COMPETITIVE SITUATIONAL ANALYSIS OF FOODPANDA BANGLADESH

by Saidul Haque Tibriz

Submission date: 27-Sep-2022 12:32PM (UTC+0600)
Submission ID: 1910217268
File name: Competitive_Situational_Analysis_OF_FOODPANDA_Bangladesh.docx (2.12M)
Word count: 11703
Character count: 61919

Competitive Situational Analysis OF FOODPANDA Bangladesh

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.

Internship Report

On

COMPETITIVE SITUATIONAL ANALYSIS OF FOODPANDA BANGLADESH

Course code: INT 4399

Submitted To

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Date of Submission: September 14, 2022

Letter of Transmittal

September 14, 2022

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

Subject: Submission of Project Report on Competitive Situational Analysis of FOODPANDA.

Dear Sir,

It is my great pleasure to complete the project program under your instruction and supervision. I have conducted the report on FOODPANDA Bangladesh., where I summarized my entire project study which is part of the Bachelor of Business Administration degree and the INT course 4399.

The report is based on the real life experience in the marketing department on the food delivery industry based company, which is FOODPANDA Bangladesh. The report outlines are followed as per the guidelines and instruction provided by the university BBA Program.

However, I hope that you would be kind enough to accept my project report on FOODPANDA Bangladesh, and oblige thereby. It would be a great honor if I get the opportunity to explain any query of yours and receive your valuable suggestion regarding this report.

Thanking you in anticipation.

Sincerely Yours,



Saidul Haque Tibriz
ID: 111 161 051
Bachelor of Business Administration
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Declaration of the Student

I, **Saidul Haque Tibriz**, a student of Bachelor of Business Administration (BBA), Department of Marketing, School of Business and Economics of United International University, declaring that my this particular project report has only been prepared and conducted for my university course purpose. I prepared this report for the particular INT course 4399, as the requirement of the university.

I also declare that all the resources used in this report are collected by me and is completed all by me. It does not contain any materials or contents that are published before or written by any other person, which have been accepted for the degree of United International University, or any other institution. The information, which is used in the report, related to the organization that has been acknowledged properly with the source.

It has not been prepared for any other purpose, reward or presentation.

Sincerely Yours,



Saidul Haque Tibriz
ID: 111 161 051
Bachelor of Business Administration
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Acknowledgment

At first, I would like to thank almighty Allah for blessing me. I am very lucky and proud to complete this important part of my life in this pandemic. I will not be possible without almighty Allah "Alhamdulillah".

However, I would like to express my gratitude towards some people, without their support, it would be impossible to complete this internship program and complete this report.

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

I am very grateful and thankful to this special kind human being. He provided me, supported me through thick, and thin and always encouraged me to relax and work. Without his instruction and guidance, it would not be possible to complete this report on my own. I am very inspired by his words and working method and will be forever grateful to him.

In conclusion, I would like to extend my gratitude to all of the employees of the FOODPANDA Bangladesh (Head Office), particularly those in the marketing, operation, and digital marketing departments, for the time and effort they put into participating in the interview sessions.

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Executive Summary

FOODPANDA is an online food delivery service that allows customers to place orders using a mobile app or website and have their meals sent to their homes. It's an international online marketplace where users can place orders from a wide variety of restaurants from all around the world. In addition, the company employs a sizable army of riders who shuttle meals between kitchens and front doors. The main objective of the study that was conducted for the report was to conduct an analysis on how the FOODPANDA captures markets in the online delivery service industry of Bangladesh. The project report also aimed to conduct a study on the competitive situational analysis that the FOODPANDA Bangladesh faces in order to facilitate the expansion of the organization.

As a result of doing the analysis of company, Porter's five forces model of online food delivery services and SWOT analysis, FOODPANDA Bangladesh has been able to address some of the difficulties that they have in their online food delivery services which are there is a high risk of competition among the current market competitors (like PATHAO), price discrepancy, limited restaurants range, poor infrastructure and limited discount offers. These market competitors need to take some steps to keep the leading position in Bangladesh, so they can continue to prioritize customer retention.

Therefore, some recommendations for FOODPANDA Bangladesh are provided in this report based on the findings of this study. These recommendations, which are aimed at assisting in the understanding of the current challenges they face in the expansion of their business within online food delivery services in Bangladesh, are included in this report. FOODPANDA Bangladesh should make use of a range of materials while constructing barriers against it, and it also has to adopt some creative approaches to promoting it.

CHAPTER 01: INTRODUCTION

1.1 Introduction of the Report

The consumption of delectable food has long been ingrained in Bengali culture. People in Dhaka, which is the busiest city in Bangladesh, prefer to dine in the comfort of their own homes since they don't have enough time, which drives up the need for food delivery services. Despite the fact that Food Panda was an old partner in the food delivery business, which had already been very successful in other countries and was already well known among its 3 billion customers, began in Bangladesh in December 2013. The main objective of preparing this report is to conduct an analysis on how the FOODPANDA captures markets in the online delivery service industry of Bangladesh that is particular project report has only been prepared and conducted for my university course purpose. I prepared this report for the particular INT course 4399, as the requirement of the university.

1.2 Objectivities of the Report

1.2.1 Broad Objective

- To analysis of competitive situation analysis of FOODPANDA Bangladesh.

1.2.2 Specific Objectives

- To know about the organization profile, E- Business philosophy and Online operational activities of FOODPANDA Bangladesh.
- To identify the internal factors that can impact of FOODPANDA Bangladesh in their growth of the business on the competitive market.
- To find out the challenges of marketing activities that can impact on the growth of the FOODPANDA Bangladesh in online food delivery service industry of Bangladesh.
- To provide some recommendation that can be solve the challenges of the lack of marketing activities of FOODPANDA Bangladesh.

1.3 Methodology of the Report

Both primary and secondary sources were employed to get the data that was analyzed and synthesized for this study and research. The following is an outline of the specifics:

1.3.1 Primary Sources

- Communication and conversation with workers employed at FOODPANDA Bangladesh.

1.3.2 Secondary Sources

- Journals, articles, books and newspapers that is associated with the idea of the online food deliver services in Bangladesh.
- Annual and E- Business Reports of FOODPANDA Bangladesh.
- Website of FOODPANDA Bangladesh.

1.4 Scope of the Report

The purpose of this study is to give a more in-depth examination of FOODPANDA Bangladesh's marketing strategies, activities, and advertising techniques in order to increase the businesses and organization's performance, productivity, and growth of the business in the online delivery services. The purpose of this study was to learn why the company takes the steps it does in order to control its online customers. The study also attempts to provide light on the subject of how effective the company's measures are at retaining existing clients. To that end, this study endeavors to catalog the marketing department's many responsibilities and highlight opportunities for growth. In addition, the study examines competitors from the viewpoint of the consumers and evaluates how those customers see the competitors.

1.5 Limitation of the Report

With all due respect to the supervisor of my internship, I did all in my power to make the most of the experience; nonetheless, the constraints imposed by the office regulations prevented me from achieving my goals. In this section, I will discuss the constraints that I encountered when putting together the report:

- The validity of the secondary data makes it difficult to use. The amount to which a concept may be measured correctly in a quantitative research study is what is meant by the term "validity." An example of this would be a study that purports to study sadness but ends up measuring anxiety; such a poll would not be considered valid (Middleton, 2019).
- When preparing any kind of report, one of the most typical challenges that arise is a lack of information.
- Foodpanda places some limitations on the disclosure of confidential information. So, one of the primary limitations is that there is a lack of available information.

CHAPTER 02: LITERATURE REVIEW

2.1 Some Key Concepts of Marketing

2.1.1 Marketing

Marketing is the coordinated effort put out to direct the distribution of goods and services from manufacturers to end users (Kotler, 2018). In order to be successful in marketing, companies need to be able to manage client relationships in a profitable way, recruit new clients while simultaneously preserving and developing their present customer base, and manage new customer acquisitions. A marketing strategy is a plan for boosting the value of a customer's relationship with a company in order to attract and keep more consumers. This may be done in order to grow the business (Armstrong, 2007).

2.1.2 Digital and Traditional Modes of Marketing

Mobile devices, social networking sites, and electronic word-of-mouth have all contributed to the rise of digital marketing, which has largely replaced more conventional means of advertising. The influence of increased global competitiveness on many industries because to advances in technology has led to a maturation of the marketing discipline in recent years. In contrast to more conventional forms of promotion, these aspects have a direct impact on consumer decisions and the impressions formed by visitors. Advantageous to consumers are the new digital technology broad templates that provide a wealth of information and a wide range of tourism-related services. Especially in the tourism industry, where options for travel destinations are narrowing, it is clear that companies need to adopt a new way of communicating with customers to survive (Alghizzawi, 2019).

Digital marketing strategies are viewed favorably in the wine industry, especially by small wineries, according to research by (Mauracher, 2020). This is because of the richness of product and terror communication, the apparent affordability compared to traditional marketing strategies, and the access to foreign markets that digital marketing provides. Many wineries are still behind in their use of digital marketing tools despite the fact that its importance has been widely acknowledged.

The digital age has brought about substantial developments in communications and marketing, particularly with regards to the emergence of new communication channels. For this reason, many companies these days use digital marketing methods to provide their clients with the most tailored services available. The research revealed that various elements of the

four identified categories, such as operational strategy factors and environmental factors, had a direct and positive influence on the emergence of a digital marketing skill gap. The digital marketing skills gap is proactively influenced by environmental factors as social and cultural contexts, religion, technology, and economics. The findings also showed that the firms with the highest and lowest digital marketing skill gaps had similar gaps in the skills of (Principles of Communication and Predicting the Future), respectively (Ghotbifar, 2017).

2.1.3 Concept of SWOT Analysis

Conducting a SWOT analysis on your company is easier than you would think. It won't take long, but doing so will force you to reconsider your company in a new perspective. A SWOT analysis may help you craft a solid business strategy by making sure you've thought through your firm's advantages and disadvantages, as well as the possibilities and dangers it faces in the market. A SWOT analysis may be useful for businesses since it can reveal both threats and opportunities. Using SWOT analysis has several benefits, especially in fields like healthcare, where it may help professionals better understand the dangers they face and the opportunities they have to provide their patients with better, more effective treatment. By analyzing their strengths, weaknesses, opportunities, and threats, firms may improve their competitiveness in their industries and ultimately benefit their customers via lower costs and better service (Berry, 2020).

2.1.4 SWOT Analysis of Food Delivery Service Business

Summing up the advantages and disadvantages of food delivery Service Company to break down each component in minute detail, during which time we will analyze the internal strengths and weaknesses, as well as the external opportunities and threats. A strategy for how businesses providing takeout and delivery services may use their strengths and chances to overcome their shortcomings and dangers. The SWOT analysis is shown here:

2.1.4.1 Strengths

a) Experienced Staff and Strong Delivery System

Good packaging and timely delivery won't matter unless you have a master chef in the kitchen. If so, then these are the benefits of your company. Today's busy people appreciate quick and easy solutions. People are more likely to choose your goods if you provide tasty food that is delivered quickly (Marketing).

b) Well Recognized Brand

You will have an advantage when launching your firm online if your name is already well-known in the hospitality industry. Because of the consistent quality and reasonable cost of your goods, consumers are likely to remember your brand quickly. Instead of wasting time looking elsewhere, they would immediately make a delivery order.

c) Cheaper Prices

If you're just starting out in the industry, offering discounts might help you win over clients who are looking to save money. If you want low pricing, you'll have to put in a lot of effort to identify the cheapest vendors; they won't be lying in wait for you. This is a necessary step before you can sell your goods at reduced costs to customers. You won't be able to achieve it and you shouldn't promise low costs if you don't have the resources.

d) Fresh Food

Freshly prepared meals are the preferred option for everyone here. When ordering from a website that promises clients freshly prepared meals. Many individuals, particularly those who have used such services in the past, would be interested. When people see that you can really deliver on the promises you make in your marketing, they will be more likely to recommend your business to others.

e) Modified Menu

There shouldn't be too few items on your menu. A wide selection of selections on the menu is essential for keeping customers happy. Your company might get an advantage over the competition with a specialized menu. Customers would have no doubt that your company is the one to go to if they were looking for a wide range of goods.

2.1.4.2 Weakness

a) Limited Capital

As one would expect, opening an internet takeout and delivery service is far more affordable than constructing a traditional hotel. Nonetheless, it doesn't imply that it would be costless to use. Investment would be required for publicity and marketing efforts such as billboard placement and digital advertising. Marketing by word of mouth and referrals is effective, but it won't bring in many customers. A larger audience can only be attained via the use of paid media strategies.

b) Costly Food

The price of food is rising rapidly as more and more value is given to each item. There isn't much of a margin for profit in the product's ultimate pricing. It would be challenging to attract the price-conscious market if your new brand delivers the same food products with the same flavor. You need a more cost-effective supplier so that you may compete more effectively in your chosen market.

c) High Turnover

Most individuals don't spend their whole working careers in the food delivery industry. These are the kind of employment that only students and those between full-time careers would take on. The moment they are offered anything better, they quit their employment as food deliverers. Reasons include working in all types of weather for lower pay and putting up with longer hours than in other jobs.

2.1.4.3 Opportunities

a) Food Delivery Vehicles

Due to consumers' misgivings about new online food delivery firms, vehicles like food trucks and wagons are a wonderful solution. People are more likely to trust your items when you present them to them through food trucks and meet them face to face. When people see how you run your kitchen, they immediately get an idea of the sort of person you are.

b) Expansion across the Country

If you have a successful company in one place, you likely have positive feedback from customers and the funding to expand to other cities. Then you need to establish other locations in the other major urban centers. Put the positive feedback from happy clients to use in your advertising efforts in other cities. With such a successful track record in one place, it's not hard to imagine that you'd attract new clients with relative ease in any of the other cities in the nation. Maintaining a steady rate of growth is essential to maintaining a steady rate of success.

c) Improved Customer Service

People like and seek out meals that are served in a tidy and orderly manner. The best way to win them over is to provide them the same high-quality meal that you promise. Long-term, it's a quality that might distinguish your brand from the competition.

2.1.4.4 Threats

a) Cheaper Prices of Competitors

If a rival of yours has discovered a way to get his hands on similar goods at a cheaper cost, he may undercut you. If you can't provide a special service or sell anything that sets you apart from the competition, then your firm will fail. If you don't lower your pricing, your rivals will steal away all of the budget-conscious customers. Either discover new low-cost suppliers or brainstorm ways to set your product apart from the competition.

b) Economic Downturn

Global economies are struggling as a result of the present pandemic situation. The jobless rate is at an all-time high. This implies less money for purchasing high-priced food items. There is so little food that people can hardly keep themselves alive.

c) Competition

Due to the lack of employment opportunities, many are dipping into their savings. The market for online takeout and meal delivery services is very competitive and has a number of different players. In this highly competitive market, it is very challenging for online firms to distinguish their offerings while still maintaining affordable costs for their customers.

2.1.5 Concept of Porters' Five Forces

In order to assess the strengths and weaknesses of a sector, researchers have developed a model called Porter's Five Forces. The structure of a market is often identified via a Five Forces study before a business decides on a course of action. Because of its flexibility, Porter's model may be used in any sector to analyze the state of competition and find ways to boost long-term profits. The business analysis approach known as Porter's Five Forces may provide light on why certain sectors are more profitable than others (Porter, 1979). The Five Forces model is often used in the analysis of a firm's industry structure and business strategy. With a few exceptions, Porter's five factors are responsible for at least some of the variation in global markets and industries. The competitiveness, allure, and profitability of a market or sector may all be evaluated using the Five Forces model.

a) Competition in Industry

The quantity and strength of a company's rivals is the focus of the first of the Five Forces. The power of a corporation declines as the number and variety of its rivals increases, particularly when those rivals provide similar goods and services.

If a company's competitors are offering a better deal or cheaper costs, suppliers and customers will look to them instead. On the other hand, when competitiveness among businesses is limited, a single firm may more easily establish and maintain high pricing.

b) Potential of New Entrants into an Industry

The strength of new entrants into a market may also have an impact on a company's influence. A well-established firm may be seriously harmed if new entrants can successfully challenge it in the market with little investment of time and resources.

Companies already operating in a market with significant barriers to entry might benefit greatly from such obstacles because they can charge higher prices and get more favorable conditions for their operations.

c) Power of Suppliers

To account for suppliers' ability to hike prices, the Porter model moves on to the next element. How many suppliers there are of a product's essential components, how rare those components are, and how much it would cost to switch to a different provider all have a role. A company's reliance on a supplier grows as the number of potential vendors in a given market shrinks.

This gives the supplier leverage to increase input costs and seek additional commercial benefits. When there are multiple suppliers or little switching costs between competitor suppliers, however, a business may maintain low input costs and maximize revenues.

d) Power of Customers

One of the Five Forces is the capacity of consumers to exert pressure on pricing and influence the strength of suppliers. The number of clients a business has, the importance of each customer, and the expense of expanding into new areas all have a role.

With a smaller but more influential clientele, each individual consumer has greater leverage to bargain for better pricing and terms. Profitability may be improved by charging greater prices to a company's numerous smaller, individual consumers.

e) Threat of Substitute

The fifth and final element of the Five Forces model is known as replacements. A competitor's products or services that have a suitable alternative that may be used in its place constitute a danger to the organization. Those businesses that manufacture products or

provide services for which there is no near equivalent will have a greater degree of leeway to charge higher rates and get more favorable conditions. Customers will have the choice to forego purchasing a firm's goods if there are similar alternatives accessible, which may result in a reduction in the power wielded by the company.

CHAPTER 03: COMPANY ANALYSIS

3.1 Take a Look at FoodPanda

Foodpanda is an international online marketplace for the ordering and delivery of food that now serves customers in forty countries across five continents. It has its headquarters in Berlin, Germany, and it was established on a worldwide scale in the year 2012. It is now the most successful food delivery marketplace in the nation. People are able to find an infinite number of restaurants to choose from and place orders from the comfort of their own homes or offices using Foodpanda's website or mobile application.



Rocket Online is the biggest internet incubator in the world, and one of its ventures was Foodpanda. Foodpanda first began operations in Bangladesh in the month of December in 2013. At the moment, it does business throughout five continents, including Asia, Europe, Latin America, the Middle East, and Africa, and it has a presence in over 500 cities. It has business relationships with more than 45,000 restaurants throughout the world, and its fast growth is causing it to quickly ascend the success ladder, consuming practically all nations in the process while spreading like wildfire.

It was announced in December 2016 that German rival Delivery Hero has bought the Foodpanda organization. After Delivery Hero purchased Foodora from Rocket Internet on September 17, 2015, the two companies joined on February 13, 2017. At the moment, Foodora is helping Foodpanda Bangladesh Limited with technical issues.

3.2 FoodPanda Bangladesh

Foodpanda, which had already been very successful in other countries and was already well known among its 3 billion customers, began in Bangladesh in December 2013. Foodpanda Bangladesh's Managing Director and Co-Founder, Ambareen Reza, is also Rocket Internet's Country Director for Bangladesh. She also founded and directs two additional Rocket Bangladesh companies, Carmudi and Lamudi.

A few words were spoken about Foodpanda Bangladesh by Zubair B.A. Siddiky, who is also the Managing Director of Foodpanda Bangladesh and co-founder of the company.

3.2.1 Mission

- To provide a delicious supper to customers with such little effort. The mission is to provide all of their food lovers with a simple and hassle-free way to have their meal delivered.

3.2.2 Vision

- To achieve market leadership by preserving existing customer relationships while also prioritizing the wellbeing of their workforce, communities, and the natural world as a whole.

3.2.3 Current Objectives

Foodpanda is presently focusing on growing their business even further and upgrading their technology. Foodpanda is one of the most successful applications for delivering food.

- **Brand Awareness:** Foodpanda is a very popular app, but the firm is still striving to increase its market share. They are simply generating top-of-mind consumer memory, so that when a client is hungry, they would immediately think of Foodpanda as an option to satisfy their need.
- **Improve Relationship with merchant partners and stakeholders**: Both parties need to have the impression that they are appreciated, and they should be allowed some leeway in how the firm is managed. Relationships, as well as the whole consumer experience, may benefit from strong incentives.
- **Expansion to New Markets**: Foodpanda has this purpose is to expand into other markets, and they intend to do so. They want to maintain their status as legendary throughout it all. It is now accessible in 28 locations throughout Pakistan, and there are plans to expand into other cities in the near future.
- **Improve Customer Retention**: The retention of existing clients and the development of positive relationships with those consumers is Foodpanda's primary focus. Foodpanda achieves this goal via ongoing online and offline interactions, the provision of a number of promotions serving as rewards and incentives, the distribution of promotional coupons to consumers, and other similar practices.

3.3 Organization Structure

The following is a breakdown of how Foodpanda Bangladesh Limited is structured organizationally:

- Finance and Accounting Department
- Human Resources Team (HR)
- Marketing and Content Team
- Public Relations Team (PR)
- Sales/Account Management Team (AM)
- Business Intelligence (BI)
- Operations and Rider compliance
- Rider Dispatch Team
- Vendor Services Team (VST)
- Customer Service Team (CS)

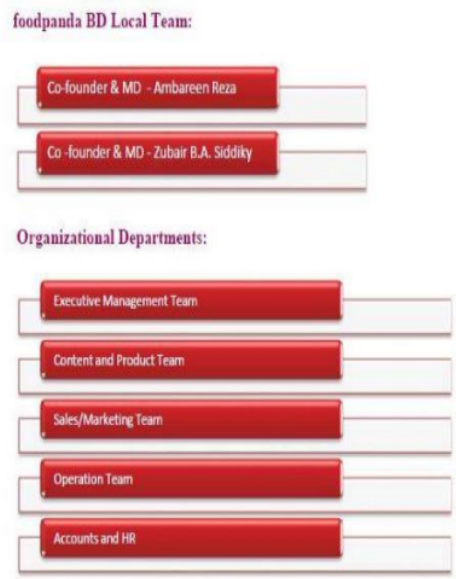


Figure3.1: Organizational Structure of FOODPANDA

Foodpanda's 'Vendor Services team' (VST) is in charge of everything that requires getting in touch with a restaurant. Foodpanda requires all vendors to have access to automated devices (phone, tablet, PC) or be provided with one (GPRS printer, for example). The vendor's automation system is alerted whenever a consumer places an order, giving the vendor the option to accept or reject the purchase. The VST handles all difficulties that arise while using automation equipment from suppliers.

After a supplier approves an order, it is sent on to the Dispatch group. The Dispatch crew has the ability to track and view the whereabouts of all active riders. The Dispatch crew will send your order to the rider who is geographically closest to the restaurant you specified when placing your order. All Foodpanda riders are required to have the Urban Ninja app pre-installed on their smart phones. When the Dispatch team allocates a rider an order, they will be notified using this app.

When it becomes important to get in touch with a client, it's the Customer Service department's job to do so. A vendor could refuse an order if the restaurant doesn't have the

product in stock. The manager of this unit has the authority to provide coupons to consumers as a means of making up for any kind of poor service.

The Operations and Rider Compliance group keeps an eye on the zone supervisors and the way things are running there. They are also accountable for collecting the rider's tip at the conclusion of the day. They are in charge of allocating rider schedules for the next week based on BI provided estimates and capacity statistics. Standards for rider compliance include things like constantly sporting Pink on the corporate emblem.

3.4 Range Services

Foodpanda gives its clients the ability to purchase food from the restaurants of their choice and have it delivered directly to their homes in the most time- and labor-saving manner feasible. In addition to that, they have started providing grocery delivery services to the customers of their business. When a customer places an order via this service, they have access to a wide variety of dining establishments, which might range from those offering full-service meals to those offering more casual fare.

3.5 E- Business Model of FoodPanda

Foodpanda's online business relies on a business-to-consumer (B2C) strategy. Delivery of prepared meals from a company, in this case a restaurant, directly to individual consumers' homes, qualifies as business-to-consumer (B2C) activity. Foodpanda generates income through a combination of commissions paid by restaurants and delivery fees collected from customers. This kind of online business strategy is called B2C e. Foodpanda is a B2C company, however its riders deliver the food to the consumers rather than the company's own drivers.

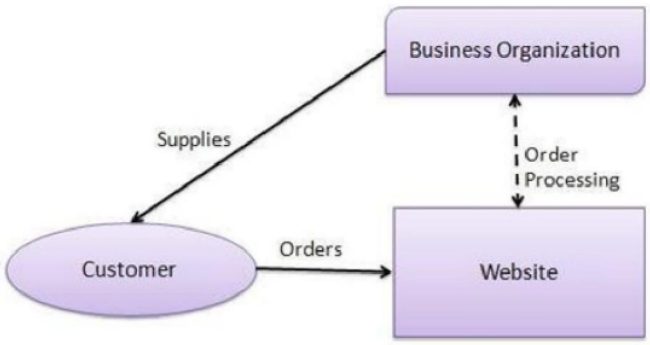


Figure3.2: E- Business Model of FOODPANDA

3.5.1 E- Business Driver

The technological advancement throughout the worldwide is the primary factor behind Foodpanda's decision to pursue an online business strategy. Every customer has a Smartphone and can connect to the internet. Consumers are now able to make purchases through the internet as a result of this. In addition to this, a rise in secure online payment options has led to an increase in customer's spending money online. Strong information and communications technology (ICT) infrastructure and internet security are the factors that encourage the adoption of electronic commerce. In addition, there are software programs such as SCM, CRM, KMS, and ERP that assisted businesses in adopting the paradigm of an online firm. E-commerce has also aided in the expansion and production of big data, which has helped businesses embrace the practice since it simplifies and improves the reliability of processing.

3.6 Online Market Structure of Foodpanda

A click business model allows a firm to provide clients with the conveniences of instant internet service. In response to consumer demand, Foodpanda now delivers customers' favorite dishes directly to their homes with only a few mouse clicks away. This takes place when the client actively participates in the process by using the company's website and mobile app.

Foodpanda functions as an intermediate in the supply chain, which enables it to serve as a market place. Foodpanda connects with restaurants in order to bring consumers to the chain. We might argue that Foodpanda plays the role of a middleman and connects with clients via an internet platform. Foodpanda does not engage in the production of their goods.

3.6.1 Market Segmentation

Foodpanda offers two distinct but interconnected types of customers, and having both types of customers is essential to the company's success. Foodpanda does business with both the establishments it serves and the people who frequent those establishments. During the process of market segmentation, Foodpanda focused on:

- Demographic: The business segmented youthful clients into this group because they believe that their time is more precious than their financial resources.
- Geographic: Due to the fact that consumers in various cities and countries have varied ordering patterns, Foodpanda has split its market by city and nation. The population is divided between those who live in urban and semi urban areas.
- Psychographic: Additionally, the organization categorized the market according to the values and beliefs that individuals held. Because of this, they provide Halal cuisine options.

3.6.2 Target Audience

- Food Panda's primary focus is on reaching young people who own smart phones; adults aged 18 to 60 years old, including men and women, those who are employed, those who are familiar with technology, elderly citizens, and those who are retired.
- Foodpanda serves to customers that fall within the socioeconomic classifications of SEC A+, A, B+, B, C, and D.
- Foodpanda is primarily geared at working professionals who are always on the go and want access to delicious meals no matter where they are, whether they are at home or at their place of employment.

3.6.3 Positioning

Foodpanda has established itself as the service that people turn to first. It is based on feelings and sentiments, such as when a person misses their mother's cooking, misses being at home, or is too exhausted at work to create nutritious and tasty cuisine for them since they don't have time to do so. Establishing a connection with the eater's feelings might be helpful in luring them back to the app and increasing retention.

They are launching powerful advertising relating to hunger and emotions, and how missing home food might assist. This helps them position themselves in a strong way.

3.7 E- Business Revenue Model of Foodpanda

3.7.1 The Value Proposition of Foodpanda

For Foodpanda, the most important part of its value offer is ensuring that its customers are satisfied at every stage of the foodstuff they order. Foodpanda is planning to provide value propositions in the following five different ways:

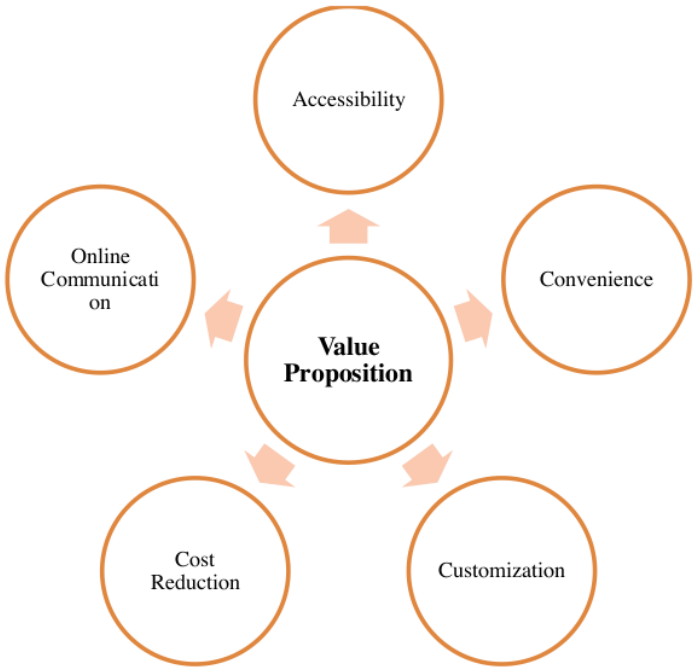


Figure3.3: Value Proposition of FOODPANDA

- **Accessibility:** Foodpanda makes accessibility possible by ensuring that customers do not need to physically visit restaurants and that they are able to place orders from their homes, offices, and other locations.
- **Convenience:** Customers have the option of placing their orders via the firm's website or through its mobile application, which is a convenient service offered by the company. Orders may be placed at any time, day or night, and there is also the opportunity to pre-order anything. In addition, customers have the choice to either pick up their goods or have them delivered, and they may make payments using any major credit card as well as cash. Customers may also readily gain broad impressions of the establishments by reading reviews.

- **Customization:** Foodpanda offers customers the ability to customize their experience by enabling them figure out exactly restaurant options based on the kind of food served and narrow down food options based on the category.
- **Reduction Costs:** The organization also offers free shipping and several other cost-saving services to its customers.
- **Online Communication:** By sending a confirmation email or text message to the customer after she has placed an order, Foodpanda also adds value through communication.

3.7.2 The Revenue Model of Foodpanda

The revenue model for Foodpanda is diverse. Due to the fact that Foodpanda serves as an intermediate:

- Commission from listed restaurants.
- Additionally, the firm makes a profit via the collection of delivery fees; in fact, according to Sarab Kochar, the CEO of Foodpanda India, the company derives forty percent of its income from delivery fees.
- The placement of advertisements results in a 10% increase in revenue for Foodpanda.
- Additionally, the firm will sell the consumer behavior to market researchers.

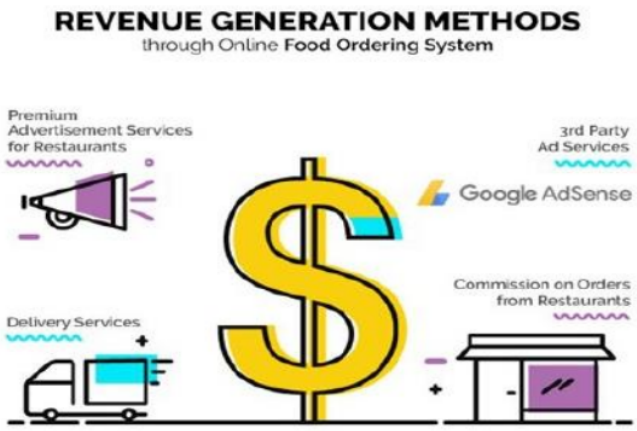


Figure3.4: Revenue Model of FOODPANDA

3.7.3 Revenue Generating Strategy of Foodpanda

Foodpanda is successful in business as a result of using a variety of methods. For example:

Low Cost Strategy: Foodpanda is focused on operating at a minimal cost. It provides more affordable costs in comparison. Every month, it provides users with discount coupons, promotion codes, vouchers, and incredible deal options. The organization has implemented a competitive pricing strategy in order to keep their prices at a fair level. In addition to that, they provide promotional deals and discounts. Every holiday and on the weekends, there is a wide variety of sales and discounts available. For example, bouncer bargains, azaadi deals, weekend fun, etc.

Within the last five years, Foodpanda has expanded to more than 5,000 restaurants across Bangladesh. Customers have access to thousands of different possibilities via this platform. Customers get promotions in which they are offered the opportunity to purchase food at prices that are cheaper than the real price.

Customization: Personalization is essential to keeping existing consumers happy and attracting new ones. Customization is something that Foodpanda is always focusing on. An initial version of the app was rather basic, allowing for merely the placement of orders and the subsequent receipt of a confirmation phone call during which the delivery time was provided. Furthermore, restaurant menus were not seen in their entirety. But today, not only can you choose from among hundreds of eateries, you can also see the menus in their entirety. There's also a space for special instructions, like letting the kitchen know you're allergic to mayonnaise, if you'd want to specify that in the customization box.

When you place an order at any restaurant, you have the option of customizing it with a variety of toppings, extra ingredients, and meal combinations.

Innovation: Foodpanda's primary focus is on developing and implementing new features, refining existing ones, and using cutting-edge methods to make their app more accessible and user-friendly. When it comes to new features, Foodpanda never stops trying. When Foodpanda first launched in Bangladesh, the app was quite sluggish. There was no way to check on the status of your purchase. Foodpanda is constantly updating its mobile app with new features, aesthetic tweaks, and customization choices.

Originally, there was no method to monitor your order; now, when you make your order, you now have the ability to track your order using the app, and it also provides a map that shows where your rider has arrived.

Foodpanda has also made it easier to get answers to questions about your purchase by allowing you to send them straight to the company through chat. Representatives from Foodpanda's customer care team will then respond to your message and assist you. Due to this, consumers can now more easily get in touch with Foodpanda and get their concerns addressed.

Foodpanda often releases new versions of their app with enticing features in an effort to maintain user interest. When an order is received and accepted by a restaurant, Foodpanda sends a message to the consumer congratulating them on their successful order. Wait for your order to be delivered when you get a notification that your rider has picked it up from the restaurant. Finally, you'll know your rider is on their way to the delivery location since you'll get an alert just before they arrive.

Customers are satisfied with these kinds of developments since they are kept informed about the status of their purchase and also obtain an estimate of the amount of time it will take to complete it. Originally, customers were reluctant to provide their phone numbers to operators because of privacy concerns. However, with Foodpanda's in-app solution, customers can now communicate with their driver directly via the app without having to give up their personal contact information.

Knowing Your Customers: In order to attain success in any industry, it is vital to have an in-depth understanding of the audience that you are trying to appeal to. You are obligated to be familiar with their favored activities, most common demands, and typical daily schedules. Foodpanda is excelling in this area. The reason why Foodpanda's mobile app is so popular is because it caters to its users' needs in terms of simplicity of use and convenience. Foodpanda places its primary emphasis on the target demographic; the company does not sell directly to its users but rather seeks to connect and interact with them. They sell themselves in such a manner that consumers can't control their appetite and end up purchasing the meal because they don't want to miss out on the opportunity to eat there.

CHAPTER 04: PROJECT ANALYSIS

4.1 Environmental Analysis

There is a culture that has developed in the nation's capital and a few other large cities in which digital people are able to have meals delivered straight to their doorsteps from well-known restaurants as well as home-based companies by only swiping their fingers over an app. HungryNaki, which began operations in 2013, was the first company to provide this kind of meal delivery service through the internet. It makes it possible for inhabitants of Dhaka to search for and select restaurants of their choosing in the surrounding area, and it also accepts their orders on their behalf. Within a span of half a year, Food Panda replicated the strategy.

4.1.1 Porter's Five Forces

The market for internet meal delivery has been subjected to a cursory assessment using Porter's five forces, which can be found here. In accordance with Porter's theory of the five competitive forces, the relevant considerations have been broken down into the following five dimensions:

a) Rivalry among Existing Firms

According to the findings of the study, the competition between competing firms is **Strong**.

- **Number of Competitors in the Market**

The market is very competitive due to the presence of many different competitors. Recently, there have been around 5 well-known online food delivery businesses operating in the area, including HungryNaki, Foodpanda, Pathao food, shohoz.com, and Uber Eats. These services bring food to customers' homes. When compared to any other company, FOODPANDA is light years ahead of the competition in terms of its coverage of the eateries in the city of Dhaka. In addition, there is a high degree of competitiveness within the sector on an overall basis.



- **Growth Prospects of the Market**

The market is expected to see significant expansion in the not-too-distant future, given that it is expanding at a rate of around 10% on an annual basis. However, the high degree of competition that this sector experiences makes it possible for all of the firms to compete on equal terms, and a growing number of businesses are considering making a move into this sector.

- **Competitors Size and Capabilities**

Due to the fact that it operates in several countries, Uber Eats has a significant advantage over its competitors in terms of both capital and skills. In addition, FoodPanda and Pathao are also examples of transnational corporations; nevertheless, they have only a limited presence in this country. All of the organizations provide the same amount of coverage throughout the city, which indicates that their skills are comparable.

- **Availability of Substitute Companies**

As a result of the city having 5 companies that are involved in the same sector, there is a substantial supply of alternative services available here. They are always working on the promotional offers that will be given to the clients in order to make it possible for the sector to supply replacement items.

- **Exist Barrier**

The barrier to entry into this sector is not very high. If a company believes that it will not continue to run the business, then there is no need for it to follow any specific legal process in order to dissolve the business, provided that the firm does not have any large loans from the market.

b) Threat of New Entrants

According to the findings of the study, the threat of new entrants is **Strong**.

- **Economic of Scale**

New companies like KLUDIO ASIA, FOODMART, SHEBA FOOD and FOODFEX are trying to break into this market face a significant obstacle in the form of economies of scale. The price of the product will go up as a result of the costs involved with the app. On the other side, it will take some time for the new player to establish their reputation within the market. In such situation, it will be difficult for new companies to get into this sector of the economy.

- **Regulatory and Legal Restrictions**

The sector in and of itself is subject to severe legal and regulatory limitations. The degree of governmental and bureaucratic upheaval that the country now experiences truly causes a protracted procedure for registering, which is why the process is so difficult. It is difficult to get into the sector for new businesses without having a significant amount of cash.

- **Product Differentiation**

Within this sector, there is no such thing as product differentiation. The only thing that differentiates one company from another in this market is the kind and degree of discount they provide their consumers. If this is the case, it will be difficult for any new firm to get into the market since there would be no way to differentiate the items being offered.

- **Access to Supply and Distribution Channel**

There are so many restaurants and distribution channels accessible in the city at the moment, and because of this, it has become much simpler to get access to both the restaurants and the distribution channels. It has come to light that the same individual is functioning as a distribution channel for both Uber Eats and Foodpando.com.

c) Threat of Substitute Products

According to the findings of the study, the level of substitute product is **Moderate**.

- **Potential Development of Substitute Products**

Companies operating in this sector of the economy are exerting significant efforts to produce a diverse range of possible alternatives to existing items. For instance, FOODPANDA is providing free delivery charge for 5 orders of the customers to encourage them to use the app, whereas Uber Eats is promoting a 200 taka flat discount over the price of the food if any customer orders more than 600 taka. Both of these promotions are intended to encourage customers to use the respective apps. On the basis of these different types of promotional offers, alternative goods are now being created.

d) Bargaining Power of Suppliers

According to the findings of the study, the level of bargaining power of suppliers is **Moderate**.

- **Switching Costs**

The expense of moving between providers in this business is too expensive. To get the company off the ground, they have to pay for the costs of setting up the app and getting legal advice. On the other side, they don't have to make any investments in the distribution routes since they get their commission from the market instead. When it comes to switching costs, the negotiating power of suppliers is quite low in the business.

- **Presence of Substitute Inputs**

The businesses that participate in the online meal delivery market provide a wide variety of alternatives to conventional inputs. For instance, Uber uses the same app for all of its services, including rides, deliveries of food and packages, and deliveries of parcels. This corporation does not incur any further incremental costs for any of its individual business sectors.

e) Bargaining Power of Customers

According to the findings of the study, the level of bargaining power of customers is **Weak**.

The bargaining power of customers is determined by a number of factors, including the following criteria, which assess the extent of the customer's bargaining power:

- **Buyer Volume**

The number of customers making purchases in the market for online meal delivery is continuously growing. The number of orders has been growing at a rate of almost 10 times every year. However, there is no room for negotiation in this situation.

- **Buyer Switching Cost**

In this market, there is no penalty charged by the client for changing providers. The consumers only just download the app offered by the new firm, which comes at no cost, in order to begin using it. Changing companies is a simple process. In this scenario, the client has a low amount of the cost associated with negotiating.

- **Substitute Products**

There are several goods on the market that may serve as suitable alternatives, such as FoodPanda, shohoz.com, Uber Eats, Pathao food, and others. When seen from this angle, clients possess a significant amount of negotiating power.

- **Brand Identity**

Customers in the sector of online meal delivery are becoming more concerned about brand recognition in recent times. For instance, foodpanda.com is the standard by which the industry is measured, and when it comes to brand recognition, consumers have no option but to use this measure. But these days, the market is dominated by a variety of online meal delivery services, and consumers are becoming more aware of the importance of brand recognition.

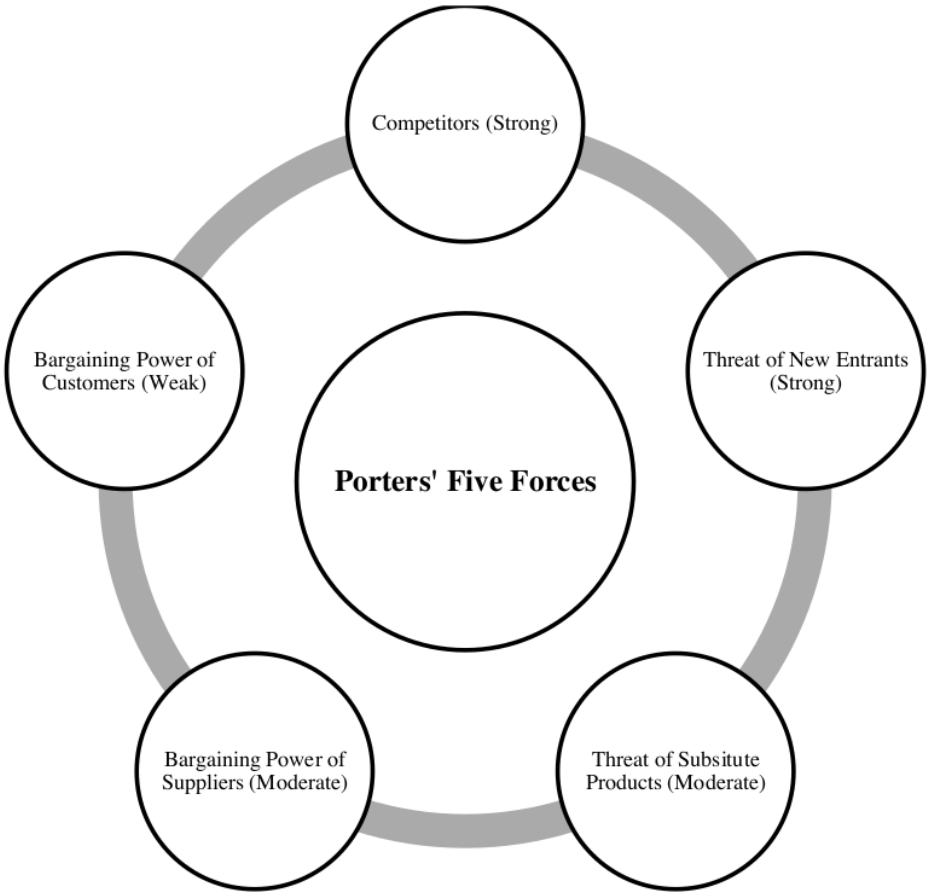


Figure4.1: Porter's Five Forces Model of Online Food Delivery Services in Bangladesh

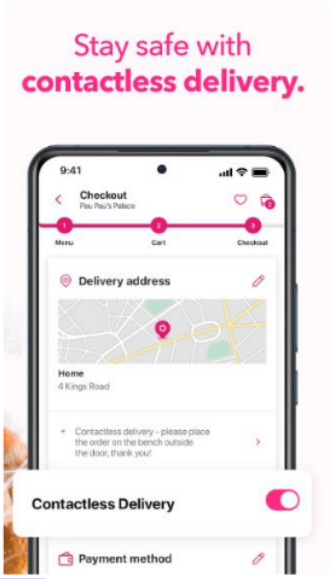
4.2 SWOT Analysis of Foodpanda

The strategic planning process requires a thorough analysis of the company's internal and external environments. A SWOT analysis is a method for evaluating a company's strengths, weaknesses, opportunities, and threats in relation to the external environment. An organization's first resources and capabilities may be better matched to the competitive environment with the use of a SWOT analysis. As a result, it serves as a tool for developing and selecting a plan.

Foodpanda was first introduced in Bangladesh in the early part of 2014, and Delivery Hero, located in Berlin, purchased the company in late 2016. Soon after, it climbed to the top position in the nation, surpassing other systems for food delivery that were already in operation. When the corona virus epidemic struck Bangladesh in the year 2020, the food delivery platform Foodpanda sped up its growth efforts in order to build a presence over the whole nation in response to the increased demand. By the second week of December in 2020, it has already begun doing business in each of the country's 64 districts. The SWOT analysis of Foodpanda is described below:

4.2.1 Strengths

a) User Friendly Website



FOODPANDA handles the processing of the clients' varied orders and then delivers them to the respective partner restaurants. After the order has been completed, it is then sent out to be delivered to the consumer. Customers may use the service using mobile apps and websites; on the websites, customers can place food orders by entering their postcodes. The service is accessible to customers in all locations. Customers may go through the list of restaurants that is provided on the website in order to find somewhere to eat. After making their choices, the consumers are required to provide their address information before continuing to the checkout process. The orders are sent to the appropriate eateries, and the restaurants are responsible for delivering the meals to the clients. In addition to this, an SMS will be sent to confirm the order and provide an expected delivery time.

FOODPANDA is one of those businesses that always put the customer first, and they demonstrated this by populating their website with images, features, customer reviews, location information, customer service information, and many other relevant details so that customers can find everything they need at their own leisure.

b) Easy Process of Online Ordering

With each new day that goes, the food business undergoes an improvement that is both apparent and desirable. In addition, the mechanism for placing orders for meals online is assisting in notifying the appropriate groups of people at the appropriate time. Not only does an online food ordering system have to do with preserving consumer data by maintaining a persistent connection with the customers, but it also has to be adaptable. FOODPANDA is just a example of some of the most well-known and widely used websites for placing orders for food online. People have been inspired to be inventive as a result of these online food delivery systems, which have also led to the development of food delivery apps that include features that are much more effective. Orders may be placed through Foodpanda on its website or through its mobile application. It brings consumers and establishments together. The following is a list of a few of the most significant aspects of the application for the food ordering system of FOODPANDA:

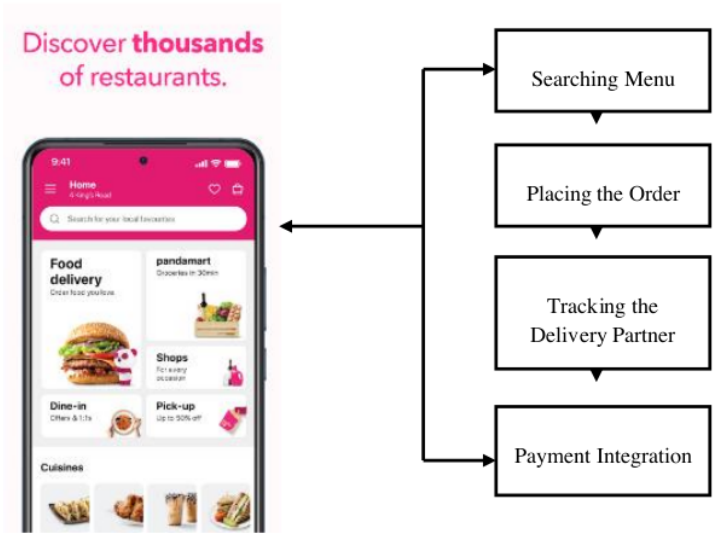


Figure4.2: Features of Online Food Ordering System

c) Varieties on Food Items and Restaurants

Simply explore the sites on FOODPANDA, and customers can come across all the most recent culinary trends. With locations all across Dhaka, obtaining your preferred fast food delivered is now easier than ever. There are many delicious options that are perfect for when hunger hits, such as healthy salads, Paninis, noodles in wonderful broth, and Korean bowls; thus, have a look at the following for some suggestions of what to purchase online:

- The traditional "Four Seasons Pizza" can be found at "Arabian Fast Food," and it is the kind of dish that truly gets the spot on a Friday night while you're watching a movie.
- Try something substantial and satisfying like the "Chicken Supreme Burger" from "Takeout-Uttara," a restaurant that offers a wide variety of alternatives for the delivery of fast food.
- If you're looking for a quick and tasty Indian dinner, then suggest Chaap Shamlao. Beef boti, 2 luchis, crispy garden salad, and a soft drink make up the "Beef Boti Combo."



d) Quick Delivery with Features of Drivers' Application

FOODPANDA strives to connect its users with restaurants in their immediate areas while also reducing the amount of time needed to complete food deliveries with bring features of drivers' application such as:

- **Drivers' Profile:** The driver may use this function to maintain an accurate profile at all times. Personal information such as name, address, email, phone number, and picture are included in this profile.

- **Push Notification for Orders:** The drivers may obtain real-time information and notifications about food orders using the push notification system. They can better serve their consumers and collect their feedback this way.
- **GPS for Fast Delivery of Food:** The drivers are able to pick the quickest and most direct paths to the delivery site with the assistance of a map that shows the food being delivered. The ability to provide the meal in a timely manner will leave the clients feeling satisfied.

e) Trained Employees and Professional Customers' Services

In most cases, FOODPANDA gives effective training to its workers depending on the duties that come with each individual profession in order to ensure the happiness of their customers. Foodpanda provides exceptional customer service in order to fulfill all of its customers' needs and food-related wishes. It is always experimenting with new menu items and looking for ways to strengthen its connection to local eateries. The process of teams resolving client concerns and answering any questions they may have is a highly dynamic one.

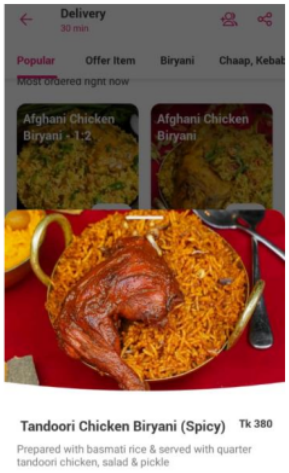
4.2.2 Weakness

Foodpanda suffers from the following of shortcomings due to the fact that it is still in the process of expanding its position in the market of Bangladesh. Foodpanda's shortcomings include expensive delivery fees, a restricted product selection, and a lack of coverage in certain locations.

a) Price Discrepancy

Foodpanda's menu pricing differences are a significant weakness. Customers have complained that the prices shown on Foodpanda are considerably more than the actual menu prices at the restaurants. It's important that Foodpanda pay attention to this. Confusion over pricing is another common source of customer dissatisfaction.

For example, the actual price of Tandoori Chicken Biryani is 290 BDT at JAFRAN RESTO restaurant in where this item cost is 380 BDT in FOODPANDA online services which is more expensive for customers.



Price Difference

380-290 = 90 BDT + Delivery Charge (More Expensive)



b) Limited Restaurants Range

Due of problems with coverage in some areas, Foodpanda does not provide services at the vast majority of restaurants there. Because of this, clients can only place orders with a small number of establishments. If there is a sudden increase in the number of orders placed, they may temporarily decrease the service distance for restaurants located in particular locations. This may be done to prevent their delivery partners from having to drive large distances in inclement weather.

c) Uncovered Area

Foodpanda does not yet cover all locations within cities or countries in which it operates. For example, in a certain region, Foodpanda exclusively delivers to a limited number of neighborhoods. Foodpanda can only accept orders placed from businesses that are physically situated within their delivery area. Again, in certain smaller neighborhoods, Foodpanda offers delivery services within around three kilometers of the restaurant.

d) Poor Infrastructure

Because it is difficult to locate a certain road or property in Bangladesh due to the country's inadequate infrastructure for navigation, the delivery service is often held up as a result.

e) Discount Offer not Applicable for Everyone

On the identical item, one receives a discount of 15% while the other receives a discount of 20%. They will sometimes provide a period of time during which, if you place your purchase, you will pay a price that is lower than the standard rate.

4.2.3 Opportunities

Foodpanda has the potential to enlarge its sphere of influence, raise the level of desire among its customers, and expand its customer base. Foodpanda is in a position to profit from the present economic climate as well as the rising popularity of purchasing online.

a) Growing Market

If we compare the food delivery sector of Bangladesh to the most advanced food-tech industries, we can accurately refer to it as a child. In contrast to India, where the market size of the food-delivery sector is more than 6 billion dollars, the market size in Bangladesh has not yet exceeded 100 million.

It would seem that everything is in order given the fact that the growing market has the ability to attract new customers. FoodPanda should make deliveries in every region of a certain zone to ensure that no can is left unopened inside that particular zone.

b) Customer Expansion

Foodpanda has to broaden its offerings in order to satisfy the needs of a greater number of clients. It will need to establish partnerships with a large number of eateries in order to attract more consumers to the platform. This will open up other doors of possibility for the company.

c) Increase Customer Loyalty Program

Customers place a great deal of trust in user-generated material, particularly online reviews, especially when it comes to the purchase of food. Online reviews have become an integral element of the customer experience. Consumers may rely on the information provided by the internet when deciding which restaurants to visit and which dishes to order. In point of fact, customers place just as much faith in internet evaluations as they do in personal recommendations. Many customer loyalty schemes are within Foodpanda's reach. They can try encouraging customers to remain subscribers by



introducing a discount card or special offers or posting positive online reviews. It's apparent this presents a great opportunity for them. In addition, the creation of a review platform helps customers save time and money while simultaneously facilitating the acquisition of information about your establishment in a way that is both simple and expedient. After that, can be able to monitor feedback from clients and provide better service to those who buy from Food Panda.

4.2.4 Threats

In today's world, more people are smart with technology. They want everything to be simpler, more affordable, and more quickly available to them. Even industries are evolving to meet the requirements of their respective customers. In this case threats of FOODPANDA are listed below:

a) Unstable Customer Loyalty

When you provide them with a greater number of alternatives, they get more perplexed. The maxim "The More, The Merrier" is the key to achieving success. Failing to acknowledge keeping in touch with existing customers may have disastrous results for FOODPANDA. More clients are attracted by limited-time offers, sales, and free shipping. A delivery business may increase customer loyalty by treating its customers like VIPs.

b) Inconsistent Food Quality While Delivering

Although restaurants do not compromise the quality of the food served in their establishments or the food that is brought in a box to customers' homes for home delivery, it might be difficult to maintain the same level of quality when food is delivered directly to customers' doorsteps. The importance of packaging cannot be overstated in relation to the food delivery service. It is more likely that the pizza will get chilly, that the curry will spread out, that the noodles will become sticky, and that the sandwiches will become wet.

c) Inability to Manage Order Volume

In today's highly digitized world, when almost anything can be obtained with just the click of a mouse, the practice of ordering food online and having it delivered is rapidly gaining popularity. Imagine that a certain food delivery service is becoming more in demand, which results in an increase in the amount of orders being placed. But do they have the operational and logistical know-how to keep the food fresh and get it to customers on time?

d) Increased Potential Competitors

The consumption of delectable food has long been ingrained in Bengali culture. People in Dhaka, which is the busiest city in Bangladesh, prefer to dine in the comfort of their own homes since they don't have enough time, which drives up the need for food delivery services. Despite the fact that Food Panda was an old partner in the food delivery business, the company has lost its position, and Pathao earned 80 percent of the market coverage on market orders in the previous year. Every single day, Pathao processes 20,000 orders for delivery.



It helps that Pathao is a Bangladeshi firm, since this garners the attention of the people there. Pathao also has the most extensive arrangement with almost 5,000 eateries. Riders split the cost of the travel and carry meals for delivery to keep costs down. Ride sharing companies have a big volume of riders that make the industry competitive. Another competitor in the tournament is Shohoz food. Uber eats is a new player in this sector. Based on their established reputation and proven track record as a global leader in operational excellence, Uber Eats has the potential to become one of the industry's most formidable competitors in the near future. There is a good probability that Uber Eats may soon be able to use this technology in Bangladesh, since they have just introduced a six-rotor VTOL (Vertical Take Off and Landing) drone to shorten their delivery time. Now based on the orders Pathao controls 42% market share, Hungrynaki and Shohoz are 8% and the others are having 10 %.

CHAPTER 05:
RECOMMENDATIONS AND CONCLUSION

5.1 Recommendations

Based on the findings of the SWOT analysis, I would like to make the following recommendations to Foodpanda Bangladesh:

a) Covered All Locations with Fast Delivery Services

The timing of delivery is of utmost significance to the whole process of providing foodstuff. Foodpanda ought to give this matter more thought. They are short on riders thus they can't meet demand for food delivery. In addition, for the delivery service to be more efficient, new types of speedier vehicles need to be developed. For instance, Foodpanda India solely uses motorbikes for its delivery service so that they can fulfill orders more quickly.



The number of restaurants does not allow for as much productivity as it should. The list needs to be expanded to include other dining establishments. In addition, there are not nearly enough restaurants that are located in areas outside of Dhaka city. People who live outside of Dhaka city may appreciate Foodpanda more if there were more restaurants in the area that tailored to their needs. This is something that has to be taken into account.

b) Discounts Offers and Gifts Vouchers

Concerning Foodpanda Bangladesh Limited's delivery fees, discount offers and gift vouchers, the people expressed unpleasant thoughts and feelings. They may be convinced to change their mind if there were more offers of free delivery and gift vouchers. Regarding this matter, Foodpanda has to make some progress. To this far, Foodpanda's marketing initiatives have exclusively targeted young people, people from upper-class or upper-middle-class families, or both. However, the vast majority of Bangladesh's population belongs to what's known as the middle class. Without the involvement of the majority of customers, no firm can be

successful. Therefore, Foodpanda needs to make some improvements in order to acquire more repeat customers.

c) Online Marketing and Promotional Campaigns

Foodpanda Bangladesh should put more of its attention on local web marketing strategies like sponsoring content on YouTube. Foodpanda India is practicing it for quite a long time and they have found success doing so. YouTube video creators in India, such as AIB, Girliapa, and The Viral Fever, amongst others, are promoting businesses with their original material on the platform. Nowadays, there are a great number of people in Bangladesh who are active on YouTube and are exhibiting signs of having significant potential. Foodpanda Bangladesh may make use of them, which will result in improved brand value for the company's customers.

5.2 Conclusion

Online food ordering websites have turned out to be a boom for all the restaurant operators. In today's fast-paced, technologically-advanced society, busy individuals seldom have the opportunity to prepare their own meals. Customers may enjoy the ease of ordering meals online while sitting at their homes/offices. This is convenient for diners and business owners alike, who no longer have to deal with the hassle of placing food orders by telephone or printed materials. Due to the convenience of online food delivery services, customers can now browse the menus of their preferred eateries, place an order, and then go back to whatever else they needed to do while waiting for their meals to come.

These online food ordering systems not only help restaurants increase their profits, but also aid in the development and promotion of their own brands. These online food-ordering platforms not only promote themselves through social media and other forms of digital and traditional advertising, but also promote all the vendors, or restaurants, listed under them, in an equal and reciprocal fashion. Overall, the online food ordering system demonstrates a method for restaurants to be ahead of the competition in the face of intense competition. However, FOODPANDA may make more money by improving their marketing and via their distribution methods. Lastly, they have to be more careful with their security difficulties and should care after it to make their e-commerce platform stronger.

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