

Internship Report

SWOT Analysis of foodpanda



**UNITED
INTERNATIONAL
UNIVERSITY**

SWOT Analysis of foodpanda

Prepared For

Dr. Khandoker Mahmudur Rahman

Professor

School of Business & Economics

United International University (UIU)

Prepared By

Khandokar Tawfique Imam

ID: 111 193 058

School of Business & Economics

United International University

Date of submission: 22th October 2024

Letter of Transmittal

22th October, 2024

Dr. Khandoker Mahmudur Rahman
Professor
School of Business and Economics
United International University

Subject: **Submission of the Internship Report**

Dear Sir,

I would like to submit my internship report titled “SWOT Analysis of foodpanda” which has been prepared as a requirement for the completion of the BBA Program of United International University.

foodpanda Bangladesh is an online food delivery platform that allows users to order from local restaurants through its website or mobile app. It is the leading food delivery marketplace in Bangladesh. It is owned by Delivery Hero, a German-based company that operates as the lead brand for foodpanda in Asia. foodpanda is the largest food and grocery delivery platform in Asia, also in Bangladesh.

In this connection, I would like to thank for your kind guidance as well the cooperation from the authority of foodpanda Bangladesh.

Sincerely,

Khandokar Tawfique Imam
ID: 111 193 058
School of Business & Economics
United International University

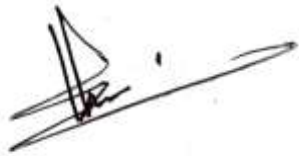
ACKNOWLEDGEMENT

I would like to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman who has helped me in every step of my internship. I am very much grateful to Mr. Md. Tanzil Shahrin and Ms. Mubasshira Mehzabin for giving me the opportunity to complete my internship at foodpanda. I am sure that their dynamic managerial activities will give inspiration to anybody to build one's career properly.

I also want to thank Mr. Md Zayed Iqbal (Manager, Content & Onboarding) and all individual of the foodpanda Bangladesh, for their support that I have been provided for preparing my report. I practically work with them, try to share their perception, feelings and based on my realization, I prepared report from my own point of view. Then finally I shall be grateful to those people who read this report and who shall benefit from this report at present and in future.

DECLARATION

I am Khandoker Tawfique Imam, student at School of Business and Economics (Marketing) of United International University, Bangladesh, do hereby declare that the internship Report on “SWOT Analysis of foodpanda” is an original work and has not been previously submitted for any degree, diploma, title, or recognition.



Khandoker Tawfique Imam

ID: 111 193 058

School of Business & Economics

United International University

Table of Contents

EXECUTIVE SUMMARY	vii
Chapter 01: BACKGROUND OF THE PROBLEM.....	1
1.1 Introduction.....	1
1.2 Origin of the Report:.....	2
1.3 The Report's objectives:.....	2
1.3.1 General Objective:	2
1.3.2 Specific Objective:.....	2
1.4 Report's Scope:	3
1.5 Report's Methodology:.....	3
1.5.1 Primary Sources:	3
1.5.2 Secondary Sources:.....	3
1.6 Limitations:.....	4
Chapter 02: ORGANIZATION PART	5
2.1 An Overview of the Company:	5
2.2 Portfolio:	6
2.2.1 Service Platforms:.....	7
2.2.2 Investments and Acquisitions:	7
2.2.3 Background of Delivery Hero:.....	8
2.2.4 Locations:.....	8
Chapter 03: LITERATURE REVIEW.....	10
3.1 Importance of SWOT Analysis:.....	10
3.2 Advantages of SWOT Analysis:	11
3.3 Disadvantages of SWOT Analysis:.....	12
Chapter 04: PROJECT PART.....	13
4.1 Introduction.....	13
4.2 About foodpanda.....	13
4.2.1 SWOT Analysis	14
4.2.2 foodpanda Bangladesh SWOT Analysis.....	16
Chapter 05: CONCLUSIONS.....	19
Chapter 06: RECOMMENDATIONS	20
References.....	21

EXECUTIVE SUMMARY

The executive summary provides an overview of the report titled "SWOT Analysis of foodpanda," focusing on the Strengths, Weaknesses, Opportunities, Threats, and online food delivery services. In today's fast-paced world, SWOT Analysis is essential for staying competitive, especially in the online food delivery market, which has become increasingly popular due to its convenience and safety. foodpanda, a leading food delivery platform, employs a variety of SWOT Analysis techniques to engage consumers and expand its market presence. This report aims to explore and evaluate foodpanda's SWOT Analysis, including digital marketing, customer engagement, brand positioning, and promotional activities. The objective is to assess how these analyses contribute to the company's success and identify potential areas for improvement. Throughout my three-month internship at foodpanda, I had the opportunity to work closely with the marketing team, contributing to various campaigns and gaining insights into the practical aspects of marketing. This report presents a comprehensive account of the responsibilities I undertook during my internship and the analyzing initiatives I was involved in. The analysis reveals that the emergence of digital technology has significantly influenced foodpanda's marketing, enhancing its ability to attract and retain customers through targeted advertising, social media engagement, and personalized promotions. The Covid pandemic further accelerated the shift towards online food delivery, making SWOT analysis more crucial than ever. In conclusion, this report underscores the importance of continuously refining marketing to meet the evolving preferences of customers and maintain a competitive edge in the online food delivery market. By leveraging innovative marketing techniques and maintaining strong customer relationships, foodpanda can strengthen its position as a leading online food delivery platform, catering to the demands of modern-day consumers.

Chapter 01: BACKGROUND OF THE PROBLEM

1.1 Introduction

foodpanda, established in 2012, is a global food delivery platform that has revolutionized the way people experience dining. With a user-friendly website and mobile app, foodpanda offers customers access to a diverse selection of restaurants and cuisines, making ordering food effortless and efficient.

Driven by innovation and customer-centricity, foodpanda's extensive network of restaurant partners ensures customers can choose from a wide array of dishes tailored to their tastes. Leveraging advanced technologies like AI and machine learning, the platform optimizes delivery operations and provides personalized recommendations for a seamless dining experience. Beyond convenience, foodpanda is committed to sustainability, implementing eco-friendly packaging and emission-reducing delivery routes. This dedication to environmental responsibility resonates with conscious consumers seeking eco-conscious brands. As a trailblazer in the food delivery industry, foodpanda continues to redefine the way people enjoy their meals, making dining a delightful and convenient experience for millions worldwide.



1.2 Origin of the Report:

In today's world, academic education alone is not sufficient for students to compete confidently and achieve their goals without experiencing the outside world. This report provides an opportunity to learn how a particular company develops its marketing strategy to introduce its products to the market and meet organizational goals.

1.3 The Report's objectives:

An internship program is a practical and beneficial way to understand real-world scenarios. It supports a student's career development by providing valuable experience. The benefits I receive from the internship program include:

1.3.1 General Objective:

The primary aim of this SWOT analysis is to assess the opportunities, threats, and internal and external strengths and weaknesses of foodpanda to formulate strategic recommendations that improve the company's position in the market, operational effectiveness, and prospects for long-term growth in the food delivery sector in Bangladesh.

1.3.2 Specific Objective:

There are several specific objectives that must be met to accomplish this broad objective.

1.4 Report's Scope:

The subject of this report is foodpanda in Bangladesh. foodpanda and Delivery Hero provided some of the data and material for this report, and the analyzed data came from my own research. By this we can know the total SWOT Analysis procedure of foodpanda.

1.5 Report's Methodology:

Adherence to specific guidelines ensures the smooth and accurate execution of the research. Research materials were sourced from two main avenues:

1.5.1 Primary Sources:

Communication and conversation with an interview manager, delivery people, and employees at foodpanda in Bangladesh.

1.5.2 Secondary Sources:

This report also utilizes secondary data sources, including:

- Websites: Various websites, such as foodpanda's official website and Delivery Hero, were consulted to gather data.
- Newspapers: Newspaper publications and articles were extensively relied upon for research purposes.
- Publications: Food magazines yielded valuable articles about 'foodpanda,' which were utilized to enrich the report.

1.6 Limitations:

Respectfully speaking to my internship supervisor, I did all in my power to make the most of it, but there are also challenges because of office policies. I have listed the constraints I had when drafting the report below –

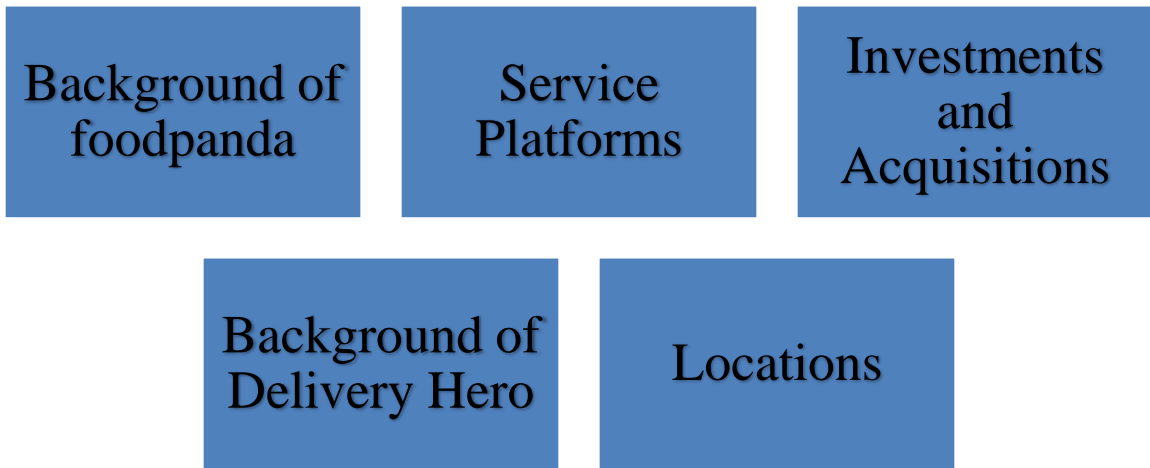
- i. Organizational Restriction: foodpanda has various restrictions on revealing sensitive information because it is a multinational organization.
- ii. Inaccurate and misinformed information: We cannot guarantee that the material in my report is 100% accurate. I discovered that various sources provided different forms of information on the same subject.
- iii. Perfect outcome: I cannot judge my own effort. I do not have the experience or skill to claim that I achieved a flawless solution. As a result, I am not saying that this report is 100 % accurate.

Chapter 02: ORGANIZATION PART

2.1 An Overview of the Company:

foodpanda operates as an international online food ordering and delivery platform, currently serving customers in 40 countries across all five continents. In Bangladesh, foodpanda stands as one of the leading food delivery platforms. Being a subsidiary of Delivery Hero, foodpanda Bangladesh is primarily managed and supervised from the Delivery Hero SE headquarters in Berlin, Germany. However, the local operations are directly overseen by the Asia and Pacific Regional Team (APAC). Founded in 2013 under the leadership of Ambareen Reza and Zubair B. A. Siddiky, foodpanda's mission revolves around bringing quality food into customers' everyday lives (foodpanda, 2013). The company places a strong emphasis on exceptional customer service and ensures food delivery right to the customers' doorsteps, striving to exceed customer expectations. The platform offers four ordering options, including food delivery, pick-up, pandamart, and shops. Customers can opt for "food delivery" to have their restaurant orders delivered to their location, while orders placed in the pickup section can be collected by customers themselves. Additionally, pandamart, the latest addition to the grocery delivery service, is delivered to customers' homes by foodpanda riders. Furthermore, the platform provides access to nearby local businesses, allowing users to purchase essentials like groceries, electronics, and medicine. Customers can conveniently order meals from various restaurants using the foodpanda Bangladesh website or mobile app. The platform provides menus, reviews, and ratings of restaurants to assist customers in making informed ordering decisions. The ordering process is straightforward, and customers have the option to pay online or with cash upon delivery.

2.2 Portfolio:



Background of foodpanda:

Businesses now have a whole new world of possibilities to explore because to the internet. As the number of working millennials willing to spend for convenience grows, the food ordering and delivery sector has a significant service need that may be filled through online penetration. foodpanda is a worldwide online food ordering and delivery platform. Ralf Wenzel and Benjamin Bauer founded foodpanda in 2012, and it is headquartered in Berlin, Germany, with operations in over 40 countries and 500 cities across five continents. People may use foodpanda to find many eateries and place orders from their homes or offices using their website or mobile app. Rocket Online, the world's largest internet incubator, invested in food panda. It now operates in five continents: Asia, Europe, Latin America, the Middle East, and Africa, with over 500 cities. It has over 45000 restaurant partners worldwide and is fast climbing the success ladder, consuming all nations, and spreading like wildfire. The German competitor Delivery Hero bought the foodpanda organization in December 2016. On the 13th of February 2017, foodpanda combined with foodora, a Rocket Internet food delivery business that was bought by Delivery Hero on the 17th of September 2015. Currently, foodora is assisting foodpanda with technical help. foodpanda's main goal is to become the world's

fastest and most innovative decent food business. At foodpanda, they believe that the best stories are generated with creativity, wit, and a clear understanding of local cuisine culture.

2.2.1 Service Platforms:

foodpanda, the solution to all the techies, made ordering easier by launching a website, www.foodpanda.com.bd as well as a mobile app. Customers may use this website and app to connect with all the restaurants featured on foodpanda and make orders by scrolling through the menus of their favorite eateries. Customers may also leave reviews on the foodpanda website, where they can evaluate the foodpanda service and review the restaurants where they placed their orders. In 2013, foodpanda mobile application was introduced internationally. The program allows users to search for eateries based on their location and place orders using their smartphones. Optional push alerts for current special bargains and location-based offers are also included. The app is available for iPhone, iPad, Android, and Windows Phone.

2.2.2 Investments and Acquisitions:

On May 6, 2013, foodpanda, a rocket internet start-up, received its initial round of \$20 million from Investment AB Kinnevik, Phenomen Ventures, and Rocket Internet. Following that, it continued to raise donations. On September 9th, 2013, iMena invested \$8 million in foodpanda's hellofood to assist Rocket Internet in expanding its take-out business in the Middle East. Because iMena's objective is to construct new online businesses based on successful and proven business models in other existing and rising online markets, the company partnered with Rocket Internet to support foodpanda's expansion into the Middle East. Between the 17th of December 2014 and the 11th of February 2015, foodpanda made several purchases throughout the world. foodpanda acquired various food delivery firms in Central Eastern Europe after purchasing

TastyKhana and PedidosYa in India and Mexico, respectively. Donesi.com was bought by foodpanda in Serbia, Montenegro, and Bosnia and Herzegovina. foodpanda merged with the Donesi brand, giving them access to over 500 restaurants. Following that, Pauza.hr in Croatia and NetPincer.hu in Hungary were purchased by foodpanda. foodpanda secured an additional \$110 million from Rocket Internet AG and other new and current investors on March 12, 2015. On May 1, 2015, it raised an additional \$100 million in a fund sponsored by Goldman Sachs. Since its inception in 2012, foodpanda has raised more than USD 310 million in total, including this newest round of investment. While Rocket Internet is already publicly traded, Delivery Hero is considering an IPO in the second half of 2017. Rocket Internet was a backer of both foodpanda and Delivery Hero. In exchange for the acquisition, Rocket Internet will get Delivery Hero stock, bringing its interest in the firm to 37.7%. The purchase was made possible by the issuance of fresh shares, bringing Rocket Internet's holding in Delivery Hero to 37.7%.

2.2.3 Background of Delivery Hero:

In May 2011, Niklas Stberg, Lukasz Gadowski, Markus Fuhrmann, and Kolja Hebenstreit founded Delivery Hero Holding with the goal of turning Delivery Hero into a worldwide online meal ordering service. Under the direction of Niklas Stberg and Fabian Siegel, Delivery Hero first expanded to Australia and the UK in 2011. The business bought a share in Foodarena in Switzerland and Lieferheld in Germany at the beginning of 2012. After that, the business raised an additional €25 million to finance acquisitions in the Republic of Poland, Sweden, Finland, and Austria. In August 2012, Delivery Hero started to expand in China and all of Asia through YoGiYo and Aimifan. In 2013, after a successful launch, Delivery Hero upped its investment in TastyKhana to further expand in Asia.

2.2.4 Locations:

foodpanda, as a global food delivery platform, operates in numerous countries and cities worldwide, offering delivery services in various locations. I can provide an overview of

some of the key countries and regions where foodpanda operates - In the Asia-Pacific area, which includes nations like Singapore, Malaysia, the Philippines, Thailand, Hong Kong, Taiwan, Pakistan, Vietnam, Indonesia, Sri Lanka, Cambodia, and Myanmar, foodpanda is widely present. foodpanda offers delivery services in several European nations and caters to clients in a few Middle Eastern, African, South American, Central American, and Caribbean nations. These are only a handful of the several nations and areas in which foodpanda provides delivery services. Typically, the platform targets metropolitan regions and heavily populated areas where there is a significant demand for meal delivery services. Consumers in these areas may buy food from a range of restaurants and have it delivered right to their door by using the foodpanda website or mobile app.

Chapter 03: LITERATURE REVIEW

3.1 Importance of SWOT Analysis:

SWOT analysis is a tool used in businesses for strategic management and planning. It is useful for developing both competitive and organizational strategies. Organizations are entire entities that interact with their surroundings and are made up of different subsystems, according to the System Approach. SWOT analysis is a two-dimensional approach that incorporates four categories. The four parts of it are "opportunities," "weaknesses," "threats," and "strengths." While opportunities and threats are external environmental elements and qualities, strengths and weaknesses are internal organizational variables and traits. (GÜREL, 2017)

SWOT analysis determines an organization's environmental opportunities and threats by looking at the elements outside of its environment, while identifying its strong and weak points involves looking at the components in its environment (Rahman, 2016). An organization's strengths, weaknesses, opportunities, and threats are assessed using a strategic planning method called SWOT analysis. It offers useful information for aligning the organization's strengths and resources to the competitive environment in which it works. Opportunities and strengths are useful in achieving the goals of the company. They are advantageous to businesses. Threats and weaknesses make it more difficult to accomplish the goals of the company. They don't work well for organizations. Therefore, a study of the organization's internal strengths and weaknesses as presented by the internal environment, as well as the possibilities and dangers presented by the external environment, is the foundation of any effective strategy selection. To put it another way, a manager's job is to balance the organization's strengths and weaknesses in light of external opportunities and dangers by attempting to "fit" the analysis of externalities and internalities. Indicates a large number of aspects that management ought to examine. (GÜREL, 2017)

SWOT was first empirically based on Lockheed's Corporate Development Planning Department. One of its creators, who had not yet been named, Robert Franklin Stewart,

was named group head of the Theory and Practice of Planning part of the Stanford Research Institute in 1962. In 1965, Stewart introduced the so-called SOFT Approach in a paper that was adopted by several world-renowned organizations. In it, he offered a rational procedure for creating corporate goals.(Puyt et al., 2023)

When a business has defects or constraints that prevent it from performing at its peak or effectively competing in the market, it is said to have weaknesses. SWOT analysis also focuses on identifying relevant external factors that affect a company's success. These elements are categorized into two main categories: opportunities and dangers. Opportunities are external events and trends that can significantly improve an organization's performance if it seizes them. SWOT analysis may be described in a variety of ways, but generally speaking, it can be thought of as a two-by-two matrix that provides insight into the business's internal and external environments and helps determine direction for future success. There should, of course, be a history of SWOT analysis.

In The Strategic Drucker, published in 1964, Robert Swaim states that Drucker spent several chapters in Managing for Results on the need of maximizing one's strengths, removing weaknesses, and exploring opportunities while evaluating risk. The more popular SWOT analysis may have been modeled after this, however it was not presented in the same way. Harvard academics developed a useful strategic tool by refining these early academic concepts.

3.2 Advantages of SWOT Analysis:

The main advantages of doing a SWOT analysis are that it is cheap or free to do and that anybody who is familiar with the operations of your business may do it. Another option is to perform a SWOT analysis if you are short on time and need to handle a complex situation. This means you may make changes to your business without needing to hire an outside consultant or business counsel.

A crucial issue for managers and staff in every business is how to develop plans or choices. Organizations frequently utilize SWOT analysis as a tool for marketing and strategic management. It is an established method for strategic analysis. There are a lot of attributes that influence how desirable and useful SWOT analysis is. (GÜREL, 2017)

SWOT analysis is a method of analysis that offers broad solutions and a broad viewpoint. SWOT analysis focuses on the other assessments that will come next, not on specifics and details. SWOT analysis may be thought of as a roadmap that leads from the broad to the specific. Additionally, as a strategy and analytical method, SWOT analysis creates a thinking model for organizational management. This model demonstrates the points on which judgments are made and allows one to restrict the agenda in the information collection and interpretation processes. To put it another way, SWOT analysis gets the substructure ready for strategic choices. (GÜREL, 2017)

This demonstrates the importance and applicability of SWOT analysis, which can be used in any industry, from the gas industry to upscale hotels. The fact that SWOT analysis is applicable in many nations demonstrates its versatility as a tool for the modern corporate world. SWOT analysis has several drawbacks in addition to its numerous benefits.

3.3 Disadvantages of SWOT Analysis:

One of the most popular methods in the strategic management process is the SWOT analysis. Despite being a widely used analytical method, SWOT analysis is the target of criticism. The critiques in this area include the fact that it is insufficiently successful as a component of organizational strategy, that it is limited to defining the existing state of affairs, and that, as a result, it should not be recognized as an analytical method. Hill and Westbrook (1997) claim that SWOT analysis is a method that was first applied in the 1960s and has long since been out of usage.

This indicates that while SWOT analysis has many useful characteristics for businesses, it is unable to penetrate some business domains that might provide a distinct perspective on the current and future state of the company. As a result, depending solely on SWOT analysis may provide a rather unrealistic view of the company.

Chapter 04: PROJECT PART

4.1 Introduction

During my tenure, I have observed foodpanda facing criticism across various social media campaigns, coupled with a shortfall in achieving the projected revenue targets. Consequently, the marketing team is intensifying efforts to address this issue, focusing on enhancing the interactivity of Facebook advertisements and campaigns. Studies highlight Facebook as a potent platform for boosting a company's brand value and driving client acquisition through consumer engagement behavior (Benzaghta et al., 2021) Notably, foodpanda conducts its marketing activities via its Facebook page. Research indicates that marketing initiatives significantly impact e-commerce users, driving additional orders. (Xiao et al., 2023) Failure to generate adequate engagement and subsequent orders could lead to profit losses for the company.

4.2 About foodpanda

foodpanda Bangladesh has gained recognition for its online food and grocery delivery services, promising deliveries within 30 minutes. Its operations have expanded beyond Dhaka to include cities like Cumilla, Cox's Bazaar, Rajshahi, and Sylhet. The company's campaigns are prominently featured on Facebook, appearing in news feeds and videos. Studies on Facebook campaigns, such as those encouraging HPV vaccination, have shown a positive correlation between efforts and increased engagement and desired outcomes However, foodpanda's campaign effectiveness varies, with some yielding profits while others do not, as evidenced by the company's database. Research on incentive-based social media campaigns for Fortune 500 brands has revealed disparities in engagement levels, indicating that not all promotions yield equal results (Razi et al., 2019). foodpanda Bangladesh leverages influencers and actors/actors to enhance campaign interactivity. Collaborations with individuals like actor Safa Kabir for pandamart promotions have been featured. However, customer response may vary, as observed with Safa Kabir's involvement, where customers displayed more ridicule than interest. Emotional narratives, such as stories depicting riders' struggles and restaurant

owners' experiences, have garnered positive responses on foodpanda's Facebook page (Heroes of foodpanda, 2022).

4.2.1 SWOT Analysis

An Overview of SWOT Analysis

SWOT analysis is a strategic management method that examines an organization's Strengths, Weaknesses, Opportunities, and Threats, providing a comprehensive framework for evaluating the internal and external factors impacting its performance. (GÜREL, 2017) This analytical approach is commonly utilized in corporate strategic planning to gain insights into an entity's status and potential future scenarios (STRATEGIC PLANNING AND SWOT ANALYSIS, n.d.).



Historical Development of SWOT Analysis

In the 1960s, SWOT analysis emerged as a fundamental aspect of strategic management. Albert Humphrey first introduced this concept during his work at Stanford University's Research Institute (Puyt et al., 2023) Over time, the framework has been refined and

customized to suit various organizational contexts and industries, becoming an integral part of decision-making processes worldwide (Puyt et al., 2023)

Elements of SWOT Analysis

The following four components of SWOT analysis offer a structured approach for assessing an organization's internal and external environments:

- **Strengths (S):** Internal attributes and resources that confer a competitive advantage to a business. Examples include a strong brand, efficient processes, skilled workforce, or innovative technology (GÜREL, 2017)
- **Weaknesses (W):** Internal factors that hinder an organization in achieving its objectives. These may encompass inadequate management, outdated technology, or limited financial resources (Benzaghta et al., 2021) (GÜREL, 2017)
- **Opportunities (O):** External factors that the organization may capitalize on. These may encompass changes in consumer behavior, emerging markets, or technological advancements (Benzaghta et al., 2021)
- **Threats (T):** External factors that pose potential risks to the company. These could involve changes in regulations, intense competition, or economic downturns.

Purpose and Advantages of Conducting SWOT Analysis

The significance of SWOT analysis in strategic management cannot be overstated for several reasons:

- **Strategic Planning:** SWOT analysis aids organizations in identifying the most critical areas for strategic focus by weighing internal resources against external opportunities.
- **Risk Management:** Through assessing potential threats, organizations can proactively develop plans to mitigate risks and overcome obstacles (Benzaghta et al., 2021)
- **Resource Allocation:** By gaining a clear understanding of their strengths and weaknesses, businesses can effectively allocate resources and maximize their capabilities.

- **Making Decisions:** Businesses may use the structured framework that SWOT analysis provides to make well-informed decisions based on a thorough assessment of their internal and external surroundings.

Limitations and Rebuttals to SWOT Analysis

Although the SWOT analysis is a valuable tool, it is not without limitations. Critics argue that it can simplify complex strategic issues and may not adequately account for dynamic and rapidly changing situations. Furthermore, the accuracy of SWOT analyses may be impacted by biases in the collection and processing of data. (Benzaghta et al., 2021)

4.2.2 foodpanda Bangladesh SWOT Analysis

Strengths:

1. foodpanda has expanded its operations from cities to rural regions, including 64 districts in Bangladesh, more than any other online meal delivery service. For example, residents in Habiganj in Sylhet can use foodpanda's service, but they are unable to acquire Hungrynaki or 29 Pathao food there.
2. What distinguishes foodpanda from its rivals is their distinctive approach to customer care. One such feature in the app is the assistance center, which allows users to contact customer support representatives immediately without requiring further information from them. Customers' concerns or difficulties are guaranteed to be promptly handled with foodpanda's live chat service.
3. User-friendly app interface makes it easier for people to order. The app is easy to use regardless of generational gaps between people. For example, a millennial finds it easier to use the app, the same way gen z finds it easier to use it.
4. Restaurant brands and local eateries collaborate with foodpanda to offer a variety of cuisines to patrons. By ordering through foodpanda, our cooperation guarantees that people with a variety of backgrounds and tastes may effortlessly enjoy meals.

Weaknesses:

1. Riders with poor attitudes might occasionally cause customers to become dissatisfied, which damages the company's reputation. Despite receiving the appropriate training, some riders treat consumers disrespectfully. According to my recent experience, there was a client who claimed that the rider had contacted them many times to come downstairs and pick up the meal. Even though riders are required to deliver at the customers' doorsteps, these problems damage the company's brand and reputation.
2. As a result of corporate growth, every sector's management and every team are demanding. Managers must spend a lot of time keeping track of every detail while managing teams that oversee the activities of several cities, such as Khulna, Barisal, Sylhet, etc.
3. Customers become disappointed and lose trust in the company's service when partner restaurants or stores serve subpar food or merchandise. For instance, patrons are more likely to refrain from placing another order from a well-known restaurant on the app with a 4.7 rating if they receive old food.

Opportunities:

1. Increasing the number of rural locations to better serve the market.
2. Continued growth into other industries to provide clients with a greater array of services, such as recommendations for nutritious meals and nutrition advice via the app or website.
3. It was found that delivery services have great opportunity to create loyal customers through relationship marketing and maintaining customer satisfaction through the practices of relationship marketing (Sirdeshmukh et al., 2002), (Ahmmed et al., 2019).
4. Connecting with mobile banking service providers, such as Nagad, to make it easier for clients to pay for their orders. From my experience working, I have observed that many clients approach us and inquire about whether we accept Nagad payments. When we inform them that we do not, they provide us with comments suggesting that we offer other choices for making Nagad payments.

5. In future, the company may enter into other niches like organic and healthy food segments, that is currently showing strong growth (Rahman & Noor, 2016).
6. Such businesses usually have strong social connection in terms of employability of delivery employees from marginal economic segment of the society, resulting in contribution to poverty alleviation (Rob & Cattaneo, 2021).
7. The distribution system can comprise more of environment-friendly vehicles like bi-cycles in order to contribute to environmental degradation of the city, also as a potential opportunity of showcasing corporate responsibility (Rummana et al., 2008).

Threats:

1. Logistics, strikes in the transportation industry, or shortages of ingredients might cause major problems for foodpanda's operations, resulting in delays or disruptions in service.
2. Potentially damaging threats from other companies that already operate and charge less for the same service. For example, suppose Pathao chooses to charge the same 30 taka for delivery of all orders, regardless of how far they are from each other. Conversely, foodpanda assesses delivery fees based on the customer's location and the distance from the business
3. Customers themselves may make harmful threats if they choose to disparage the business for any specific problem, such as an item missing from an order or an order that is delayed. For example, in cases when restaurants require extra time to make food, foodpanda riders are relegated to waiting for the order to be completed. But based on my professional experience, I have seen people criticizing foodpanda on social media and placing blame for the delay even if the firm is not at fault.

Chapter 05: CONCLUSIONS

Websites that allow customers to buy food online have proven to be quite successful for restaurant owners. Fast-paced, digitally savvy people seldom have time to cook meals in today's world. Online food ordering is convenient for customers who may enjoy it while seated in their homes or businesses. Both customers and company owners will find this helpful as they will not have to put up with the inconvenience of placing food orders over the phone or with printed materials. Customers can now explore the menus of their favorite restaurants, make an order, and then return to whatever else needs to be done while they wait for their meals to arrive, thanks to the ease of online food delivery services. In addition to helping restaurants boost revenue, these online meal ordering platforms support the growth and marketing of their businesses. Through social media and other digital and traditional media channels, these online meal ordering platforms not only advertise themselves, but also fairly and reciprocally promote all the restaurants and merchants that are listed on them. The online meal ordering system, taken as a whole, shows how eateries can stay ahead of the competitors when it comes to fierce rivalry. But by enhancing its marketing and distribution strategies, FOODPANDA could be able to increase revenue. To strengthen their e-commerce platform, companies need also be more mindful of and concerned about their security issues.

Chapter 06: RECOMMENDATIONS

- **Invest in Rider Training and Compliance:** foodpanda should prioritize rider training and adherence to regulations to ensure a positive customer experience. Implementing a comprehensive three-week training program with monthly performance reviews can help riders maintain exact standards of service.
- **Enhance Partner Incentives:** In addition to focusing on customer satisfaction, foodpanda should prioritize partner restaurant satisfaction. Ensuring that partner restaurants are content with their partnership with foodpanda is crucial for sustaining business growth.
- **Expand Payment Options:** foodpanda should consider partnering with more mobile financial service providers to offer customers hassle-free payment options, thereby enhancing convenience and accessibility.
- **Optimize Mobile App:** foodpanda's technical teams should focus on regularly updating and optimizing the mobile app for improved performance. Utilizing efficient coding practices can ensure the app runs smoothly and efficiently, enhancing user experience.
- **Improve Navigation:** Implementing an enhanced version of mapping technology can improve navigation for both customers and riders. Clearer navigation ensures that customers can track their orders and that riders can deliver orders accurately and efficiently.

References

- About • foodpanda | food and more, delivered. (2013, December).
<https://www.foodpanda.com/about/>
- Ahmmed, K., Islam, S., Nor, N. A., Rahman, K. M., & Ahmed, F. (2019). Toward a theoretical framework of relationship marketing in the business context. *Market-Trziste*.
<https://doi.org/10.22598/mt/2019.31.2.209>
- Benzaghta, M. A., Elwalda, A., Mousa, M., Erkan, I., & Rahman, M. (2021). SWOT analysis applications: An integrative literature review. *Journal of Global Business Insights*, 6(1), 55–73. <https://doi.org/10.5038/2640-6489.6.1.1148>
- Puyt, R. W., Lie, F. B., & Wilderom, C. P. M. (2023). The origins of SWOT analysis. *Long Range Planning*, 56(3). <https://doi.org/10.1016/j.lrp.2023.102304>
- Xiao, Y., Zhu, L., He, W., & Huang, M. (2022). Influence prediction model for marketing campaigns on e-commerce platforms. *Expert Systems with Applications*.
<https://doi.org/10.1016/j.eswa.2022.118575>
- Belal Dahiam Saif Ghaleb. (2024). The Importance of Using SWOT Analysis in Business Success. *International Journal of Asian Business and Management*, 3(4), 557–564.
<https://doi.org/10.55927/ijabm.v3i4.10857>
- Bitter, S., & Grabner-Kräuter, S. (2016). Consequences of customer engagement behavior: when negative Facebook posts have positive effects. *Electronic Markets*, 26(3), 219–231. <https://doi.org/10.1007/s12525-016-0220-7>
- GÜREL, E. (2017). SWOT ANALYSIS: A THEORETICAL REVIEW. *Journal of International Social Research*, 10(51), 994–1006.
<https://doi.org/10.17719/jisr.2017.1832>
- Puyt, R. W., Lie, F. B., & Wilderom, C. P. M. (2023). The origins of SWOT analysis. *Long Range Planning*, 56(3). <https://doi.org/10.1016/j.lrp.2023.102304>
- Rahman, K. M. (2016). Strategic Planning and Marketing Models. In *Strategic Marketing Management in Asia* (pp. 59-110). Emerald Group Publishing Limited.
- Rahman, K. M., & Noor, N. A. M. (2016). In search of a model explaining organic food purchase behavior: The overlooked story of Montano and Kasprzyk’s integrated behavior model. *British Food Journal*, 118(12), 2911–2930.
<https://doi.org/10.1108/BFJ-02-2016-0060>
- Rummana, R., Rahman, K. M., Aziz, S., & Nishat, B. (2008). URBAN POLLUTION IN DHAKA CITY: A TRI-PARTITE QUALITATIVE MODEL FOR ALLEVIATION AND PREVENTION. *Proceedings: International Conference on Sustainable Urban*

Environmental Practices, 297. <https://doi.org/10.13140/RG.2.1.3285.2962>

Rob, V. O. S., & Cattaneo, A. (2021). Poverty reduction through the development of inclusive food value chains. *Journal of Integrative Agriculture*, 20(4), 964–978.

Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer Trust , Value , and Loyalty in Relational Exchange. *Journal of Marketing*, 66(January), 15–37.
<https://doi.org/10.1509/jmkg.66.1.15.18449>

Zdümümler, K. V. (2011). “STADIUM: SIMILARITIES, PARALLELISMS AND PROJECTIONS” Emet GÜREL* * Uur AKKOÇ**. In *Uluslararası Sosyal Aratırmalar Dergisi The Journal of International Social Research*.