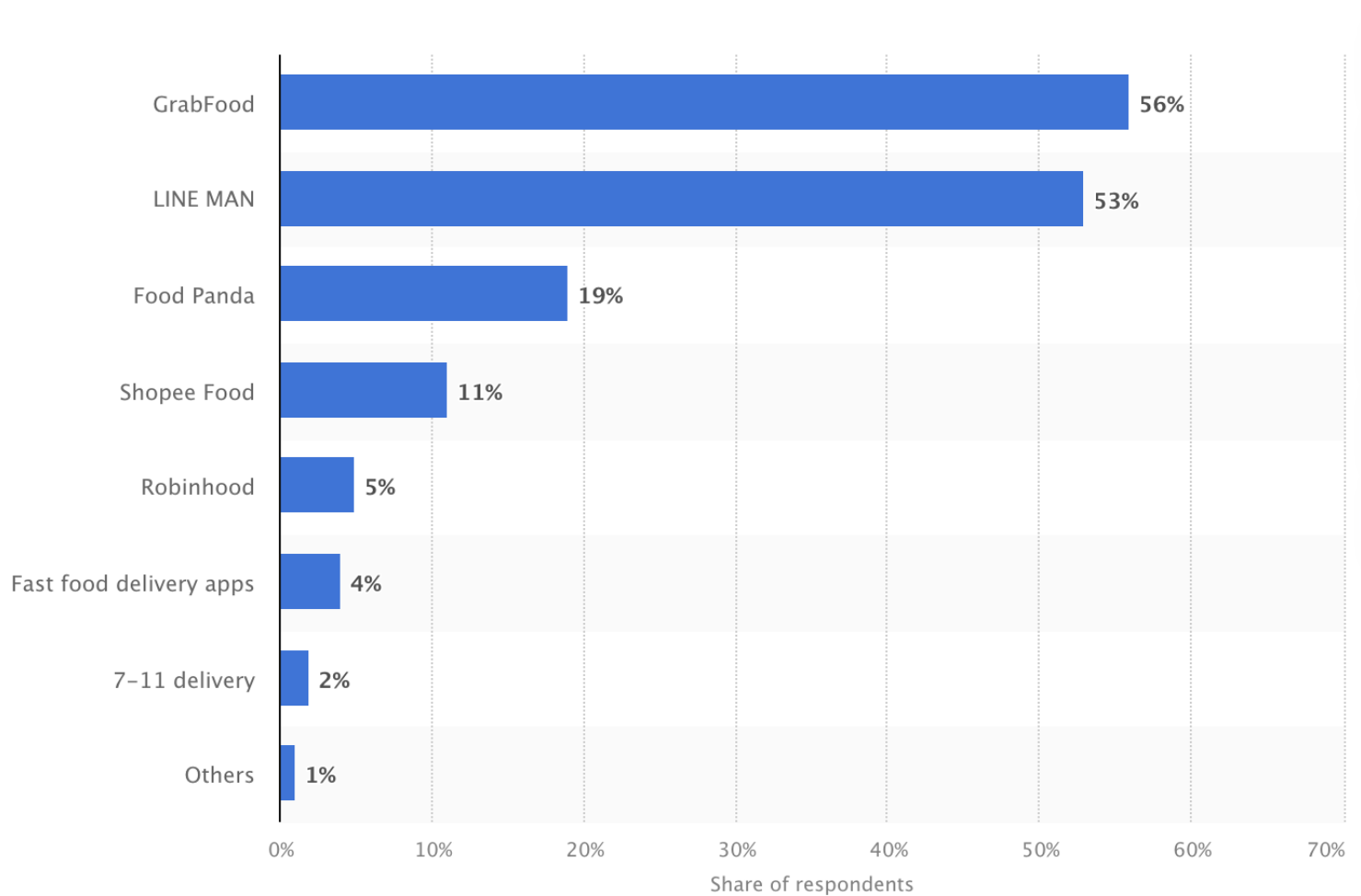
Proposals

Opportunity Mapping

Poor user experience (UX)	AI based menu recommendation
New business model	Limited options for catering to emerging dietary trends (e.g., specialized diets)
	Expand service to suburbs
	Subscription model
	Addition of grocery service
Faults in the delivery	Order cancellation issues
	Delivery delays and compromised food freshness
	Incomplete or missing items in orders
	Damaged packaging
Customer support	Absence of customer support services
	Language accessibility challenges for non-Thai speakers

Opportunities – Feature

AI based menu recommendation

- AI based tailored food menu
- Easy and quick meal selection and place order

- **Language barrier**
  - Include the tolls/tech to translate languages into the app
    - NLP
    - Google
    - MS

Faults in the delivery

- Alternate route suggestion
- Automated meal check mechanism while dispatching
- Secured and quality packing

Opportunities -Business extension

- **Extend the business to suburbs**
  - Tie up with local food restaurants
  - Promote homely meal brand and tie up
  - Cloud kitchen

Improved Dietary options
  - Tie up with restaurant chains focused on Customized (low fat version) of local dishes- pad Thai, tom yum soup
  - Collaboration with fitness centers
  - Collaborate with dietitian chains

- **Subscription model**
  - Lower delivery cost
  - Steady cash flow
  - Well planned and managed cost
  - Ease of operation

- **New Extended services platform**
  - Addition of grocery services

Benefits

Direct benefits with revenue

- Onboard New Customers by Expanding to suburbs
- New Business Expansion and Customer Base Growth
  - New subscription model
  - Expansion into the Grocery Business
  - Diet-Based Meal Options
- Customer Retention through New Features:
  - Personalized Meal Suggestions:
  - Address Language Barriers
  - Efficient Delivery Systems

Indirect benefits

- Partner retention
- Happy and confident partners
- Increase in Job Opportunities for Partners
- Partner Feedback about Food Delivery Services

Success Metrics(2025-2026)

Objective	Key results	Base
Achieve significant revenue growth	Increase the revenue to by 10% in 2025 4.2 b in 2025 and 36% in 2026 - Target to 6 b	3.8 b
Enhance Customer Retention	Reduce the customer attrition by 2% in 2025	10%
Acquire New Customers	20% increase in the new customer	> 1 %
Improve CSAT score	70% in 2025 and 85% in 2026	60%
Enhance Food Delivery Accuracy	Maintain higher than 95% accuracy by	70 percentage accuracy

Prioritization

value	Onboard new meal vendors Addition of grocery vendor Expansion to urban sector Language barrier	Subsccription model AI based meal suggestion Route suggestion
	Onboard fitness services Customer support Bot	 Automated meal check mechanism

effort

Roadmap

	FY26Q1	FY26Q2	FY26Q3	FY26Q4	FY27Q1	FY27Q2	FY27Q3	FY27Q4
Poor UX								
AI based menu recommendation	████	████						
New buinsess model								
Onboard grocery service	████	████						
Expansion to urban sector (new meal vendor)			████	████				
Onboard fitness services					████	████		
Subsccription model			████	████				
Optimised delivery								
Automate meal check mechaniss before delivey							████	████
Customer support								
Customer support Bot					████			
Language barrier						████		

Revised Roadmap

	FY26Q1	FY26Q2	FY26Q3	FY26Q4	FY27Q1	FY27Q2	FY27Q3
Real time delivery tracking	MVP	RELEASE					
Poor UX							
AI based menu recommendation		MVP	BETA	RELEASE			
New buinsess model							
Expansion to urban sector (new meal vendor)							
Onboard fitness services							
Onboard grocery service	MVP	RELEASE					
Subsccription model			MVP	BETA	RELEASE		
Customer support							
Customer support Bot							
Language barrier							