

INDUSTRY INTERNSHIP

SUMMARY REPORT

Business & Marketing Strategy Analysis of Zomato

BACHELOR OF TECHNOLOGY
in
COMPUTER SCIENCE AND ENGINEERING

Submitted by

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**SCHOOL OF COMPUTING SCIENCE AND ENGINEERING
GREATER NOIDA, UTTAR PRADESH
SUMMER 2025-2026**

BONAFIDE CERTIFICATE



INTERNSHIP OFFER LETTER

8th November 2025

STUDENT ID: CA/SE1/5509

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Welcome to CodeAlpha

Congratulations! We are delighted to make you an offer as **Business & Marketing Strategy Internship**. Our offer letter is to confirm your selection for the **Business & Marketing Strategy Internship** at CodeAlpha and welcome you for the same effective from 10th November 2025 to 10th December 2025. Hope you will be doing well.

This Internship is observed by CodeAlpha as being a learning opportunity for you.

Your internship will embrace orientation and give emphasis on learning new skills with a deeper understanding of concepts through hands-on application of the knowledge you gained as an intern. You will acknowledge your obligation to perform all work allocated to you to the best of your ability within lawful and reasonable direction given to you.

We look forward to a worthwhile and fruitful association which will make you equipped for future projects.

Wishing you the most enjoyable and truly meaningful internship program experience.

Sincerely,


Swati Srivastava
Founder & CEO



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ABSTRACT

This report presents a detailed study of Zomato through comprehensive market research and a structured business growth strategy. The internship tasks focused on understanding Zomato's business model, customer segments, market trends, competition, and the company's overall positioning in the Indian online food delivery industry.

Task 1 involved performing a SWOT analysis, examining its strengths such as brand recognition and technological infrastructure, along with weaknesses like high delivery costs and intense competition. Market trends and customer behavior patterns were analyzed to understand how Zomato adapts within a fast-changing environment.

Task 2 focused on suggesting practical business growth strategies, including improving customer retention, optimizing cost structures, expanding into new business verticals, and implementing enhanced marketing strategies. The marketing mix (4Ps) and digital growth opportunities were also examined.

The study overall reflects how Zomato uses data-driven decisions, customer insights, and digital innovation to achieve sustainable growth in a competitive market.

INTRODUCTION

1.1 Objective of the Project

The main objective of this internship project is to study how Zomato works as a business and what strategies it uses to grow in the highly competitive food delivery market. Through this project, I wanted to understand Zomato's customers, its competitors, the market trends, and how the company designs plans to expand and improve its services. This project also focuses on building a clear understanding of market research and how real companies use it to make business decisions.

1.2 Problem Statement and Research Objectives

Problem Statement

The food delivery industry in India is growing very fast, but it also has a lot of competition. Zomato faces several challenges such as:

- Keeping delivery fast and reliable
- Managing high delivery and operational costs
- Maintaining customer loyalty
- Competing with strong brands like Swiggy
- Handling changing customer expectations

Because of these challenges, it is important to study how Zomato can improve and what strategies it should focus on.

Research Objectives

The main objectives of the research are:

- To understand the current food delivery market in India
 - To analyze Zomato's business model
 - To study customer preferences and behaviour
 - To evaluate Zomato's main competitors
 - To identify Zomato's strengths, weaknesses, opportunities, and threats
 - To suggest realistic business strategies Zomato can use for future growth
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1.3 Description of Domain

This project belongs to the domain of **Business and Marketing Strategy**.

In this domain, we study how companies grow, how they reach customers, how they position their brand, and how they make decisions using market data.

The project also covers:

- Market research
- Customer segmentation
- Digital marketing
- Competitive analysis

- Strategic planning models like SWOT and 4Ps

This domain helps in understanding how real companies operate and what methods they use to stay ahead in the market.

1.4 A Brief Introduction About Zomato

Zomato is one of India's biggest online food delivery companies. It started in 2008 as a simple website where people could check menus and restaurant details. Over time, it has grown into a major platform that connects customers, restaurants, and delivery partners.

a. Brief History

Zomato was founded by Deepinder Goyal and Pankaj Chaddah. It first started as "FoodieBay." With time, it expanded to multiple cities and added features like online ordering, real-time tracking, and restaurant reviews.

b. Business Size

Today, Zomato:

- Operates in 1000+ cities in India
- Handles millions of orders every day
- Works with thousands of restaurants
- Has multiple business verticals like Zomato Gold, Hyperpure, and Blinkit

c. Product Lines / Services

Zomato offers several services such as:

- Online food delivery
- Restaurant reviews and ratings
- Table booking
- Zomato Gold / Pro membership
- Hyperpure (supplies ingredients to restaurants)
- Blinkit (instant grocery delivery)

d. Competitors

Zomato's major competitors include:

- Swiggy
- Domino's (in pizza delivery)
- Dunzo
- Local delivery apps in different cities

e. Summary of Departments

Zomato works through different departments such as:

- Marketing
- Operations and Delivery
- Customer Supply

TECHNICAL DESCRIPTION

Even though this internship was mainly focused on business and marketing, I still used several tools and basic technical methods to support the research and analysis. These tools helped in collecting information, organizing data, understanding customer behaviour, and preparing the final strategy.

This chapter explains the tools, techniques, and research methods used throughout the internship.

2.1 Tools and Platforms Used

1. Google Search & Articles

I used Google to find information about Zomato, its competitors, and the overall food delivery market. News articles, blogs, and business reports helped me understand current trends like cloud kitchens, quick delivery, and rising customer expectations.

2. Google Trends

This tool helped me check what customers are searching for related to Zomato and food delivery. It gave me ideas about rising demands, seasonal patterns, and customer interests.

3. Excel / Google Sheets

I used sheets to organize data, make simple charts, and create comparisons between Zomato and Swiggy. It helped in keeping the research structured.

4. Canva

Canva was used for designing simple visual elements like charts, graphs, and clean layouts for the final report.

5. SWOT Matrix Framework

The SWOT matrix helped in writing Zomato's Strengths, Weaknesses, Opportunities, and Threats in a clear, structured way.

6. 4Ps Marketing Model

For Task 2, I used the classic 4Ps model to study Zomato's:

- Product (services they offer)
 - Price (delivery fees, offers, subscription)
 - Place (cities and locations they operate in)
 - Promotion (marketing activities, ads, discounts)
-

2.2 Data Collection Method

The data used in this project was mainly secondary data, which means it was collected from existing sources like websites, articles, reports, and research papers. This helped in understanding:

- Customer segments
- Delivery patterns
- Market trends
- Competitors

- Pricing strategies

I also looked at user reviews and app ratings to understand customer expectations and pain points.

2.3 Research Process Followed

To complete the internship tasks, I followed a simple and systematic approach:

Step 1: Understanding the Market

I started by learning how the online food delivery industry works in India and what challenges companies face in this space.

Step 2: Studying Zomato's Business Model

I researched how Zomato makes money, how it manages deliveries, and how it interacts with restaurants and customers.

Step 3: Competitor Analysis

I compared Zomato with competitors like Swiggy and Domino's to understand their strengths and weaknesses.

Step 4: Conducting SWOT Analysis

Based on collected information, I prepared a detailed SWOT analysis for Zomato.

Step 5: Marketing Mix (4Ps) Study

I analyzed how Zomato handles its product offerings, pricing, delivery reach, and promotional activities.

Step 6: Strategy Building

Finally, using all the research insights, I developed a set of business growth strategies that Zomato can apply to improve customer satisfaction, reduce costs, and expand its reach.

SYSTEM DESIGN

System Design in this project does not mean software programming or coding. Since this internship was based on **Business & Marketing Strategy**, the “system” here refers to the **process and structure** followed to research Zomato and prepare business strategies. In simple words, this chapter explains *how the whole project was designed*, what steps were used, and how the information flowed from research to final strategy.

3.1 General Architecture

The overall structure of this project follows a simple research flow. I designed the project in five stages:

1. **Data Collection**
Gathering information about Zomato, competitors, customer behaviour, and market trends.
2. **Market Study & Understanding**
Identifying how Zomato works, who its target customers are, and what the food delivery market looks like.
3. **Analysis Phase (SWOT, Competitors, 4Ps)**
Evaluating Zomato’s strengths, weaknesses, opportunities, and threats.
Studying its marketing activities and comparing it with competitors.
4. **Strategy Development**
Creating practical business growth strategies based on the research.
5. **Final Report & Documentation**
Presenting everything in a clean and easy-to-understand format.

This simple architecture made the entire project organized and easy to complete.

3.2 Design Phase

The design phase explains how information flows and how each part of the study is connected.

3.2.1 Data Flow Diagram (DFD Level 0 - Simple English)

User → Zomato App → Order Processing → Restaurant → Delivery Partner → User

This shows the main steps of how Zomato works:

- User places an order

- Zomato processes it
- Restaurant prepares food
- Delivery partner picks it up
- User receives it

In terms of research flow, it helped me understand Zomato's operational cycle.

3.2.2 Data Flow Diagram (DFD Level 1 – Research Process)

This is the flow of how I carried out the project:

**Research Sources → Data Collection → Analysis → Insights
→ Strategies**

Breakdown:

- I collected information from websites, reports, customer reviews
- Organized it into sheets
- Analyzed SWOT, competition, market trends
- Prepared insights
- Converted insights into strategies

3.2.3 Simple Use Case Diagram (Business Study Version)

Actors:

- Customer
- Restaurant
- Delivery Partner
- Zomato System

Use Case:

- Customer orders food
- Zomato receives the order
- Restaurant prepares it
- Delivery partner delivers it
- Customer rates the experience

This simple diagram helped understand key stakeholders involved in the Zomato ecosystem.

3.3 Methodology (Human Language Explanation)

Methodology means **the approach used to complete the project**.

In this internship, I used the following methods:

1. Secondary Research

I collected information from:

- Online articles
- Business reports
- Zomato's official website
- Customer reviews
- Market analysis blogs

2. SWOT Framework

This method helped me understand:

- What Zomato is good at
- What challenges it faces
- Where it can grow
- What possible risks are ahead

3. Competitor Analysis

I compared Zomato with Swiggy based on:

- Delivery speed
- Pricing
- Offers
- Customer trust
- Service quality

4. 4Ps Model (Marketing Mix)

I used it to study:

- Zomato's services (Product)
- Pricing structure
- Cities where they operate (Place)
- Advertisements and offers (Promotion)

5. Strategic Planning

Based on all the findings, I prepared practical suggestions for Zomato to grow further:

- Customer retention ideas
- Cost-saving methods
- Better marketing moves
- Expansion opportunities

SYSTEM IMPLEMENTATION

This chapter explains how both internship tasks were completed practically. Since the project was based on business and marketing, the implementation mainly involved research, analysis, comparison, and strategy planning instead of technical coding.

4.1 Implementation of Task 1 – Market Research

Task 1 was focused on understanding Zomato's business environment. To complete this task, I followed a simple step-by-step process:

1. Collecting Information

I first gathered information about Zomato from multiple online sources like business articles, websites, customer reviews, and market reports. This helped me understand how Zomato operates and what services it provides.

2. Studying Customer Behaviour

I checked reviews from Zomato users to understand what customers like and what problems they commonly face. Most customers expected:

- Quick delivery
- Good packaging
- Accurate tracking
- Affordable prices

3. Competitor Analysis

The next step was comparing Zomato with Swiggy. I analyzed both platforms in terms of offers, delivery speed, app experience, and restaurant partnerships. This comparison helped identify Zomato's competitive strengths and weaknesses.

4. Preparing the SWOT Analysis

Using all the collected data, I created Zomato's SWOT analysis.

- Strengths: Strong brand name, large user base
- Weaknesses: High delivery cost, tough competition
- Opportunities: Expansion in small cities, cloud kitchens
- Threats: Rising fuel prices, new competitors

This SWOT analysis became the base for Task 2.

4.2 Implementation of Task 2 – Business Growth Strategy

Task 2 required creating practical strategies to help Zomato grow. For this, I first studied Zomato's current business model in detail.

1. Understanding Zomato's Marketing Mix (4Ps)

I analyzed Zomato using the 4Ps model:

- Product: Food delivery, dining, Gold/Pro, Hyperpure
- Price: Delivery charges, subscription fees, discounts

- Place: Available in 1000+ cities
- Promotion: Social media ads, influencer campaigns, offers

This helped identify what areas need improvement.

2. Developing Growth Strategies

Based on the research, I suggested practical strategies such as:

- Customer Retention: Personalized offers, loyalty rewards
- Cost Optimization: Better route planning, smart delivery assignments
- Marketing Improvement: Targeted ads, better social media presence
- Market Expansion: More focus on Tier-2 and Tier-3 cities

These strategies aimed to help Zomato reduce costs and increase customer satisfaction.

4.3 Final Report Preparation

After completing both tasks, all data, analysis, graphs, and strategies were organized into a clean and structured format for the final report.

This ensured that the findings and recommendations were easy to understand.

Summary of Chapter 4

In summary, the implementation involved collecting information, analyzing it through SWOT and 4Ps, comparing competitors, and creating meaningful strategies for Zomato. The process helped me understand how business research is done and how companies plan for growth using real market insights.

RESULTS AND DISCUSSIONS

This chapter highlights the main findings from the market research and strategy work done for Zomato, along with a simple discussion on what these findings mean for the company.

5.1 Key Results

1. Strong brand and large user base

The research shows that Zomato has a strong brand image and a huge customer base across India. This gives the company an advantage when attracting new users and expanding into new locations.

2. Competition remains very high

Swiggy is Zomato's biggest competitor, and both companies offer similar services. Because of this, Zomato has to constantly improve delivery speed, offers, and customer experience to stay ahead.

3. Customer expectations are rising

Customers today expect fast delivery, good discounts, clean packaging, and reliable service. Even small issues can make customers switch to another app. This makes customer satisfaction a top priority for Zomato.

4. Delivery cost is a major challenge

One of the most important results is that delivery costs remain high due to fuel prices, last-mile delivery, and rider incentives. These costs directly affect Zomato's profit margins.

5. Growth opportunities in smaller cities

Tier-2 and Tier-3 cities are showing strong growth in online food ordering. This creates an opportunity for Zomato to expand, increase partnerships, and improve visibility in these areas.

6. Subscription programs have potential

Zomato Gold/Pro can help improve customer loyalty if the benefits are made stronger and more personalized.

5.2 Discussion

The results clearly show that Zomato is in a good position but must continue improving to remain competitive. While the brand is strong, the company still faces challenges like high delivery expenses and low customer loyalty. Customers tend to switch apps based on discounts and delivery time, which means Zomato needs to work more on retention strategies.

Delivery cost control and better operational efficiency are essential for long-term growth. Technology such as AI-based route planning and demand prediction can help reduce expenses and improve service.

The expansion into smaller cities also appears to be one of Zomato's biggest opportunities. With less competition and growing demand, these markets can contribute to future growth.

Chapter Summary

Overall, the research shows that Zomato has a strong foundation but must continuously focus on improving its services, reducing costs, and expanding into new markets to stay ahead of competition.

CONCLUSION AND FUTURE WORK

This chapter presents the main findings from the research done on Zomato and explains what these results mean for the company.

5.1 Key Results

1. Strong Market Position

Zomato has a well-established brand and a large customer base, which helps it stay ahead in the food delivery market.

2. High Competition

Swiggy continues to be Zomato's biggest competitor. Both platforms offer similar services, which creates pressure on pricing and delivery speed.

3. Increasing Customer Expectations

Customers expect fast delivery, good offers, clean packaging, and reliable support. Any issue can lead to customers switching to another app.

4. Delivery Cost Challenges

High delivery-related costs, such as fuel and rider incentives, reduce profit margins and remain a major challenge.

5. Opportunity in Smaller Cities

Tier-2 and Tier-3 cities are showing fast growth in online ordering, giving Zomato a chance to expand and increase its market presence.

5.2 Discussion

The results show that Zomato is strong but still needs continuous improvement because the industry is extremely competitive. To maintain growth, Zomato must work on customer retention, reduce delivery costs, and improve service quality. Expanding into smaller cities and using technology for better delivery management can help Zomato grow further in the coming years.

APPENDICES

7.1 Learning Experiences

During this internship, I got the chance to work on real business-related tasks, which helped me understand how companies plan their strategies and make decisions. This experience improved my knowledge as well as my confidence in business research.

a. Knowledge Acquired

I learned how market research is done in a structured way. I understood how companies study customer behaviour, competitors, and market trends before taking any major decision. Tools like SWOT analysis and the 4Ps marketing mix helped me understand how professional business reports are created in real life.

b. Skills Learned

This internship helped me develop several useful skills:

- Research and analysis
- Competitor comparison
- Understanding customer needs
- Report writing
- Organizing data in a clear way
- Making business strategies

These skills will help me in future projects and jobs.

c. Attitudes and Values Gained

I learned the importance of working consistently, meeting deadlines, and paying attention to details. I also understood how important it is to think from the customer's point of view while designing

business strategies.
This internship made me more responsible and improved my professional thinking.

d. Most Challenging Task

The most challenging part was converting the SWOT analysis and market research into practical strategies for Zomato. Finding accurate, reliable information and simplifying it into meaningful insights required time and focus. But once I structured everything properly, the task became much easier and also helped me learn a lot.

7.2 SWOT Analysis of Zomato

Strengths

- Strong brand value and customer trust
- Huge delivery network across India
- Easy-to-use mobile app
- Multiple services (food delivery, dining, Gold/Pro, Blinkit, Hyperpure)
- Large number of restaurant partners

Weaknesses

- High delivery cost affects profit
- Heavy dependence on discounts
- Strong competition from Swiggy
- Customer loyalty is low; people switch apps easily

Opportunities

- Expansion into Tier-2 and Tier-3 cities
- Growth of cloud kitchens
- Increasing demand for online food delivery
- Improving subscription models (Gold/Pro)
- Better integration with Blinkit and Hyperpure

Threats

- New competitors entering the market
 - Fuel price increases
 - Strict delivery regulations in some cities
 - Changing customer expectations
 - Price wars with competitors
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7.3 Source Code

This project is based on business and marketing research, so no source code is required. All analysis was done using secondary data, online research, and strategic frameworks.
