Project Report

"THE CASE STUDY OF ZOMATO AND SWIGGY"

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

Aboli Kale

Under the Guidance of

Prof. Dr. Afsar Sheikh

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23

CERTIFICATE

This is to certify that **"Aboli Kale"** has submitted the project report titled **"THE CASE STUDY OF ZOMATO AND SWIGGY",** towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Dr. Afsar Sheikh   **Dr. Afsar Sheikh**

(Project Guide)   **(Co-ordinator)**

Place:

Date:

DECLARATION

I here-by declare that the project with title **"THE CASE STUDY OF ZOMATO AND SWIGGY"** has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Aboli Kale

Place:

Date:

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. S.S Kathaley, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Dr. Afsar Sheikh his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co- operation.

I would like to thank all those who helped me in making this project complete and successful.

Aboli Kale

Place:

Date:

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INTRODUCTION

INTRODUCTION

Instant noodles or last night's leftovers? What for? There's no doubt that food tech start-ups have transformed the way urban India eats. All you need to do is whip out your phone and order what you like from platforms like Swiggy, Zomato. In this case study, the potential of a growing market in the one of the largest economies in the world is analyzed. Grocery shopping, meal planning and cooking is now considered a chore by a good proportion of the growing Indian middleclass, causing a surge in demand for services that free them of such inconveniences. Upwards of 50,000 restaurants in India provide home delivery, and are often only able to see marginal profits from their take-away sectors. This indicates a high potential in a relatively untapped market.

Figure 1 shows the relationship between key sectors involved in food-delivery sectors. Fast Food 1.0, the simple takeaway/delivery sector has seen huge drops in margins. With the growth of IT infrastructure and spread of internet in the Indian subcontinent, recent years have seen the introduction of two more sectors:
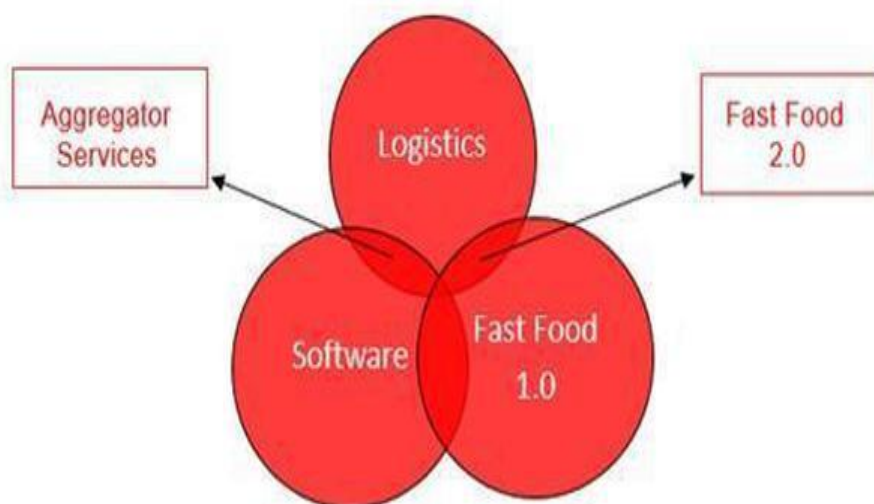
Structure of food services

A) Aggregate:

Provide a platform for customers to discover restaurants, with the ability to navigate through menus of different cuisines. They manage the delivery segment as well, and charge per order commission (10-15%). They are highly scalable and have all experienced remarkable growth in the Indian sector (Zomato and Swiggy). However, they also take on a significant operational load-couriers' hiring and training, maintaining equipment, etc.

B) Fast Food 2.0:

These services opt for a full integration of the process: An in-house app is developed where consumers can order a limited range of meals .These meals are reheated in their own fleet of cars as orders come in, and delivered in about 15-20 minutes. Here, choice is given the backseat in favour of convenience. These services are yet to catch footing in India, but command a growing market share in North America (Sprig, Maple, Spoon Rocket etc).

Electronic Commerce or E-Commerce is the business model that lets all the business firms and individuals buy and sell things through the internet using electronic devices. Transaction of money also funds and other data over the internet are also considered as e-commerce.

E-Commerce is classified into six types and all of them have different characteristics:

Business-to-Business (B2B)- It includes electronic transactions of goods or services that are carried out between companies/business firms.

Business-to-Consumer (B2C)- It is an electronic business relationship that is carried out between business-to-Consumer **Consumer to Consumer**(**C2C)-** It takes place between two consumers over the internet where one consumer sells an item by conducting an online auction and the other consumer buys the item by offering the highest bid.

Consumer-to-Business (**C2B**)- It consists of the sale of goods and services by a consumer to a business organisation over a website.

Business-to-Administration (B2A)- It takes place between the business firms and government agencies.

Consumer-to-Administration (C2A)-This business electronic/online transactions between a consumer and government agency.

E-Commerce has become an important tool for all the various small and large businesses around the globe. Through E-Commerce, all the products, goods and services are available to everyone online on an electronic device through internet. Through e-commerce, one can purchase and sell anything, anywhere, anytime and at any place. E-commerce has made things very easy and convenient. It saves us a lot of time which in turn has resulted in its huge growth around the world.

But if the COVID-19 scenario is considered, in 2020, India's online retail sector did not give out positive results to match the growth of e-commerce in the world leading markets such as China and the United States. The e-commerce industry in India has been showing positive results. By 2034, India's E-commerce industry is expected to become the second largest E-commerce industry in the world.

COVID-19 impact on Online Food Delivery Industry:

The initial stages of COVID-19 had an adverse impact on the Indian food delivery companies which are hugely dominated by Zomato and Swiggy. Consumers were avoiding to order food online, focusing on their safety and they preferred home cooked food. The cleanliness conditions of the restaurants and that of the food delivery personnel were some of the major reasons behind people not trusting the online delivery of food and services.

But steadily the situation has changed. Since the chances of people dining out has reduced due to the pandemic, this has turned out to be a great opportunity for the online food delivery businesses. People across India have started to order food online once again and the demand for online food delivery is back to the demand during per-COVID period.

Online food delivery businesses are incorporating various safety measures to win back the trust if their customers. They are informing their customers about the best practices they follow in order to win back their trust. Some examples are:-

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Swiggy gave badges to the restaurants which followed the best practices that have features like temperature control, masks, sanitisation after a few hours and safe packaging.

Platforms like Swiggy and Zomato provided their customers services like 'No-Contact Delivery'
-This feature means that customer don't come in contact with the delivery personnel.

This has in turn helped to win back the trust of customers in ordering food online and the situation is positively changing.

In the long run the future of online food delivery services seems bright in India especially in Study of Online Food Delivery in Mumbai City - Case Study of Zomato and Swiggy metropolitan cities like Mumbai, Delhi, etc. as it is a rapidly growing market and has a lot of opportunities in the rural areas wherein still a lot of people are not aware about this facility.

With the highly developing population, the fast change and utilization of trend setting innovation, individuals have become dependent to their cell phones, computers and so on. One can arrange food by downloading the application from play store, enrolling into the application, choosing the menu to submit the request and the food will be delivered at the doorstep. Practically 80% of working professionals, college students and others find it easy and comfortable to place the order online with again saves them a great deal of time. Online food delivery applications and websites are very popular in cities like Mumbai Hyderabad, Chennai and Bengaluru.

Customers have a wide range of choices select which among those provides a better offer, price so that they can compare and pay, discounts and price so that they can compare and pay.

Online food delivery has had also helped many restaurants by maximizing their sales and generate a good revenue. Mostly 80% of the orders come from the top five cities that have lots of reputed companies and a lot of MNCs - which has a higher rate of working population compared to other cities.

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COMPANY PROFILE

ABOUT ZOMATO:

Necessity is the mother of Invention. Zomato was established due to the necessity of the customers. Zomato was founded by Deepinder Goyal and Pankaj Chaddah in the year 2008 in New Delhi. Deepinder Goyal and Pankaj Chaddah came up with the idea of starting the online delivery of food because they constantly observed their colleagues continuously demanding and searching for the menus of various restaurants and wanted to come out with a solution for the same. They launched "Foodiebay" - former name of Zomato, a directory for restaurant menus over the internet in the year 2008 in Gurgaon, Haryana, India.

In the span of just nine months, Foodiebay became the most demanded online directory for restaurant menus in Delhi. After achieving huge recognition and increasing demand, in the year 2010 Foodiebay was renamed as Zomato.

Currently, Zomato is present in 36 countries which includes India, United States and Australia and more than 10000 cities worldwide. It consists of approximately 1.2 million well known restaurants. It is available to people in 10 different languages and it provides a great platform to various restaurants to serve a large number of customers the food of their choice. Customers can scroll through various restaurant menus; they can search for the best dining place and compare various restaurants by scrolling through the photos and menus uploaded by the restaurants.

Zomato provides various services such as table reservations at the restaurants, online ordering, etc. It collects all the information from each and every restaurant in detail and updates itself on regular basis so that the customers are provided accurate information about the restaurants. A large number of food lovers and Food Bloggers post their reviews and photos on the app. Customers can visit these reviews and photos and compare between various restaurants and make their final choice.

MISSION AND VISION:

There is no formal mission and vision statement by Zomato but according to Co-founder Pankaj Chaddah the mission is "To ensure nobody has a bad meal."
According to Zomato's website (www.zomato.com) the vision is "To be the Global Platform when someone is looking for food locally."

HIGHLIGHTS ABOUT ZOMATO:-

Zomato focuses on huge promotions, offers and discounts to attract the customers. The application is simple and convenient to use and place orders. The main target of Zomato is to maximise the business by targeting huge number of customers. Zomato conducts loyalty programmes where the regular customers are rewarded with additional and unique offers and discounts.

Online monetary transactions are simple and secured which in turn satisfies the customers. The queries and complaints of the customers are exceptionally managed by Zomato and provides customer satisfaction.

FACTORS LEADING TO ZOMATO'S GROWTH:

- Strongly Constructed Business Model: Zomato has constructed a very strong, unique and a profitable business model since the beginning. This has helped Zomato during the difficult times. Achieving huge success within a short span of time for Zomato is only because of its strong business model.

- First Mover Advantage: Zomato is the first ever company to introduce the concept of online food delivery service in India. Zomato has gained First Mover Advantage because of its unique concept. Customers are always in a search for something new and unique, Zomato being the one, captured the attention of a huge number of customers which has led to its success and popularity.

- Continuous Innovation: Since its establishment, Zomato has never stopped growing. The target of Zomato is to expand globally and thus it introduces new products and additional services rapidly. Because of continuous innovation, Zomato is the most successful online food delivery service portal.

- Strong Funding: Since the very beginning, Zomato has been the most popular online food delivery portal. It has been continuously gaining attention of not only customers, but also great investors. These investors have invested a huge amount of money in Zomato and this in turn has led to its growth. The Unique and Innovative business model is what appealed the investors to invest in Zomato.

- Strong Team: In the beginning. Zomato has hired a strong team which visited various cities and listed down ample of restaurants. Earlier, the team was small and thus it was a difficult to manage this time-consuming task. But gradually, the team grew and this activity became quite flexible and easy. It is the strong team that has led Zomato to achieve huge success.

ZOMATO - BUSINESS MODEL:

Zomato guarantees quick doorstep delivery. Presently, clients at this point don't have to hang tight for quite a long time at restaurants. Currently, Zomato is one of the main online food delivery service providers, which is utilized in very nearly 24 nations across the globe.

The Business Model of Zomato is explained as follows:-

- **Key Provides** - Restaurant Owners.

    Retail Grocery Stores.

    Delivery Providers.

- **Channels** - Android and IOS Mobile App Website

- **Key Activities**-Partnership with restaurants and retailers.

    Managing and hiring delivery providers.

    Collect data of users for smooth delivery and payments.

- **Revenue Resouces** - The Large Volume of data of restaurants.

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Delivery providers and supplier's data.

Modern Technology Stack.

- **Cost Structure** - Online platform set-up cost.

  Branding and Advertisement Expenses.

  Office Maintenance Cost.

  Salaries to Employees.

- **Revenue Sources** - From delivery Charges.

  Through Sponsored Advertisements. Commission.

- **Customer Segmentation**- Users can find new restaurants and extensive range

  of new dishes. Best for people who want to order food

  online and prefers doorstep delivery. People who want to

  place orders from nearby cafes and Restaurants.

- **Value Preposition**-Smooth delivery and updated cancellation

  Secure online transactions.

  No minimum order restriction.

  Multiple payment options. policy.

  Bridging the gap between consumers and restaurants

  through a digital platform.

CHALLENGES FACED BY ZOMATO:

- Being in the online food delivery market, Zomato needs to work with extremely low prices with no minimum order request necessities or delivery cost. Considering the expenses related with food preparation and its delivery, keeping a solid monetary margin is the greatest test. A high rivalry is now present on the online food delivery industry, who have set the boundaries to be effectively successful among customers.

- Confusion or miscommunication may occur between the eatery and Zomato which may impact the end customer and ultimately, he/she has to suffer.

- If anything goes wrong from the restaurant's side, its Zomato's brand image which has to suffer.

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- Zomato has to constantly monitor their rivals. It is consistently critical to understand what different brands in a similar space are doing to make their customers repeat purchase.

ZOMATO SWOT ANALYSIS:

SWOT analysis of Zomato examines the organization with its qualities, shortcomings, openings and dangers. In Zomato SWOT Analysis, the strength/qualities and weakness/shortcomings are the internal elements whereas opportunities/openings and threats/dangers are the external elements. SWOT Analysis is a tool which empowers a brand like Zomato to set a benchmark. Zomato is one of the main brands in the IT and Technology area.

❖ **The Strengths are as follows**:

- First mover advantage - Zomato has gained First Mover Advantage because of its unique concept. It is the first mover in a few of the international locations in which it is setting up itself. As an app Zomato is has set a benchmark and many nations have loved the ease of using that the Zomato app provides..

- Fabulous plan of the application - Zomato has won many awards for its application plan and for its ease of use. The App plan and design is phenomenal and it assists you with finding eateries in the area you wish to visit.

- Focused Approach - The brand has consistently attempted to bring the best out of its remarkable contribution. It is very much associated with eateries and routinely accepts criticism from consumers and restaurants. This focused approach has helped Zomato to create a strong brand image in the minds of the consumers.

- **The Weakness are as follows**:

- Security issues - A significant issue for Zomato in the past has been some security threats because of which the application was hacked and almost 17 million client's information was duplicated. Such security issues are a threat and weakness for web organizations.

- Zomato actually requires a ton of extension to give a tough competition to other existing applications.

- Information exchange and Facebook registration have reduced the number of individuals   utilizing Zomato.

The Opportunities are as follows:

- Further extension - The best chance for Zomato is to extend to more nations and set up its base quicker. The service industry faces a major issue that services can be replicated extremely quick with ease. Thus, it is necessary for Zomato to set up and extend itself quicker.

- The idea of Cloud café - The idea of Cloud Cafe where the eateries need not have a physical presence to sell their food, rather they can sell their food through Zomato. In this way Zomato can expand its business.

- Making online payments more secured-Still today there are many people who do not opt for placing online orders because they fear the theft of their data. Zomato can build a strong online payment model where the customers get highly satisfied and this can help in its growth.

The threats are as follows:

- The significant danger would be from the new contestants, numerous new online food delivery providers have entered the market. Thus, competition becomes the biggest threat.

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- One of the significant dangers Zomato faces currently is the Schema module of Google wherein google itself recommends the restaurants. Even google landing page shows the google maps page where you can look for eateries within your area. Google being a major brand, Zomato faces tremendous rivalry from them.

- Not every customer will be loyal towards only one online food delivery service provider, if there is a better one giving good offers and discounts the current customers may switch to other online food delivery service provider.

This, the SWOT Analysis of Zomato explains which areas it should concentrate on to expand If and how it can overcome the treats and grow.

ABOUT SWIGGY:

Swiggy is an online food delivery startup based in India. Swiggy was established by Nandan Reddy. Sriharsha Majety and Rahul Jaimini. In 2013, Nandan Reddy and Sriharsha Majety, had set up an online business site named Bundl with the aim to carry out logistics and transportation in India. Bundl was then renamed as Swiggy- the online food delivery application.

The thought was prompted into their heads seeing quite a significant gap between the food ordering and delivery requirement, where in a ton of eateries confronted the issue of not having adequate food delivery men. For their unique thought of 'local food delivery', all they needed was the innovation to control it and were acquainted with Rahul Jaimini, who at that point changed that vision into reality with the primary site. Furthermore, these young men introduced Swiggy an online food requesting and conveyance stage, which has now advanced in becoming one of the top food delivery aggregators.

After having a moderate start with less working personnel, Swiggy became famous by understanding the client needs and by giving a great deal of offers and heavy advertising they changed themselves into a relentless force that has now changed the way India eats.

The organization began activities in 2014 and is settled in Bengaluru. Swiggy works by going about as a connect among clients and eateries. It uses a creative and innovative technology portal that permits clients to arrange food from close by

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eateries and get it conveyed at their doorstep. Swiggy has its own group of delivery staff who pickup orders from eateries and deliver it at the client's doorstep.

Swiggy, during its initial days had six delivery staff and 25 eateries on its portal. In the span of 3 years, it has increased with more than 6,000 delivery staff across more than 8 cities in India like Delhi, Bengaluru, Mumbai, Pune, Chennai, Hyderabad and Kolkata. As of today, Swiggy has more than 5,000,000 mobile application installations and has become the most popular known brand name for almost everyone who wants to order food online.

MISSION AND VISION:

According to Co-founder Sriharsha Majety, the mission is "To change the way India ,

And the vision is "To elevate the quality-of-life urban consumers by offering unparalleled convenience"

FACTORS LEADING TO SWIGGY'S GROWTH:-

- Dealing with time period: As it occurs in many cases that delivery time that has been proposed isn't real delivery time when one orders food. In spite of many orders, Swiggy has maintained an average delivery time of 30-35 minutes per order request and has made sure that there is no delay beyond that. This is one of the factor's that has led to growth of Swiggy because of its time management.

- Development driver: Having been introduced at the period when India is going through online food delivery improvement, Swiggy has functioned a fast mover and has become a role model for some new emerging companies. Furthermore, Swiggy will utilize the recently gathered

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- funds to maintain itself as a market leader. No looking back: It is remarkable that the orders placed on Swiggy has developed more than 20 times over the most recent couple of months. The online food delivery platform has seen persistent development in orders from its origin. In turn, this has helped them to extend to various other cities in India and also overseas.

- A single window for online food ordering: From a wide variety of eateries, Swiggy has its own, autonomously determined quick working delivery faculty for picking and conveying requests to its clients. Having its own delivery staff, it empowers them to offer their clients services like quicker delivery and live tracking of their order.

SWIGGY-BUSINESS MODEL: -

Swiggy is an online food delivery application that arrange food from a wide scope of neighbourhood eateries. On account of offering fast doorstep food time, Swiggy has become the prior selection of food lovers.

The business model of Swiggy is as follows:

- Partners: Restaurant Delivery Staff

- Main Activities: Promoting the Business, especially seasonal promoting. Not restricting to food delivery but also delivering daily need

- Major Resources: Restaurants and Other Stores.

- Food delivery staff

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- The database of Restaurants and customers. Mobile Application.

- Customer Segmentation: College going youth People who prefer ordering food online rather than going to restaurant.

- Sources of income: Commission Delivery Charges

- Channel: Mobile Application

- Major Expenses: Payments to the Delivery Staff.

- going to a restaurant. People who prefer to get groceries delivered at home.

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CHALLENGES FACED BY SWIGGY: -

o Time taken for the food delivery is considerably more than anticipated which is one of the major issues they face while ordering food through Swiggy online.

o Rivalry with the existing big competitors- Swiggy faces a massive competition in the online food delivery market. The huge names like Mc Donald's, Dominos, are so forth are very aware of the issues with food delivery applications. They can give a tough competition to the existing well-known companies.

o Conflicting Food Quality- Another big challenge that Swiggy faces is the quality of food. It is a genuine task to keep up the nature of food being delivered. All things being considered; the food delivered in large quantities in packages faces huge competition with food which has been served directly to the customer's table from the restaurant's kitchen.

o High costs involved in logistics- Another challenge faced by Swiggy is high costs involved in logistics. Unlike other online food delivery businesses, Swiggy has its own fleet of delivery personnel. But this is a challenge in itself too. High costs are involved in the logistics process but the margins are very low to operate, Swiggy incurs high costs in logistics but the returns are very low.

- **SWIGGY-SWOT ANALYSIS: -**

  o Swiggy's SWOT Analysis demonstrates the qualities of the brand. Strength focuses on each and every beneficial thing concerning the brand and its accepted procedures that makes it unique it from its rivals

  o . The SWOT Analysis throws light on its shortcoming that prevents the brand from performing well. It records its chances that the brand utilizes to succeed

in the market improve its brand value. It likewise illuminates the danger that can possibly affect the brand.

❖ **The Strengths are as follows:**

o Easy-to-use Application: For customers case, Swiggy has maintained the most simple and easy-to-use application to take their orders. It is easy to use because Swiggy lists the hotels on its interface which customers can click on and automatically the menu card and rates are displayed for that particular hotel/restaurant. The payment process on Swiggy's Application is very simple and basic, and every one of the offers that the clients are qualified for are recorded. Once the payment process is completed and the order is placed, customers can track the order with live updates.

• Well-trained staff. Another main strength of the brand is its well-trained working personnel. Be it the delivery staff or the staff at the back-office, everyone is given the best training. The front and the back-end groups are all around prepared to provide the best assistance to the customers.

• Quick Delivery: Swiggy is renowned for its fast delivery service. The application is designed in such a way that it suggests the restaurants to the customers which are located in their nearby area so that the order is picked up from the restaurant nearby and is quickly delivered to them. Because of this well-designed model, Swiggy can productively handle the orders for each customer.

• Huge Range of Selection: One more strength is the wide choice that Swiggy has of the restaurants. It gives different choice of restaurants at the close by area and with a broad menu.

❖ **The Weakness are as follows**:

- Weak Branding: At present, the brand awareness of Swiggy is not up to the mark, and it needs to focus harder on marking. It is important for Swiggy to focus more on its promotional and advertising activities to create more brand awareness and also improve its brand image.

 • Additional Delivery Charges: Another weakness is the additional delivery charges. Apart from the restaurant's order charges, Swiggy charges additional amount for the delivery and packaging. This in turn can make the customer hesitant to place an order via Swiggy.

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RESEARCH STUDY

OBJECTIVES OF THE STUDY

- Understanding different marketing strategies of two major Indian players in the aggregator food-tech sector.

- Using quality tools to isolate reasons for growth and development of these two particular companies.

- Developing a line of action in fields where there exists scope of improvement.

- To examines the measures taken by these companies.

- To study the SWOT analysis of both the company

SCOPE OF THE STUDY

After a deep analysis and research for 4 months in this study we will be covering the following:

1. different marketing strategies and statistics of both the company.

2. finally draw a comparison in terms of marketing strategies between them.

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HYPOTHESIS

Hypothesis is usually considered as the principle in the research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis

Hypothesis 1:

-There is significant level of information provided by both the companies related to food.

RESEARCH METHODOLOGY

Primary data was collects from various people and their opinion and information for the specific purposes of study helped to run the analysis. In essence, the questions asked were tailored to elicit the data that will help for study. The data was collected through questionnaire to understand their experience and preference towards their loyal company.

Secondary data was collected from various sources such as different business websites and published papers

A variety of quality tools have been applied to the problem of interest. The study starts with a Marketing Insights of Both the Companies that outline the features of both the giant food-tech market in India A comparison of business models is done qualitatively and the marketing mix strategies of both the companies are compared. These tools are used in conjunction to develop a set of conclusion for the industry.

DATA ANALYSIS AND INTERPRETATION

MARKETING INSIGHTS OF BOTH THE COMPANY

This section will give the marketing insight of both the company with the help of product differentiation, strategies used and SWOT analysis of both the company.

Product Differentiation (Swiggy)

Surge pricing by Swiggy: A model is being proposed where a delivery charge of 220 will be levied on orders placed on festivals, holidays or rainy days (when mosdelivery staff are unavailable). Swiggy's peers in the United States charge $3-7 per delivery (DoorDash). Hence, if a delivery costs 250 and a 10% commission on a 2300 order carns the company only 230, there is a cash burn (Sayan Chakraborty May 2016). Hence, companies must realize when to move from customer acquisition mode.

Cloud Kitchens by Swiggy: Another model involves the set-up kitchens in places where partner restaurants lack a physical presence. but have potential to lure in consumers through the app (no dine-in facility), Cloud kitchens cut a large amount of operational costs, and allow a large portion of revenue generated by the kitchen to be redirected to Swiggy This is a profitable avenue and has increased investor confidence in the company.

Correct marketing of USP Swiggy has managed to set a differentiator. which happens to be a live tracking service of delivery through routing.

Indian consumer, which has caused a lot of consumers to flock to the company.. Others in this segment have not been able to do so, often getting lost in the competitive sector. Similarly, an advertisement of delivery within 37 minutes is a differentiating factor for them in this space.

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Swiggy Express. An initiative (in the pilot stage) that aims to deliver food within 15-20 minutes. Pre-cooked food from partner restaurants is put into hot boxes and on receipt of the order, is dispatched directly, making sure hot food reaches the customer within 15-20 minutes. This reaches out to a market of consumers that prefer quicker deliveries.

Product Differentiation (Zomato)

Curbing over-hire Zomato laid off a large number of employees, however without creating a bitter environment and strengthening investor confidence. 40% of the restaurants on Zomato accounted for over 90% of traffic. The company "had to rethink our processes to make sure that the frequency o
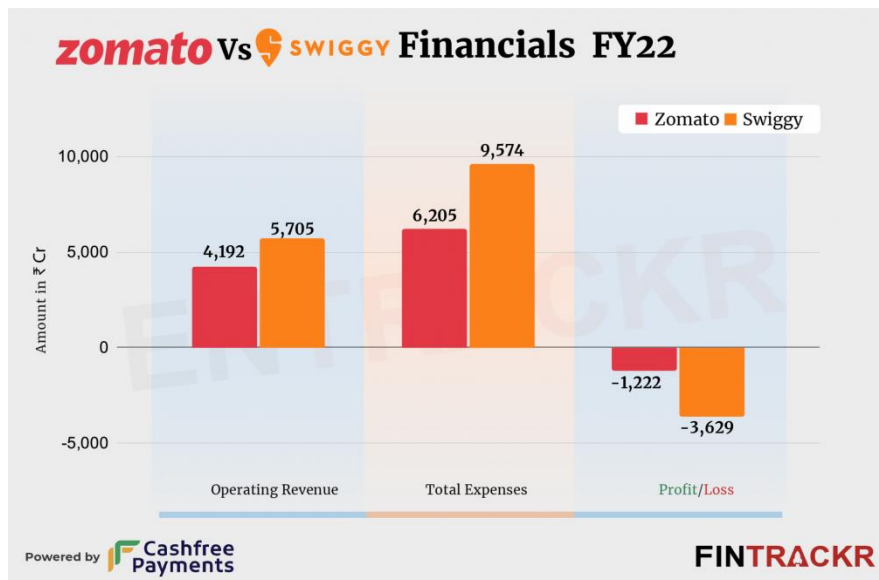
their data updates go up in multiples for the top 40% of restaurants. This led to a cut in about 60% of their content teams across the world Over-hire is a common money-pit in early startup culture, in pun due to investor pressure and wild business projections. This hire-and-fire culture has left a sour Aftertaste in the food-tech community. Figure 5 shows the employee strength of the two companies.

Differential commission: Another proposed model where the exact size of commission fee will be based on feedback from customers. In the case of a five star rating, Zomato will take a 7.5% commission fee. That cut could rise to a maximum of 15% for the lowest customer feedback. Hence, this attempts to quantify and reward good customer feedback and quality, which serves to be a good differentiator.

Gender Classification of the Respondents

- Male
- Female
- Prefer Not To Say
- Total

14%
34%
2%
50%
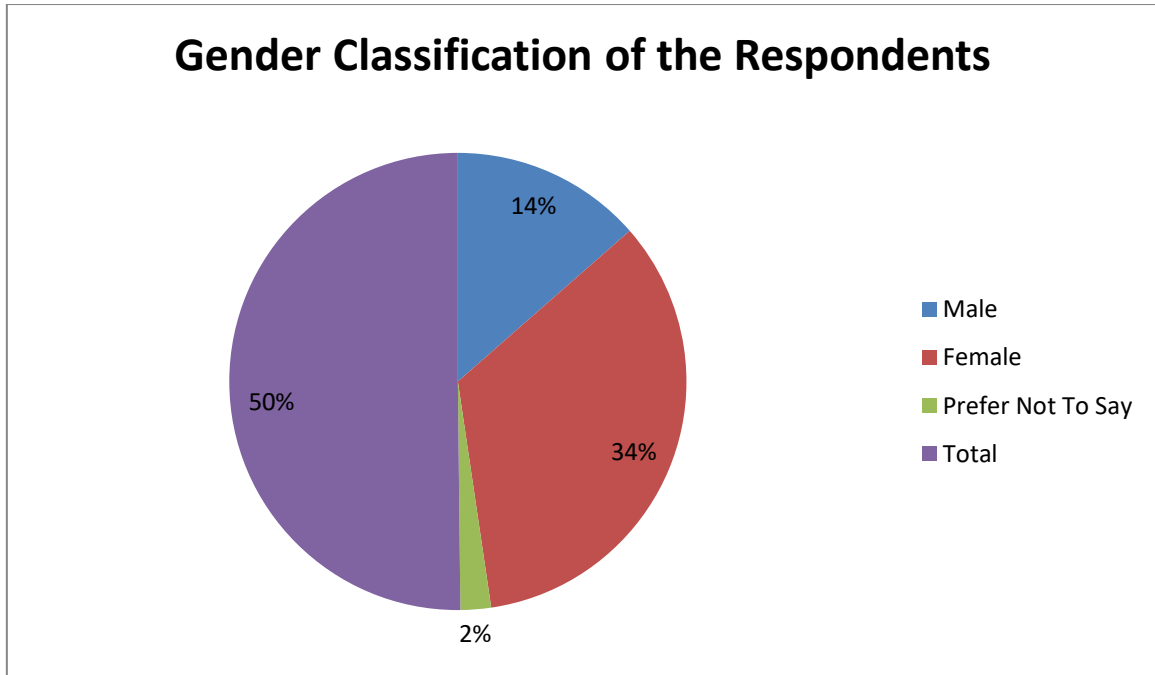
PIE CHART: Gender Classification of the Respondents:

- **Swiggy outpaces Zomato with higher revenue and scale in FY22**

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MARKETING MIX STRATEGY OF BOTH THE COMPANY

PRODUCT

SWIGGY	ZOMATO
Swiggy is one of the popular delivery companies that supplies ordered food and beverage items to its customers. It has created a single window and included a wide range of food parlours and restaurants under its umbrella.A customer now can make a choice from visual menus of restaurants in neighbourhood and order online. The company has estimated seven hundred and fifty restaurants on its platform and receives nearly seventy thousand orders on monthlybabased.	Zomato provides its users with restaurant search information and reviews that will enable one to make an informed decision in regard to the choice of restaurant. Menu images are offered to customers, especially for those restaurants that aren't running their own websites. In general, their services include POS Systems, Restaurant Search & Discovery, Whitelabel Apps, Table Reservations & Management and online ordering services. The company lists at least 1.5 million restaurants across the almost 25 countries where it is present.Other products include

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	"Citibank Zomato Restaurant Guide"- a print version of its website content which it launched in 2012 in collaboration with India's largest bank Citibank.

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PRICE

SWIGGY	ZOMATO
Swiggy has an extensive workforce andthis flexibility prompts it to allow itscustomer a policy of no minimumorder. This has increased its customer baseto a great deal. Swiggy was able toraise 2 million dollars in Series Afunding from Accel Partners and SAIFPartners. During Series B it raised 16.5million dollars funding from anundisclosed investment firm and Norwest Venture Partners. Swiggy hastie-upswith restaurants that offer aminimum of 15% to 25% commissionand this has helped it in increasing itsdistributive channeland garnering better	Zomato doesn't charge restaurants for putting their restaurant information on the Zomato page. However, it doesn'tmean that the restaurants won't ultimately pay anything. There arethree basic revenue generation avenuesor sources namely: advertisements(sponsor ads & banner ads), restaurant booking and eventticketing.Eventticketing is where tickets for specialevents are sold through the site basically for large scale events or parties. Restaurant booking or onlineordering is charged at between 7.5%and 15% of the sales depending on the priority category of the restaurant.

revenues. It also charges aminimum delivery fee from itscustomer irrespective of a small or highamount order.	

PLACE

SWIGGY	ZOMATO
Swiggy has spread its presence to few cities in India like Bengaluru, Gurgaon, Pune, Chennai, Delhi, Hyderabad, Kolkata and Mumbai. It has its headquarters base at Bengaluru in Karnataka and has established its corporate offices at Hyderabad in Telangana and Gurgaon in Haryana. It is a popular app that takes order for food delivery from listed restaurants on its portal. Swiggy has set up a strong and widespread distribution network to offer prompt and best results.	Zomato is an online search site that can be accessed by native users of Windows Phones, Universal Windows Platform i.e. Windows 10 and Windows 10 Mobile, Android users, iOS, and watchOS. It is currently available for use in about 23 countries including India, Canada, Chile, Malaysia, United Arab Emirates, New Zealand, Lebanon, the United Kingdom, Ireland, Czech Republic, Italy, Sri Lanka, Poland, Turkey, Slovakia, Portugal, Qatar, South Africa, the USA as well as Australia among others. Today, the site receives a flooded traffic of about 90 million visits every month. Products are available in about ten languages

	namely: English, Italian, Slovak, Spanish, Portuguese, Turkish, Polish, Indonesian and Slovak.

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<u>FINDINGS</u>

FINDINGS

1. Both Swiggy and Zomato uses Emotional Branding to gather more.

2. Swiggy has a pole position on the merchant side. Zomato had neglected the ordering part for a long time as it didn't see much value in it.

3. Swiggy is leading in some aspect of survey.

4. Currently, Swiggy accounts for about 50% of online orders from my kitchen while Zomato does about 20-25% orders.

5. Undoubtedly Swiggy and Zomato made their impact on customers very strongly and captured loyal customers.

6. Both Swiggy and Zomato advertising were very innovative and attractive.

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<u>CONCLUSION</u>

CONCUSION

Marketing strategy is the section of your business plan that outlines your overall game plan for finding clients and customers for your business .Marketing strategy focuses on what you want to achieve for your business and marketing efforts.Marketing plan details how you'll achieve those goals. The four Ps of marketing: product, price, place and promotion.

The marketing mixcan be divided into four groups of variables commonly known as the four Ps:

Product

: The goods and/or services offered by a company to its customers.

Price

:The amount of money paid by customers to purchase the **product.**

Swiggy's marketing strategy consists of both online and offline marketing

Campaigns .It promotes its campaigns via Facebook, Twitter, Youtube, Pinterest ,and Instagram. Some of its campaigns include Secondtomom,#DiwaliGhayAayi, #SingwithSwiggy and Know your food series of pictures and food walks in a local area. The company has successfully built its brand awareness and connects with its audience through these channels.

Zomato's Marketing game focuses on the Internet media rather than the traditional media, in fact they are one of those few Indian brands who have have figured how to get the most out of this modern marketing medium .Using unconventional mediums or messages, using Low-Cost Marketing Mediums,

focus on Customer service/experience and strong Customer Engagement are some of the strategies used by the company.

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