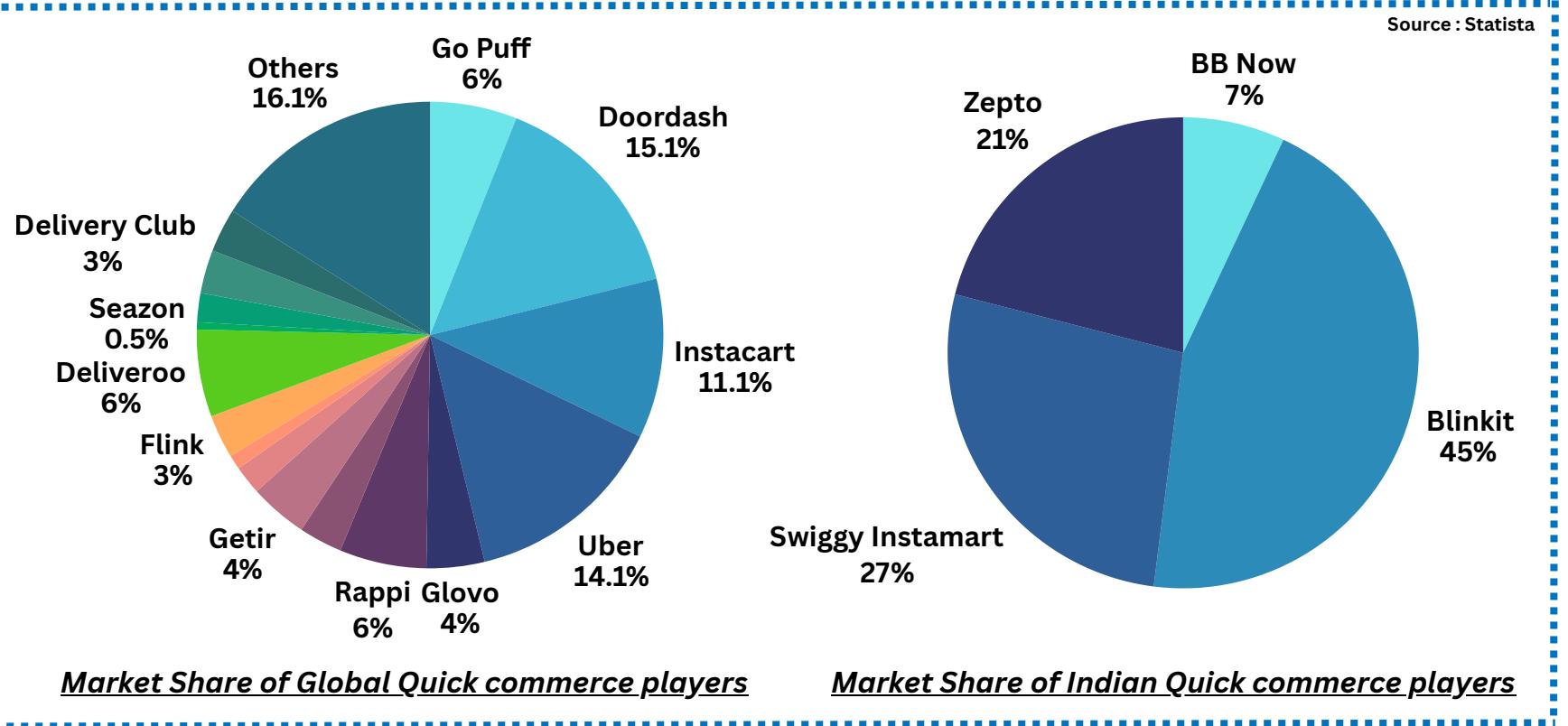
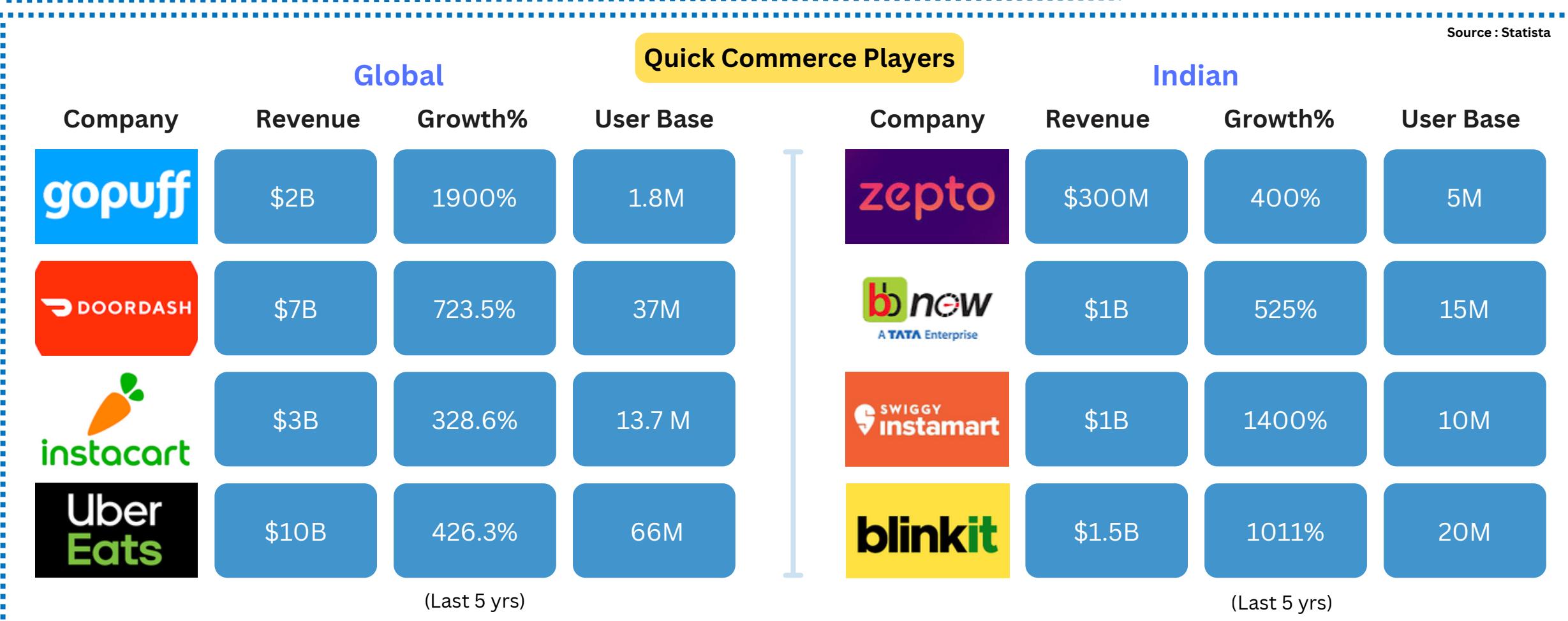
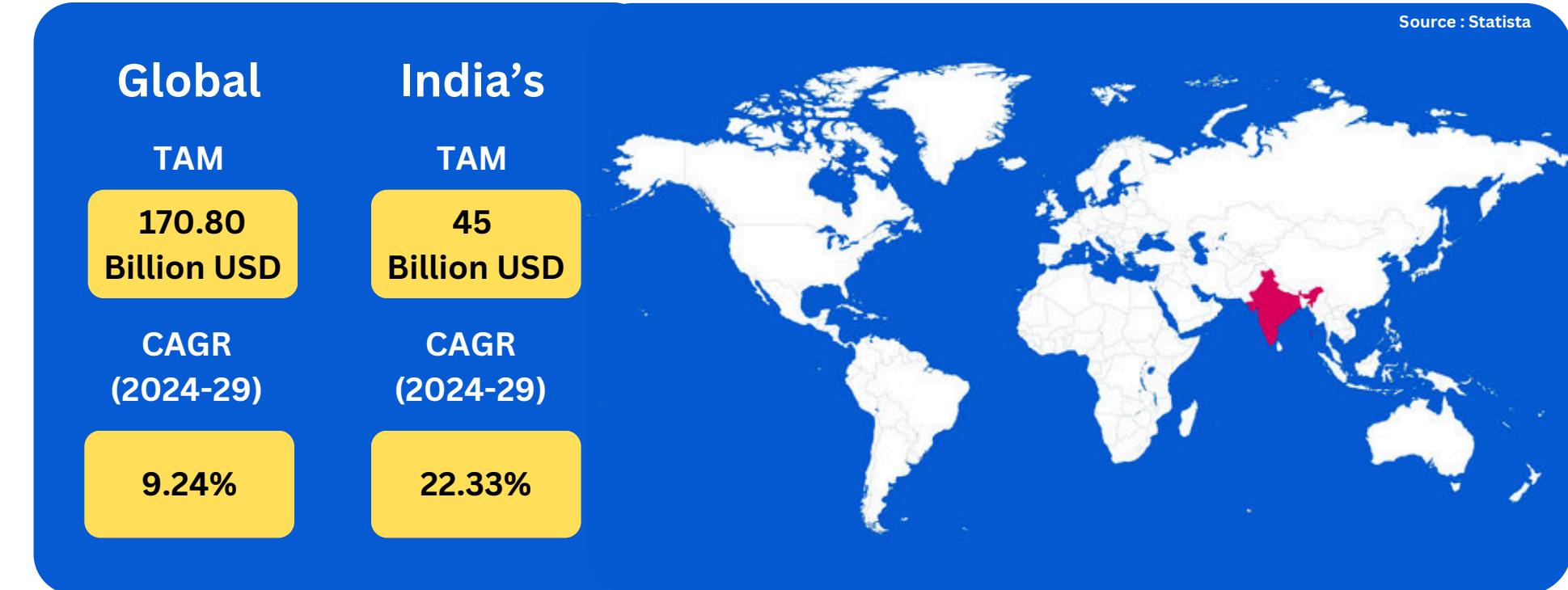


Market Research



Business Model



Market Research

Business Model of a Global Player



gopuff

- Business Model
- Key Success Factors
- Challenges Faced
- Average Order Value
- Range of Products
- USP

Specification

Operates a vertically integrated model, Purchasing products directly ,Storing them in micro-fulfillment centers (dark stores) Revenue comes from product markups, delivery fees, memberships, and advertising.

Strong supply chain ,Efficient micro-fulfillment centers
Wide range of products and rapid delivery times ,Quick integration of new services(fam Membership).

High operational costs,Competition from other Q-commerce players
Logistics management, Regulatory hurdles for alcohol delivery, and customer satisfaction

Average order value for quick commerce varies between the range of \$18 to \$25

Snacks and beverages,OTC medicines,,Household essentials
Alcohol and freshly prepared meals (in some areas).

Delivery of a wide range of products within minutes, 24/7 availability
Supported by micro-fulfillment centers, Owned delivery fleet, offering convenience at a low cost.

Customer Segmentation

Tanvi, Student (14 yrs)



Goals

Satisfying Sweet cravings

Shopping Habits

Ordering sweets multiple times

Hurdles

Order taking longer to deliver

Lakshana, UX Designer (24 yrs)



Goals

Shopping Habits

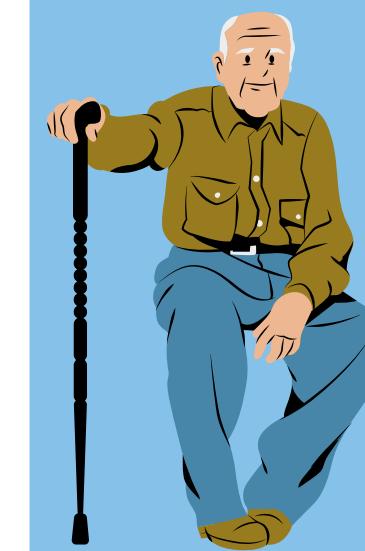
Hurdles

Getting Last minute Items

Ordering household supplies, and impulse purchases

Not getting good offers/ discounts

Souvik, Watchman (56 yrs)



Goals

Shopping Habits

Hurdles

Convinience

Quickly ordering groceries without going to market

Application not user friendly

Business Model

Comprehensive Analysis



Source : Wordcloud based on Quick Commerce features

Market Research

Business Model

Comprehensive Analysis

Market Position

Brand	Market Growth	Market Share	Speed of Delivery
 Swiggy Instamart	Rapid expansion, significant growth 9/10	Significant, strong presence 9/10	15-30 minutes, consistent 8/10
 blinkit	Strong growth, early mover advantage 8/10	High growth rate, gaining traction 8/10	10-20 minutes, very fast 9/10
 zepto	High growth rate, gaining traction 7/10	Rapidly capturing market share 7/10	10-20 minutes, ultra-fast 9/10
 bnow <small>A TATA Enterprise</small>	Steady growth, niche focus 6/10	Moderate, niche player 6/10	19 minutes, fast 8/10

Product Placement

Geographical Coverage	Product and Service Range	Cumulative Score
Wide coverage, metro and tier 2 cities 8/10	Wide range, groceries, essentials 8/10	42/50
10-20 minutes, very fast 9/10	Strong in metro and tier 1 cities 8/10	42/50
Expanding rapidly in major cities 7/10	Focused range, targeting youth 7/10	37/50
Moderate, niche player 7/10	Diverse range, hyperlocal focus 7/10	34/50