



Inspiring Excellence

Internship Report

On

Customer Satisfaction and User Interface of Hungrynaki.com

HungryNaki

Submitted To:

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Letter of Transmittal

July 17th, 2018

K.M Nafiul Haque
Lecturer
BRAC Business School
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Subject: A letter of transmittal for submission of the internship report

Dear Sir, here is the report that I was obliged to prepare as a part of my graduation from BRAC Business School of BRAC University. I have completed my internship program in Hungrynaki.com as a part of my study. I have tried myself to explain my learning and experience I have gathered from my internship program briefly in this report. My report is on the topic “**Customer satisfaction and User Interface of Hungrynaki.com**” and I have tried my level best to follow your provided guideline and instructions.

I would like to thank you for giving me the opportunity to write this report and for your support. Rather, in case of any further clarification or elaboration as to my report, I would welcome the opportunity to consult with you to explore how my findings could best meet your needs.

Sincerely Yours
Moniruzzaman
ID: 13104006
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Acknowledgement

At first, I want to express my thankfulness to omnipotent Allah who has given me the chance to experience the aggregate procedure of temporary job and to compose a report in such manner. I might want to recognize my most profound appreciation to the noteworthy supervisor Mr. K.M Nafiul Haque, Lecturer, BRAC Business School, BRAC University, who has given me proposals with respect to the written work of the report and to experience the procedure, which has turned into an amazing method for understanding the subject of my entry level position.

I want to say thanks to Md Ishtiaque Ahmed, Customer experience Manager and Mr. Ibrahim Ahmed; Director of Marketing. I am additionally appreciative to every departmental head and every other authority of different branches of Hungrynaki.com for their co-task, unconstrained help and heartfelt help with planning of the report.

At long last, I am thankful to the Department of BBA, BRAC University, for giving me the chance to work outside for accomplishing reasonable information. This report experiences deficiency however I have attempted my level best to realize every one of the actualities in exhaustive way.

On account Thanks to all from center of my heart.

Executive Summary

HungryNaki.com was first presented in the year 2013. Hungrynaki.com is the primary online sustenance conveyance specialist co-op in our nation. The report has been set up with an explanation behind giving an examination of all finished client encounter on hungryNaki.com. Hungrynaki.com is an online business-based association which offers purchaser to pick their food from different restaurants from their home. The association trust that internet business portion in Bangladesh will impact soon. Step by step people groups are getting to be occupied so they have no additional opportunity to oversee for go to eateries and pickup sustenance so they are scanning elective choice for making the most of their coveted nourishment from their current place.

Also, HungryNaki.com is early market in the business so it can get customers legitimacy and has the primary mover advantage. By the by, thinking of some as basic segments like the season of conveyance, the nature of nourishment, esteem creation and value which are related to customer encounter are broke down completely in this report by gathering data from different sources like essential and auxiliary.

This report contains brief discoveries and looking into of customers, studying clients, site substances, reviews and meeting with existing agents. The foundation and history of association additionally quickly examined in this report.

Besides, I have likewise examined my every last duty which I needed to take after inside my three months in length temporary position period. Additionally, the organization's concise instructive synopsis of my doled-out office and the pecking order of Hungrynaki.com likewise included this report.

Introduction

Online sustenance conveyance benefit is an E-Commerce based administration and the point of web-based business benefit is to spare both time and cash for its shoppers and clients by conveying the administrations closer to them. An online commercial center gives a chance to the purchasers and venders to make the most of their coveted administrations without the problem of going to any physical stores or eateries.

The online sustenance requesting and conveying framework isn't much well known in our nation however now daily's customer's recognition is evolving. Online sustenance conveyance benefit causes individuals to spare their important time and push to get the nourishment from outside. HungryNaki.com is a full set up site where all eateries sustenance menu is synchronized on the web and clients can without much of a stretch submit the request according to their prerequisite. Besides, the purchasers can without much of a stretch track the requests and additionally their past request which they put from HungryNaki.com. The IT office keeps up client's database, and chipping away at enhance nourishment conveyance benefit. As a creating nation, Bangladesh has a great deal of possibilities to develop in various fields and internet business is one of those divisions. In spite of the fact that the internet business part is genuinely new as it is accepted to have risen in the last 90s, the pattern is rapidly getting on (Hassan, 2014). In addition, ICT service of Bangladesh taking different activity to help up the E-business field of Bangladesh. ICT service masterminding reserve for the IT based associations and they diminished the web cost and remove the expenses for IT and E-trade based associations.

In this current online nourishment conveyance benefit showcase, hungryNaki.com has turned out to be a standout amongst the best known and driving on the web sustenance conveyance administration of Bangladesh. HungryNaki.com began its activity on 2013 and from that point forward the organization has grown a considerable measure.

History

In early 2013, a gather of five business visionaries based in Dhaka, Bangladesh, found themselves brainstorming thoughts for a practical, versatile online trade. They were decided to take advantage of the burgeoning online populace within the nation but were stuck on the thought itself. As most of them had earlier presentation to the material and design industry, there to begin with intuitive was to set up an ecommerce store offering dress and accessories. However, one issue that continually chafed them amid these sessions was the unavailability of nourishment. Inquisitively, eateries in Dhaka seldom had devoted groups that conveyed nourishment to homes and workplaces. Subsequently, these gatherings, which regularly went on for a few hours, had to be interrupted so that somebody might go get supper. They developed to get it that their torment was undoubtedly experienced by other consumers within the city.

The greatest challenge HungryNaki confronted was persuading eatery proprietors that their model would work and resound with clients. Eateries in Bangladesh – the startup claims – are mainly family-owned businesses and utilized to doing things old-school. The group had to clarify to them that installments would not be made immediately, nor in cash, but eventually, they would benefit as their items would reach more clients over Dhaka. To incompletely overcome the issue, the originators tapped into their individual systems and convinced a number of premium eateries to come onboard with them. As others within the industry saw these businesses come online, they were more amiable to take after suit. This come about in a snowball effect, and before long conventional ways of conducting trade were disrupted. Customer securing was moreover not exceptionally simple. Individuals had no earlier encounter of requesting or transacting online so the startup had to construct mindfulness and make request. But as consumers noticed the ease and convenience.

As a bootstrapped startup, HungryNaki didn't have a part of promoting cash to burn on online advertisements, so it centered on natural development and the reach of their Facebook page instead. They depended on substance showcasing endeavors and utilized memes and jokes based on political events in the nation to pull in more clients. Amit clarifies that at the time Facebook's calculation was better-suited to natural reach and virality, which made a difference them extend and scale.

There were endeavors to get it and cater to clients in arrange to stand out from the competition. Ahmad Ad says clients were cheerful with their benefit and happy to back them due to their homegrown status. As a result, they've overseen to keep pace with Foodpanda and haven't been swarmed out by its enormous showcasing spend.

A special, hands-on approach has made a difference. As the startup does its claim conveyances, unexpected surges in request in some cases driven to a deficiency of conveyance folks. Unwilling to compromise on service levels, the originators would some of the time drive their individual vehicles to convey nourishment. This fact wasn't misplaced on their clients who taken note the startup's commitment and diligence. As a result, there were bounty of rehash clients and unused clients due to word of mouth.

HungryNaki has so distant stood up to procurement offers and remains bootstrapped. They're now beginning to investigate speculation openings but are decided to not offer the company outright. Tauseef claims it'll be another month or so some time recently the company breaks indeed on operational costs, and the lion's share of its spend isn't on promoting, but on operations, logistics, and innovation infrastructure.

Shockingly, the startup doesn't charge much commission from accomplice eateries. Despite doing its claim conveyances, which without a doubt includes to costs, Ahmad Advertisement says they take, on average, 10 percent of the whole arrange sum. This can be certainly lower than other markets in the region. In any case, such edges are vital, he claims, to persuade eatery proprietors to come online and alter conventional ways of doing business.

Since propelling operations in Dhaka, the startup has extended to cover Chittagong and Sylhet as well. It says an add up to of 750 eateries are online over the three cities, with approximately 300,000 enrolled users.

Facebook is additionally altogether implanted into the lives of Bangladeshi buyers. It's considered to be the essential interaction point for most. It shows up that engagement around the social network will shape the center of HungryNaki's future strategy. "We want to make it super easy for customers to make a purchase as soon as they enter the site. We've learned a lot of things in the past two years and are trying to make a very lean interface," (Ahmad AD,2015).

There are plans to present straightforwardness amid the conveyance prepare as well. Within the close future, all conveyance riders will be prepared with smartphones. At whatever point a client places an arrange, they'll be sent an interface which is able permit them to track the status of their nourishment in genuine time. Clients will be kept educated in case of any over the top delays or hiccups. "The primary objective is to diminish the number of calls to our client back team."

Mission

The missions of is – Expand the food delivery service all over the Bangladesh and earn highest market in the food delivery sector of Bangladesh and beyond the border of the country as well becoming a best food solution service for the consumer.

Vision

The vision of is - "To be the number one online food delivery service of Bangladesh by offering top quality service to the consumer"

Objective

- ❖ Guarantee client fulfillment by giving the most excellent quality of benefit and keeping up the good relationship with them for long time period.
- ❖ Our preeminent need is to supply amazing nourishment administrations to the individuals of all over the country.
- ❖ Satisfying the client fulfillment with exceptionally productively and effectively.
- ❖ Hungrynaki.com continuously centers on client dependability and delight by demonstrating assortment of cuisines and eateries.
- ❖ Hunngrynaki.com gives successful preparing and coaching for their worker so that their mission and vision can be accomplished.

Organizational Structure

HungryNaki as an organization which is separated into six pivotal divisions and those six departments are separated into a few sub divisions. Each and each office is playing very important part to run the commerce. The major department of HungryNaki.com are given below:

- Business Development Team.
- Information Technology.
- Customer Support Team.
- Finance and Accounts.
- Operations and Logistics.
- Human Resources and Talent Management.

Business Development Team

Business Development group is centered on inquiring about organization and recognizes modern potential market opportunity. Besides, Trade Advancement group contact with potential client via phone or email to set the commerce assembly with the eateries or corporate clients. Business Development group bargains with corporate clients as well as the all eateries of Dhaka, Chittagong, Sylhet and Narayanganj city. This group mindful for on-boarding the new restaurants, keep up day to day communication with clients and organizing occasions. On the other hand, Business Development group working on keeping up the site and app from the back panel.

Information Technology

The obligation of Data Innovation Office is planning and programming the website and app of HungryNaki.com. Besides, IT individuals keep up the working systems, database frameworks, implanted frameworks and so on. They work on both computer program and hardware function. The work can include talking to clients and buyer to evaluate and characterize what solution or framework is required, which implies there are a part of interaction as well as full-on technical work. For working in IT office of hungryNaki.com a computer science or software designing or related higher degree is required. They continuously investigate on how to create the site and the app more clients neighborly.

Customer Support Team

Client support team continuously bargains with each and each inquiry of clients and consumer. customer back benefit interatomic with a company's clients to supply them with information to address request with respect to our administrations. In expansion, they bargain with and offer assistance to resolve any client complaints. For occurrence, client back help client to opening an account and offer assistance them to resolve an issue in the event that they cannot get to their account or in the event that their order never set on our framework. As of late HungryNaki.com makes a board for client support which makes their work more less demanding as that board is completely computerized so that client bolster no need to call the eateries for acclimating the arrange.

Finance & Accounts

Fund and Accounts Division is mindful for all budgetary exchange of the company. Accounts office is mindful for recording, announcing money stream, keeping up regular transaction as well as accounts receivable and payable etc. In addition, Finance and Accounts department is additionally following month to month and annually income of HungryNaki.com.

Operation & Logistics

Operation and calculated division dependable for checking and arrange supply chain operation. In expansion, they are mindful for all normal and corporate conveyance frameworks. They look after the day to day stock and calculated calculation. Additionally, they communicate with suppliers, retailers and clients to guarantee their fulfillment.

Human Resource & Talent Management

Human Assets and Ability Administration is dependable for keep up a fulfilled workforce and bring the brightest ability to a company. Human assets division work for contracting a new employee, a scout inquiry about on comparable positions at other companies, making a difference decide the qualifications and recompense for the part. Additionally, this division screening and evaluating the worker and based on than screening and assessment human asset division set the compensation and increase. Human Asset Office works for compensation structure and pay roll framework of organization. Other than that, Human Assets Office is sub categorized into some others exercises such as preparing, advancement, enlistment and segment, emolument etc.

Business Development Team & their Duties

The Trade Advancement group of HungryNaki.com is the greatest division of the company which comprises of numerous sub divisions inside it. Basically, Commerce Improvement is isolated into three divisions which is makes a difference to run the trade in a legitimate way. An idea about this team is given below:

- i. Client Management
- ii. Field Operation
- iii. Data Entry Management

Client Management

The duty of client administration group is building and keeping up connections with clients. As HungryNaki a web nourishment conveyance benefit so its primary clients are all restaurants and corporate clients such as BAT, Edison, Ericson, HSBC, ACI, ICCDB etc. Moreover, ensuring clients fulfillment with our benefit is another key obligation of HungryNaki.com. Attending assembly with corporate clients and proprietor of the eateries are another responsibility of client administration team.

Field Operation

The duty of field operation group is to contact with eateries and persuaded them to collaborate with HungryNaki. They ought to inquire about on eateries trade of our nation as well as they organize the occasions and nourishment fest. Their work is essentially field based.

Data Entry Management

Data entry works for input the information like menu of different eateries manually. Moreover, they input the different sorts of platter, bargains and offers which are dispatches through our site.

In the event that we talk about around pecking order of the Trade Improvement Division at that point firstly have to be talk about the head of Trade Advancement division. He is known as the facilitator of this department. Ishtiaque Labib is the head of Commerce Advancement team. He is all in all of this department and everybody should report to him approximately their day by day and week by week premise working activities. After that comes the obligation of senior Official, he is an in charge of each cities that HungryNaki work their benefit. There is each sub office of HungryNaki has senior executive and they see after the cities and there are a few officials who are the in charge of the distinctive zone. Each official need to report to the senior official of the organization. Under the official there are a few junior officials they are look after sub zone of the Dhaka cities and they got to report to the official of the trade improvement group.

Operation Cities

Hungrynaki.com is currently working with 4 different Cities and Division around Bangladesh. They are not only gain fame in Dhaka but also

- 1) Dhaka
- 2) Naraynganj
- 3) Chittagong
- 4) Sylhet

HungryNaki.com begun their operation since 2013 in Dhaka city as a to begin with nourishment conveyance service of Bangladesh. After that they began in Chittagong in 2015 and sylhet in 2017. Afterward HungryNaki begun their operation in Narayanganj from January, 2018. HungryNaki now planning is to move towards others cities of the nation.

Zonal Operation

HungryNaki.com has add up to eight operational zones. They are working with Dhaka, Sylhet, Chittagong and Narayangong and each city have their zone and beneath the zone there are some sub zone. Dhaka city is isolated into five major zones. There are Gulshan, Dhanmondi, Uttara, Mirpur and Khligoan. Besides, these zones are too partitioned into subzones. For examples, Gulshan zone have subzones like Banani, Mohakhali, Bashundhara etc as well as Uttara zone have subzone like Ajampur, Air terminal etc.

Job Descriptions and Activities

Commerce Improvement Division is one of the major offices of HungryNaki.com. Overall performance of the company intensely depends on this office. As this office work on market inquire about and keep up the relationship of clients and client so they are playing a vital role for improvement of the organization. As I have completed my internship within the Business Development Office, I had to encounter and learn how to do advertise inquire about and how to maintain relationship with corporate client as well as the normal clients. In any case, huge portion of my business I was relegated work with the on boarding administration group as I joined as a permanent representative at HungryNaki.com. My working hours is included 8 hours a day from 10 AM to 6 PM from Saturday to Thursday. My workstation was the Mohakhali DOHS, which is the head office of HungryNaki.com.

Through these 3 months, my major obligation was to preserve the on boarding and corporate clients. In this time period I had to report overhauls to the head of Commerce Advancement group. All the work what I done inside that time period, which has extraordinary effect on the improvement of the company and which has make incredible effect of the month to month benefit. Other than learning and working on ordinary exercises, my major task was see after the total zone of Dhaka cities as well as others. From working with this office, I have picked up a parcel of encounter and learned many new things which offer assistance to turn out my inward information.

Key Responsibilities

There are three parts of my work which incorporates, keep up relationship with clients, doing regular tasks and execution of showcase investigate and on board unused eateries. Some of the main responsibilities of this job have been listed below:

- Client relationship management.
- Market analysis for finding new opportunities
- Researching customer needs and satisfaction.
- Collaborating with new restaurants
- Maintaining regular basis contact with corporate clients.
- On boarding team management.
- Web site maintaining from back panel.
- Preparing invoice for corporate orders.
- Preparing budget for corporate order.
- Selection of commission rate for specific zone.
- Dealing with new promotion and offers.

- Drawing out the business plan.
- Arranging even and campaigning.
- Team build up and maintaining coordination among all.

Challenges

Each work has challenges and I continuously attempt my best to overcome the challenges which I confronted to working within the HungryNaki.com. Hungrynaki includes a one of some kind environments for representatives. Hence, for any changes both sides have to be considered. The greatest challenge of my work was to discover the potential corporate clients and keep up the on-board group. As three portion time representative works under me so keep up them in an appropriate way and allotting them to distinctive zone was a kind of challenge.

HungryNaki has instructed me a parcel of things counting how to alter to the office environment and deal with unused challenges as well as stress. HungryNaki makes a difference to construct up my communication skills as well as the specialized skills. This organization makes a difference to memorize and work on a specific project within the brief time period. That assignment instructed me to organize the method of work, make decisions almost different exercises and bargain with distinctive set of individuals.

HungryNaki makes a difference me to created and improve distinctive sorts of abilities, time management, professionalism, group administration as well as group work capacity which features an awesome positive impact on my career and my future. Some of these are given below:

Communication Skill

Communication aptitude is exceptionally vital for corporate world. I have learned from HungryNaki how to bargain with clines and how to persuaded them in a proficient way. It is makes a difference me to developed my communication aptitude al parcel. Additionally, this work instructed me to how to preserve a team with others co- group individuals and done the group work effectively. Here, I moreover get the opportunity to communicate with different multinational and national organization which helps me to create my communication ability.

Team work Ability

Group work makes a difference to participate with others and instructed how to work well as a portion of bunch. In HungryNaki so numerous times I had to work with my colleagues as a group. This made a difference me to learn how to participate with others and total the work inside the timeline of the errand.

Moreover, sometimes I had to handle diverse kind of errand inside a certain time period which instructed me to work beneath weight.

Technical Skill

HungryNaki.com is basically a web-based organization so different kind of work is online based that is why I had to memorize how to get to the back board as well as the Microsoft exceed expectations. As my major was Human assets and promoting so I have a sound information in Microsoft word, power point and Microsoft exceed expectations. In any case, this organization makes a difference me to ace these aptitudes. In HungryNaki.com most of the work should do in Microsoft Exceed expectations so it was exceptionally fundamental to learn the shortcut method of Microsoft exceed expectations. My seniors made a difference a parcel to memorize how to total the work rapidly by utilizing Microsoft exceeds expectations related terms. Moreover, I have progressed my typing skill and introduction aptitude by utilizing Microsoft control point.

Challenges

Each and each work has challenges. So, HungryNaki.com has a few challenges to overcome and working within the Trade Improvement division is more challenging as I realize. Hungrynaki has a special environment. The work environment is so inviting. Everybody is so agreeable, they help me in each and each errand where I confronted issue. Hungrynaki is an E-commerce based organization so the company should lookout of both the dealer and buyer needs. That's why, in case of any kind of changes both sides got to be considered. The greatest challenge of my job was to bargain with corporate clients. As we know corporate orders are bulk orders so set that bulk sum of arrange and fulfill the commitment by demonstrating great quality of administrations was kind of challenges for me.

Promotion of sites and Business

For the betterment of this business we propose various deals from restaurants that we propose to the customer. In that case we took those deals from restaurants which operates by the Business development team. In general, we take those offer only for take away. If any customer orders from us only that time they will get that offer. In below I am adding some pictures of our promotion that customer choose and orders from.



BUY 1 GET 1 FREE

BUY 1 GET 1 FREE

Dhaka Mohammadpur



Buy 1 Get 1 Free !!!

Buy Any Pizza And Get Another One Free !

Dhaka Gulshan 2



BUY 1 GET 2 FREE

Buy Any Classic Tropical Burger and get Free french Fry and drink

Dhaka Gulshan 2



BUY 2 PIZZA AT 899

Buy 2 Any Large Pizza At Price 899

Dhaka Banani



BUY 1 GET 1 FREE !!

BUY 1 BURGER.GET ANOTHER 1 FREE

Dhaka Gulshan 2



BUY 1 GET 1 FREE

Buy Any 12 Inches Pizza Get Pasta Basta Free

Dhaka Khilgaon

For to place any order customer need to follow some steps. At first, they need to open an account with us which might be customer's Facebook or E-mail accounts. If they do not want to merge those accounts with us, they can choose an independent id as hungrynaki ID. In these steps I am showing the procedure of opening and placing an order.

✕

Login

If you were hungry enough to register to our website before, you can login here.

This field is required

Login Now

Forgot password? It's ok. [Reset password](#)

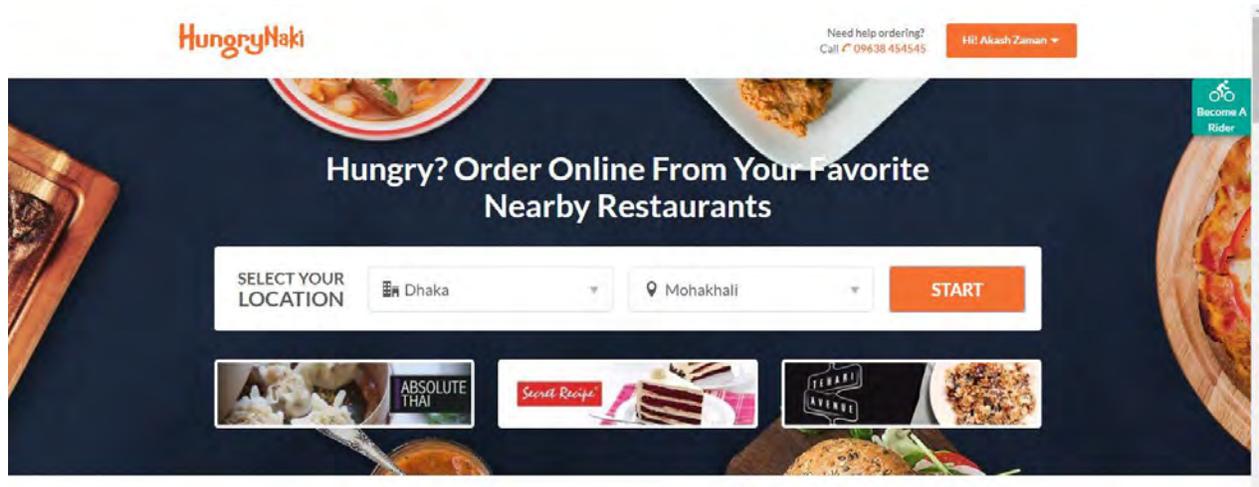
f Login/Register with Facebook

g+ Login/Register with Google

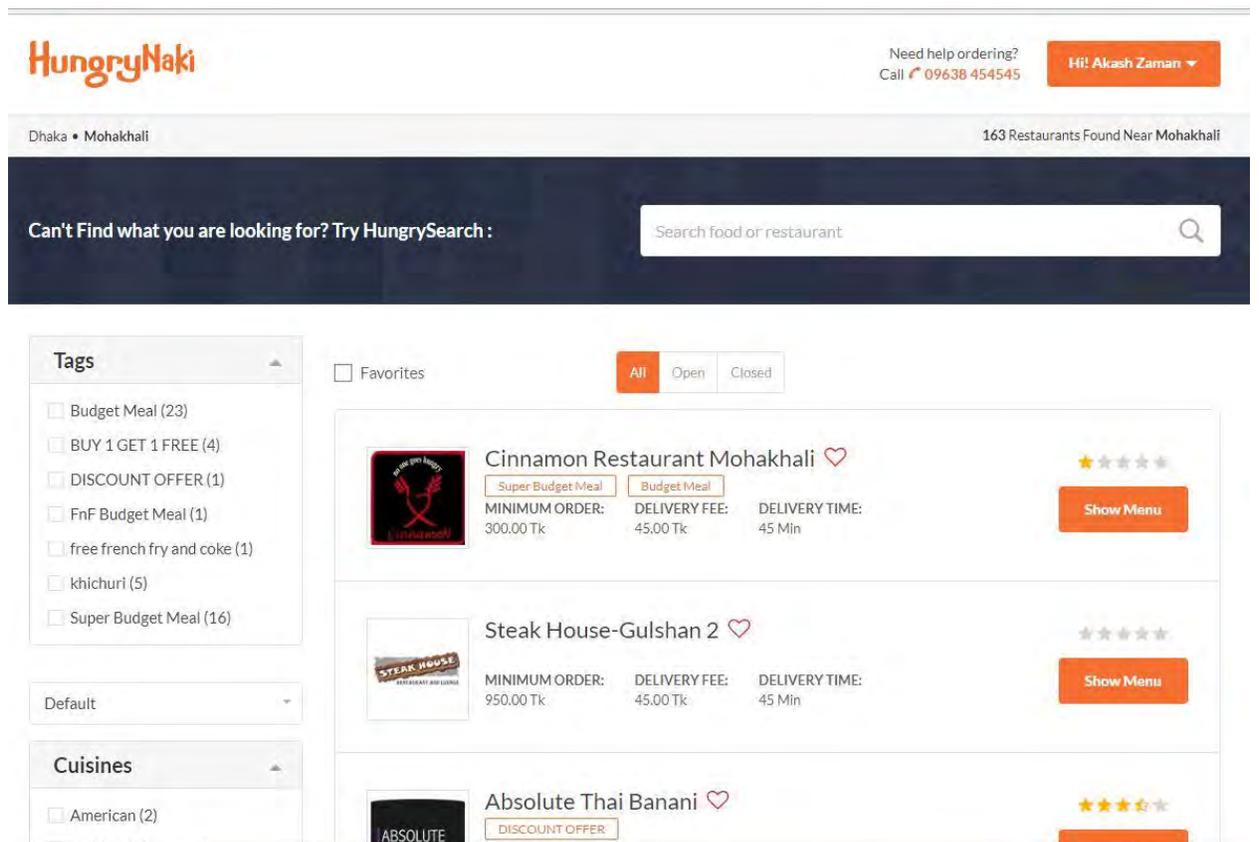
Don't like social sites? It's ok, we understand.

[Register with Email](#)

After that customer open an account he will be direct to our page from where he or she need to choose his city and location where she or he is in. In that case only those areas restaurants will show in his menus of restaurants.



In default I am choosing Mohakhali as my zone and from there these restaurants will show as my restaurants menu. Almost 163 restaurants will show in these categories. Various types of food a customer can order.



From there that customer need to add food to his cart from his desired restaurants.

MENU
MIN. FOOD PRICE: 300.00 TK MIN. DELIVERY FEE: 45.00 TK MIN. DELIVERY TIME: 45 MIN

Tag

 Super Budget Meal
 Budget Meal

Salad

Salad			
Cinnamon Special Salad	1:1	360.00 Tk	Add
Chicken Cashewnut Salad	1:1	345.00 Tk	Add
Grilled Chicken Salad	1:1	360.00 Tk	Add
Grilled Beef Salad	1:1	360.00 Tk	Add
Green Salad	1:1	75.00 Tk	Add
Mixed Vegetable Salad	1:1	60.00 Tk	Add
Shrimp Salad	1:1	370.00 Tk	Add

Soup

SOUP

Your Order clear

Salad, Cinnamon Special Salad
No Toppings

[+](#) 1 [-](#) 360Tk

Salad, Chicken Cashewnut Salad
No Toppings

[+](#) 1 [-](#) 345Tk

Salad, Grilled Chicken Salad
No Toppings

[+](#) 1 [-](#) 360Tk

Food Price 1065 Tk
 Restaurant Srv. Crg 0 Tk
 VAT(15%) 159.75 Tk
 Min. Delivery Fee 45 Tk

Total 1269.75 Tk

Checkout

By clicking on the checkout button customer will be redirected to his Order type and need to place his or her address for the delivery.

Order Information

Home delivery
Your order will be delivered to this address

Pickup
You will pick up on the order yourself at restaurant.

Order Type

Regular Order
Get the food as soon as possible.

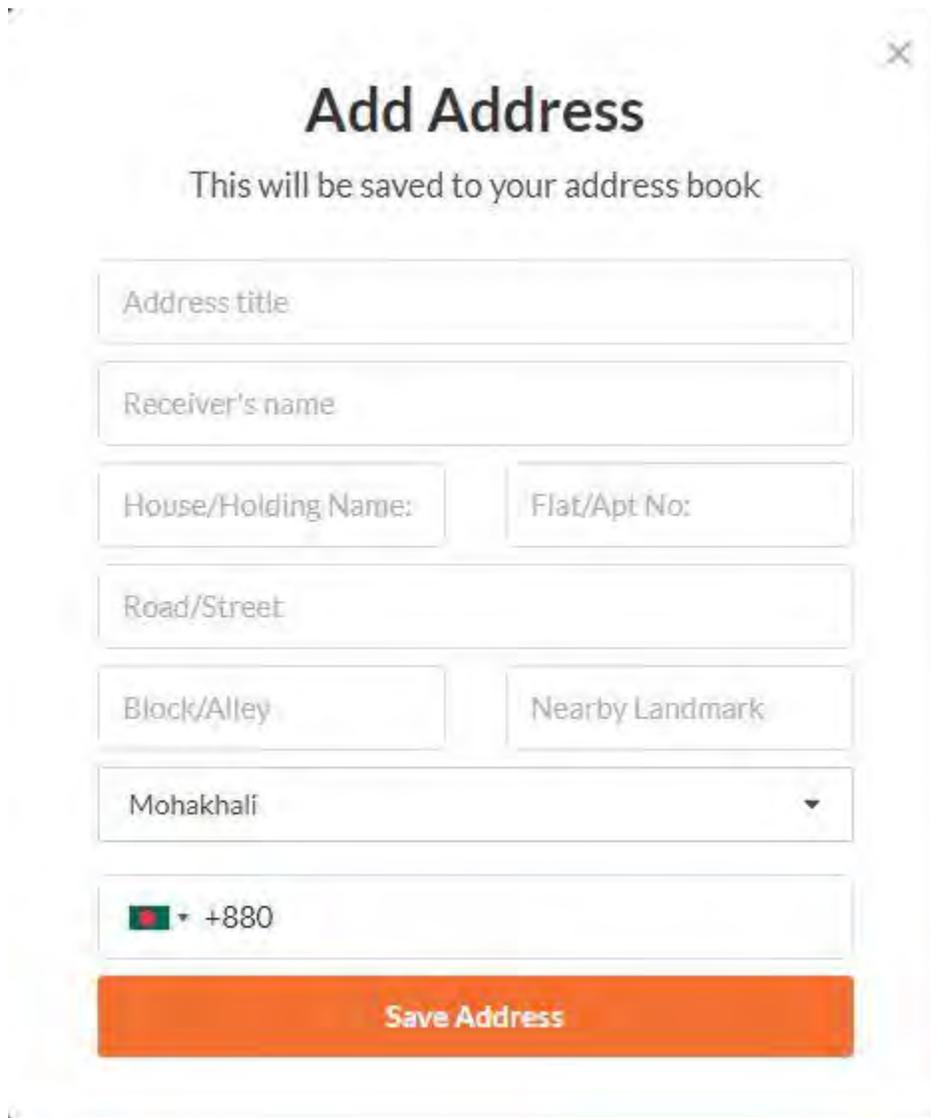
Pre-Order
Schedule your delivery time.

[Next](#)



Add new address

In the address box he or she need to input the proper address, so that we do not need to wait for a long time in front of customers house.



The image shows a mobile application interface for adding a new address. The form is titled "Add Address" and includes a close button (X) in the top right corner. Below the title, a message states "This will be saved to your address book". The form consists of several input fields: "Address title", "Receiver's name", "House/Holding Name:", "Flat/Apt No:", "Road/Street", "Block/Alley", "Nearby Landmark", and a dropdown menu for "Mohakhali". At the bottom, there is a field for a phone number with a flag icon and "+880", and a prominent orange "Save Address" button.

Add Address

This will be saved to your address book

Save Address

After that customer need to choose his or her payment method that she or he wants to pay by:

Choose how to pay

Cash on delivery
Pay by cash once you receive the order on your address

Online payment
Pay with visa, mastercard and other card online

bKash
Pay at 01847271525 through your bkash number

Upay
Pay with online wallet Upay

Got a Promo Code?
If you have any promo code enter here

Order Information

eg. food allergies etc

Don't call me to confirm order

Food price	Tk 1065
VAT	Tk 159.75
Service charge	Tk 0
Delivery Fee	Tk 45
Total	Tk 1269.75

After that order will come to our panel and we will proceed the order by calling them as for the confirmation. In that case, we proceed to place and order is very easy and user friendly. IN that case, customers are very satisfied about our system and they never complained about our system of procedure about placing and receiving the orders.

Research Background

Origin of the report

The reason of this report is to fulfill the necessity for completing the internship program. From the three-month period of my internship at HungryNaki.com beneath the supervision of Mr. K.M Nafiul Haque, this report has been arranged.

Objective of the Studies

General Objective

As a prerequisite to total the graduation from “BRAC University” this report has been made and typically the common purposeful for it as per policy of the university.

Specific Objectives

In arrange to get it the intellect of shopper around the HungryNaki.com, this consider was done. Moreover, the most propose of this extend is to degree is to fulfillment level of HungryNaki.com as a nourishment conveyance benefit. This report tries to identify and analyze the customer experience. The intentions of this research are mentioned:

- ❖ Finding the consumer experience level about services of HungryNaki.com
- ❖ Measuring the different areas and factors leading to consumer experience
- ❖ Ranking which factors affect the consumer experiences the most
- ❖ To find out the mental map of HungryNaki.com users.

Scope of the study

This overview will give us the encounter of HungryNaki.com customer. Besides, the population of this inquire about is the past and current clients of HungryNaki.com. The survey will allow us the precise data almost the involvement of buyer. This paper is focusing on the test sort of investigate. Here both essential and auxiliary information has been taken. From analyzing past considers the survey was created. The investigate only focuses on individuals who have as of now had encounter with HungryNaki.com. The benefit and quality are measured by sexual orientation, age and occupation astute. We have in add up to 10 questions so that it will be simple for the respondent to reaction.

Methodology

This report was arranged based on theme for centering on the organization where I am doing my internship on, HungryNaki.com. After dialog with my individual advisor, this theme was selected for the internship report. This investigate is quantitative investigate as the reactions are associated with numbers which passes on the significance of each figure.

Sources of Data

There are 2 ways to collect data from the respondent

1. Primary Data
2. Secondary Data

The report is ready by utilizing both essential and auxiliary information. Essential information is collected from work involvement, perception, association of a few coordinate client, arbitrary workers of HungryNaki.com. Additionally, interaction with the client through planning questionnaire helps me a part. Besides, important books, diaries, investigate paper and websites were utilized to collect auxiliary information. Moreover, a few articles and reports are too utilized to collected secondary information.

Respondents & Sampling Procedures

In this inquire about, the individuals who have had at slightest onetime benefit involvement of HungryNaki he/she is considered as client of this organization are the populace for this report. Test is a subset of the populace that's chosen for a investigate. Hence, a few individuals were taken as the respondent for this investigate from me add up to customer. Additionally, regular on a normal 800 consumer orders from HungryNaki.com. As in this inquire about populace is known. To be more exact, the test arbitrary sampling technique was taken after for this report. As I said prior that regular 800 buyers' orders from HungryNaki so from those buyers, arbitrarily chosen 150 respondents were taken.

Sample size

The populace estimate was 150. The study was conducted on online stages with the assistance of Google shape. From my past courses and studies makes a difference me to form the questionnaire. Through this online survey, the buyer of HungryNaki got a chance to specific their experience of the benefit.

Research Questionnaire

Different sorts of questions can be utilized within the overview address. In this paper, a few basic questions taken after the basic state of mind scale for study. Respondents shown their own perspective by checking how unequivocally they concur or oppose this idea with an explanation. For this research, the survey comprised of 18 questions around consumer's encounter of HungryNaki.com.

Limitation of the Study

This inquire about and study has a few impediments. Firstly, this investigate was constrained to as it were some customers. As other shopper like common individuals, site guest and workers of the organization were not taken as tests. Besides this inquire about as it were utilized a few developed questions which were made after analyzing other papers some time recently conducting the overview. The third confinement is that the assessment of all the online nourishment conveyance benefit was not undertaken, so comparison might not be made. Besides, the organization of the company was not willing to share a few information due to protection issues, which might have been valuable in this investigate. For example, information from company's past orders insights might have given distant better; a much better; a higher; a stronger; an improved" an improved thought almost the customer of the organization.

For this inquire about 150 reactions were considered and the members were the clients of HungryNaki.com.

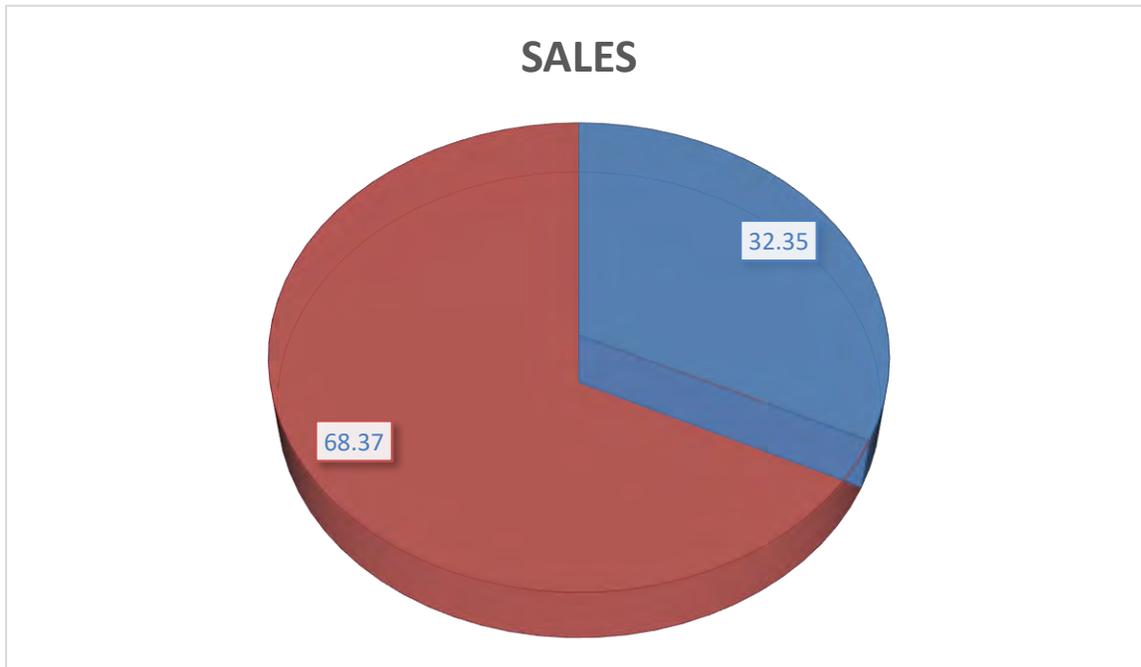
Scale of Measurement

For conducting the overview, I have utilized ostensible scale and the Likert scale as both of this scale is very well known and the reacted can effectively get it.

Analysis

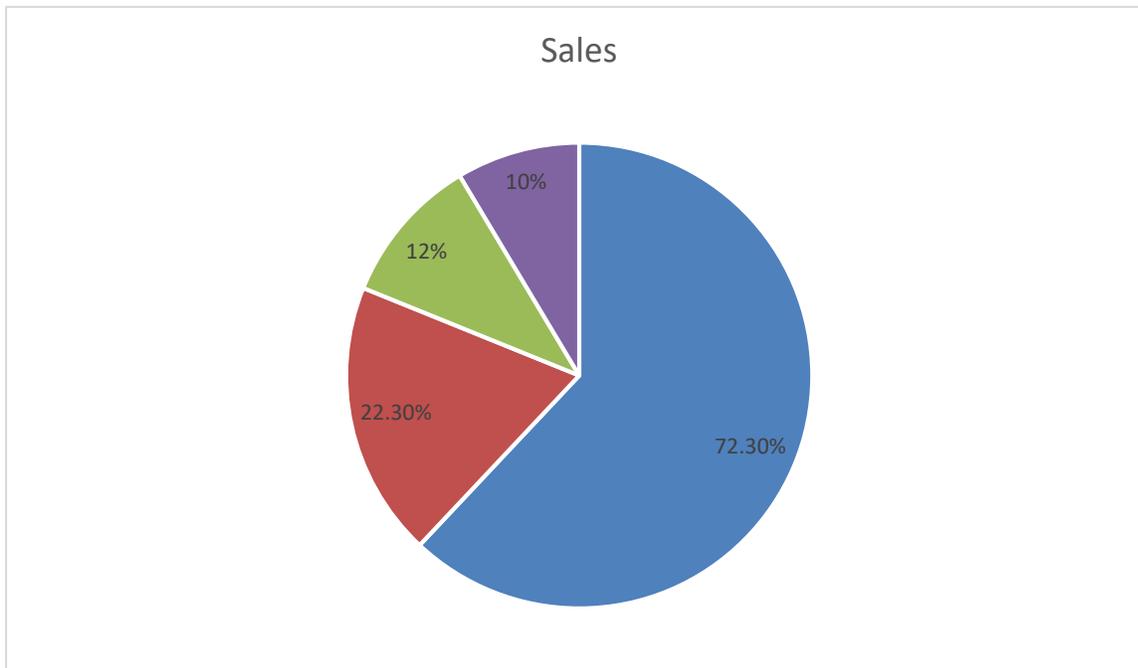
Gender

In this chart we can see that, out of 150 respondents, more than 68% were women and only 32.35% respondents were men who are regularly using Hungrynaki.com as their food partner.



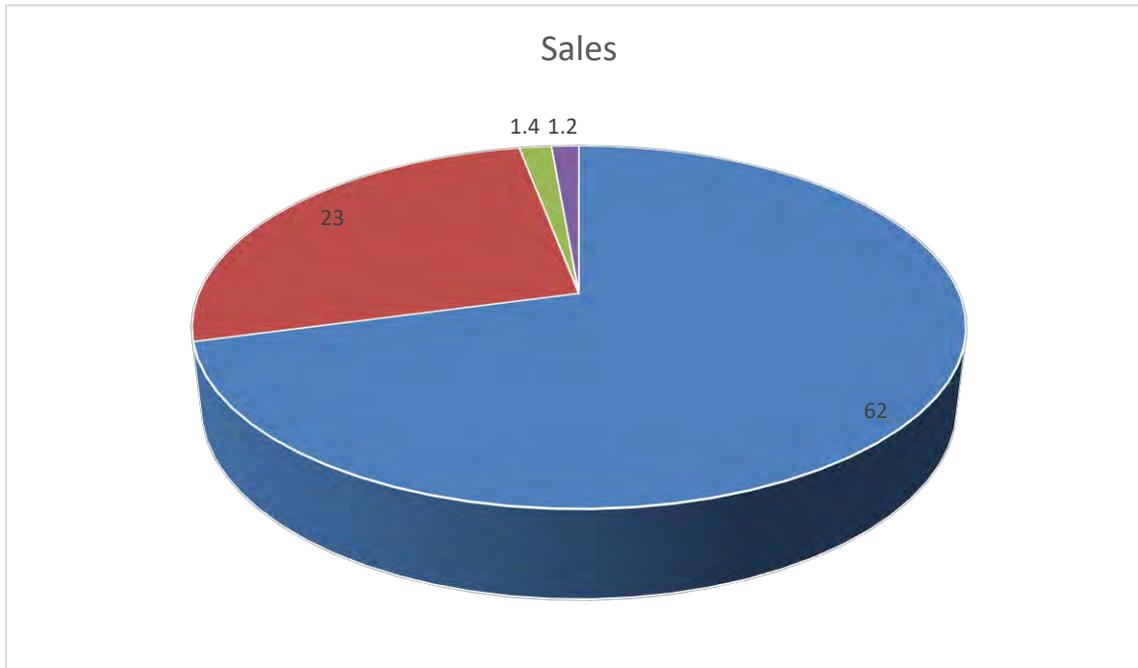
Age group

In that case our most of the respondent's those who place order in our Hungrynaki about 72.30% are the age group of 18-25 years people and 22.30% percent people are belong in the age group of 30-36 and rest of the percentage belong in the age group of 46 and above.



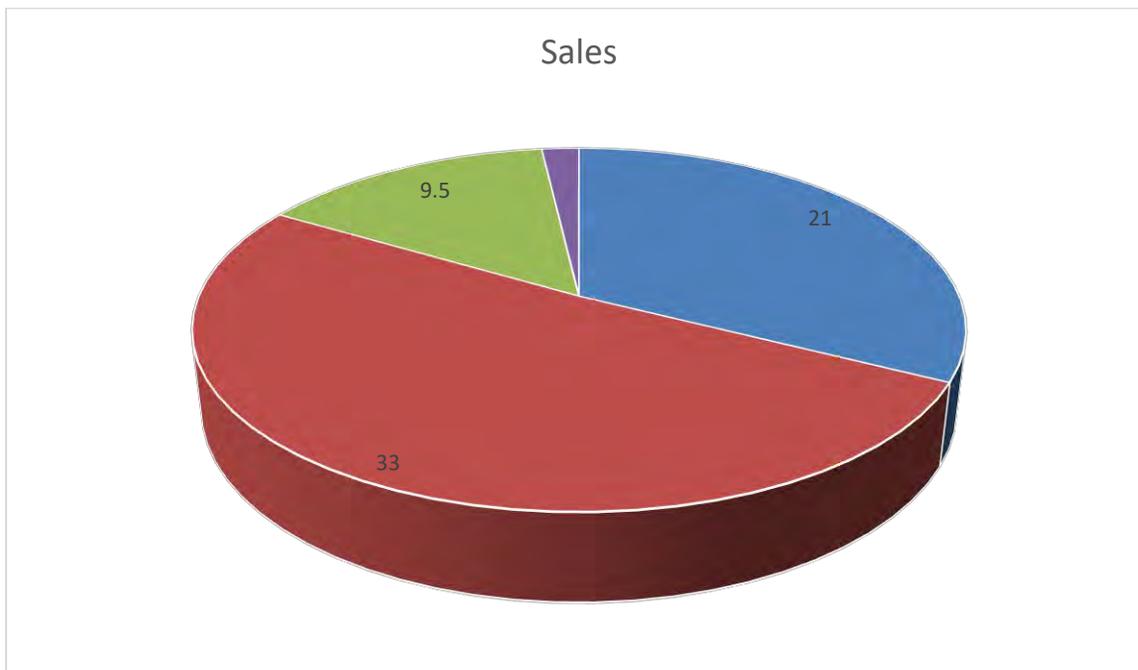
Occupation

In this study, There are individuals who are has a place from distinctive proficient background.. However, the major respondent was understudies. The rate of understudies is 66.2% and 20.3% is employee, 4.1% is commerce proprietors, 3.4% is government representative and rest of them is from others occupation



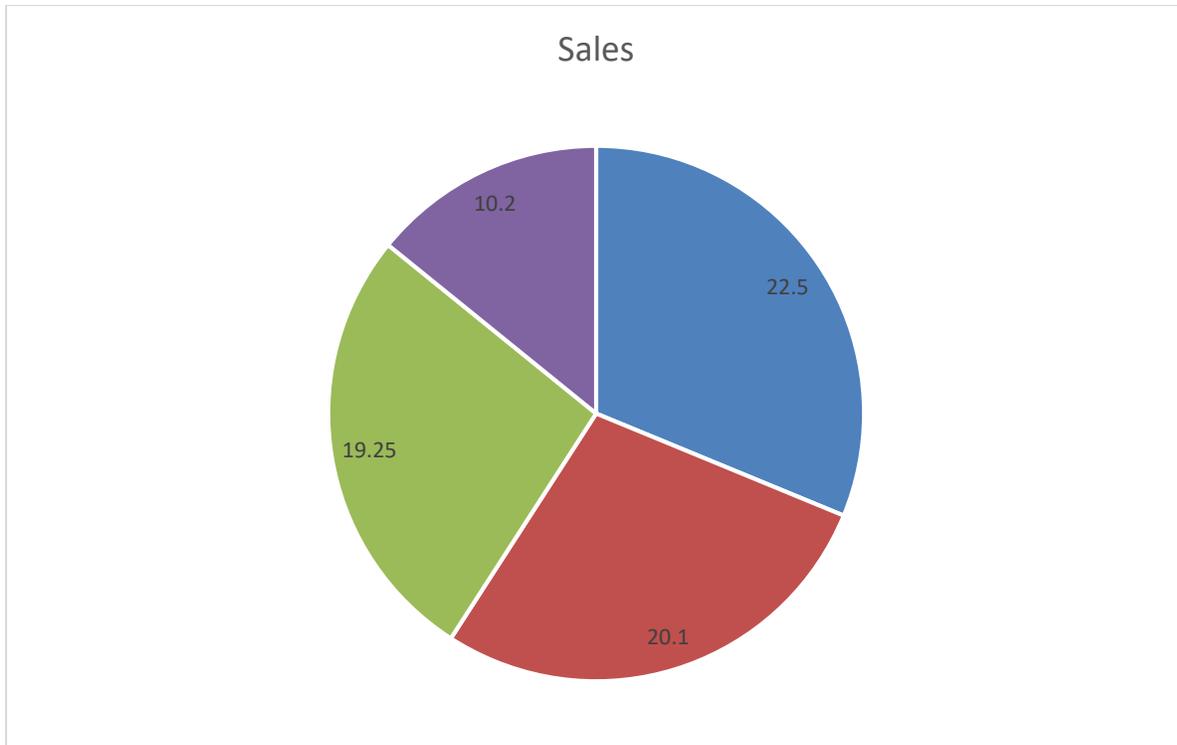
Constancy of using online food delivery service

The primary alternative was given to individuals who have gone to or buying nourishment HungryNaki.com at least once in their life time and the number clients in this overview is the moment most noteworthy, which is about 29.1% of the full. At that point the moment choice was once in five or six month and the result is highest which 33.8% buyer buying nourishment is sometimes. There were noteworthy numbers of people who are buying nourishment seldom from HungryNaki.com. Besides, there are a few individuals who are buying nourishment fair when Hungrynaki gives any offer.



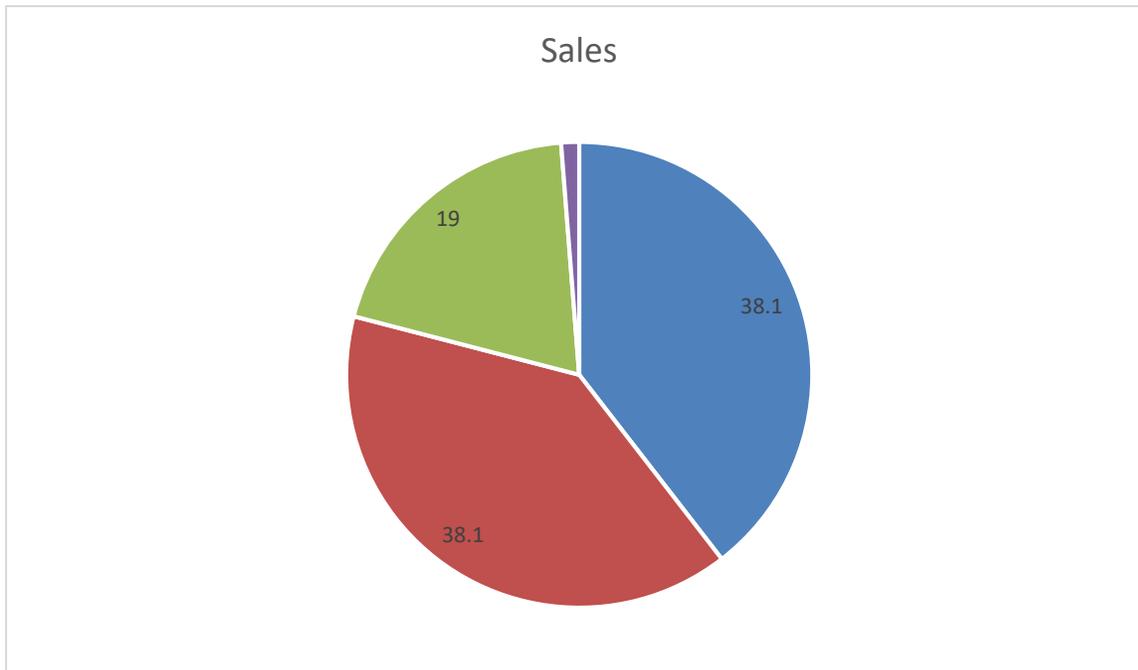
Factors affecting the experience most

In this address lion's share of customer select the guarantee fulfillment, 22.5% of customers choose it. Besides, convenient conveyance is exceptionally critical for customer because it a web nourishment conveyance service. So, time is played a really vital part here that's why the 20.1% shopper pointed it. Thirdly, ease of requesting handle is the 3rd need of the shopper and the rate is 19.25% and rest of the shopper chooses the diverse alternative of the survey.



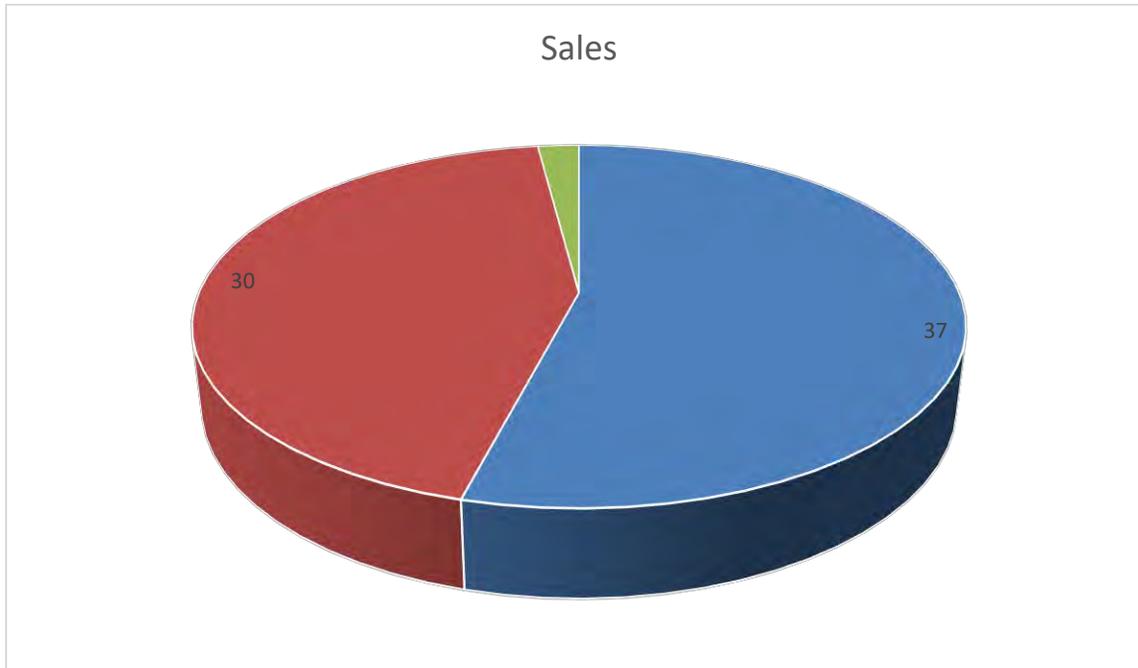
Satisfaction level

In this address the major buyer pointed on concur and neutral.38.1% of customer pointed on agree and impartial. Besides, as it were 19% customer pointed on emphatically concur. However, HungryNaki.com ought to have centered on this point and part of consideration ought to be given here to ensure a positive score.



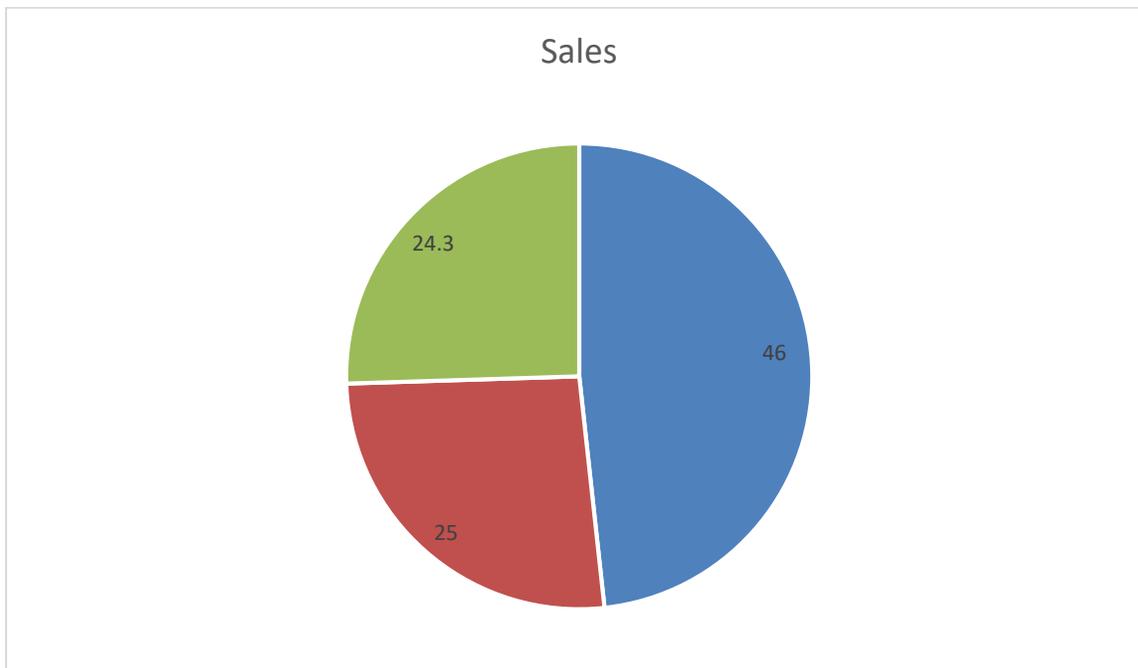
Frequency of using service

We chose the reacted from customary shopper of HungryNaki.com. This portion of address we asked buyer that how frequently they buy from HungryNaki.com and the foremost of the consumer pointed on once or twice a week. Besides individuals pointed on once a week or less and thirdly pointed on three or more times a week.



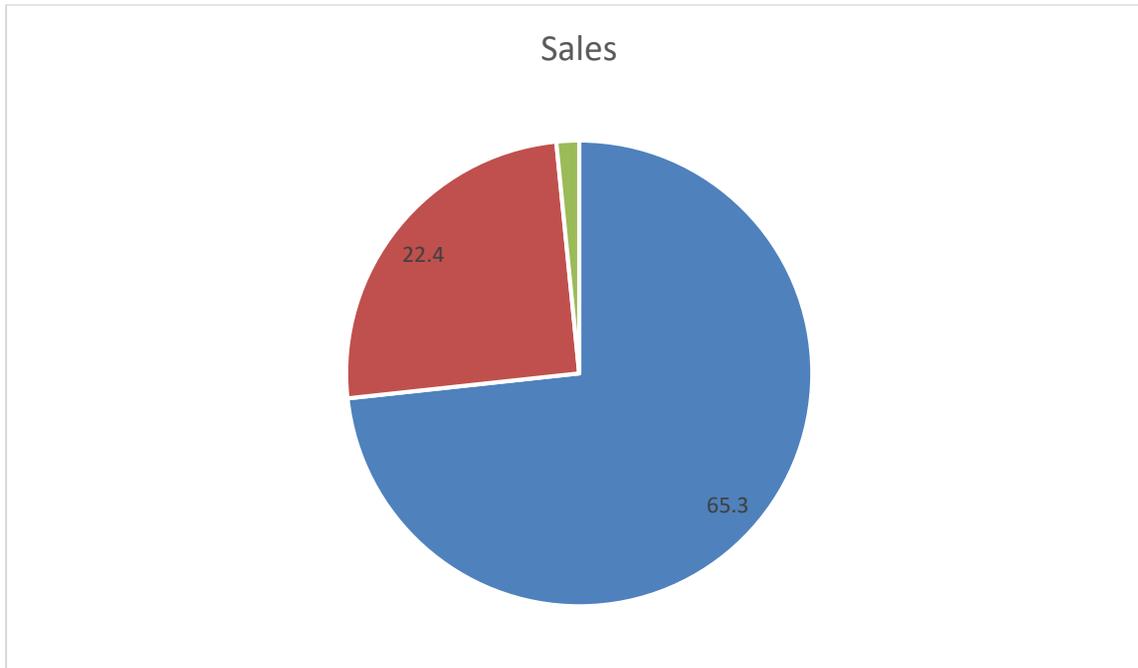
Timing preference

HungryNaki.com begun its benefit from 10am to 10.30 pm so this benefit can able to provide breakfast to supper. In this portion of overview, we need to know the foremost ideal timing of food consuming from the customer and the replied was evening, twelve and evening.



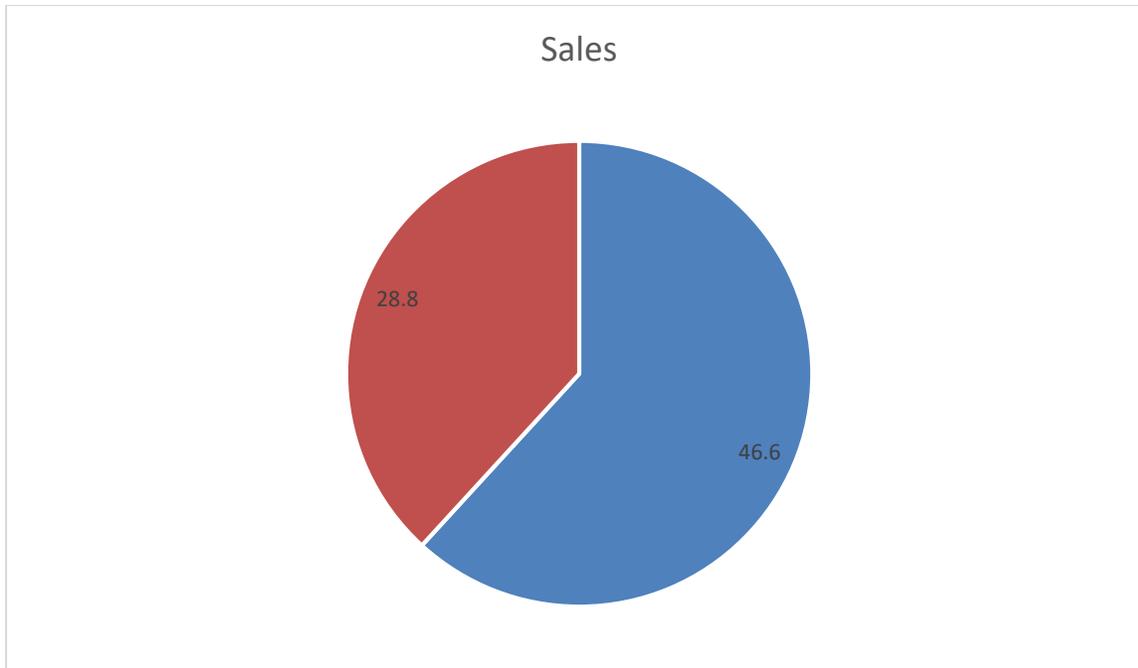
Quality and taste of food

Nourishment is exceptionally basic component of each life so the quality of nourishment ought to not be considered by anyone. The buyers of HungryNaki.com are exceptionally concern almost this factor.



Importance of Promo code

HungryNaki.com gives promo code for their customer as often as possible. Regularly promo codes send to the customer based on their buy rate as well as based on different events. For some shopper promo code is exceptionally vital in spite of the fact that the proportion isn't the highest. 28.8% consumer pointed it as exceptionally vital on the other hand 46.6 shopper evaluated promo code as important. Basically, it is shifting on buyer to buyer.



Findings

Factor Comparison

In this overview the survey was arranged with parcel of diverse components as well as the answered which we get from our customer that was moreover exceptionally distinctive from one to another. There were some segments which are scored exceptionally tall on the other hand a few segments are scored less. Those points are given Below:

- ❖ The quality and taste of nourishment is got most elevated need from the shopper. As HungryNaki.com could be a nourishment conveyance benefit so the quality and taste is exceptionally vital to their customer.
- ❖ Besides, on time conveyance got the moment most need from the buyer. The quality of nourishment is exceptionally imperative for shopper and the nourishment quality is some way or another depends on timing of the delivery.
- ❖ When the address was almost the fulfillment level of HungryNaki.com most of people were unbiased at this point. So, the organization ought to center on this point.
- ❖ For a few individuals estimating is less imperative rather than others components.

In spite of the fact that all of the variables are replied by each person and most of the individuals have positive view on HungryNaki.com benefit. Be that as it may a few individuals were impartial at the point of satisfaction level, so there are a few variables which lead them to stand on this point of see because it is very essential to contain more fulfilled and steadfast clients.

Online food delivery service factors

Online nourishment conveyance administrations have incredible opportunity to seize the consideration of the shopper of Bangladesh, as this benefit isn't much well known in our nation. In addition, individuals are getting busy day by day so they didn't get sufficient time to go exterior for having nourishment. In any case, it can be a challenging errand to guarantee the level of fulfillment for distinctive customer. As usually exceptionally new industry, there are numerous variables that got to be created. There are a few common factors which ought to be centered on by the organization.

Maintain the quality of food

The enormous challenge of nourishment conveyance benefit is keeping up the taste and quality of the nourishment. As food is the center item of this benefit so they continuously ought to deliver need on this figure. So, the organizations ought to continuously deliver most noteworthy need to create beyond any doubt the quality and taste of the food.

On time delivery

On time conveyance is another enormous challenge for online nourishment conveyance benefit. In our nation traffic jam is exceptionally common wonders so on time provide may be a huge challenge for

organization. Moreover, nourishment is exceptionally delicate item so on time conveyance is exceptionally imperative for this benefit.

Promise fulfillment

Organizations ought to continuously allow the most noteworthy need on the benefit what they have guaranteed to give the shopper. Online benefit is completely modern for the customer of Bangladesh so fulfillment of the guarantee is exceptionally critical for picking up the customer faith.

Security

The protection of data is exceptionally concerning figure for the customer. In our nation people never feel comfortable when they are inquired to supply their individual data within the website. Moreover, they are more cognizant almost the installment issues. Individuals continuously feel uncomfortable to share their installment related information through websites. In that case, HungryNaki got to be more cognizant approximately the security issues and let the customer know that their security continuously be first need for the organization.

Customer support service

Virtual medium is as it were one way to communicate with customer that's why client service should be exceptionally steady. On the off chance that shopper faces any kind of challenges, client administrations have to help the buyer in a legitimate way so that the customer is being fulfilled continuously. Thus, HungryNaki.com must make beyond any doubt that the client bolster benefit is well prepared and have the ability to handle any kind of shopper related circumstance.

Recommendations

E-commerce benefit is exceptionally quick developing benefit industry of Bangladesh. The request of this service is expanding day by day. Presently a day's individuals are more centering on online based shopping and buying prepare as they have not sufficient time to spend on buying. In addition, online food conveyance benefit could be a unused concept and there are very few competitor to compete, so HungryNaki must make beyond any doubt the security of their customer dependability at this minute by providing way better benefit and centering on moving forward shopper fulfillment level. There are some factors that need to be look after by HungryNaki as for their betterment:

- ❖ Ought to be focused on buyer fulfillment and work on how to supply them better service. On the off chance that the buyer being fulfilled, deals will naturally increment.
- ❖ HungryNaki.com ought to center on more limited time exercises which is able makes a difference to increase open mindfulness as well as the deals.
- ❖ HungryNaki.com can organize preparing session as of late they launce an unused board for the restaurants. Besides, extraordinary preparing can help them to create unused abilities and experience.
- ❖ Got to be more center on more numbers of eateries in each and each zone of Dhaka city. This will help create more shoppers and, in this way, will impact on their income.

- ❖ HungryNaki.com ought to center on more ranges. Additionally, other fundamental portion ought to be new riders selecting so that HungryNaki.com can cover endless range.
- ❖ Client survey and criticism ought to be accumulated which can makes a difference to discover out the gaps between the customer and benefit supplier.

HungryNaki.com ought to center on their buyer so that they can accomplish the customer loyalty. The advancement of their benefit will make a difference them to attain their target easily.

Conclusion

HungryNaki.com could be a to begin with online nourishment conveyance benefit of Bangladesh. Their point is giving every kind of arrangement which is related to nourishment. Thus, they have part of future arrange to attain and part of expectation from the customer and standard individuals of our nation who need nourishment delivery service.

Through in this inquire about, I attempted my best to examination the calculate which the shopper experiences the most as within the overview they have specifically shown how much imperative each component gets from them. Besides, by examining past investigates, it is simpler to get it how much priority ought to be given to each of the factors. However, this investigate isn't sufficient to found satisfaction level of all consumers.

To entirety up, I would like to say that the most objective of my report was investigation the consumer experience of HungryNaki.com as a nourishment conveyance benefit and I attempted my best to do so.

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Appendix

Survey question

1. What is your Age?
 - 18-25
 - 26-30
 - 27-35
 - 36-above
2. What is your occupation?
 - Student
 - Employee
 - Government employees
 - Business Owner
 - Housewife
 - Other
3. How often do you use online website for buying food?
 - Often (At least once a month)
 - Occasionally (Once in 5/6 months)
 - Rarely (once in a year or 2 years)
 - When there is an offer
4. Which of these factors affected your experience the most
 - Promise fulfillment
 - Ease of ordering process
 - Food selection
 - Timely delivery
 - Payment options
 - Pricing
 - Customer service
5. What persuade you to visit HungryNaki.com?
 - Researching food information
 - Interested in purchasing food
 - Looking for Restaurants Menu information
 - Looking for customer support
 - Other
6. Are you satisfied with your experience at HungryNaki.com?
 - Strongly agree
 - Agree
 - Neutral

-
- Less important
 - not important
7. The promo code which are provided by HungryNaki.com is-
- very important
 - important
 - Neutral
 - Less important
 - not important
8. on time delivery
- very important
 - important
 - Neutral
 - Less important
 - not important
9. The Quality and test of food.
- very important
 - important
 - Neutral
 - Less important
 - not important
10. Please tell us your first choice when you would most likely use a food delivery service
- Mornings (breakfast/brunch)
 - Noontime (lunch)
 - Afternoon (break/meetings)
 - Evening (dinner/work meal)