



## **Advance Marketing Management**

### **Team Assignment**

**Teamwork: Marketing Hackathon Report**

**Company: Swiggy**



## Table of Content

S no.	Title	Page No.
1.	Acknowledgement	3
2.	Industry Selected	3
3.	Product Overview	3
4.	Research and Development Phase	3-6
5.	Pricing Strategy	6-7
6.	Promotional Tactics	7-8
7.	Distribution Strategy	8-9
8.	Customer Feedback	9
9.	Conclusion	9
10.	References	9

## Acknowledgement

We sincerely thanks Prof. Manpreet Uppal for her guidance and support throughout this project. Her valuable insights have significantly contributed to our learning. We are also grateful for the opportunity to work on this assignment, which has enhanced our understanding of the subject. We appreciate the efforts of our group members for their teamwork and dedication, and we thank everyone who shared their time and knowledge, helping us complete this project.

---

## Industry Selected

### Food Delivery Industry: Swiggy



The food delivery industry evolving due to technology, consumer lifestyles, and increasing demands for convenience. Swiggy is an online food ordering and delivery company, founded in 2014 by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini. Swiggy is headquartered in Bangalore and operates in more than 600 Indian cities and collaborated with nearly 2 lakh restaurants. Beside food delivery, the platform also provides quick commerce services under the name Swiggy Instamart, and same-day package delivery deliveries with Swiggy Genie. Swiggy places a strong emphasis on providing a smooth and efficient user-friendly apps, fast delivery times, and customer support. Swiggy focuses heavily on technology, leveraging data analytics, AI, and machine learning to optimize food delivery routes, predict demand, and improve its services. The company continuously works on innovating logistics and enhancing operational efficiency to ensure quick and reliable delivery services. Its mission is to elevate the quality of life for the urban consumer by offering unparalleled convenience.

### Product Overview: Swiggy Health Bites

Swiggy, known for revolutionizing food delivery in India, has established itself as a leader in the online food delivery. To further expand its market reach and diversify offering. A new product line called “Swiggy Health Bites” is proposed. Healthy eating especially during work from home when all the snacks are just a few feet away in your kitchen can be a challenge. That is where meal plan delivery services come in handy and they win over consumers with convenience, variety, health, and less food wastage. This product line would focus on healthy, nutritious, and convenience meals targeted at the growing health-conscious demographic in urban India.

---

## Research and Development Phase

### Market Research

Industry overview:

- **Food Delivery in India:** The online food delivery market has seen rapid growth, with companies like Swiggy and Zomato dominating the space. As of 2023, Swiggy has around 50% of the market share.
- **Health and Wellness Trend:** India's health-conscious population is growing rapidly, with a rise in demands for healthier food options, specially in urban centres like Mumbai, Bangalore, Delhi, and Hyderabad. This trend is spurred by rising disposable incomes, a growing awareness of fitness and wellness, and changing dietary preferences.

Target Market:

- **Urban Professionalism:** Millennials and Gen Z (age 20-40) who are health-conscious but seek convenience these are busy professionals and young individuals living in metro cities who are willing to pay a premium for a healthy option.
- **Fitness Enthusiasm:** People who regularly visits gyms, practices yoga or follow fitness program and seek meals that align with their health goals.
- **Affluent Families:** Health-conscious parents who want to provide nutritious meals for themselves and their children without the time investment in cooking.

Market Needs:

- Convenience of getting healthy meals without the hassle of cooking.
- Increasing awareness of health, nutritious and fitness.
- Rising demand for personalized food options, including low-calorie, keto, vegan, and protein rich meals.

### Market Size and Growth Potential

- **Market Size:** The health-focused food market in India is rapidly growing. India's health food sector is expected to grow at CAGR (compound annual growth rate) of over 10% in the coming years, according to industry reports. Swiggy Health Bites is poised to captured a portion of this growth by targeting urban health-conscious consumers.

- **Growth Potentials:** With the help of Swiggy's extensive reach and the increasing popularity of health food, Health Bites could contribute significantly to Swiggy's revenue, especially with the introduction of subscription models.


#### **Growth Drivers:**

- Increasing awareness about lifestyle diseases such as hypertension, obesity, and diabetes.
- Rising demand for organic and sustainable food
- Increasing demand for easy-to-consume nutritious meals.

#### **Competition Research:**

- **Zomato:** Zomato offers a variety of healthy meals options through its "Zomato Health" initiatives, promoting diet-specific food like vegan meals, high-protein, and low-carb meals. Swiggy will need to differentiate Health Bites through quality, product variety and Unique Sell Processors (USPs).
- **EatFit:** Direct competitors specializing in healthy meals focused on fitness enthusiasts. Swiggy will need to exceed EatFit's offering in terms of taste, variety and delivery speed.
- **FreshMenu:** Offers fresh, health-conscious meals, including salad, snacks and balanced bowls. It could be a competitor in the same space.
- **Restaurants and Local Health Cafes:** Physical stores like health cafes offering organic food could be direct competitors, especially in cities like Mumbai and Delhi.
- **Supermarkets:** Health bars offered by supermarkets and convenience store's foods like ready-to-meals could be seen as competitors of Swiggy Health Bites.

#### **SWOT Analysis**

 <b>SWIGGY SWOT ANALYSIS</b>			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>Swiggy's Speedy Delivery</li> <li>User-Friendly Ordering Platform</li> <li>Wide Range of Restaurants and Local Variety</li> </ul>	<ul style="list-style-type: none"> <li>Swiggy Prioritizes Proximity; Rivals Expand Reach</li> <li>Fees Raise Customer Bills</li> </ul>	<ul style="list-style-type: none"> <li>Rebranding Could Boost Swiggy's Market Share</li> <li>Swiggy Can Expand to Untapped Cities</li> </ul>	<ul style="list-style-type: none"> <li>Competition from Players like Zomato</li> <li>Health Trends Push People to Cook at Home</li> </ul>

#### Strengths:

- Established brand with strong customer trust.
- Advanced tech for app integration.
- Extensive delivery network covering multiple cities.

#### Weaknesses:

- High operational costs for sourcing fresh, premium ingredients.
- Competition from specialized health-focused brand with a head start.

#### Opportunities:

- Growing awareness of health and wellness trends.
- Untapped demand for subscription-based healthy meal services.
- Potential for building with Swiggy's Instamart for health-focused groceries.

#### Threats:

- Regulatory scrutiny over health claims and food labelling.
- Price wars with competitors like Zomato Health Hub.
- Supply chain disruptions affecting ingredient quality and cost.

#### Challenges and Risks

- **Affordability vs. Profitability:** Balancing premium pricing with operational costs as affordability is crucial to attract a broader audience, but maintain profitability will depend on optimizing costs and pricing strategically. A dual focus on operational efficiency and premium value proposition can help Swiggy establish a sustainable balance.

- **Maintaining Quality:** As many specialized health-focused brands maintain the tastes of their product so ensuring a consistent taste and nutritional value across cities would be challenge for Health Bites.
- **Sustainability:** Aligning with eco-friendly practices in packaging and sourcing would be challenge for Health Bites and it impact on affordability of product.

## Pricing Strategy

Swiggy, the popular food delivery platform has been making waves in the market with its innovation pricing style. Swiggy's revenue primarily comes from two sources: first delivery fees paid by the customers and second commission paid by restaurants. The delivery price based on the order value, while the commission is the percentage of the order value paid by the restaurants.

The pricing strategy for Swiggy Health Bites will balance between affordability and premium positioning, as health-conscious meals often demand high quality ingredients and preparation. Swiggy Health Bites focus on creatin value for health-conscious consumers while balancing profitability and, market penetration.

Key elements of the strategy:

### 1. Value Based Pricing

- **Target Market:** Swiggy Health Bites likely to target health-conscious individuals, people looking nutritious meals and fitness enthusiast. The pricing should reflect the value of the health focused meals.

### 2. Penetration Pricing

- **Competition:** In the initial phase of Swiggy can adopt penetration pricing strategy to market share quickly and to build awareness. By offering lower prices initially could attract customers who are hesitant to spend more on health-oriented food.
- **Promotions and Discounts:** Offering introductory deals, subscription-based discounts to encourage trials and repeat usage.

### 3. Tiered Pricing:

Catering to different budgets, it offers tiered pricing with different levels of health benefits. For example, basic meals including salads, while premium including keto, or gluten-free options.

### 4. Bundle Pricing:

- **Healthy Meal Bundles:** Increase average order value by offering bundle pricing where customers can get a set of meals at discounted rate. A meal pack can include breakfast, lunch, and snacks at a price lower than if orders separately.
- **Subscription Plans:** Offering subscription plan where customer can pay monthly fee, or daily, or weekly, incentivizing long-term commitment.

## 5. Regional and Geographic Variations

- **Localized Pricing:** Prices could vary with geographical location and local purchasing power. For example, cities with higher income like Mumbai, Bangalore might have slightly higher prices than small cities or rural areas.
- **Menu Customization:** Based on the regional taste and dietary preferences Swiggy can also localise the menu.

## 6. Reward Programs

- **Customer Retention:** To maintain long-term customer loyalty, Swiggy could introduce reward and loyalty program, by offering discounts or points for repeat customers.

---

## Promotional Tactics

### Branding and Positioning:

- **Positioning:** Swiggy Health Bites will be positioned as a premium yet affordable solution for those seeking healthy, quick and tasty meals delivered right to their doorstep.
- **Brand Messages:** “Fit Your Body and Nourish Your Life – with Swiggy Health Bites.”

### Digital Marketing:

- **Influencer Marketing:** Partner with fitness influencers, nutritionists and health bloggers to promote Swiggy Health Bites meals.
- **Social Media Campaign:** Posting regularly on Instagram, Facebook, Twitter with hashtags showcasing the product range, customer testimonials, and benefits of healthy eating.

**Hashtags:** #fityourbodywithhealthbites  
 #healthiswealth  
 #healthyfoodatyourdoor



### Email Marketing:

- Send personalized email to Swiggy users with recommendation based on their previous orders.
- Send regular newspapers with health tips, meal recommendations and exclusively offers.

### Collaborations and Partnerships:

- **Gym Partnership:** Collaboration with gyms and fitness centre to offer Swiggy Health Bites meal plans as a part of a fitness subscription.
- **Corporate Tie-ups:** Offer corporate wellness programs, where companies can subscribe to healthy meals.
- Partner with fitness apps or wellness platforms.

---

### Distribution Strategy

- **Platform:** Available exclusively on Swiggy's mobile app and website where "Health Bite" category put under a separate category.
- **Demographic Focus:** Initially focus on millennials and generation Z because they prioritize fresh, healthy and sustainable options.
- **Delivery and Packaging:** Eco-friendly and sustainable packaging with clear nutritional information, ensuring a premium feel.

---

### Customer Experience and Feedback

- **Customer Support:** A dedicate health and wellness customer support team to assist with meal plan customization and dietary concerns.
- **Loyalty Program:** <sup>1</sup>Introduce a loyalty program where users can earn points with every purchase of Health Bites, which can be redeemed for discounts on future orders.

## **Conclusion:**

Swiggy Health Bites will not only help Swiggy enter the growing and wellness space but also to a rising demand for healthier, convenient eating options. This holistic marketing plan leverages Swiggy's brand equity, strong logistics network, and digital marketing expertise to position Health Bites as the go-to-choice for health eating in India.

By focusing on customer experience, innovation and strategic promotions, Swiggy can drive growth, customer loyalty, and increased revenue in this rapidly expanding market segment.

---

## **References:**

- Swiggy official website: [www.swiggy.com](http://www.swiggy.com)
- FICCI Report on Indian Ready-to-Eat Foods: [www.ficci.in](http://www.ficci.in)