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BOOSTING FOOD COURT CONVERSION



Challenge

FOOD COURTS UNDERPERFORMING IN TIER-2 CITIES
DESPITE 90% RECOVERY IN MALL FOOTFALL, FOOD COURT
CONVERSION REMAINS CRITICALLY LOW.

KEY PROBLEM AREAS

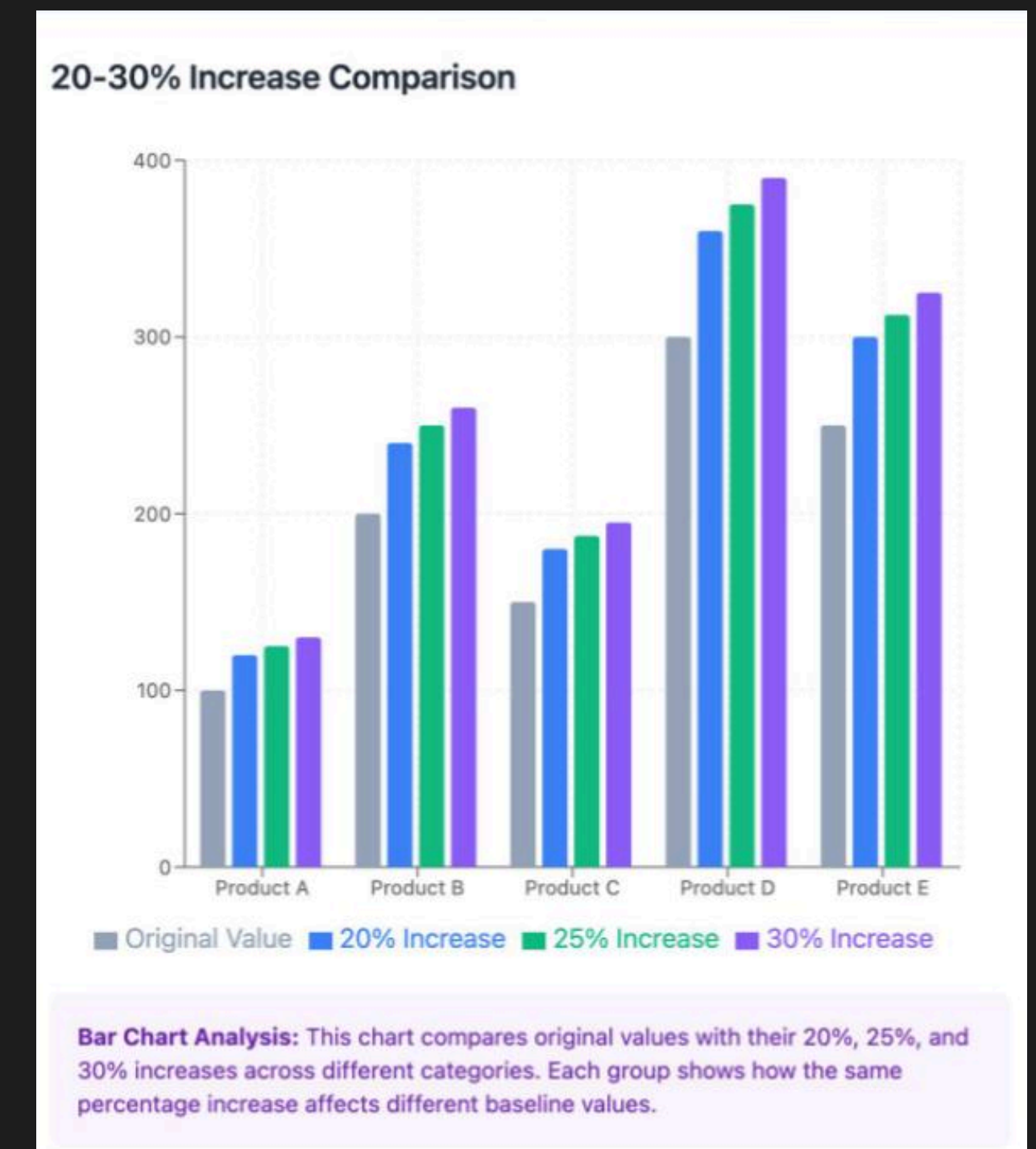
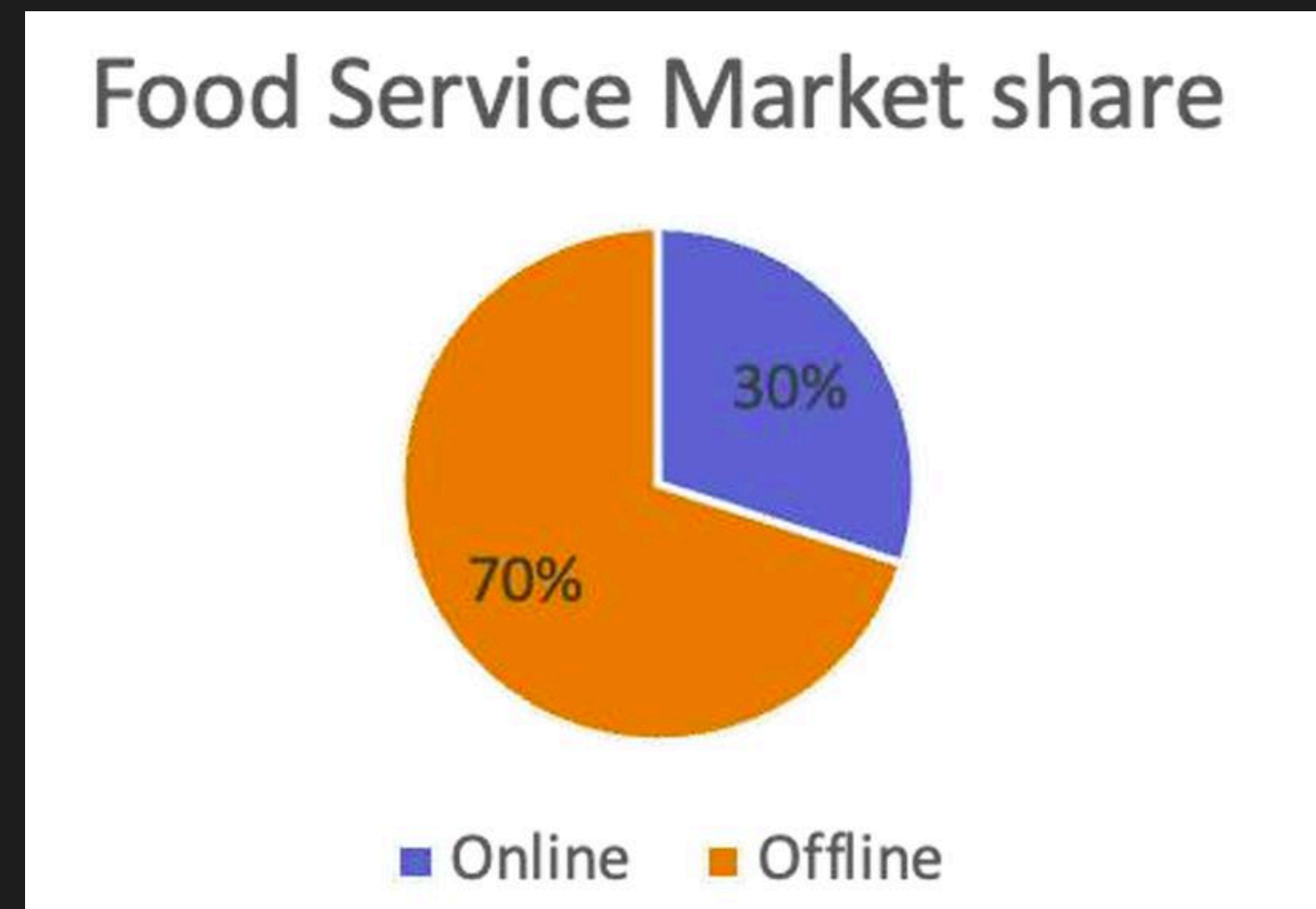
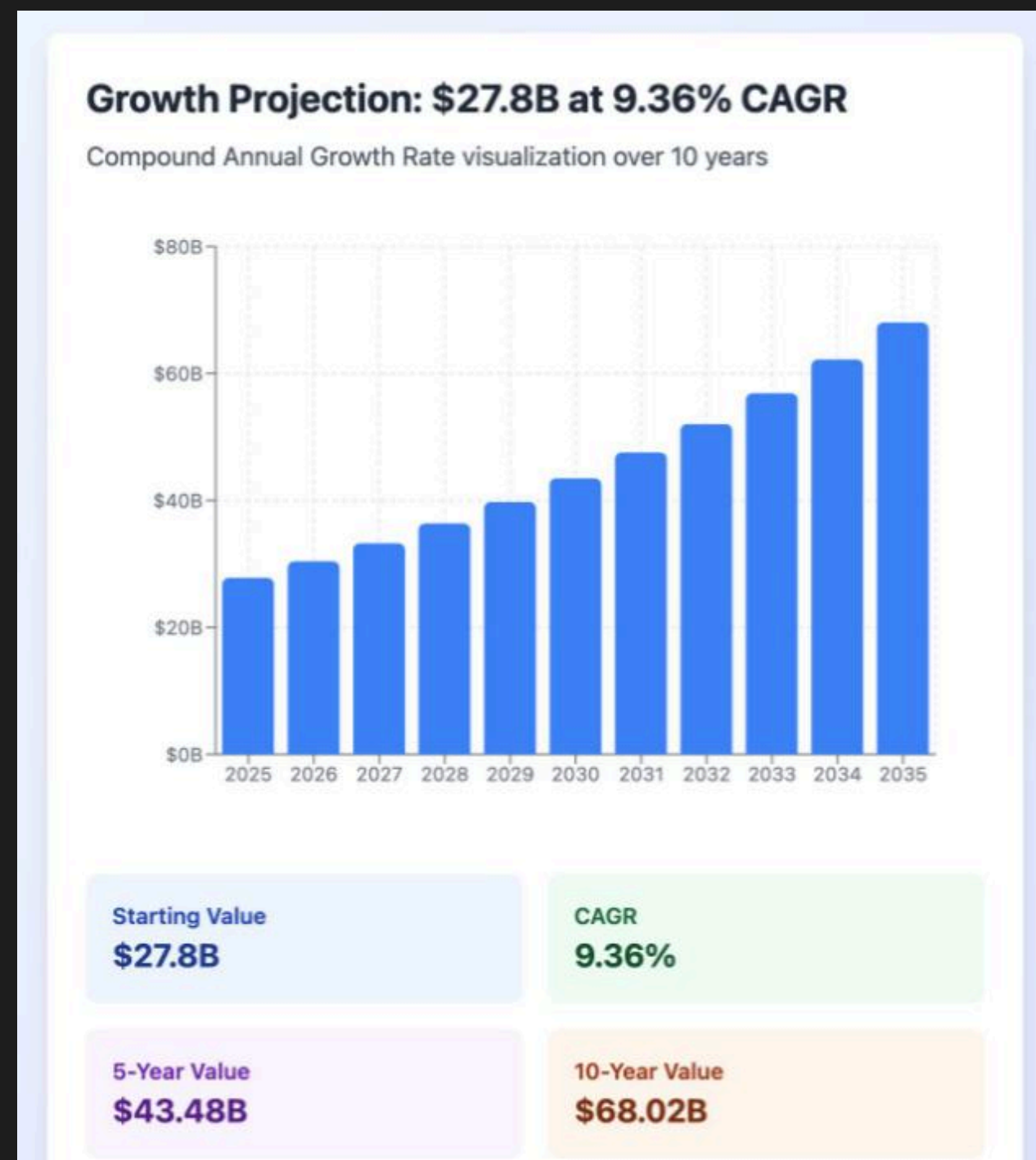
LOW VISITOR-TO-CUSTOMER CONVERSION RATES
TIER-2 CITIES PARTICULARLY STRUGGLING
MISMATCH BETWEEN OFFERINGS & EXPECTATIONS
WEAK CUSTOMER ENGAGEMENT WITHIN FOOD
COURTS

APPROACH

STRUCTURED ROOT CAUSE ANALYSIS
CUSTOMER-CENTRIC SOLUTION DESIGN
STRUCTURED ROOT CAUSE ANALYSIS
MEASURABLE 15% CONVERSION IMPROVEMENT

Market Insight

- The Quick Service Restaurant market in India is USD 27.8 billion, growing at 9.36 % CAGR to reach USD 43.5 billion by 2030.
- The Online market has grown at the rate of 19% ,which is 2.8x as compared to overall food services
- As per Food Service Report by NRAI ,this market is expected to grow at 8.1% CAGR between 2024-2029.
- Around 70 per cent of India's total food services consumption occurs in the top 50 cities.
- The Eating out and ordering in market is expected to grow to 9 trillion USD from currently 5.5 trillion USD by the end of the decade reported by Bain & company and Swiggy.



Barriers & Challenges

<p>Menu mismatch</p> <ul style="list-style-type: none">• No local or regional cuisine stalls.• Poor quality.• Low awareness of food options.• Taste is not as per expectations.	<p>Ambience and Hygiene</p> <ul style="list-style-type: none">• Poor lighting.• Lack of proper seating.• Lack of spacing.• Poor ventilation.	<p>Vendor Issues</p> <ul style="list-style-type: none">• Many empty or closed kiosks : looks “dead”• Stalls not open during peak times (e.g., lunch hours)• Food options limited during weekdays
<p>Budget issue</p> <ul style="list-style-type: none">• No family pack options.• Lack of combo deals.• Lacks of discount.	<p>Lack of promotions</p> <ul style="list-style-type: none">• No time-bound offers.• Wrong banner placements.• No festival specials.• Lack of loyalty program.• No app-based engagement.	<p>Outdated Service</p> <ul style="list-style-type: none">• No digital ordering.• Lack of Social media presence.• Manual billing.• No Digital screens

Low conversion drivers

Product-Market Fit Issues

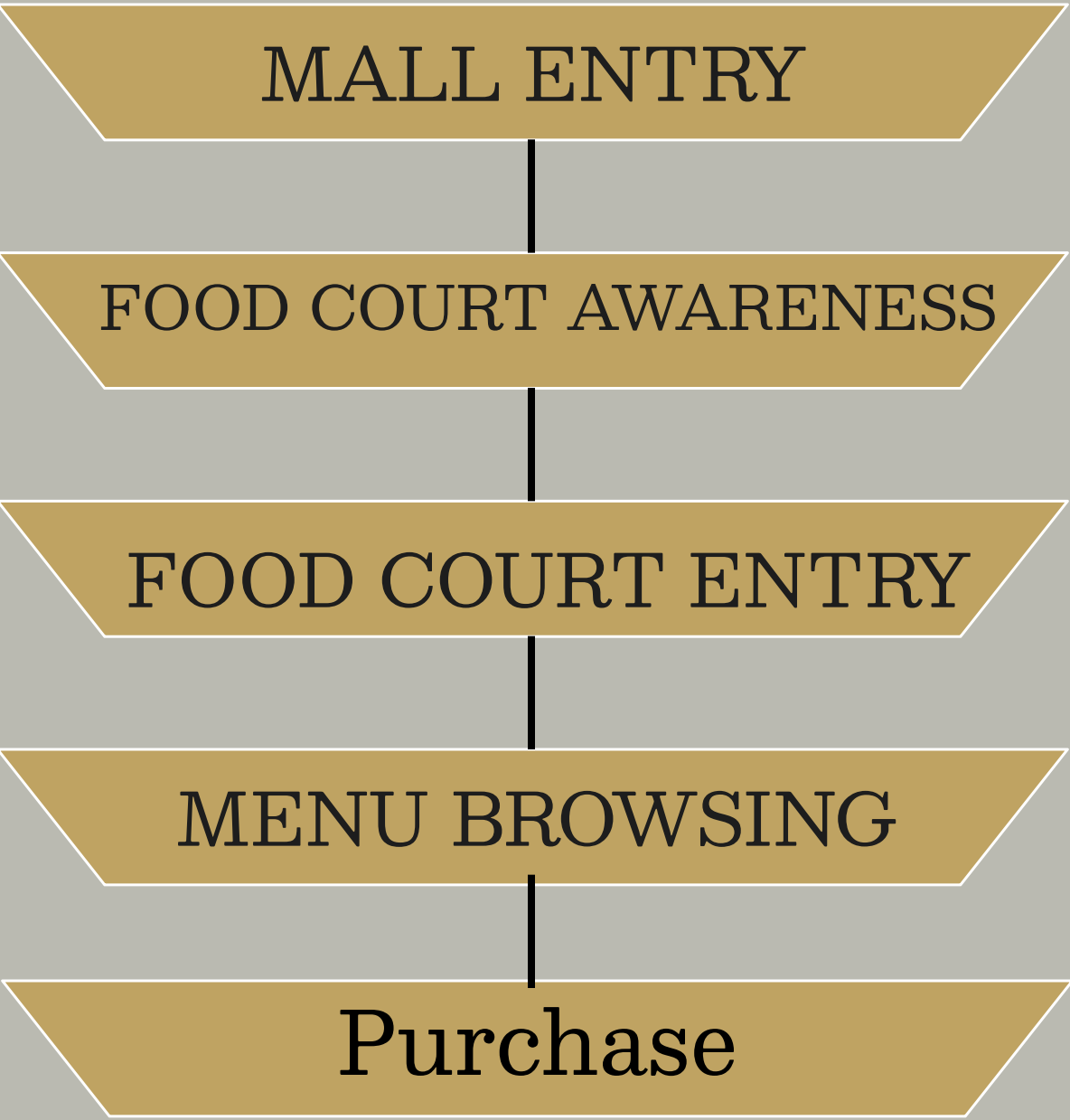
- Menu mismatch with local taste preferences
- Pricing misalignment vs local alternatives
- Portion sizes don't match expectations

Discovery & Navigation Problems

- Poor visibility and signage within malls
- Confusing food court layout
- Limited promotional presence

Experience & Service Gaps

- Long wait times during peak hours
- Limited comfortable seating options
- Inconsistent service quality



Strategic Interventions

Localized Food Strategy

Regional cuisine Integration: Partner with local successful restaurants and add regional famous cuisines.

Implementation:

- Conduct surveys and use POS data.
- Identify best-selling local cuisines as per cities.
- Add “Local Food “segment in Menu.
- Train or hire local chefs for those dishes.

Deals:

- Combo deals: Introduce budget-friendly combo meals
- Family deals: Create sharing portions for 3-4 people at attractive prices.
- Festival Specials: Seasonal menus aligned with local celebrations

Expected Impact (60 days)

- 8-10% conversion increase,as customers will find food familiar and appealing.
- 10% repeated visits, as the offers will be irresistible.
- Approx. 50-75 Rs. increase in AOV through optimized inventory and .bundle offers.

Vendor tracking

- Set targets for sales per vendors and rotate underperforming vendors if needed
- It will increase the Sales/sqft. through optimized inventory.

Experience Transformation

- **Ambiance Upgrade:** Improve lighting, seating comfort, and cleanliness standards.
- **Digital Menu Boards:** Install attractive, easy-to-read digital displays with food imagery.
- **Queue Management:** Implement systematic ordering and pickup processes. Promote local artists to sing and provide good aesthetic.
- **Comfort Amenities:** Add charging stations, better ventilation, and background music.

Implementation

- R-code based menu & ordering
- Set-up Selfie and photo-booths
- Digital displays showing wait times.
- Time-Based Promotions: Happy hours, lunch specials, weekend family deals

Expected Impact

- 25% increase in dwell time due to more comfort and photogenic looks.
- Satisfaction score rises upto 40%,due to clear queue and proper management.
- 20-30% youth will be attracted as per the aesthetic.

Promotion Strategies

- **Mall Visitor Targeting:** In-mall digital displays with real-time offers.
- **Loyalty Program:** Simple points-based system with instant rewards.
- **Social Media Activation:** Local influencer partnerships and user-generated content.

Implementation

- Strategic signage at mall entry points
- Food display "teasers" near escalators.
- Aroma marketing via cooking station placement.
- Give points on every order and at certain points (say 200),give them some special discounts.
- Notify customers through mails/Sms on the special deals.

Expected Impact

- 5-7% conversion increase
- Youth Footfall increment
- Repeated Visits will increase.
- Trial rate will increase
- Awareness will increase by 25%

KPI

Digital Conversion ratio	% of users who scanned the QR and completed the order.
Average Order Value(AOV)	Average money spend by each customer
Customer retention rate	%age of customers revisiting.
Food Cost percentage:	Reduce waste via inventory optimisation
Average Order fulfillment time	Time taken from order placed to served.
Stall Utilisation rate	%of kiosks with daily sales above break even.
Peak/Non-peak revenue ratio	Compare lunch/dinner vs. Afternoon sales

THANK YOU