PROJECT REPORT

" AN OVERVIEW OF THE MARKETING STRATEGY OF ZOMATO "

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

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Under the Guidance of

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G . S. College of Commerce & Economics, Nagpur

Academic Year 2022 – 23

G. S. College of Commerce & Economics, Nagpur

Academic Year 2022 – 23

CERTIFICATE

This is to certify that " **YASH UGHADE** " has submitted the project report titled **" AN OVERVIEW OF THE MARKETING STRATEGY OF ZOMATO ",** 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. SHUBHANGI JEPULKAR   **DR. AFSAR SHEIKH**
(PROJECT GUIDE)   **(Co-ORDINATO R)**

PLACE

DATE

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23

DECLARATION

     I here-by declare that the project with title " **AN OVERVIEW OF THE MARKETING STRATEGY OF ZOMATO** '' 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.

YASH UGHADE

Place:

Date:

G.S. College of Commerce & Economics, Nagpur

Academic Year 2022 – 23

ACKNOWLEDGEMENT

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

I am extremely thankful to my Project Guide PROF. SHUBHANGI JEPULKAR for his/her guideline throughout the project. I tender my sincere regards to Co-Ordinator, PROF. AFSAR SHAIKH 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.

YASH UGHADE

Place:
Date:

INDEX

INTRODUCTION

CHAPTER 1

INTRODUCTION

WHAT IS MARKETING?

Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

WHAT IS MARKETING STRATEGY?

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

HOW WAS ZOMATO STARTED?

The story of Zomato started in the office of Bain & Company in Delhi. Deepinder and Pankaj worked at this company when they thought of this idea. They saw people standing in a queue at lunchtime and give the order for their food when their turn came. From there they got an idea of "Foodiebay" which became a prologue to Zomato.

At first, they started scanning all the menu items of the restaurant and listed them on their intranet website Foodiebay.com. Later on, after seeing a huge surge in their traffic, they decided to launch their website open to the public. They began listing restaurants from Deli NCR on their portal and quickly expanded to other cities like Kolkata and Mumbai. In November 2010 they changed the name Foodiebay to Zomato.

Their idea germinated in the form of Foodiebay.com they put up scanned copies of the food court menu onto their company's private network. Everyone at the company soon started using this service and there was a sudden surge in the website traffic.By now this wasn't just confined to the walls of their office. Everyone else around their vicinity also started using these scanned copies.

The first professional restaurant menu that Deepinder and Pankaj uploaded onto their site was that of Hauz Khas in Delhi. After this, they started expanding this idea into other metropolitan cities of the country including Kolkata, Mumbai, and Bangalore.And once a word was around, thousands of people started using their website to get to know about the best restaurants around. It was this interest from people around that encourage both Pankaj and Deepinder to think of going PAN India with this idea.

This is when the idea of renaming the site came into their minds. They wanted something with more of a punch and something easier to remember and hence came the word ZOMATO in November 2010.The founders then wanted to make life a little easier for their users and hence came the idea of building a mobile application. With this growth in their business and their ideas arose a need for funding.

THE STORY BEHIND THE NAME ZOMATO

One of the reasons why they decided to change the name in late 2010 from Foodiebay to Zomato was that they wanted a powerful brand name. After endless debate over several cups of coffee, they came up with the name Zomato. Decided to keep the idea of food at the center and choose a name that is short, easy to remember and makes people think of food. Zomato's got a zing to it and is originally a play on the word 'tomato'.

ZOMATO STARTUP-LAUNCH

When the founders launched this website, it wasn't called Zomato back then, it was called Foodiebay. And it initially started out in Delhi, then the services were extended to cities like Mumbai and Kolkata. With the

tremendous user base and growth rates that Foodiebay brought in to the founders, they decided to modify it and take it international. And that's when this venture started being called Zomato, as we know of it today. It was in 2010 when Foodiebay was officially rechristened as Zomato.

ZOMATO - NAME, TAGLINE & LOGO

The founders changed Foodiebay to 'Zomato' to make it more prominent, simple to memorize and primarily to eliminate the confusion with the website eBay. Zomato's tagline is "Never have a bad meal".

ZOMATO - BUSINESS MODEL & REVENUE MODEL

The main source of revenue for Zomato now is the advertisements channel that the portal offers to display. This accounts for most of its revenue followed by the commissions that it charges to the restaurants. It works on a commission business model.

ZOMATO - HYPERPURE

Hyperpure by Zomato is changing the way restaurants work. It is Zomato's B2B foodtech vertical. Hyperpure allows restaurants to buy everything online from vegetables, fruits, poultry, groceries, meats, seafood to dairy and beverages. It claims to be working directly with farmers, mills, producers, and processors to source these products thus ensuring quality and consistency.

THE BIGGEST CHALLENGE FACED WHILE SETTING ZOMATO UP WHILE TAKING IT OVERSEAS

One of the biggest challenges faced by any fast-growing company is finding the right talent to fuel growth. Today they have a team of about 650 people globally and are looking at tripling that number in the near future. They keep innovating in the ways they hire and try to ensure that people fit in well in terms of skill, culture and attitude. However, the challenge continues to be finding the right people for the right job. Another major challenge has been to make sure that they have covered each and every street in the cities they're launching in. The information needs to be relevant and comprehensive for users to keep coming back to use our product. Data collection teams in each city hit the streets on a daily basis and collect data first hand. One thing learned while going international is that there is no alternative to doing own market research or data collection. They send out teams to scout a market before decide to launch there and have their own teams working on gathering data to ensure accuracy and exhaustiveness.

FUNDING RAISED BY ZOMATO

This idea of Deepinder's and Pankaj's impressed Sanjeev Bikhchandani, the founder of Naukri.com. In December of 2010, Sanjeev Bikhchandani provided Zomato with a funding of 1 million USD through his company Info Edge India and from here on, there was no looking back.The next round of funding that they got was again from Info Edge India and this time it was 3.5 million USD and again in the year 2013, Zomato received a staggering 10 million USD from Info Edge India which made Info Edge India a holder of nearly

50% of the shares in the start-up. Other investors for Zomato include Sequoia Capital, VY Capital, and Temasek.

The funds just kept coming in after this. By the end of 2018, it is estimated that Zomato would've received a funding of more than 300 million USD. This funding then gave Zomato the idea of expanding into more cities across India apart from Delhi, Bangalore, Kolkata, and Mumbai. So, they moved into Hyderabad, Ahmedabad, Pune, Chennai, etc. In September 2012, Zomato launched its services in Dubai, Sri Lanka, United Kingdom, South Africa, Turkey, and New Zealand.

HOW DOES ZOMATO WORK?

The main work of Zomato is to suggest local and nearby restaurants to users and receive orders from them. Users can place orders from their favorite restaurant based on ratings and reviews shared by previous customers.Perhaps this is why more and more startup owners are interested in developing an app similar to Zomato. It offers comfort to the users and helps business owners reach their local food business to new heights.Zomato's working flow is simple,

☐ Step 1: From the desiccated app solution or website, users can explore various restaurants and order meals.

☐ Step 2: Particular restaurant owners receive an order request and start preparing a meal.

☐ Step 3: Once the food is ready to dispatch, it will be handed over to delivery providers.

☐ Step 4: Delivery providers deliver the meal to the customer's preferred location.

☐ Step 5: From the given payment options, customers can make payments and share reviews based on their experience.
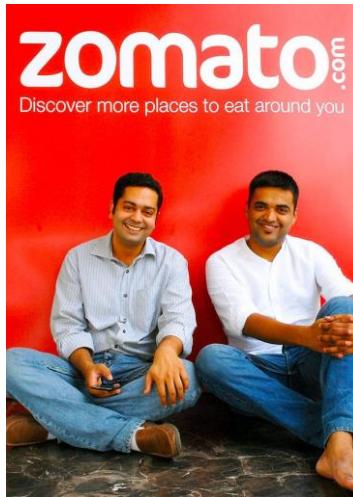
THE SUCCESS STORY OF ZOMATO

Food is the prime mover for anyone across the globe. Of course, there are many people who yearn for food and to taste a variety of cuisines that are available. The furtherance in the technology has paved a way for the creation of many innovations and it is no less to mention that food delivery app development is one among them.In this extravagantly ornate system, it has become hard for every person to disburse time on everything. Besides, cooking food after a busy day entails a lot of time and that is what that has gained huge rage about these food delivering applications, where food will be delivered directly at your doorsteps.

For all these ingenious thoughts, there are those unusual people who have a perfect understanding of all the trends and so are these people Pankaj Chaddah and Deepinder Goyal. They are the master brains behind this great food delivery application 'Zomato'. Zomato has been and is the most widely used ordering application that attracted many customers with its innovatory strategies.

THE FORMULA OF ZOMATO'S SUCCESS

The founders of Zomato, Deepinder Goyal and Pankaj Chaddah consider that hiring the correct persons is the primary reason for their company's startling growth and moreover, it was also the greatest hurdle encountered by them while building Zomato. Now, they have a squad who are vital in bricking their dream project.

ZOMATO - STRATEGIES

SEO STRATEGY :-

Zomato has a strong SEO strategy. We have already discussed that Zomato gets approx 66% of its traffic from searches made online. With their SEO efforts, they manage to get 99.44% of organic traffic from its search ratio whereas their paid searches are just 0.56%. This explains why they have a strong SEO strategy.Such an uprising metrics is because of the SEO strategy of Zomato.

SOCIAL MEDIA STRATEGY :-

An app that targets the customers of the 18-35 age group, cannot miss social media marketing. Zomato understands that most of its target groups are active social media users. So, it focuses on creating social media ads and creates engaging posts to connect with the audience.

TARGETED KEYWORDS STRATEGY :-

Zomato targets over 900K keywords to rank high in search results. That's why it is has a dominant position in search results. The keywords include restaurant names, dish names, and some phrases that relate to the user's search query like "cafes near me" or "order online food," etc.

TARGETED AUDIENCE :-

Zomato targets people of the age group of 18-35 years who are comfortable using smartphones.The people of this age group are tech-savvy and can use mobile applications. The target audience of Zomato is of 2 categories.

COMPANY PROFILE

CHAPTER 2

COMPANY PROFILE

THE NATURE OF BUSINESS

COMPANY PROFILE

SECTOR : Consumer Discretionary

INDUSTRY : Food Delivery, Lodging & Restaurants

SUB-INDUSTRY : Restaurants

Zomato Media Pvt. Ltd. provides an an online food and nightlife guide service. TheCompany operates a website and mobile app that provides in-depth information includingmenu, contact details, pictures, directions, ratings, and reviews for a multitude ofrestaurants. Zomato Media extends its services throughout global networks.Founded in 2008, Zomato is a leading platform for restaurant search & discovery, onlinefood ordering, and restaurant table reservations. The company was founded by DeepinderGoyal and Pankaj Chaddah and is headquartered in Gurgaon (officially Gurugram).Featuring a robust review system, Zomato allows foodies to find the best meals andrestaurants in their neighborhood. A notable aspect about Zomato is that it is among the fewcompanies that have gone global after starting operations in India. Zomato currentlyfeatures more than 1 million restaurants globally on its platform.

zomato

Type of Company	:	Public, Unlisted
Industry	:	Online food ordering
Founded	:	July 2008; 12 years ago
Founder	:	Deepinder Goyal and Pankaj Chaddah
Headquarters	:	Gurgaon, Haryana, India
Area served	:	Worldwide
Key people	:	Deepinder Goyal (Founder&CEO), Pankaj Chaddah(Co-Founder), Gaurav Gupta (COO)
Services	:	Food delivery
Revenue	:	Increase ₹2,486 crore (US$350 million) (2020)
Net income	:	Negative increase ₹−2,451 crore (US$−340 million) (2020)
Owner Info	:	Edge(18.6%), Uber(9.1%), Alipay Singapore(8.3%), Antfin Singapore(8.2%)
Number of employees	:	5,000+
Website	:	https://www.zomato.com/bhopal

KEY EXECUTIVES

DEEPINDER GOYAL - **CEO / Co-Founder**

SAMEER MAHESHWARY - **Chief Financial Officer**

MUKUND KULASHEKARAN - **Chief Business Officer**

MOHIT GUPTA - **CEO : Food Delivery**

SWOT ANALYSIS

STRENGTH

FIRST MOVER ADVANTAGE

One of the best competitive advantages of Zomato is that it isthe first mover in many of the nations where it is establishing itself. Directories and otherforms of restaurant ratings might exist. But as an app Zomato is excellent and manycountries (like India) have loved the usability of the Zomato app.

EVERGREEN INDUSTRY

The restaurant industry is an evergreen industry. Sure, there may berecessions and other downturns which might affect the industry. But overall, this industry isgoing to stick around at all times and is only going to grow with rising disposable income.

FAST EXPANSION

It is appreciative that Zomato has expanded so fast. It is already in 24countries and is expanding year on year.

FANTASTIC DESIGN OF APPLICATION

Zomato has regularly won awards for its app design andfor its user-friendliness. The App design is fantastic and it helps you discover restaurantsnearby as well as in an area you are going to visit.

EXCELLENT FUNDING

Zomato has picked multiple rounds of funding over theyears and because it is now so well established in many countries, there is a lot of fundingavailable for the app.

BRAND EQUITY

Zomato is valued at $1.4 billion within 7 years of inception. That saysvolumes about the popularity and love for the brand.

WEAKNESS

SECURITY ISSUES FOR THE APPLICATION

A major issue for Zomato in the past has been somesecurity issues due to which the app was hacked and at least 17 million users data wascopied. Such security issues are a nightmare for internet companies.

STILL A LOT OF EXPANSION REQUIRED

Considering that the app has established in 24countries, there is good expansion. But at the same time, the app has been started 7 years back and with the amount of funding available for Zomato, the expansion can be muchfaster. It is allowing other services to establish themselves in this niche before it reachestheir country.

FACEBOOK CHECK - INS

Besides such apps, in many places word ofmouth still trumps apps and at the same time, Facebook check-ins are a strong competitorwherein people might not need Zomato. Thus, it is an app for early adopters but definitelynot for laggards.

OPPORTUNITIES

FUTURE EXPANSION

The number 1 opportunity for Zomato is to expand to morecountries and establish its base faster. Service industry has a major problem that servicescan be copied very fast and very easily. As a result, it is critical for Zomato to establish andexpand itself faster.

CLOUD RESTAURANT

Zomato is coming up with the concept of Cloud restaurants whereinrestaurants will not have to get a physical space to actually sell their food products. Instead,they can sell from Zomato.

THREATS

GOOGLE SCHEME MODULE

One of the major threats Zomato faces right now is theSchema module of Google wherein google locations itself is getting in restaurantrecommendations. Even google homepage shows the google maps page where you cansearch for restaurants within your locality. Google being such a big brand, zomato faceshuge competition from them.

MARKET FOLLOWERS & CHALLENGCHALLENGER'S

In the service industry, it is very easy to replicatethe success of another service product or offering. Similarly, marketing followers andchallengers can slowly take away the market share of Zomato.

LITERATURE REVIEW

CHAPTER 3

LITERATURE REVIEW

This paper has been prepared after a thorough research from a number of articles and research pieces and by visiting a number of editorials expressing opinions on the same.

SERHAT MURAT ALAGOZ & HALUK HEKIMOGLU (2012)

Determined a noticeable growth in e-commerce with a similar growth in the online food industry. They used Technology Acceptance Model (TAM) model to study the online food ordering system. Ease and usefulness of the online ordering and delivery services has been emphasized as a major factor towards the acceptance and growth of these services and an important reason for consumer preference for these services.

HARSHLEEN KAUR SETHI (2017)

Determined several factors like geographical coverage and customer support to analyze the responses that customers usually have with respect to these. This was accompanied by a complete interpretation of usage of social media effectively by the brand. This was aided by a PESTLE and pricing strategy analysis of the brand. The positioning and communication strategy of the brand was correlated and a gap was found in terms of effective implementation.

ANSHUL SHARMA (2017)

Did a comprehensive study on the infrastructure of Zomato including factors like Zomato treats, Zomato Gold etc. and effectively correlated it with the sales management techniques of the brand. This was done keeping in mind sales planning, sales documentation, automation and other key factors. The study concluded by pointing out certain problems in the implementation and overall management of the system in terms of recruitment and data authentication. This was followed by a series of suggestions and recommendations for more control.

ANIRUDDHA DESHPANDE (2016)

Conducted a market and consumer analysis for Zomato with special emphasis on new and upcoming opportunities for the brand. This was done by conducting a SWOT analysis and a further study on emerging markets. Furthermore, Porter's FIVE FORCE ANALYSIS was also carried out to aid the research. Industry rivalry- Local and global completion were taken into account. Overall, the study regarded Zomato as an excellent means of serving customers as it rated well on several consumer perception parameters as compared to its counterparts.

DR . GOMATHY THYAGARAJAN (2015)

Published a study on the Zomato in the form of a case study. The study aimed at an overall analysis of the brand by taking into account several parameters like marketing strategies, competitive strategies and global avenues. This study has been extremely useful in understanding the overall domain of the brand and how it effectively correlates each theme.

PROBLEM DEFINITIONS

CHAPTER 4

PROBLEM DEFINITION

One of the biggest challenges faced by any fast-growing company is finding the right talent to fuel growth. Today they have a team of about 650 people globally and are looking at tripling that number in the near future. They keep innovating in the ways they hire and try to ensure that people fit in well in terms of skill, culture and attitude. However, the challenge continues to be finding the right people for the right job. Another major challenge has been to make sure that they have covered each and every street in the cities they're launching in. The information needs to be relevant and comprehensive for users to keep coming back to use our product. Data collection teams in each city hit the streets on a daily basis and collect data first hand. One thing learned while going international is that there is no alternative to doing own market research or data collection. They send out teams to scout a market before decide to launch there and have their own teams working on gathering data to ensure accuracy and exhaustiveness. In fact, it was encouraging for the team to see Pankaj, Zomato's Co-Founder and COO, sweating it out on the streets collecting data in the Dubai summer to launch Zomato UAE two weeks after Ramadan.

OBJECTIVE OF STUDY

CHAPTER 5

OBJECTIVE OF STUDY

1. To understand the marketing strategies adopted by Zomato.

2. To analyze how these strategies have affected their company's growth.

3. To understand consumer perception and behavior towards Zomato.

4. To analyze how Zomato's marketing strategies have affected consumer behavior.

5. To analyze the competition faced by Zomato and Swiggy.

6. To identify the challenges they face like customer retention and loyalty.

SCOPE OF STUDY

5.2

SCOPE OF STUDY

1.   Financial performance

2.   Corporate social responsibility

3.   International expansion

4.   Regulatory and legal environment

5.   Data availability

6.   Technology and innovation

LIMITATIONS OF STUDY

5.3

LIMITATION OF STUDY

1.   Data availability

2.   Geographical diversity

3.   Limited sample size

4.   Dependence on secondary sources

RESEARCH METHODOLOGY

CHAPTER 6

<u>RESEARCH METHODOLOGY</u>

Methodology includes the overall research procedures, which are followed in the research study. This includes Research design, the sampling procedures, and the data collection method and analysis procedures. To broad methodologies can be used to answer any research question-experimental research and non-experimental research. The major difference between the two methodologies lies in the control of extraneous variables by the intervention of the investigator in the experimental research.

RESEARCH DESIGN

A research design is defined, as the specification of methods and procedures for acquiring the Information needed. It is a plant or organizing framework for doing the study and collecting the data. Designing a research plan requires decisions all the data sources, research approaches, Research instruments, sampling plan and contact methods.

RESEARCH DESIGN IS MAINLY OF FOLLOWING TYPE'S :-

1.   Exploratory research.

2.   Descriptive studies

EXPLORATORY RESEARCH

The major purposes of exploratory studies are the identification of problems, the more precise Formulation of problems and the formulations of new alternative courses of action. The design of exploratory studies is characterized by a great amount of flexibility and ad-hoc veracity.

DESCRIPTIVE STUDIES

Descriptive research in contrast to exploratory research is marked by the prior formulation of specific research Questions. The investigator already knows a substantial amount about the research problem. Perhaps as a Result of an exploratory study, before the project is initiated. Descriptive research is also characterized by a pre-planned and structured design.

DATA COLLECTION METHODS

PRIMARY DATA

These data are collected first time as original data. The data is recorded as observed or encountered. Essentially, they are raw materials. They may be combined, totalled but they have not extensively been statistically processed. For example, data obtained by the peoples.

SECONDARY DATA

The Secondary data collected has been collected from books, journals, broachers, internet and other secondary sources.

Official Publications, Publications Relating to Trade, Journal/ Newspapers etc

HYPOTHESIS

CHAPTER 7

<u>HYPOTHESIS</u>

HYPOTHESIS

Hypothesis is usually considered as the principal instrument in 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.

ALTERNATIVE HYPOTHESIS- H1: There is a significant correlation between the positioning strategy and consumer preference for Zomato
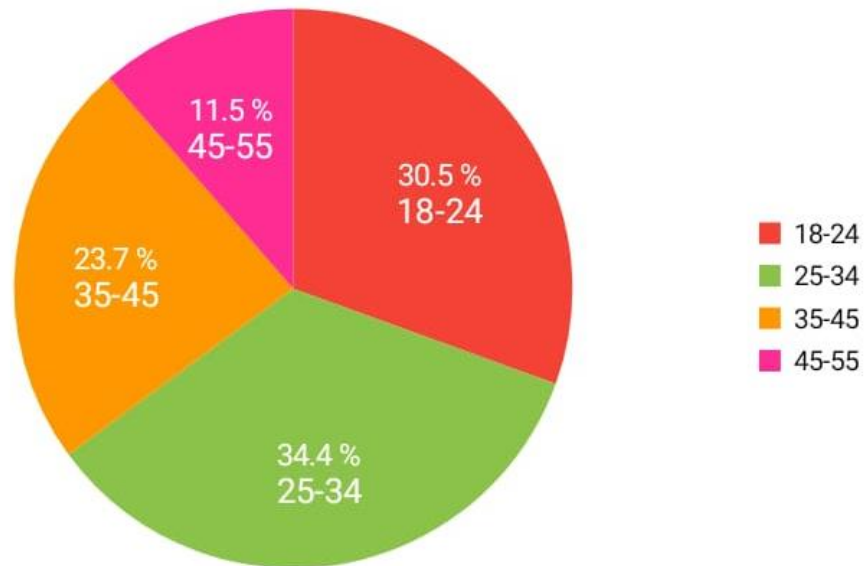
NULL HYPOTHESIS- H0: There is no correlation between the marketing/positioning strategy and consumer preference for Zomato

DATA ANALYSIS &

INTERPRETATION

CHAPTER 8

<u>DATA ANALYSIS & INTERPRETATION</u>
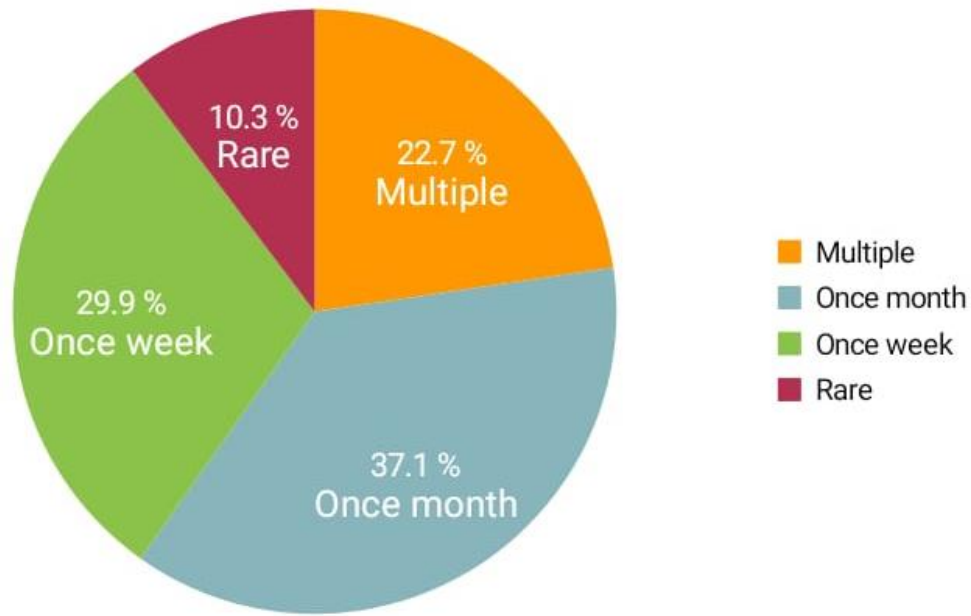
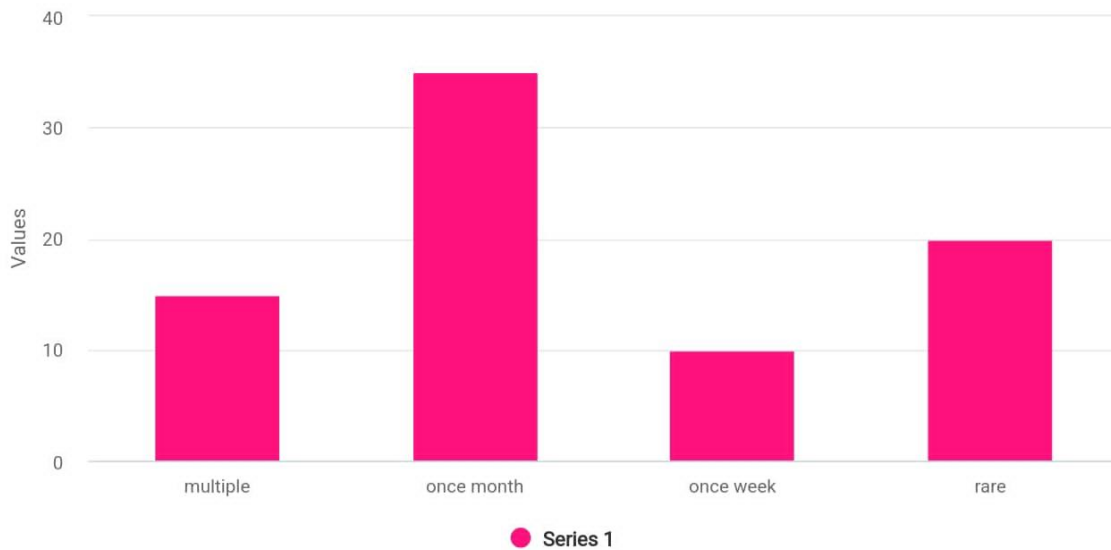**Que 1) What is your age?**

WHAT IS YOUR AGE RANGE
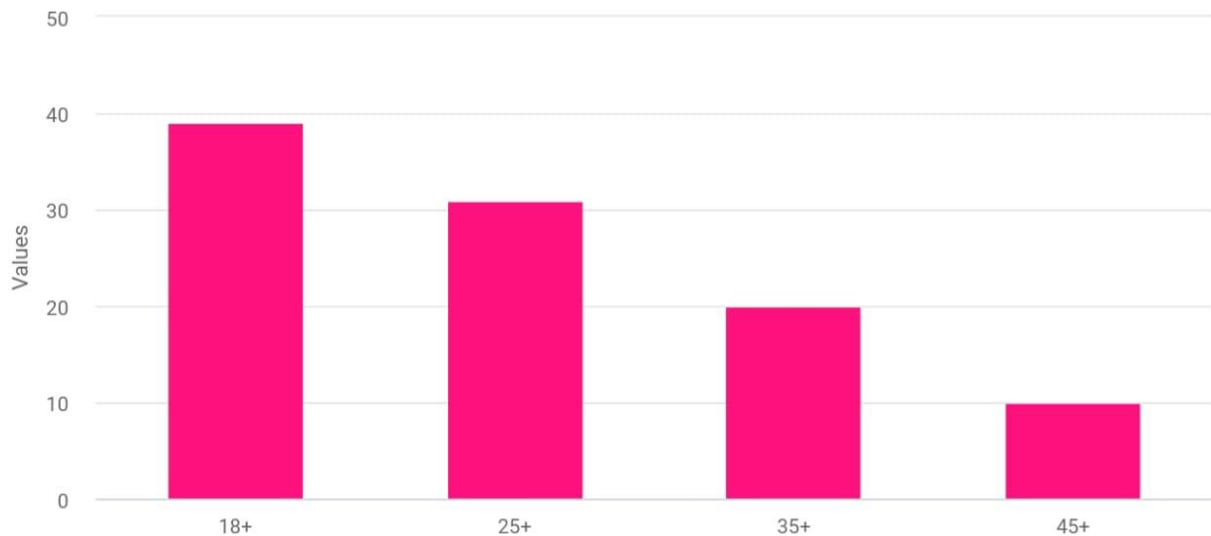
In this chart we shown that major numbers of users are under 35 age group where most of the percentage show the quality of user age in group as 34% is group 25+ where 30% is 18+ age range

Que 2) How often do you use Zomato for ordering food?

In this pie chart we shown that the user of the zomato month usually order in a month order was count as vote 38% for a month as higher and lower is 10% in case of rare attraction. Almost high number is impact positive response and other hard people use weekly bases in 30% data.

Que 3) What do you primarily use Zomato for? Ordering food delivery.
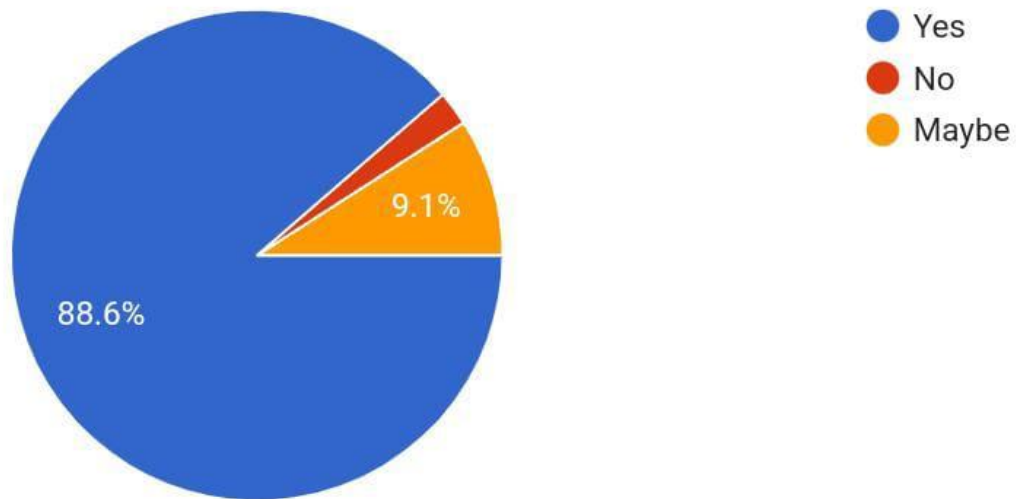
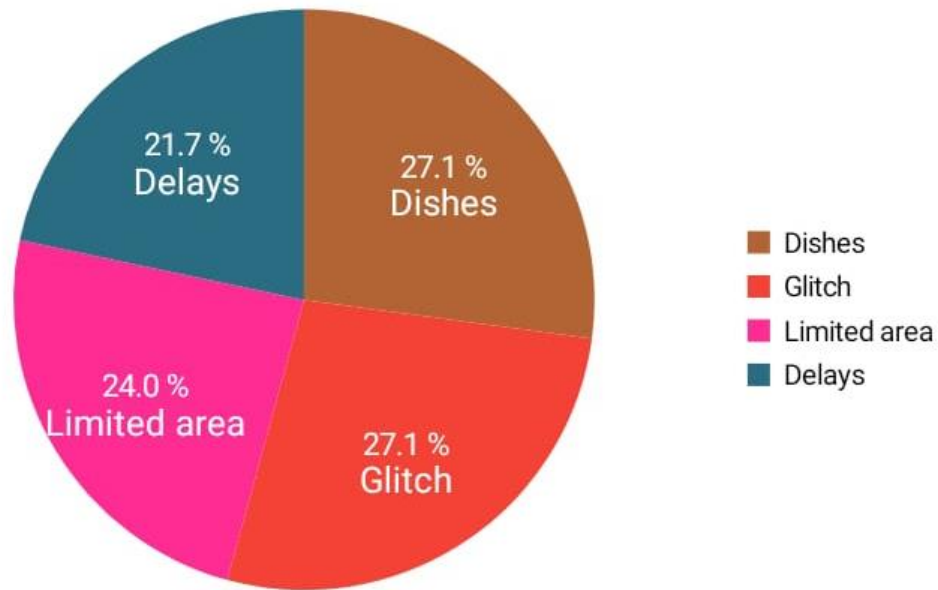| No. of Respondents	Response
64	Yes
3	No
13	Maybe

We use zomato for primary use of ordering food in percentage of 89% we find major number of users are actually come zomato for food or ordering food online where it has some negative response like 9% is no for zomato online food.

Que 4) What features of Zomato do you find most useful?

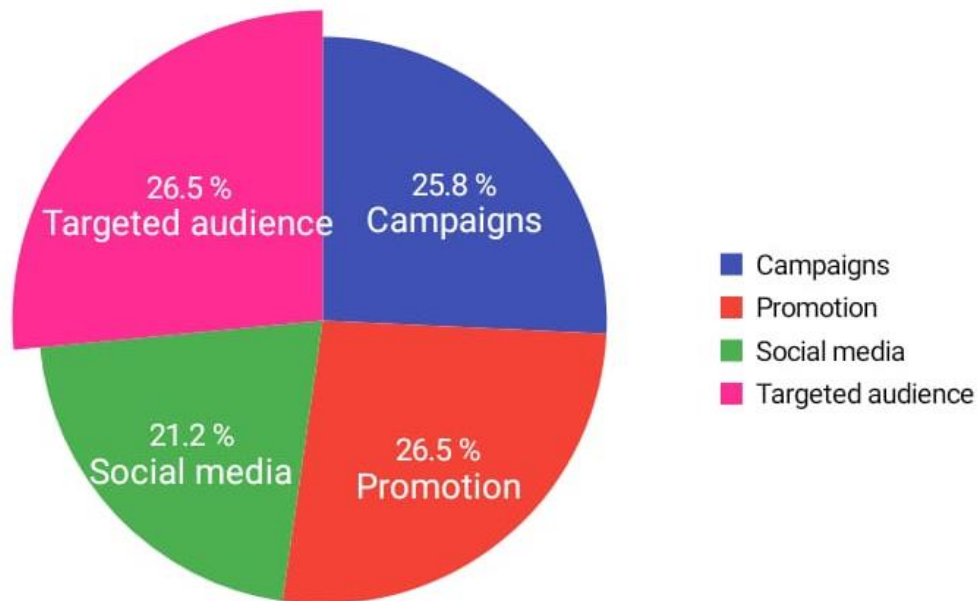| Responses	No. of Respondents
Yes	72
No	1
Maybe	7

INTERPRETATION :-

In this pie chart we see a little bit easy factor why we choose zomato so answer is there is multiple people use

for discount offer in ratio 18% and for ordering food 40% as we see the balance sheet or zomato we saw there

is major number for ordering food online.

Que 5) What are the biggest pain points you face while using Zomato?

Response	No. of Respondents
Strongly agree	37
Agree	31
Neutral	10
Disagree	2
Strongly disagree	-

Due to pie chart and survey we say that the problem face by the user is glitch in technology 28% and limited area delivery 26% and delays 21%.

Que 6) What would you like to see improved in Zomato's marketing strategy?

Response	No. of Respondents
Offline	8
Online	72

In this pie chart we see that there is zomato marketing strategy where there two types or marketing online or offline in case there major roles like campaign 26%, Social media 22% and promotion content High leads towards the website or business.
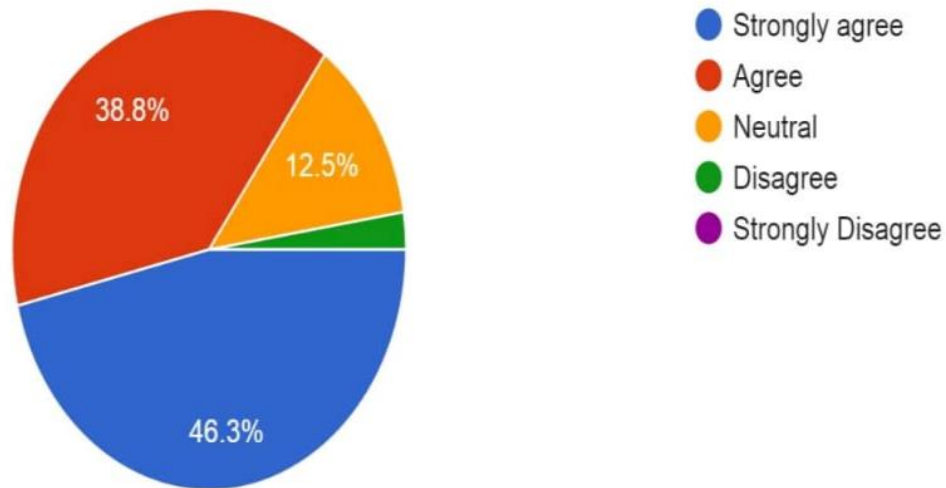
Que 7) In which Social media zomato heavily promote there Advertising and Campaign.
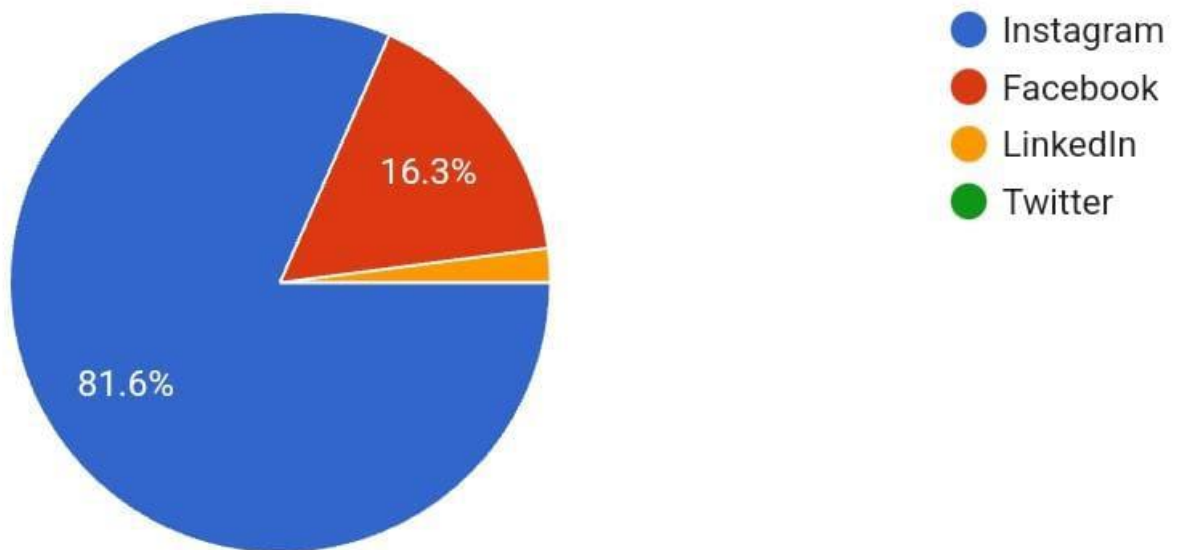
Response	No. of Respondents
Strongly agree	37
Agree	31
Neutral	10
Disagree	2
Strongly disagree	-

According to a pie chart zomato heavily promote there marketing in social media like Instagram with 81 % marketing share and it is highest score in marketing plan where other one like Facebook and ads are run second.

Que 8) Are zomato is best for ordering food online.

Response	No. of Respondents
Strongly agree	37
Agree	31
Neutral	10
Disagree	2
Strongly disagree	-

Yes according to a pie chart zomato is best for online ordering in there 46% are vote for zomato positive

impact on customer Or consumer behavior where users are strongly suggest it by 37 votes and also agree

response is second high rank.

Que 9) Are you ever order food from Zomato.
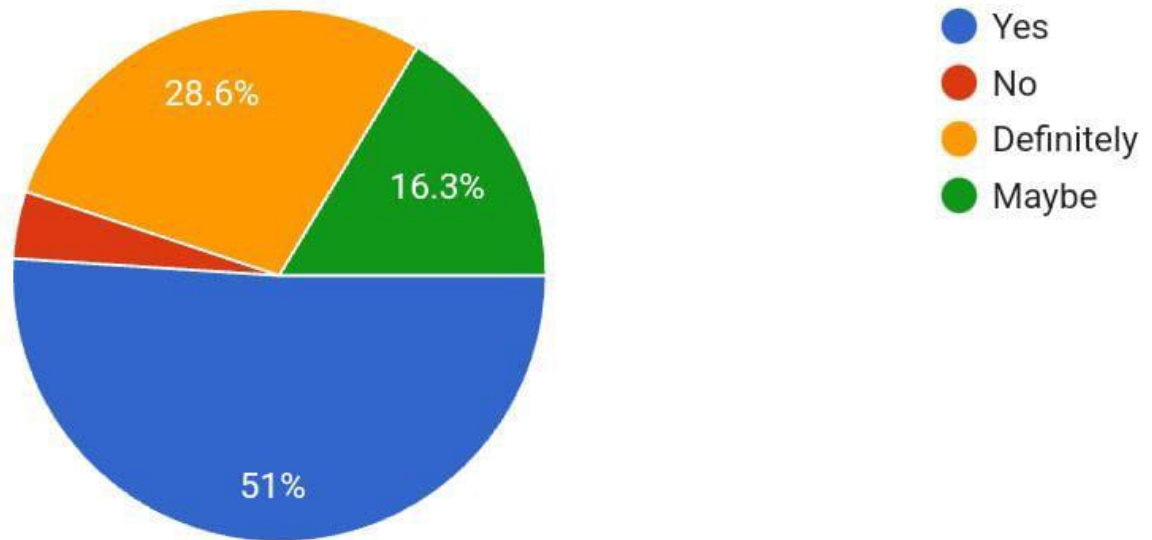
Responses	No. of Respondents
Yes	72
No	1
Maybe	7

The major answer is yes, here 50% ratio is positive and voters are a user of zomato when it come to positive response.people who zomato for online ordering food and other think where zomato is more loveing then other application or business in that field major people like 51 % are favor in zomato.

HYPOTHESIS TESTING

CHAPTER 9

<u>HYPOTHESIS TESTING</u>

HYPOTHESIS TESTING

One possible hypothesis for Zomato's marketing strategy could be:

" **ALTERNATIVE HYPOTHESIS H1 :** There is a significant correlation between the positioning strategy and consumer preference for Zomato

FINDINGS

CHAPTER 10

FINDING'S

CUSTOMER SEGMENTATIONS :

Zomato has identified various customer segments and created targeted marketing campaigns for each of them. This helps them to better understand their customers and provide personalized experiences.

SOCIAL MEDIA MARKETING :

Zomato has a strong social media presence on platforms such as Facebook, Instagram, and Twitter, which they use to engage with their customers and promote their brand.

INFLUENCERS MARKETING :

Zomato has partnered with popular influencers and bloggers to promote their brand and reach a wider audience.

USER GENERATED CONTENT :

Zomato encourages its customers to leave reviews and ratings on their platform, which they use to showcase social proof and build trust with potential customers.

PERSONLIZATION :

Zomato uses data to personalize the user experience for each customer, providing recommendations based on their previous orders and preferences.

LOYALTY PROGRAM :

Zomato has a loyalty program called Zomato Gold, which offers members discounts and other benefits at select restaurants.

EMAIL MARKETING :

Zomato sends personalized emails to their customers, informing them about new restaurants, offers, and promotions.

SUGGESTIONS

CHAPTER 11

SUGGESTION

ZOMATO is basically an online food related guidebook. They can add some new featureswhich will give them competitive advantage to be successful in doing business.Some ofthese features can be :-

KIDS MEALS

- In recent times, the number of working women has increased. They havelimited time for family. Because of that, in Tiffin times their kids are not getting hygienemeal. For this type of kids ZOMATO can offer healthy and light meals for them by tyingup with restaurants and convincing the school authority.

AWARDS TO CUSTOMERS

- They may award the valued customer on how many times theyorder food through ZOMATO after certain time.. Those customers whose no. of orders isthe highest will be awarded with a free meal.

STORY TELLER

- They can add option where people can get chance to share theirexperiences with ZOMATO in their website. After every month they select a winneramong those story tellers and will offer them a free meal. By this way, we will be able toimprove their service and offer the best to the customers.

SENIOR CITIZENS MEAL'S

- In our country, senior citizens are not willing to go torestaurants for their various health issues. And for this they are not getting the essence ofgood meal. So, ZOMATO is going to offer them 10% discounts on every meal.

ADDING FEATURES IN APPLICATION

- ZOMATO doesn't use customized app for each target marketwhich is troublesome for users. They should customize their website and app for eachtargeted customer segment. Such as there are some people in our country who do notunderstand English properly. For this reason, ZOMATO can add HINDI or other regionallanguages feature so that all people understand and get a chance to order meal fromZOMATO easily.

CONCLUSION

CHAPTER 12

<u>CONCLUSION</u>

The Zomato is used by consumers globally to discover, rate, and review restaurants, as well ascreate their own personal networks of fellow food enthusiasts for trusted recommendations.

In addition to restaurant search and discovery, Zomato has expanded its offering to includetransactions – Online Ordering, Table Reservations, and a Point-of-Sale system, creatingcutting-edge technology to connect restaurant businesses and customers in ways that willrevolutionise the restaurant industry.

In the beginning they did not concentrate on making money but as the website geared up,they saw business prospects in it. They then modeled it in a way that their hardwork pays offin the form of monetary benefit.With 62.5 million registered users,

Zomato is a platform where one can get in touch withfoodies around the world. Taking advantage of this, big restaurants place theiradvertisements on this website and in turn Zomato earns revenue.Another way in which this portal generates revenue is by the sale of tickets to food festivalsand culinary events.

They also have clients who seek their advice in making their business better, which is also a part of their business model.With the launch of its cashless transaction, they have made it easy for customers to pay their bills without carrying cash, and in turn they benefit from the commissions they are entitledto.The implementation of new ideas is one of the many things which have paved the path tosuccess for them.

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CHAPTER 13

BIBLIOGRAPHY

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Questionnaire

1. What is your age range?

- 18-24

- 25-34

- 35-44

- 45-54

- 55 or above

2. How often do you use Zomato for ordering food?

- Multiple times a week

- Once a week

- Once a month

- Rarely

- Never

3. What do you primarily use Zomato for? Ordering food delivery.

- Discovering new restaurants

- Reserving a table

- Writing restaurant reviews

- Other (please specify)

4. What features of Zomato do you find most useful?

- User reviews and ratings

- Restaurant menus and prices

- Delivery time estimates

- Discounts and offers

- Other (please specify)

5. What are the biggest pain points you face while using Zomato?

- Technical glitches or app crashes

- Difficulty in finding restaurants or dishes

- Limited restaurant options in your area

- Delivery delays or poor quality food

- Other (please specify)

6. What would you like to see improved in Zomato's marketing strategy?

- More targeted promotions and discounts

- Better social media presence

- Improved email marketing campaigns

- Better integration with other apps or platforms

- Other (please specify)

7. Which social media get heavily use by zomato promotion?

● Instagram

● Facebook

● Twitter

8. Are zomato is best for ordering food online?

● agree

● yes

● No

● never

9. Do you ever order food from zomato?

● Yes

● No