

PERSONALIZATION & SEARCH

zomato

Presented by
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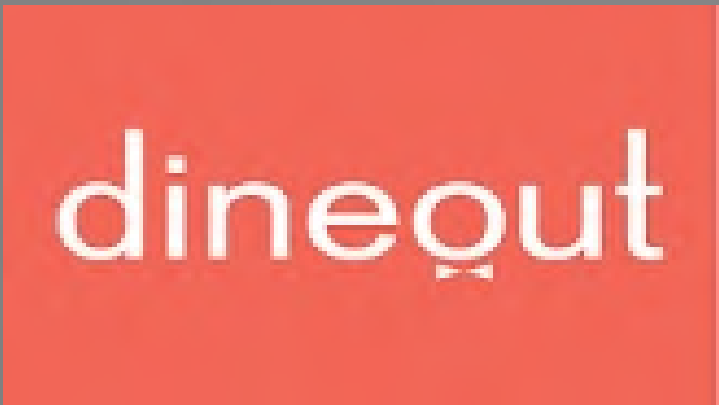
ABOUT

Zomato is an Indian multinational restaurant aggregator and food delivery company. It was founded by Deepinder Goyal and Pankaj Chaddah in 2008. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in more than 1,000 Indian cities and towns, as of 2022–23

MISSION

Zomato's mission is to "ensure nobody has a bad meal." The company's vision is to be the "global platform when someone is looking for food locally."

KEY COMPETITORS



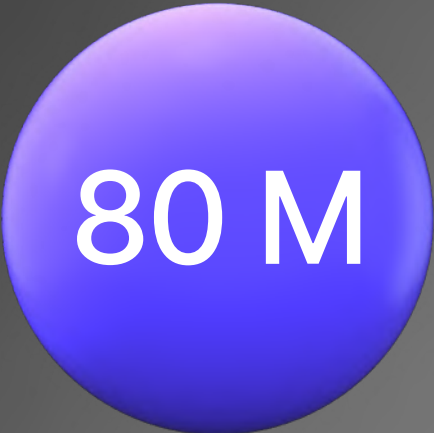
VALUE PROPOSITION

- Convenience:** Zomato makes it easy for diners to find and order food from their favorite restaurants. With just a few taps on their phone, users can browse menus, read reviews, and place an order.
- Variety:** Zomato has a wide selection of restaurants on its platform, covering a variety of cuisines and price points. This makes it easy for users to find the perfect restaurant for their needs.
- Trust:** Zomato's reviews and ratings system help users to make informed decisions about where to eat. This builds trust between users and restaurants, and it encourages users to return to the platform.
- Technology:** Zomato uses technology to improve the food discovery and delivery experience. This includes things like machine learning algorithms that help to match users with the right restaurants, and real-time tracking that allows users to see where their food is.

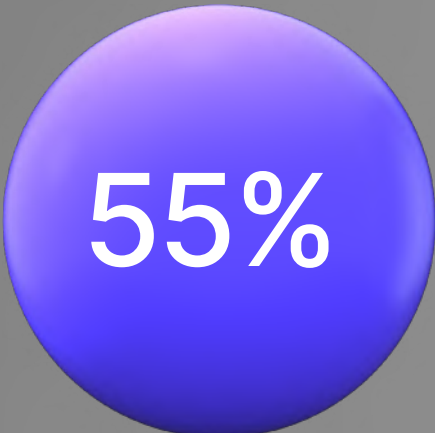
COMPETITORS STATISTICS

Competitors	Monthly Active Users	Restaurant Partners	Market Share
Zomato	80 million	1 million	55%
Swiggy	45 million	1.5 million	35%
Uber Eats	60 million	650,000	10%
Foodpanda	100 million	500,000	5%
Dineout	15 million	50,000	5%

KEY ANALYTICS



Number of monthly active users



Market share in India



Number of countries



Revenue



Number of restaurant partners

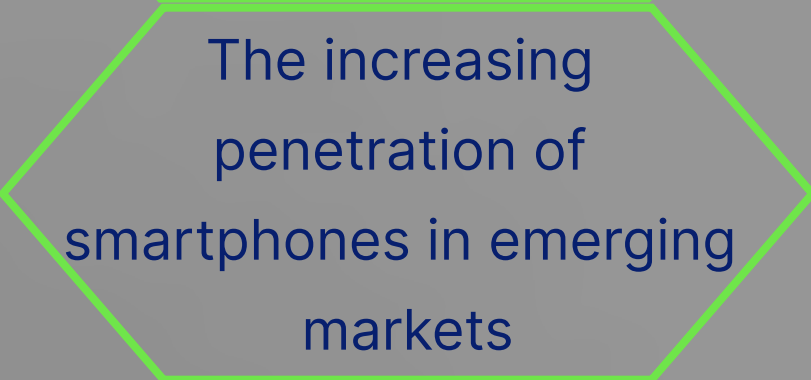


Number of cities



Profit

KEY DRIVERS



SWOT ANALYSIS

STRENGTH

Strong brand recognition
Wide reach
Innovative technology
Diverse offerings
Strong customer support

WEAKNESS

High commission rates
Delivery fees
Food quality issues
Customer service

OPPORTUNITIES

Expand into new markets
Develop new products and services
Partner with other businesses

THREATS

Competition
Regulation
Technology risks

PESTLE ANALYSIS

Political factors

- The Indian government has been supportive of the food delivery industry, and has introduced a number of policies that have helped to boost the growth of the industry.
- However, there are some regulatory challenges that Zomato faces, such as the need to obtain licenses and permits to operate in different cities.

Economic factors

- The Indian economy is growing rapidly, which is creating a growing middle class with disposable income to spend on food delivery.
- However, the Indian economy is also volatile, which could pose a challenge to Zomato's business.

Social factors

- The Indian population is young and increasingly urbanized, which is creating a growing demand for food delivery services.
- However, there are some cultural factors that could hinder the growth of the food delivery industry in India, such as the preference for home-cooked food.

Technological factors

- The rise of smartphones and the internet has made it easier for people to order food online.
- Zomato has been able to leverage these technological trends to grow its business.
- However, Zomato faces competition from other food delivery platforms that are also using technology to innovate.

Legal factors

- The Indian government has a number of laws and regulations that govern the food delivery industry.
- Zomato needs to comply with these laws and regulations in order to operate its business.
- However, these laws and regulations can be complex and time-consuming to comply with.

Environmental factors

- The food delivery industry has a negative impact on the environment, due to the use of single-use plastics and the emission of greenhouse gases.
- Zomato is working to reduce its environmental impact, by using sustainable packaging and promoting the use of public transportation for deliveries.

USER PERSONA



PRAVEEN AGARWAL

Age: 25

Occupation: Software Engineer

Location: Bangalore, India

Goals

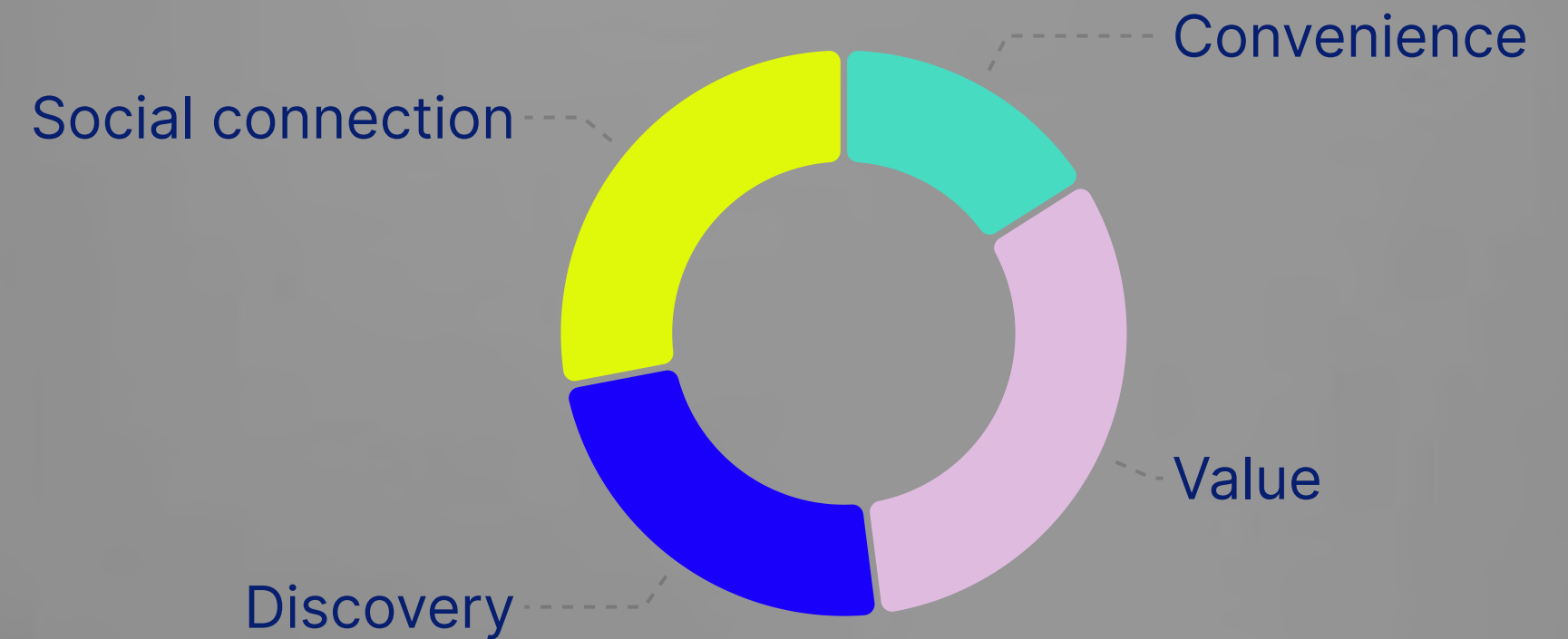
Praveen wants to find delicious and affordable food that he can have delivered to his home or office. He is also interested in trying new restaurants and cuisines.

Pain points

Praveen finds it time-consuming to search for restaurants online. He also doesn't always know what kind of food he wants to eat.

Benefits

Zomato helps Praveen to find the perfect restaurant for his needs. The platform also provides him with information about restaurants, such as menus, reviews, and ratings.



Behavior

Praveen uses Zomato on his smartphone. He typically searches for restaurants by cuisine or location. He also reads reviews and ratings before making a decision.

Motivation

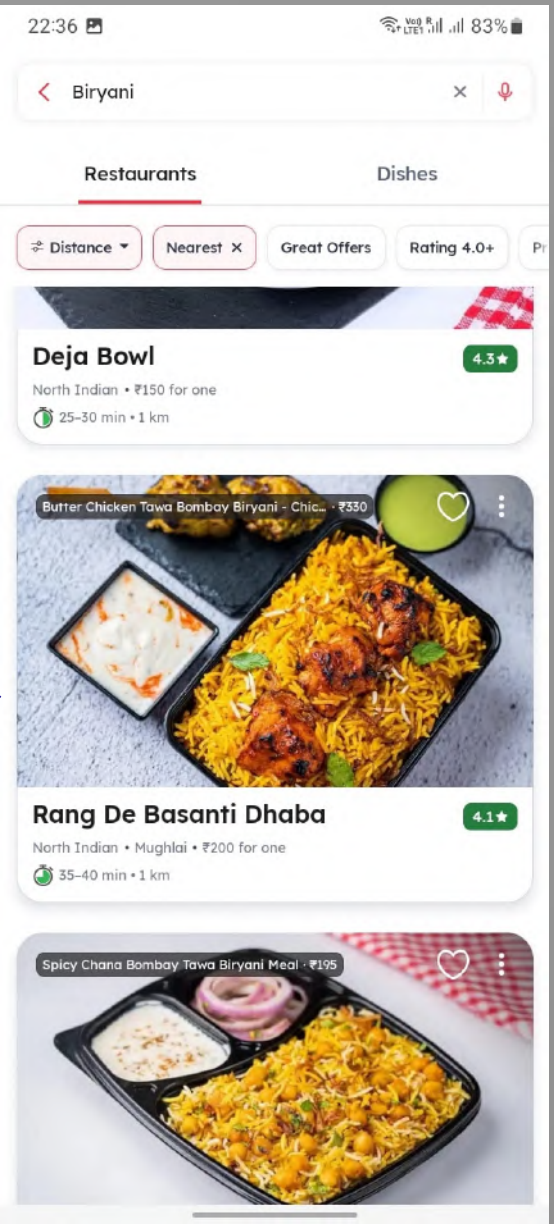
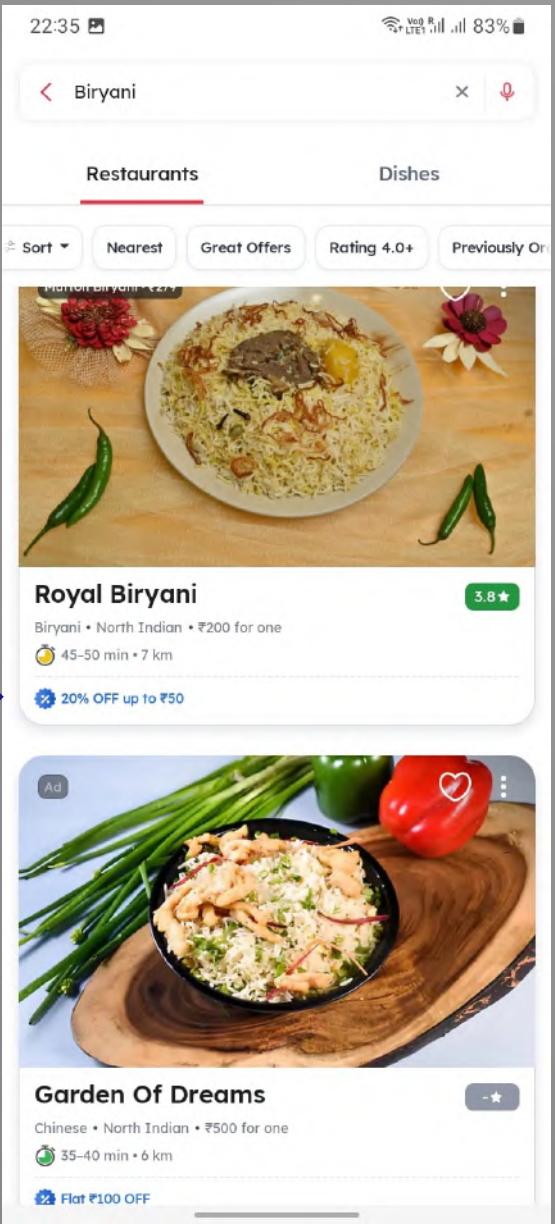
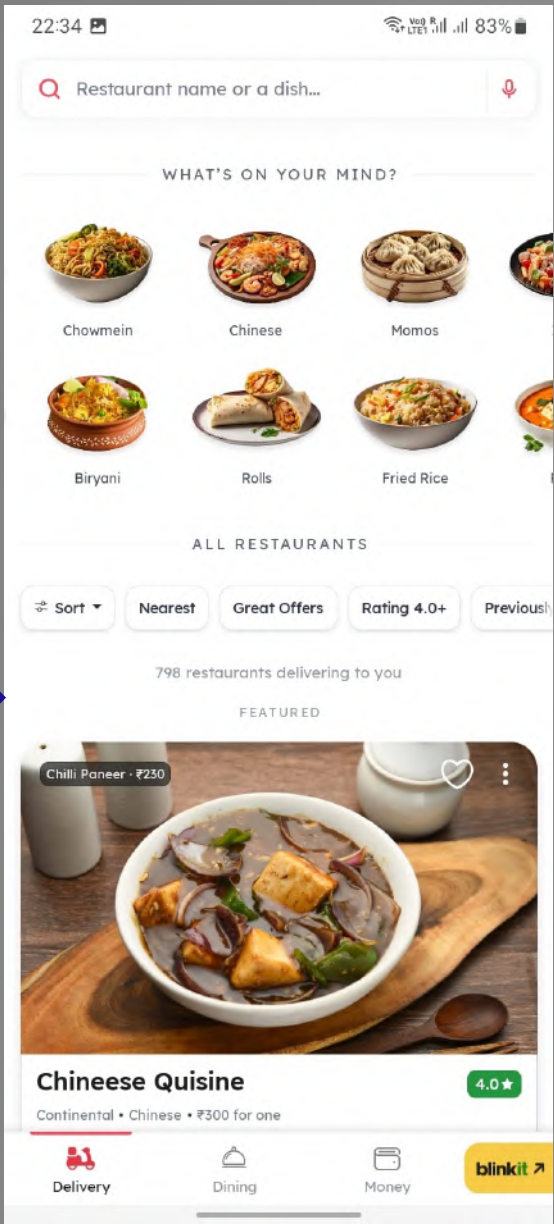
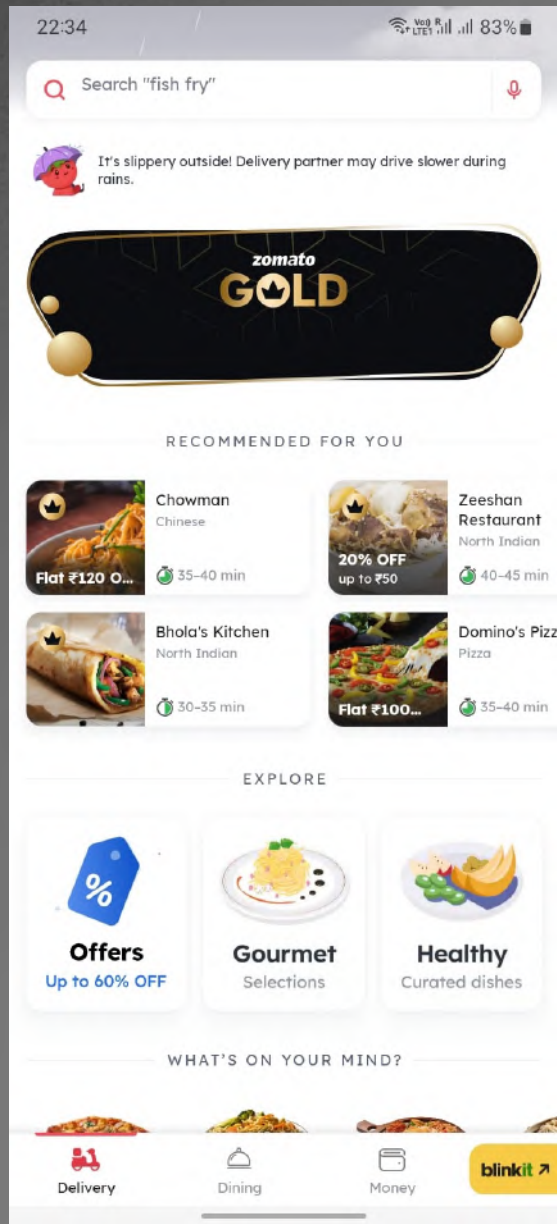
Praveen is motivated by convenience and value. He wants to be able to find delicious food that he can have delivered to his home or office without having to spend a lot of time or money.

Demographics

Praveen is a single male in his mid-20s. He lives in Bangalore, India. He works as a software engineer and has a monthly income of INR 50,000.

USER JOURNEY MAP

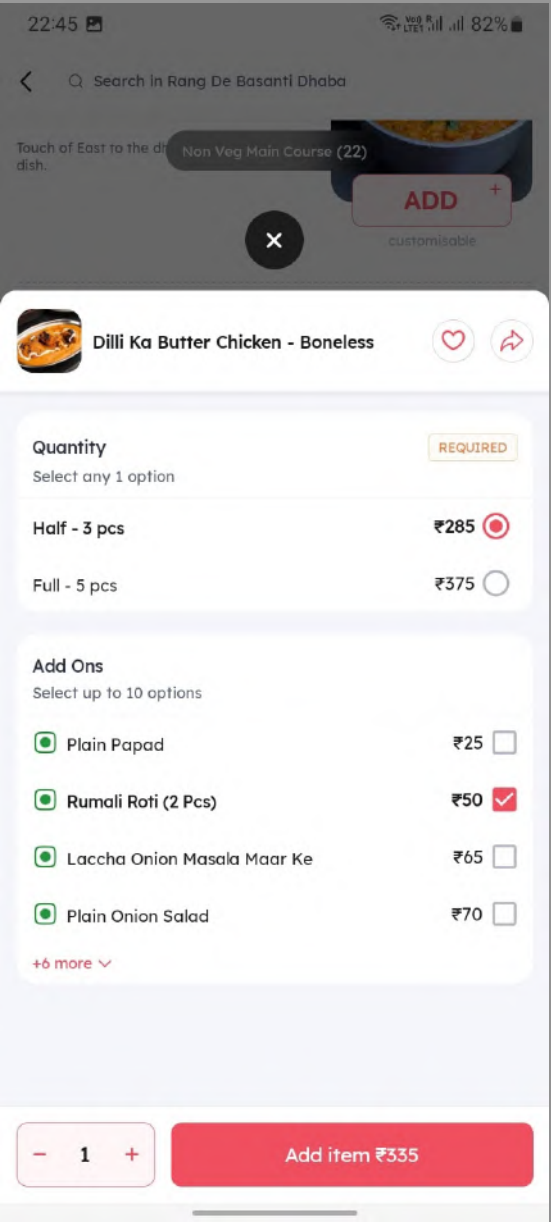
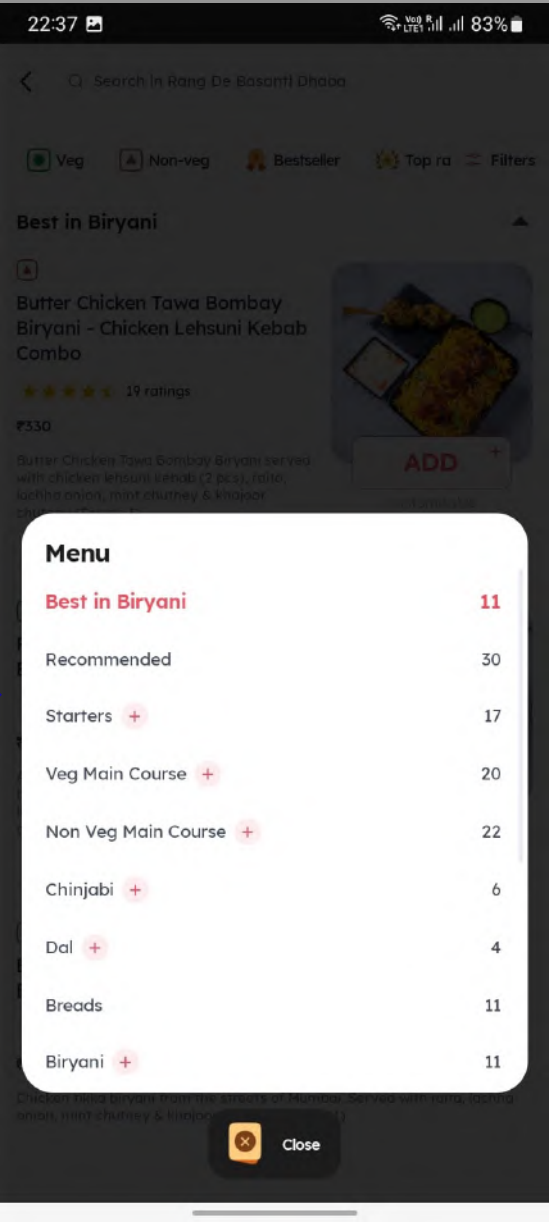
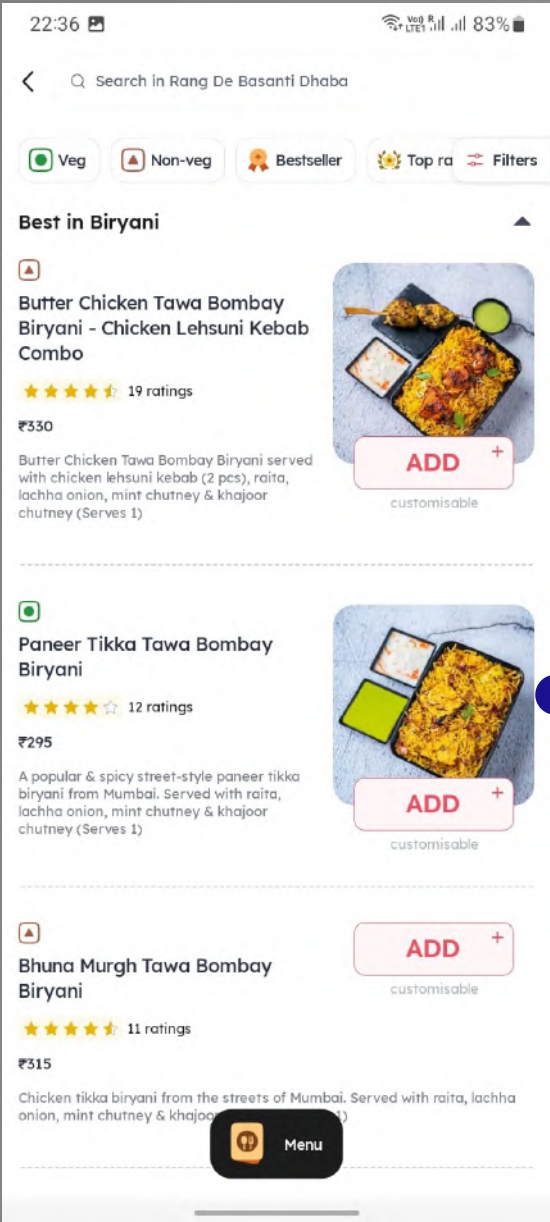
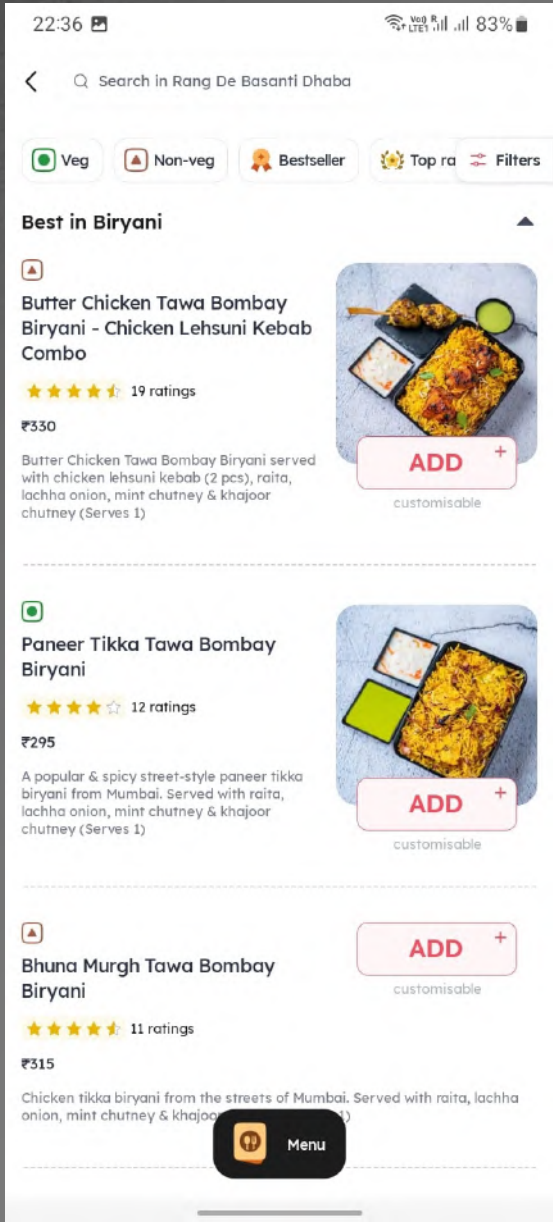
Phase


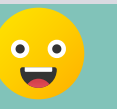

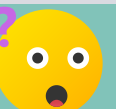


Feeling	😊	😊	😍	😲
Thinking	There are a lot of explore thing and recommendation	So many foods are here. So hungry!	I can sort based on my convenience	After clicking nearest location lots of restaurants!
Pain Points	Customer confused between Food or Restaurant search		Confusion should come among the sorting options	

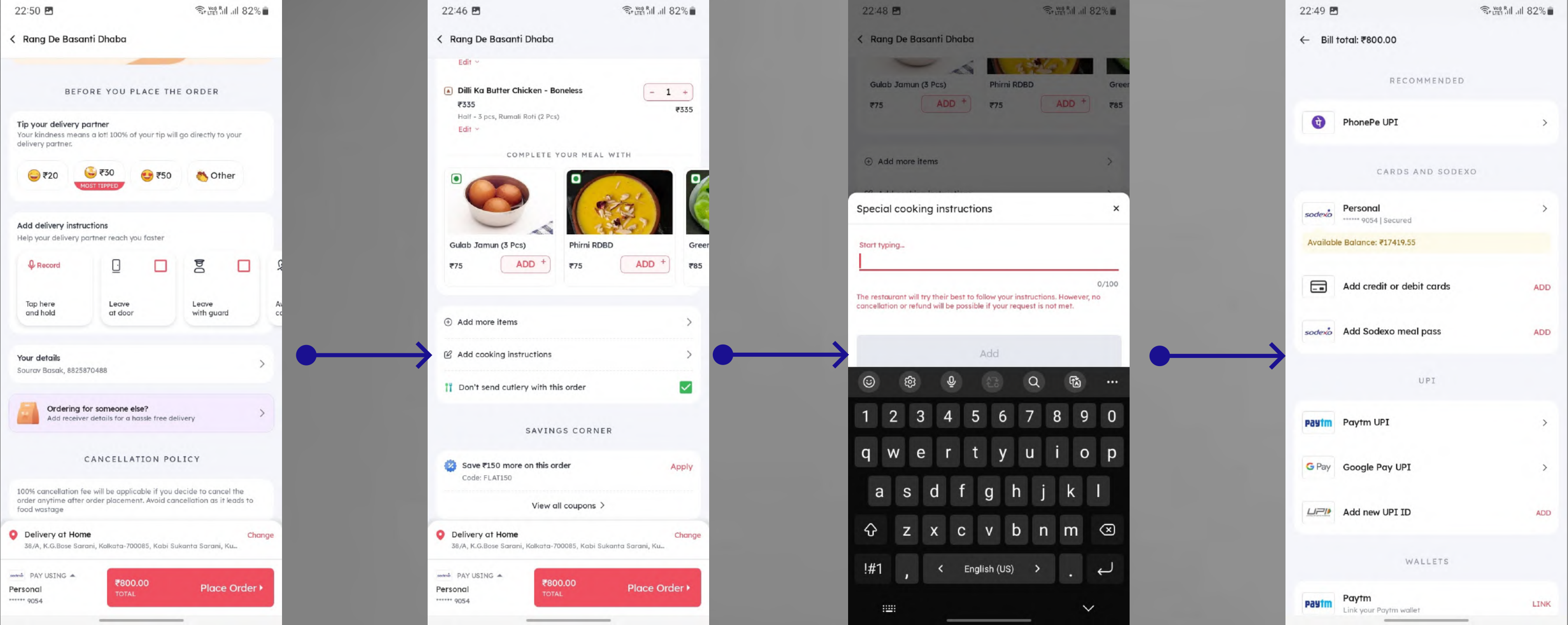
Try Pitch


Phase



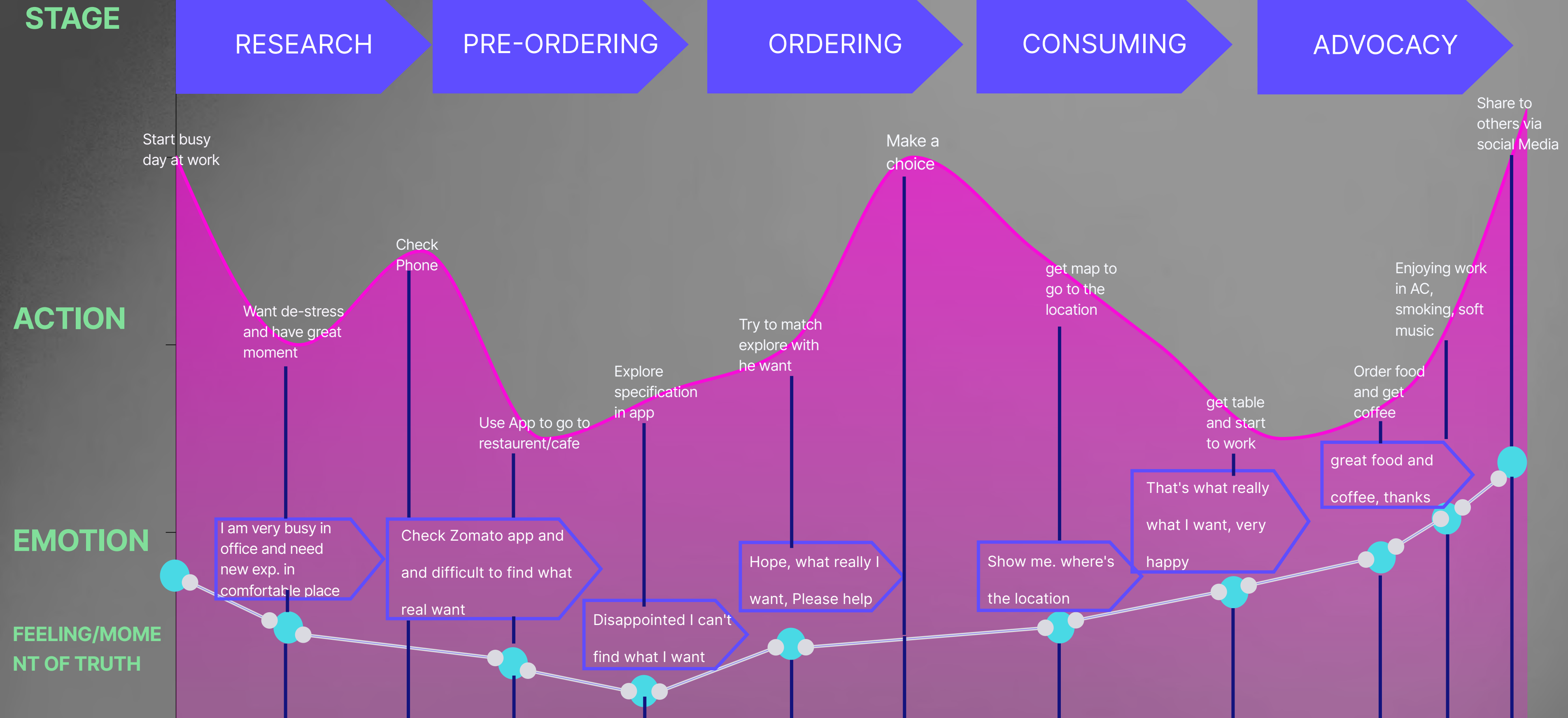
Feeling				
Thinking	Lots of items, I am a little bit confused!	I can select based on my priority (Non-Veg, Veg etc)	I can select food from the menu. Wow!	Why Add-on? I don't want but why they force me to buy?
Pain Points	lots of items of different restaurants make customer confused		User can feel as similar as physical restaurant	User can hesitate to buy the add ons
Try Pitch				

Phase



Feeling				
Thinking	Different delivery instructions and order for others are pretty cool	I can add instruction based on my requirements, great!	I can provide the cooking instructions which help me to get customized food!	I can use payment option from my wish
Pain Points	User can order food for their lovable ones			

PSYCH FRAMEWORK



Pros

- **Wide variety of restaurants:** Zomato has a wide variety of restaurants listed on its platform, from casual dining to fine dining, from local favorites to international chains. This makes it easy to find something to your taste, no matter what you're in the mood for.
- **Convenient ordering:** Zomato makes it easy to order food from your favorite restaurants. You can browse the menu, add items to your cart, and place your order with just a few taps. Zomato also offers delivery, so you can have your food brought right to your door.
- **Discounts and offers:** Zomato often offers discounts and offers on food delivery. This can save you money on your favorite meals.
- **User-friendly platform:** Zomato's platform is easy to use and navigate. You can search for restaurants by cuisine, location, or price range. You can also read reviews from other users to help you decide where to order from.
- **In-app features:** Zomato offers a number of in-app features that make it even more convenient to use. For example, you can track your order in real time, see the estimated delivery time, and contact the restaurant directly if you have any questions.

Cons

- **High commission rates:** Zomato charges restaurants a commission on every order, which can be as high as 30%. This can put a strain on restaurant margins, and some restaurants have opted to leave Zomato's platform altogether.
- **Delivery fees:** Zomato charges delivery fees, which can add up, especially if you're ordering from a restaurant that's far away.
- **Food quality issues:** There have been some reports of food quality issues with Zomato orders. In some cases, customers have received food that was cold, stale, or even contaminated.
- **Customer service:** Zomato's customer service has been criticized for being slow and unresponsive. In some cases, customers have had to wait days or even weeks to get a response to their complaints.

Thanks!

