



PM SCHOOL

INCREASE AVERAGE REVENUE PER USER

YOU ARE?

VP, Product at Zomato

TYPE

Food-tech

You've joined Zomato as a VP Product. On the day you joined, Zomato's stock price plummeted to an all-time low of Rs. 45.

You've been tasked with launching a category which takes Zomato on the path to profitability as well as something which Zomato users will love. At CXO level, there are talks of getting into either Grocery or Cloud Kitchen.

Feel free to research what's happening worldwide in the same space.

Your task as a VP Product is to come up with a detailed plan covering :-

1. Hypothesis on why either Grocery or Cloud Kitchen will work
 - a. You have to recommend one, based on ROI/guesstimate/industry reports/market research
 - b. You can't choose both
2. UI/UX of your recommended initiative
 - a. Balsamiq, Figma wireframe preferred
3. Go-to-market Strategy
4. Success Metrics
 - a. Don't provide HEART/AARRR just for the sake of it
5. Press-release for users/shareholders