

Miss. Niyati Patel

Student MBA 2nd Year (Finance) SSR IMR, Silvassa – Permanently Affiliated to SPPU, Pune

Email: niyatipatel2903@gmail.com

Abstract

A food delivery application that provides food delivery at your door step in very less time and with the best packaging and hygiene. By providing the food from every famous food place nearby. Online food ordering is the process of ordering food from a website or other application. The product can be either ready-to-eat food (e.g., direct from a restaurant or from certified home-kitchen). The online food ordering system sets up a food menu online and customers can easily place the order as per they like. Also with a food menu, online customers can easily track the orders. There are various facilities provided so that the users of the system will get service effectively. The system considers Restaurants as well as Mess facility to the customers. The mostly mess users are person who are shifted for various reason in new cities. So, they are interrelated. Increasing use of smart phones is also considered as a motivation, so that any users of this system get all service on single click. Another motivation can be considered as the system will be designed to avoid users doing fatal errors, users can change their own profile, users can track their food items through GPS, users can provide feedback and recommendations and can give ratings, it will give appropriate feedbacks to Restaurants / Mess service providers. In the proposed system, there will be no limitation on the amount of order the customer wants. Also, same application can be used as a Start-up Business for the developers and the home-makers who can start their business from home as online shop and can serve the home-made delicious food to the door step.



Scholarly Research Journal's is licensed Based on a work at www.srjis.com

Introduction:

With the development of technology, people look over mobile app for every work to be done. From paying online bills to buying grocery products everything being ordered from mobile apps. With huge number of young professionals in the big cities people can't find much time to prepare food. By developing Food Delivery Apps to make the job too easy in India. Downloading the app from play or App store, register into the app., selecting the menu to place food delivered to your doorstep. Most of the young professional and other office goes found this method too easy to place a food order online which save them huge time. Online

food delivery website and mobile application are now much popular in Indian cities. With a large number of young audience in various cities, Food Delivery Apps in India has become instant popular among users. People have a huge number of choice to select among the apps to compare and pay with offer price from online food ordering app.

Nature of Business:

- B2C service restaurant menus, customer reviews and restaurants spread over all most all cities.
- Home cooked food delivery.
- With just a few clicks one can order from a wide variety of delicious online food.
- Target audience almost anyone around with an android phone.
- Food & e-commerce Industry.

CASE DISCUSSION:

With online food ordering system, a restaurant or home-made food menu online can be set up and the customers can easily place order. Tracking the orders is done easily, it maintain customer's database and it helps improve the food delivery service. The restaurants and home-made can even customize online restaurant menu and upload images easily, and it helps the customers to easily access it and place order at their convenience. Thus, an automated food ordering system is presented with features of feedback and wireless communication.

User can also search by rating. User can communicate to service provider with the help of message box and get notification from provider end. On the other end provider has facility to add or reject request from person who want to join the service.

The main function is, in what pattern user will search the service, so for that purpose a part of Geo-Hashing Algorithm is used, and GPS system should be on. Person can have the facility to search service by location that is home location of the person is detected with GPS and according to selected option location of nearby service get searched

Top Ten Food Delivery Apps in India:

With a large number of young generation in various cities, Food Delivery Apps in India has become instant popular among users. People have a huge number of choice to select among the apps to compare and pay with offer price from online food ordering app.

The Top 10 most popular mobile apps for food delivery in India that are helping to serve delicious food at home.

1. Swiggy
2. Zomato
3. Uber Eats
4. Foodpanda
5. Domino's
6. Pizza Hut
7. Just Eat
8. Faaso's
9. Tasty Khana
10. Food Mingo

1. Swiggy:

Swiggy is one of the top rated food ordering mobile application in India. It was produced by the prospect of giving entire sustenance requesting and conveyance arrangement from the best nearby hotels to the customers. Swiggy is best food delivery apps Bangalore and other top cities in India. With over 10,000,000+ downloads in the play store, Swiggy rated as No. 1 online food ordering app in India. The service which provides customers offering from any restaurant with no minimum order method and receives an amount from all nearby hotels.

2. Zomato:

Zomato Order is an online food ordering service which is launched by popular restaurant finder Zomato. The food delivery service in India operating from all major cities. With huge popularity in a quick span of time, Zomato is the biggest rival for Swiggy in India. It is an online restaurant search platform available for Mobile devices discovered in 2008. Later the company expands the feature by including food order and delivery in top cities. Zomato operating in nearly 25 countries across the world including India, Australia, United States. A user can place an order by selecting nearby restaurant and tapping over the menu.

3. Uber Eats:

Uber Eats is a popular online food ordering app in India which operates in all major cities including Mumbai, Chennai, Bangalore, Hyderabad, Delhi and more. The mobile app

available for both android and IOS devices. This is a venture of Uber Technologies, who is also own popular taxi service across the globe. Uber Eats operating in over 1000+ many major cities around the world in various countries. In a quick span of time, Uber became a tough competitor to other leaders like Swiggy and Zomato.

4. Foodpanda:

Foodpanda is an online food ordering website and mobile app which is operating in 43 different nations across the globe as of 2017. The company headquartered in Berlin, Germany and found the service in 2012. The firm has partnered with nearly 40000 local restaurants in various cities to provide delivery time.

5. Domino's:

Domino's is a prominent pizza delivery app which is available in Android and IOS platforms. The telephone call pizza ordering service now upgrade as a mobile app to place an order without calling. Domino's provides different coupons and offers for customers to choose the best availability to taste with continent payment options.

6. Pizza Hut:

Pizza Hut is a global pizza delivery app service which is an operating in several countries. In India, Pizza hut is being operating in several cities for providing on time food deliver to users. It offers food, pasta, pizzas, beverages and sweet. Pizza hovel application offers quick get to.

7. JustEat:

JustEat is a British online food order and delivery service. It acts as an intermediary between independent take-out food outlets and customer. It operates in the 13 countries. It enables customer to search for local takeaway restaurants, place order and pay online, and to choose from pick-up or delivery option.

8. Faaso's:

Faaso's is an Indian food ordering app start-up which started in 2011. The app owns huge customers in top cities of India like Mumbai, Bangalore and Hyderabad. It runs with android, Windows operating system. The app provides easy navigation for customers to choose the best available menu for order.

9. TastyKhana:

TastyKhana is an Indian based Food Delivery mobile app founded by Sheldon D'souza and Sachin Bhardwaj. It empowers Customers to get moment access to its database of more than 7,000 eateries crosswise over India.

10. FoodMingo:

FoodMingo operating in top Indian cities like Hyderabad, Pune, and Mumbai. The company founded in 2012 by Pushpinder Singh. FoodMingo application empowers Customers to request sustenance online form and book tables at eateries of their decision.

Marketing Strategy:

Building a food delivery app is a new start-up idea. Every start-up needs the Marketing Strategy to develop it in the market. It is long-term, forward looking approach with the fundamental goal of achieving a sustainable competitive advantage. It refers to business overall game plan for reaching prospective consumers and turning them into customer of the services the business provide.

The following are some of the Marketing Strategy:

📌 Defining the customer:

To build the successful mobile app marketing strategy, first thing is to know precisely who your target customer is. That means provider need to understand for whom the product or service is meant for.

To find the best way to promote the app, is to need the information about the customers including demographics, location, their interests, and lifestyles. This information will help to create a buyer persona, which is a picture of the target customer, where provider wants to reach.

A deep understanding of buyer personas will help you with:

- Creating your message
- Choosing communication channels
- Creating a marketing strategy
- Lots of food delivery start-ups target customers who are too busy to cook. But to narrow things down, target a specific segment, for instance people who prefer healthy food or food from high-end restaurants.

Creating a unique selling proposition:

Once the target customer is targeted, then by creating a unique selling proposition (USP). A strong USP can distinguish the food delivery app from competitors. Around 60% of customer cite speed of delivery as a key factor when ordering food online. But there are already many food delivery apps that promise to deliver fast. That's why one might need to offer other advantages in order to stand apart in the market.

Creating a USP is an important part of all app marketing strategies. With the help of a USP, the providers is able to tell their customers what problems the food delivery app can solve.

Using content marketing:

The role of content for mobile application marketing. Many of today's businesses take advantage of content marketing, and there are several reasons for that. Content marketing can prove effective when it comes to building trust of the customers and building brand awareness. It's a relatively cost-effective way of reaching and attracting the targeted customer.

Social media marketing:

Social media is an effective tool for mobile app marketing. 71% of customers who have a good social media experience with a brand are likely to recommend it to others.

Here are some tips on how to use social media to promote your food delivery app:

- **Choose the right platforms:**

To decide on social platforms and what content to post on them, knowing the target customers like and what influencers they follow. Instagram or YouTube can help you reach younger online users while to reach an older customers, need to opt for promoting the application on Facebook.

- **Leverage the power of influencers:**

Consider teaming up with influencers who can help to reach the target customer. 87% of buyer give more credibility to content that's shared by an industry influencer.

- **Keep a balance:**

Posting promotional content to the social media within few days keeps the balance, with adding some entertaining and engaging advertisement. While keeping in mind that the post or advertisement is related to your app, keep up with cultural trends and the latest news. This will help to build a community.

- **Aligning the communication with the customer:**

Social media is about the communication, so one should speak the same language as per the target customer. Most food delivery companies use a friendly tone of voice and simple language.

- **Using social media to spread the word about the business:**

Social media platforms are a great place to run a contest. When provider ask their customer to share their post, then the service reaches to the more people as participants' friends and followers will see it as well.

- **Using social media for advertising your mobile app.:**

With the help of advertising, the provider can show the content to the specific users who fall within the reach of targeted customer. Advertising on the Social media is one of the best method in today's era.

 **Blog:**

Blog is one more effective tool for a mobile app promotion. Businesses that have blogs get 55 percent more website visitors than those that don't. Creating useful and informative blog content not only helps to get noticed on search engines but also builds trust with their customers and gives people a reason to come back to the service website.

Good blog content helps businesses:

- Boost brand awareness and reputation.
- Increase incoming traffic.
- Strengthen audience engagement.

To promote the food delivery app, by posting the informative and useful articles. Uber Eats, for example, posts useful and entertaining food-related content including articles about places to eat and food photography tips.

 **Video content:**

Compared to other types of content, video content may be costly to create. But it has a number of advantages when building app marketing strategies, especially taking into today's technologies. Video marketing helps to promote products, entertain, and engage your customer more efficiently.

Video content by considering when marketing the food delivery app includes social videos, interviews, stories, tutorials, product videos, and explainer videos. 98% of people have

watched an explainer video to learn more about a product or service. This type of video is used to show potential customers why they should use the product or service and what problems they can solve by using it.

Email marketing:

Many businesses focus on social media, but email marketing still works. Being cost-effective, it helps you to reach a large customer, which may be crucial for food delivery start-ups. That's why emails are also used as a tool for mobile application marketing.

Email marketing helps to inform customers about loyalty programs, discounts, and contests, which helps to build brand loyalty. Moreover, emails can be entertaining as well.

CASE CONCLUSION:

Food delivery application is an online food ordering system that enables ease for the customers. It overcomes the disadvantages of the traditional queuing system. The application is a medium to order online food, trouble free from restaurants as well as the home-made food service. The online food ordering system sets up a food menu online and customers can easily place the order as per their wish, and also track the orders. This system also provides a feedback system in which user can rate the food items. The payment can be made online or pay-on-delivery system. For more secured ordering separate accounts are maintained for each user by providing them an ID and a password.

These is becoming popular as the people are too busy with the working days in the offices and so the food delivery apps. Makes the important role to get them the delicious food at their door step and also it provides the discounts to their customer which attract more customer. It also provide the home-maker to start their business from home as to provide home-made food.

TEACHING NOTES FOR THE CASE:

TEACHING OBJECTIVES:

The following Teaching Objectives may be considered with respect to the case:

1. To gain an overview of the present situation of the food delivery applications.
2. To examine the impact of the food delivery app in the society and their acceptance by the customer.
3. To analyse marketing strategy of the food delivery app start-ups.

LEVEL OF ANALYSIS:

The present case is a type of descriptive case. The analysis attracts understanding of perspective & dilemma surrounding the online Application Sector. This case is suitable for the practical & case study approach at the level of Management Students. To be specific BBA students, B.COM students, M.COM students & MBA Students shall have a deserving benefit out of this case. More specifically the case will be beneficial for the marketing students. Industry at large will be a party to the benefits of the learning from the case.

CASE ASSIGNMENTS:

As part of the case study delivery, participants may be assigned certain tasks pre & post-delivery of the case.

Pre discussion Task: Gather fair understanding on online application and their start-up, through reading journals & books in Library and through E-Sources.

Post discussion Task: Conduct review of further literature pertaining to the theme of the case. Post discussion schedule shall also include discussion round on a few questions pertaining to the case.

BROAD DISCUSSION QUESTIONS:

- Q.1** Discuss the significance of the food delivery application in Indian market?
- Q.2:** Which type of marketing strategy is appropriate for the food delivery applications?
- Q.3:** Are these food applications helpful for the customers? Which age group is more following such applications?

READING REFERENCES:

The following references may be helpful in gaining further insights on the theme of the case:

- Adithya R., S. P. (December 2017). Online Food Ordering System. International Journal of Computer Application (0975-8887), volume 180, No.6.
- Food Panda became Google of all online food ordering (April 28th, 2016).
- Food Delivery App..
- The Best App. Marketing Strategies. (2018, March 28th). Forbes . Retrieved from www.forbes.com: <http://www.forbes.com/site>
- Victoria.S. (2018, September 24th). Marketing Food Delivery App. Retrieved from <http://rubygarage.org/blog>.

POTENTIAL BENEFITS OF THE CASE:

➤ **Students of Higher Education:**

The Case benefits the students pursuing the higher education like management studies, specifically to the marketing students. The Marketing Strategy presented in the case will help students understand and analyse as the marketing of any start-up plays the important role in the market.

➤ **Benefits of online application start up aspirants:**

The case will be beneficial for the one who wants to start the online application as the business and to deal with the targeted customers for providing their services. Also to deal with the marketing strategies through which it will be easy to do the marketing of the services.

Bibliography:

Adithya R., S. P. (december 2017). Online Food Ordering System. International Journal of Conmmuter Application (0975-8887), volume 180, No.6.

appinstitute.com. (n.d.). Retrieved from <http://www.appinstitute.com>

Food Panda beame Googleof all online food ordering (April 28th, 2016).

Foof Delevery App..

Online Food Ordering Industry in India Since its emergence in the year 2007 (April 09th, 2015).

Tasty Burger. UI Design for Food Ordering App.. Retrieved from <https://blog.tubikstudio.com>

The Best App. Marketing Stratagies. (2018, March 28th). Forbes . Retrieved from www.forbes.com: <http://www.forbes.com/site>

Top 10 Food delivery App. in India. (2019, January 12th). Retrieved from www.smarther.co.in: <http://www.smarther.co/blog>

Victoria.S. (2018, September 24th). Marketing Food Deliver App. Retrieved from <http://rubygarage.org/blog>.