



Internship Report

On

Analysis on Consumer Experience of HungryNaki.com

HungryNaki.com

Submitted To

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Analysis on Consumer Experience of HungryNaki.com

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Dear Madam,

It is my exuberant pleasure and privilege to apprise you that I, Bristy Bhattacharjee want to submit my Internship report which a mandatory part of the internship program, titled as “Analysis on Consumer Experience of HungryNaki.com as a food delivery service provider”. I am presenting my report which, hopefully you will find to be very much investigated, enlightening and an image of my endeavors and persistence.

While setting up this report, I deliberately took after your and my associations guidelines. I endeavored to cover every one of the substance with important figures and shows to clarify consumer experience investigation. Additionally, the report involves my experience and information that is increased through everyday exercises which improved proficient aptitudes to proceed in my career in the best routes with dedication, promptness and genuineness.

I, therefore, express my heartiest thanks of you for your kind supervision, guidance and cooperation for building up this report.

Yours Sincerely,

Bristy Bhattacharjee

ID: 14104136

BRAC Business School

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Acknowledgement

I, Bristy Bhattacharjee would like to express my heartiest gratefulness to every one of those people who encouraged me to complete my internship report and provided support regarding the topic, "Customer Experience of HungryNaki.com".

To begin with, I am appreciative to almighty for making this internship report possible. Secondly, I want to offer my thanks to my academic supervisor FabihaEnam, Senior Lecturer, BRAC Business School, for helping me with direction and advice to finish my report.

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Last but not the least I would also very grateful to my family and friends who were always by my side in each and every moment.

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Executive Summary

HungryNaki.com was first introduced in the year 2013. HungryNaki.com is the first online food delivery service provider in our country. The report has been set up with a reason for giving an examination of all over customer experience on hungryNaki.com. HungryNaki.com is an e-commerce based organization which gives consumer to choose their desired food from various restaurants from their house. The organization believe that e-commerce segment in Bangladesh will blast very soon. Day by day peoples are becoming busy so they have not any extra time to manage for go to restaurants and pickup food so they are searching alternative option for enjoying their desired food from their existing place.

Moreover, HungryNaki.com is early market in the business so it can pick up clients validity and has the first mover advantage. Nevertheless, considering some critical components like the time of delivery, the quality of food, value creation and price which are identified with consumer experience are analyzed thoroughly in this report by collecting information from various sources like primary and secondary.

This report contains brief findings and reviewing of clients, surveying customers, site substances, write-ups and meeting with existing representatives. The background and history of organization also briefly discussed in this report.

Furthermore, I have also discussed my each and every responsibility which I had to follow within my three months long internship period. Moreover, the company's brief informational summary of my assigned department and the hierarchy of HungryNaki.com also added in this report.

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1. Introduction

Online food delivery service is an E-commerce based service and the aim of ecommerce service is to save both time and money for its consumers and users by bringing the services closer to them. An online marketplace provides an opportunity for the buyers and sellers to enjoy their desired services without the hassle of visiting any physical stores or restaurants.

The online food ordering and delivering system is not much popular in our country though now a day's consumer's perception is changing. Online food delivery service helps people to save their valuable time and effort to pick up the food from outside. HungryNaki.com is a full set up website where all restaurants food menu are synchronized on online and customers can easily place the order as per their requirement. Moreover, the consumer can easily track the orders as well as their past order which they placed from HungryNaki.com. The IT department maintains customers database, and working on improve food delivery service. As a developing country, Bangladesh has a lot of potentials to grow in different fields and ecommerce is one of those sectors. Although the e-commerce sector is fairly new as it is believed to have emerged in the last 90s, the trend is quickly catching on (Hassan, 2014). Moreover, ICT ministry of Bangladesh taking various initiative to boost up the E-commerce field of Bangladesh. ICT ministry arranging fund for the IT based organizations and they decreased the internet cost and cut off the taxes for IT and E-commerce based organizations.

In this current online food delivery service market, hungryNaki.com has become one of the most popular and leading online food delivery service of Bangladesh. HungryNaki.com started its operation on 2013 and since then the company has grown a lot.

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3. Company Overview

3.1 History

In early 2013, a group of five entrepreneurs based in Dhaka, Bangladesh, found themselves brainstorming ideas for a viable, scalable online business. They were determined to take advantage of the burgeoning online population in the country but were stuck on the idea itself. As most of them had prior exposure to the textile and fashion industry, their first instinct was to set up an ecommerce store selling clothes and accessories.

However, one problem that constantly irritated them during these sessions was the unavailability of food. Curiously, restaurants in Dhaka rarely had dedicated teams that delivered food to homes and offices. Hence, these meetings, which often went on for several hours, had to be interrupted so that someone could go fetch dinner. They grew to understand that their pain was undoubtedly experienced by other consumers in the city, and therefore HungryNaki, an online food delivery service akin to Rocket Internet's Foodpanda, was born. "Food is, in essence, the biggest industry in Dhaka," says Tauseef Ahmed, HungryNaki's co-founder. "People prefer socializing and catching up with friends and family over a hearty meal."

The site launched in October 2013, initially concentrating only on one Dhaka neighborhood rather than the entire city itself. Ahmed AD, digital strategist for HungryNaki, explains this decision was due to a higher propensity for consumers in that area to order and transact online. Plus, they wanted to validate the idea and build some traction around their product before scaling to other localities.

In the first month, HungryNaki managed to get 200 orders. Today, it claims double that every day. Rocket Internet, every local startup's nemesis, entered the Bangladeshi online food delivery market in December 2013 through Foodpanda, forcing the startup to dig its heels if it wanted to survive. Ahmad AD says one of the reasons they were able to compete was a clear focus on

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customer service. “We didn’t rely on marketing. It was all about service. We wanted to set standards, timely deliveries, compensation for any issues faced. We aimed to win hearts.”

The biggest challenge HungryNaki faced was convincing restaurant owners that their model would work and resonate with customers. Restaurants in Bangladesh – the startup claims – are mainly family-owned businesses and used to doing things old-school. The team had to explain to them that payments would not be made instantly, nor in cash, but ultimately, they would benefit as their products would reach more customers across Dhaka.

To partly overcome the problem, the founders tapped into their personal networks and convinced a number of premium restaurants to come onboard with them. As others in the industry saw these businesses come online, they were more amenable to follow suit. This resulted in a snowball effect, and soon traditional ways of conducting business were disrupted.

Customer acquisition was also not very easy. People had no prior experience of ordering or transacting online so the startup had to build awareness and create demand. But as consumers noticed the ease and convenience of ordering food online, they rapidly caught on.

As a bootstrapped startup, HungryNaki didn’t have a lot of marketing cash to burn on online advertisements, so it focused on organic growth and the reach of their Facebook page instead. They relied on content marketing efforts and utilized memes and jokes based on political events in the country to attract more users. Amit explains that at the time Facebook’s algorithm was better-suited to organic reach and virality, which helped them expand and scale.

There were efforts to understand and cater to customers in order to stand out from the competition. Ahmad AD says customers were happy with their service and glad to support them due to their homegrown status. As a result, they’ve managed to keep pace with Foodpanda and haven’t been crowded out by its massive marketing spend.

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A unique, hands-on approach has helped. As the startup does its own deliveries, unexpected surges in demand sometimes led to a shortage of delivery guys. Unwilling to compromise on service levels, the founders would sometimes drive their personal vehicles to deliver food. This fact wasn't lost on their customers who noticed the startup's commitment and perseverance. As a result, there were plenty of repeat customers and new users due to word of mouth.

HungryNaki has so far resisted acquisition offers and remains bootstrapped. They're now beginning to explore investment opportunities but are determined to not sell the company outright. Tauseef claims it'll be another month or so before the company breaks even on operational costs, and the majority of its spend is not on marketing, but on operations, logistics, and technology infrastructure.

Surprisingly, the startup doesn't charge much commission from partner restaurants. Despite doing its own deliveries, which undoubtedly adds to costs, Ahmad AD says they take, on average, 10 percent of the total order amount. This is definitely lower than other markets in the region. However, such margins are necessary, he claims, to convince restaurant owners to come online and change traditional ways of doing business.

Since launching operations in Dhaka, the startup has expanded to cover Chittagong and Syllhet as well. It says a total of 750 restaurants are online across the three cities, with approximately 300,000 registered users.

Facebook is also significantly embedded into the lives of Bangladeshi consumers. It's considered to be the primary interaction point for most. It appears that engagement around the social network will form the core of HungryNaki's future strategy. "We want to make it super easy for

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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 introduce transparency during the delivery process as well. In the near future, all delivery riders will be equipped with smartphones. Whenever a user places an order, they'll be sent a link which will allow them to track the status of their food in real time. Users will be kept informed in case of any inordinate delays or hiccups. "The main goal is to reduce the number of calls to our customer support team."

3.2 Mission

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

3.3 Vision

The missions of HungryNaki.com 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.

3.4 Objective

HungryNaki.com has some objective which need to be followed in order to achieving the mission and vision of the company. Moreover, Hungrynaki.com has some specific goals to achieve its loyalty through fulfilling the objectives.

- Ensure customer satisfaction by providing the best quality of service and maintaining the good relationship with them for long time period.
- Our foremost priority is to provide excellent food services to the people of all over the country.
- Fulfilling the customer satisfaction with very efficiently and effectively.

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- HungryNaki.com always focus on customer loyalty and pleasure by providing variety of cuisines and restaurants.
- HungryNaki.com provides effective training and coaching for their employees so that their mission and vision can be achieved.

3.5 Organizational Department

HungryNaki as an organization which is divided into six crucial departments and those six departments are divided into several sub departments. Each and every department is playing a very important role to run the business. The major departments of HungryNaki.com are given below:

1. Business Development Team
2. Human Resources and Talent Management
3. Information Technology
4. Customer Support Team
5. Finance and Accounts
6. Operations and Logistics

3.6 Business Development Team

Business Development team is focused on researching organization and identifies new potential market opportunity. Moreover, Business Development team contact with potential client via phone or email to set the business meeting with the restaurants or corporate clients. Business Development team deal with corporate clients as well as the all restaurants of Dhaka, Chittagong,

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Sylhet and Narayanganj city. This team responsible for onboarding the new restaurants, maintain day to day communication with clients and organizing events. On the other hand, Business Development team working on maintaining the website and app from the back panel.

3.7 Human Resources and Talent Management

Human Resources and Talent Management is responsible for maintain a satisfied workforce and bring the brightest talent to a company. Human resources department work for hiring a new employee, a recruiter research on similar positions at other companies, helping determine the qualifications and compensation for the role. Moreover, this department screening and evaluating the employee and based on than screening and evaluation human resource department set the compensation and increment. Human Resource Department works for salary structure and pay roll system of organization. Besides that, Human Resources Department is sub categorized into some others activities such as training, development, recruitment and section, compensation etc.

3.8 Finance and Accounts

Finance and Accounts Department is responsible for all financial transaction of the company. Accounts department is responsible for recording, reporting the cash flow, maintaining regular transaction as well as accounts receivable and payable etc. Moreover, Finance and Accounts department is also tracing monthly and yearly revenue of HungryNaki.com.

3.9 Information Technology

The responsibility of Information Technology Department is designing and programming the website and app of HungryNaki.com. Moreover, IT people maintain the operating systems, database systems, embedded systems and so on. They works on both software and hardware function. The work can involve talking to clients and consumer to assess and define what

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solution or system is needed, which means there are a lot of interaction as well as full-on technical work. For working in IT department of hungryNaki.com a computer science or software engineering or related higher degree is needed. They always research on how to create the website and the app more users friendly.

3.10 Customer Support

Customer support department always deals with each and every query of clients and consumer. customer support service interacts with a company's customers to provide them with information to address inquiries regarding our services. In addition, they deal with and help to resolve any customer complaints. For instance, customer support assist customer to opening an account and help them to resolve a problem if they cannot access their account or if their order never placed on our system. Recently HungryNaki.com creates a panel for customer support which makes their work more easier as that panel is fully automated so that customer support no need to call the restaurants for conforming the order.

3.11 Operation and logistics

Operation and logistic department responsible for monitoring and coordinate supply chain operation .In addition, they are responsible for all regular and corporate delivery systems. They look after the day to day inventory and logistic calculation. Moreover, they communicate with suppliers, retailers and customers to ensure their satisfaction.

3.12 HungryNaki.com Hierarchy Organogram

From the beginning of the journey on 2013, HungryNaki.com has grown a lot. Last three years, the company has expended a lot as well as earn huge amount of profit. Recently HungryNaki.com started their operation in Narayanganj city. HungryNaki.com has all total 400+ riders and 25 hubs inside and outside of Dhaka city. HungryNaki has also welcomed a lot of restaurants to collaborate with HungryNaki and onboard since they started the journey. As the

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operations are growing, the organogram is also becoming complex. A simple hierarchy description is shown in the figure below:

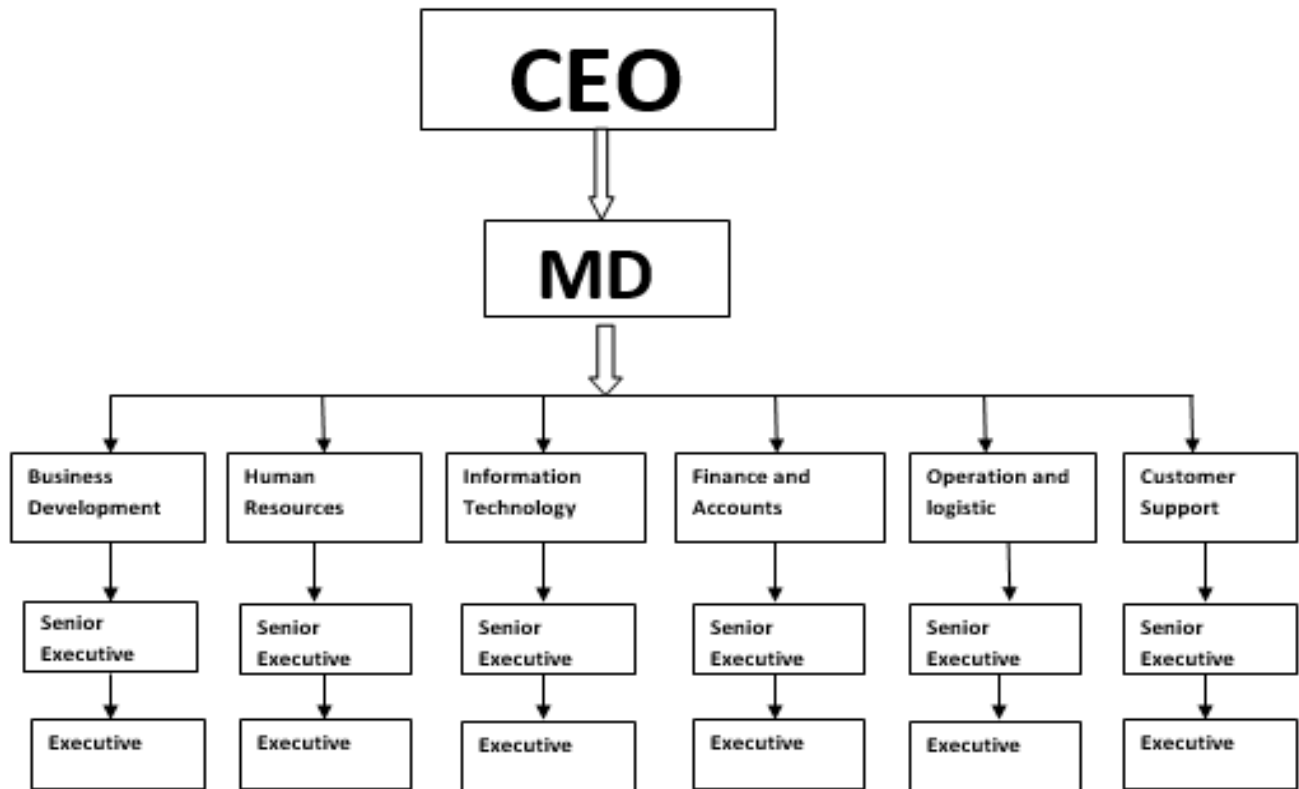


Figure 1: Hierarchy Organogram of HungryNaki

3.13 Outline of Business Development Department

The Business Development team of HungryNaki.com is the biggest department of the company which consists of many sub departments within it. Mainly Business Development is divided into three divisions which helps to run the business in a proper way. A brief idea of the team is given below:

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1. Client Management
2. Field Operation
3. Data Entry Operator

3.14 Client Management

The responsibility of client management team is building and maintaining relationships with clients. As HungryNaki is an online food delivery service so its main clients are all restaurants and corporate clients such as BAT, Edison, Ericson, HSBC, ACI, ICCDB etc. Moreover, ensuring clients satisfaction with our service is another key responsibility of HungryNaki.com. Attending meeting with corporate clients and owner of the restaurants are another responsibility of client management team.

3.16 Field Operation

The responsibility of field operation team is to contact with restaurants and convince them to collaborate with HungryNaki. They have to research on restaurants business of our country as well as they arrange the events and food fest. Their work is basically field based.

3.17 Data Entry operator

Data Entry operator works for input the data like menu of various restaurants manually. Moreover, they input the various kinds of platter, deals and offers which are launched through our website.

If we discuss about hierarchy of the Business Development Department then firstly have to talk about the head of Business Development department. He is known as the coordinator of this department. Rafid Kader rivu is the head of Business Development team. He is all in all of this

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department and everyone has to report to him about their daily and weekly basis working activities.

After that comes the responsibility of senior Executive, he is an in charge of every cities that HungryNaki operate their service. There are every sub department of HungryNaki has senior executive and they look after the cities and there are some executives who are the in charge of the different zone. Every executive have to report to the senior executive of the organization. Under the executive there are some junior executive they are look after sub zone of the Dhaka cities and they have to report to the executive of the business development team. The hierarchy of Business Development team is given below:

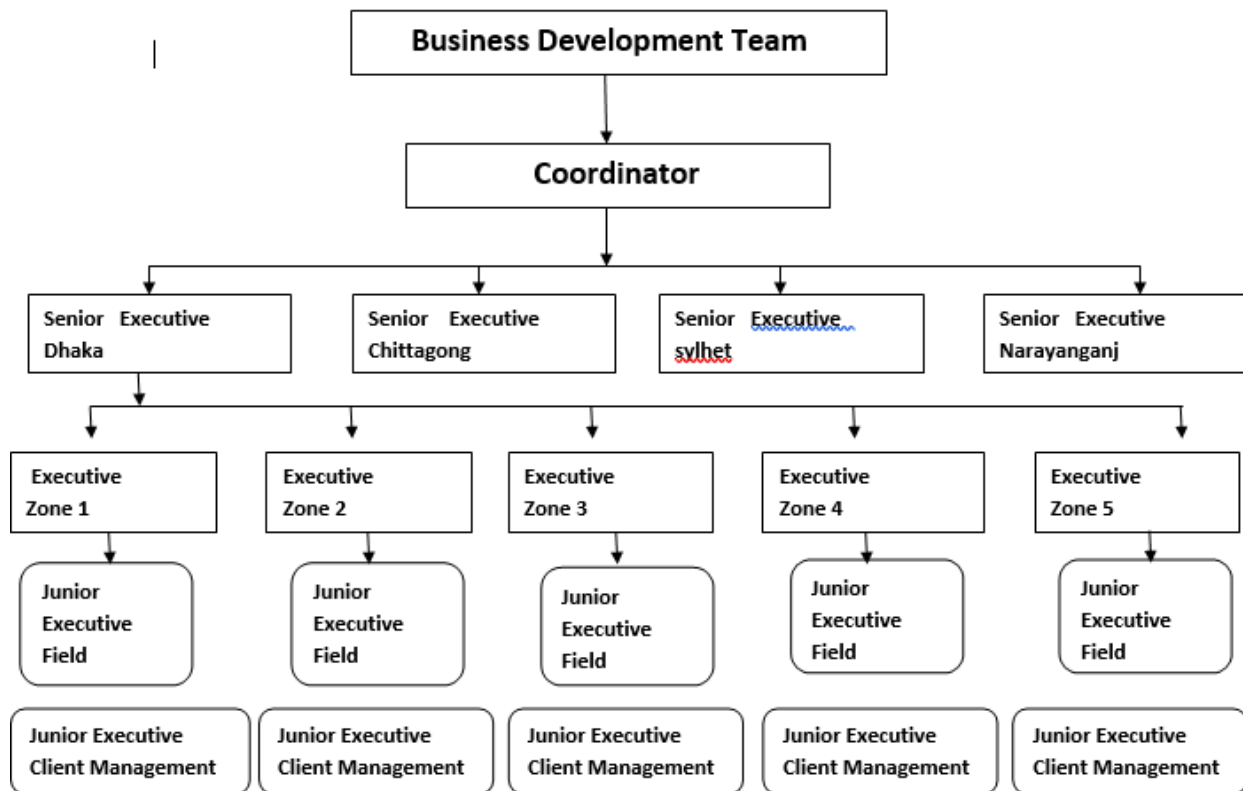


Figure 3: Business Development Hierarchy Organogram

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3.18 Operational Cities

HungryNaki.com is currently operating in four major cities of Bangladesh. HungryNaki already establish their name and fame not only Dhaka city but also others cities of Bangladesh. The name of cities is given bellow:

1. Dhaka
2. Chittagong
3. Sylhet
4. Narayangonj

HungryNaki.com started their operation since 2013 in Dhaka city as a first food delivery service of Bangladesh. After that they started in Chittagong in 2015 and sylhet in 2017. Afterward HungryNaki started their operation in Narayangong from January, 2018. HungryNaki now planning is to move towards others cities of the country.

3.19 Zonal Operation

HungryNaki.com has total eight operational zone. They are working with Dhaka, Sylhet, Chittagong and Narayangong and every cities have their zone and under the zone there are some sub zone. Dhaka city is divided into five major zones. There are Gulshan, Dhanmondi, Uttara, Mirpur and Khligoan. Moreover, these zone are also divided into subzones. For examples , Gulshan zone have subzones like Banani, Mohakhali ,Bashundhara etc as well as Uttara zone have subzone like Ajampur, Airport etc .

4. Job Description and Observation

4.1 Description of the job:

Business Development Department is one of the major departments of Hungrynaki.com. Overall performance of the company heavily depends on this department. As this department work on

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market research and maintain the relationship of clients and customer so they are playing a vital role for betterment of the organization. As I have completed my internship in the Business Development Department, I had to experience and learn how to do market research and how to maintain relationship with corporate client as well as the regular clients. However, large part of my employment I was assigned work with the on boarding management team as I joined as a permanent employee 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 responsibility was to maintain the on boarding and corporate clients. In this time period I had to report updates to the head of Business Development team. All the work what I done within that time period, which has great impact on the development of the company and which has create great impact of the monthly profit. Besides learning and working on everyday activities, my major task was look after the whole zone of Dhaka cities as well as others. From working with this department, I have gained a lot of experience and learned many new things which help to turn out my inner knowledge.

4.2 Key responsibilities

There are three parts of my job which includes, Maintain relationship with clients, doing regular tasks and implementation of market research and On board new restaurants. 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.

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- 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.

4.3 Challenges and experience

Every job has challenges and I always try my best to overcome the challenges which I faced to working in the HungryNaki.com. HungryNaki has a unique environment for employees. Thus, for any changes both sides need to be considered. The biggest challenge of my job was to find the potential corporate clients and maintain the on board team. As three part time employee works under me so maintain them in a proper way and assigning them to different zone was a kind of challenge.

HungryNaki has taught me a lot of things including how to adjust to the office environment and deal with new challenges as well as stress. HungryNaki helps to build up my communication skills as well as the technical skills. This organization helps to learn and work on a specific project in the short time period. That task taught me to organize the process of work, make decisions about various activities and deal with different set of people.

HungryNaki helps me to developed and enhance different types of skills , time management, professionalism , team management as well as team work ability which has a great positive impact on my career and my future. Some of those are given bellow:

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4.4 Communication Skill

Communication skill is very important for corporate world. I have learned from HungryNaki how to deal with clients and how to convince them in a professional way. It helps me to develop my communication skill a lot. Moreover, this job taught me how to maintain a team with other co-team members and do the team work successfully. Here, I also get the opportunity to communicate with various multinational and national organizations which helps me to develop my communication skill.

4.6 Professionalism and Punctuality

HungryNaki.com helps me to be a professional. As in charge of the onboarding team, I had to meet with so many clients like PRAN RFL, GP, BAT etc so that I had to maintain formal dress code and proper time. Moreover, I had to clock in office at sharp 10am and clock out at 6pm, so this time management helped me to be more punctual as well as professional.

4.7 Team work ability:

Team work helps to cooperate with others and taught how to work well as a part of a group. In HungryNaki so many times I had to work with my colleagues as a team. This helped me to learn how to cooperate with others and complete the work within the timeline of the task. Moreover, sometimes I had to handle different kinds of tasks within a certain time period which taught me to work under pressure.

4.8 Technical Skill:

HungryNaki.com is mainly a web-based organization so various kinds of work are online-based that is why I had to learn how to access the back panel as well as Microsoft Excel. As my major was Human Resources and Marketing so I have a sound knowledge in Microsoft Word, PowerPoint and Microsoft Excel. However, this organization helps me to master these skills. In HungryNaki.com most of the work has to do in Microsoft Excel so it was very necessary to learn the shortcut method of Microsoft Excel. My seniors helped a lot to learn how to complete the

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work quickly by using Microsoft excels related terms. Furthermore, I have improved my typing skill and presentation skill by using Microsoft power point.

4.9 Challenges

Each and every job has challenges. So, HungryNaki.com has some challenges to overcome and working in the Business Development department is more challenging as I realize. Hungrynaki has a unique environment. The work environment is so friendly. Everyone is so cooperative, they helps me in each and every task where I faced problem. Hungrynaki is an E-commerce based organization so the company needs to take care of both the seller and buyer needs. That is why, in case of any kind of changes both sides need to be considered. The biggest challenge of my job was to deal with corporate clients. As we know corporate orders are bulk orders so placed that bulk amount of order and fulfill the commitment by proving good quality of services was kind of challenges for me.

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5. Research Background

5.1 Origin of the Report

The purpose of this report is to fulfill the requirement for completing the internship program. From the three month period of my internship at HungryNaki.com under the supervision of Ms. Fabiha Enam, this report has been prepared.

5.1.1 Objective of the Study

5.1.2 General Objective

As a requirement to complete the graduation from Bachelor of Business Administration program of BRAC University“ this report has been created and this is the general intention for it as per policy of the university.

5.1.3 Specific Objective

In order to understand the mind of consumer about the HungryNaki.com, this study was done. Moreover, the main propose of this project is to measure is to satisfaction level of HungryNaki.com as a food delivery service. This report tries to analyze the customer experience. The specific intentions of this research are mentioned below:

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

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5.1.4 Scope of the Study

This survey will provide us the experience of HungryNaki.com consumer. Moreover, the population of this research is the previous and current customers of HungryNaki.com. The survey will give us the exact information about the experience of consumer. This paper is focusing on the experimental type of research. Here both primary and secondary data has been taken. From analyzing previous studies the questionnaire was developed. The research only focuses on people who have already had experience with HungryNaki.com. The service and quality is measured by gender, age and occupation wise. We have in total 16 questions so that it will be easy for the respondent to response.

5.1.5 Significance of the Study

From this research we have gained potential information of the consumer experience and what are their lacking and how to overcome it. Moreover, by doing this research we also found the level of consumer satisfaction level and attitude regarding online food delivery service. This report has the potentiality to help the practitioners regarding the very topic of customer experience. It has the clear knowledge about how the survey has found the customer perceptions and executes the result to convey it to the generals who need the research for their fair decision.. Moreover, the paper has been focused on the way towards consumer satisfaction and experience which leads them most. From this research organization can also have the explicit idea about what general and genuine customers want and what does not want.

5.1.6 Methodology

This report was prepared based on topic for focusing on the organization where I am doing my internship on, HungryNaki.com. After discussion with my respective advisor, this topic was selected for the internship report. This research is quantitative research as the responses are associated with numbers which conveys the importance of each factor.

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5.1.7 Sources of Data

There are two ways to collect data and these are:

- Primary Sources
- Secondary Sources

The report is prepared by using both primary and secondary data. Primary data is collected from work experience, observation, involvement of some direct client, random employees of HungryNaki.com. Moreover, interaction with the customer through preparing questionnaire helps me a lot. Secondly, relevant books, journals, research paper and websites were used to collect secondary data. Furthermore, some articles and reports are also used to collected secondary data.

5.1.8 Respondents & Sampling Procedures

In this research, the people who have had at least one time service experience of HungryNaki he/she is considered as customer of this organization are the population for this report. Sample is a subset of the population that is selected for a research. Thus, some people were taken as the respondent for this research from my total consumer. Moreover, everyday on an average 800 consumer orders from HungryNaki.com.

As in this research population is known. To be more precise, the sample random sampling technique was followed for this report. As I said earlier that everyday 800 consumers orders from HungryNaki so from those consumer, randomly chosen 150 respondents were taken

5.1.9 Sample size

The population size was 150. The survey was conducted on online platforms with the help of Google form. From my previous courses and studies helps me to create the questionnaire. Trough this online survey, the consumer of HungryNaki got a chance to express their experience of the service.

Analysis on Consumer Experience of HungryNaki.com

5.1.10 Research Questionnaire

Various types of questions can be used in the survey question. In this paper, some basic questions followed the simple attitude scale for survey. Respondents indicated their own perspective by checking how strongly they agree or disagree with a statement. For this research, the questionnaire consisted of 18 questions about consumer's experience of HungryNaki.com.

5.1.11 Findings Interpretation

All information of this report are gathered in a systematic way and lastly appeared as discoveries at the final part of the report.

5.2.12 Limitation of the Study

This research and survey has some limitations. Firstly this research was limited to only some customers. As other consumer like general people, website visitor and employees of the organization were not taken as samples. Secondly this research only employed some developed questions which were created after analyzing other papers before conducting the survey. The third limitation is that the evaluation of all the online food delivery service was not undertaken, so comparison could not be made. Moreover, the administration of the company was not willing to share some data due to privacy issues, which could have been useful in this research. For example, data from company's previous orders statistics could have given a better idea about the customer of the organization.

For this research 150 responses were considered and the participants were the customers of HungryNaki.com. Survey is made in based on a few factors that have specifically or in a roundabout way effect on the consumer experience level.

5.2.13 Scale of Measurement:

For conducting the survey I have used nominal scale and the likert scale as both of this scale is very popular and the responded can easily understand it.

Analysis on Consumer Experience of HungryNaki.com

6. Analysis

Each and every area of analysis has been given bellow:

6.1.1 Gender

What is your Gender?

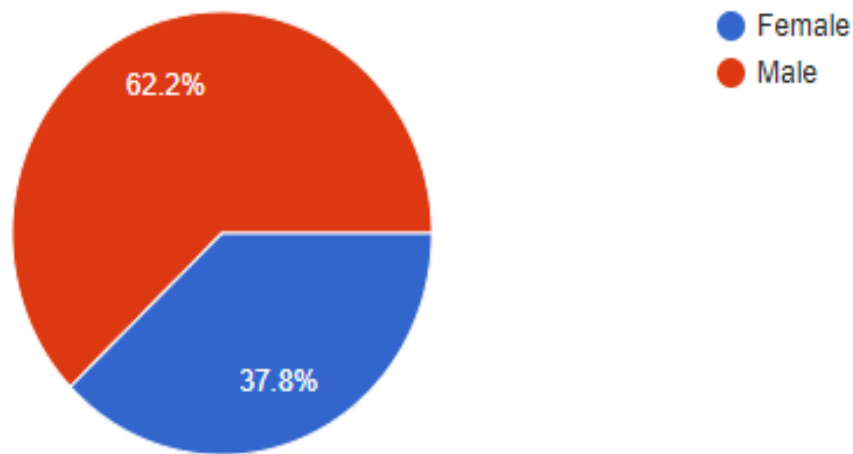


Figure 3: Gender indication

From this chart we can see that, 62.2% of the respondents are Male and 37.8% respondents are Female. The percentage of male customers is more than female at this point. So this indicates that HungryNaki.com has more male consumer. Furthermore, for this research, the survey was done on 94 men and 56 women.

Analysis on Consumer Experience of HungryNaki.com

6.1.2 Age group

What is your Age?

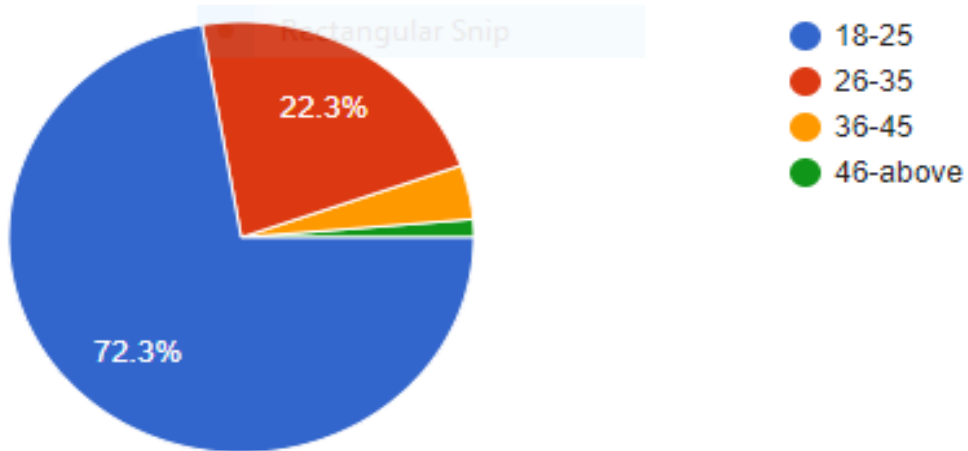


Figure 5: Age group Indication

In terms of age group, most of the respondents were from the range of 18 to 25 years old, whereas, the least number of participants were from the 46 and above group. As we the concept of online service is very new for our country that is why it has been seen that most consumer are very young.

Analysis on Consumer Experience of HungryNaki.com

6.1.3 Occupation

What is your occupation?

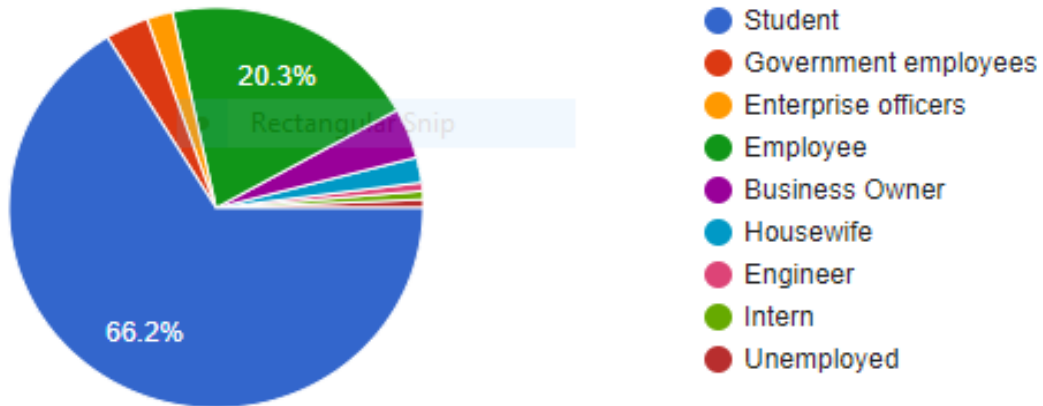


Figure 6: Occupation Indication

In this survey, There are people who are belongs from different professional background.. However, the major respondent was students. The percentage of students is 66.2% and 20.3% is employee, 4.1% is business owners, 3.4% is government employee and rest of them is from others occupation.

Analysis on Consumer Experience of HungryNaki.com

6.1.4 Constancy of using online food delivery service

How often do you use online website for buying food?

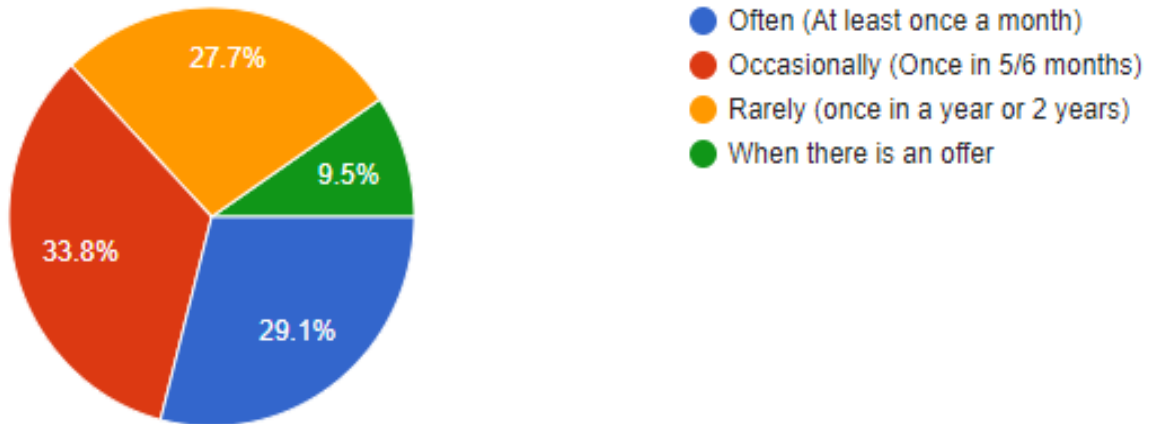


Figure 7: constancy of online service.

The first option was given to people who have visited or buying food HungryNaki.com at least once in their life time and the number customers in this survey is the second highest, which is about 29.1% of the total. Then the second option was once in five or six month and the result is highest which 33.8% consumer buying food is occasionally. There were significant numbers of people who are buying food rarely from HungryNaki.com. Moreover, there are some people who are buying food just when Hungrynaki provides any offer.

Analysis on Consumer Experience of HungryNaki.com

6.1.5 Factors affecting the experience most

Which of these factors affected your experience the most?

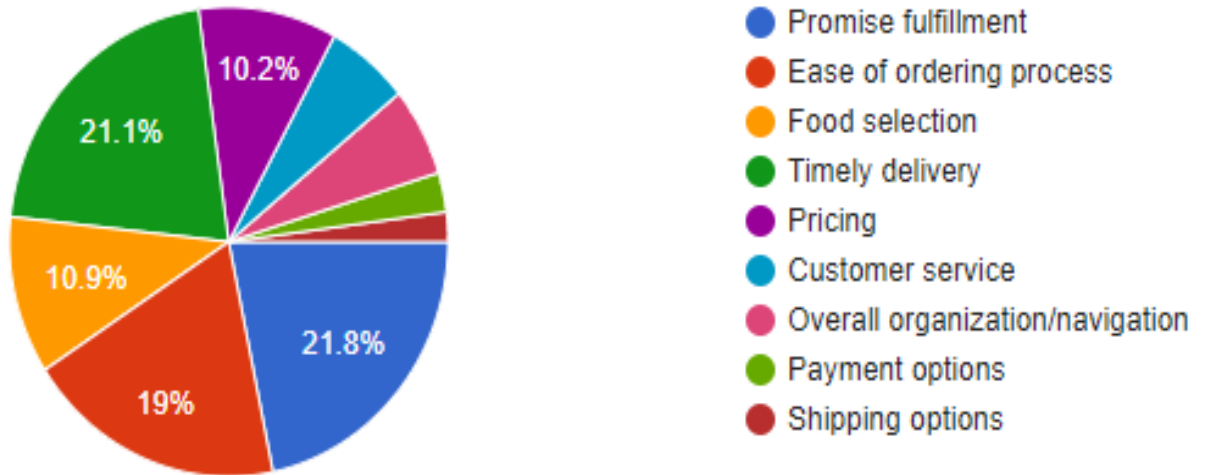


Figure 8: Factors affecting the experience most

In this question majority of consumer select the promise fulfillment, 21.8% of consumers choose it. Secondly, timely delivery is very important for consumer as it an online food delivery service. So time is played a very important role here that is why the 21.1% consumer pointed it. Thirdly, ease of ordering process is the 3rd priority of the consumer and the percentage is 19% and rest of the consumer selects the different option of the questionnaire.

Analysis on Consumer Experience of HungryNaki.com

6.1.6 Reason behind visiting HungryNaki.com

What persuade you to visit HungryNaki.com?

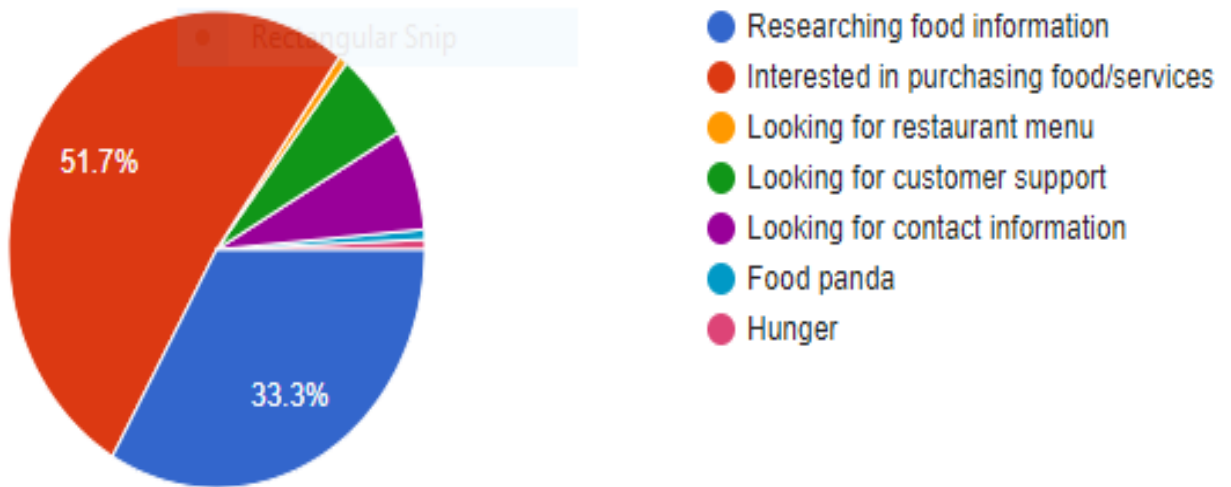


Figure 9: Reason behind visiting HungryNaki.com

It is very important to know which things persuade a consumer most to visiting the HungryNaki.com website. While most customers visited HungryNaki website to purchase food. Then secondly people visit the website for researching food information and others purpose. 51.7% people visit the website for buying food and 33.3% people visit to get the food information.

Analysis on Consumer Experience of HungryNaki.com

6.1.7 Satisfaction level

Are you satisfied with your experience at HungryNaki.com?

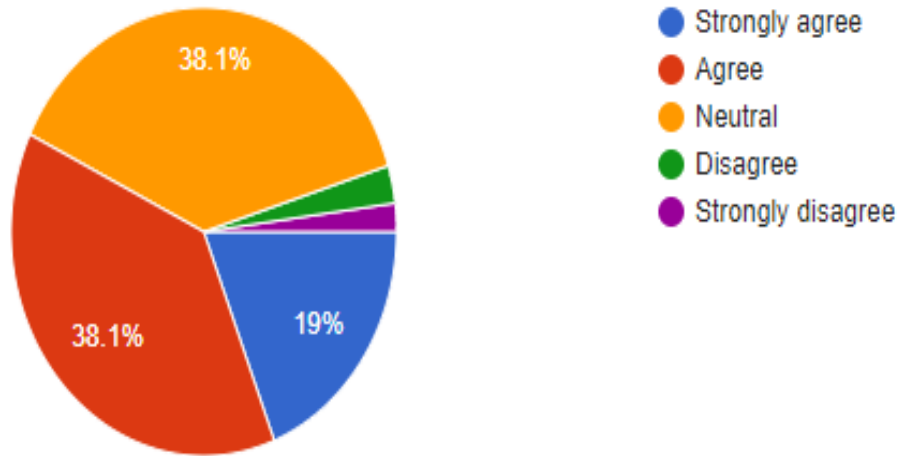


Figure 10: Satisfaction level

In this question the major consumer pointed on agree and neutral. 38.1% of consumer pointed on agree and neutral. Moreover, only 19% consumer pointed on strongly agree. However, HungryNaki.com should have focused on this point and lot of attention needs to be given here to ensure a positive score.

Analysis on Consumer Experience of HungryNaki.com

6.1.8 Ensured services delivered

Provide what HungryNaki.com promise to their consumer

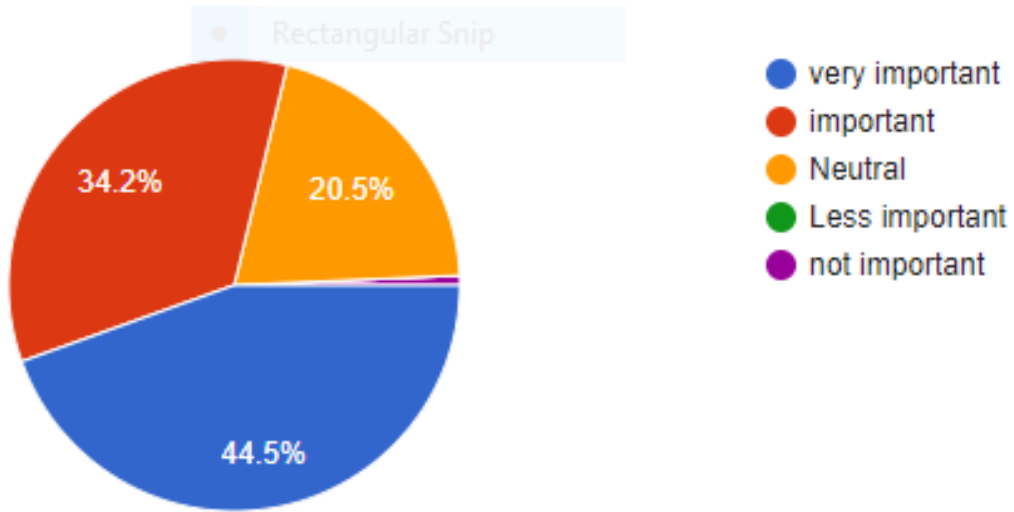


Figure 11: Ensured service delivered

Companies promise is very important to the consumer as highest number of consumer pointed on very important and the number is 44.5%.Secondly 34.2% said promise is important to them. However, some consumer pointed on neutral and the number is 20.5% and rest of the consumer pin on less important or not important.

Analysis on Consumer Experience of HungryNaki.com

6.1.9 Responsibility and care for consumer

How do you feel responsibility and cares for consumer is needed?

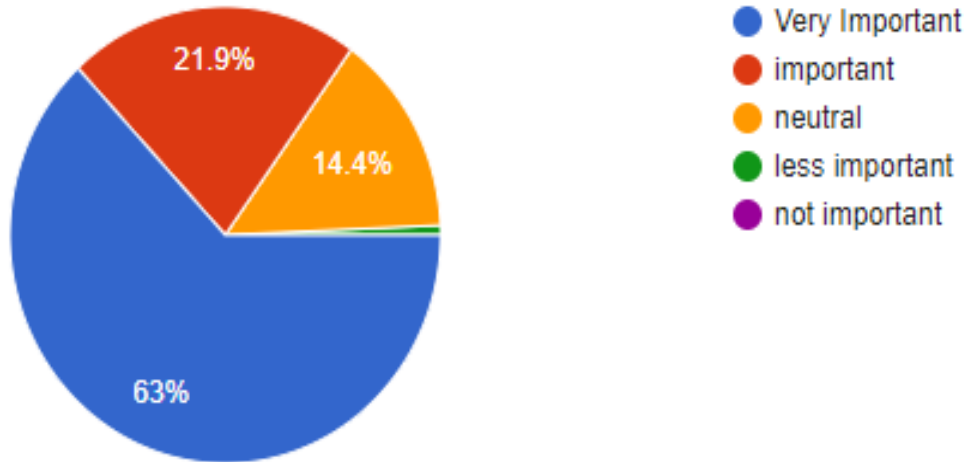


Figure 12: Responsibility and care

From this question we get to know that responsibility and care is very important for consumer, 63% of consumer said very important. Secondly, 21.9% said important and rest of the consumer pointed on neutral as they do feel like this.

6.1.10 Payment system

The payment System

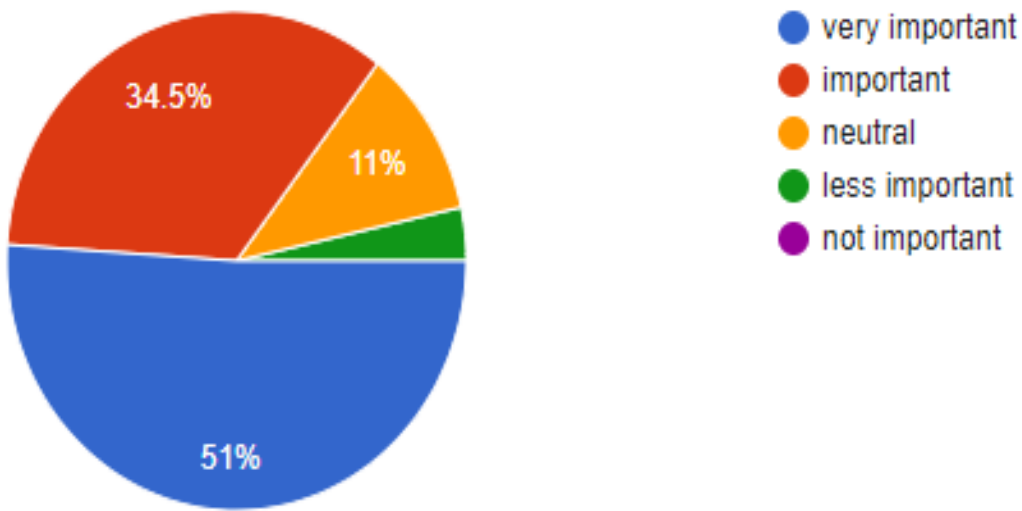


Figure 13: Significant of payment system

For majority of the consumer payment system is very important. However, Hungrynaki.com provide lots of payment option ad those are cash on delivery, Bkash, Rocket, card payment etc. As most of the people believe that payment system is very important to them and the ratio is 51% and people have agreed that this affects on their buying attitude.

6.1.11 Product Reliability

Virtual images of the food exactly match with original food

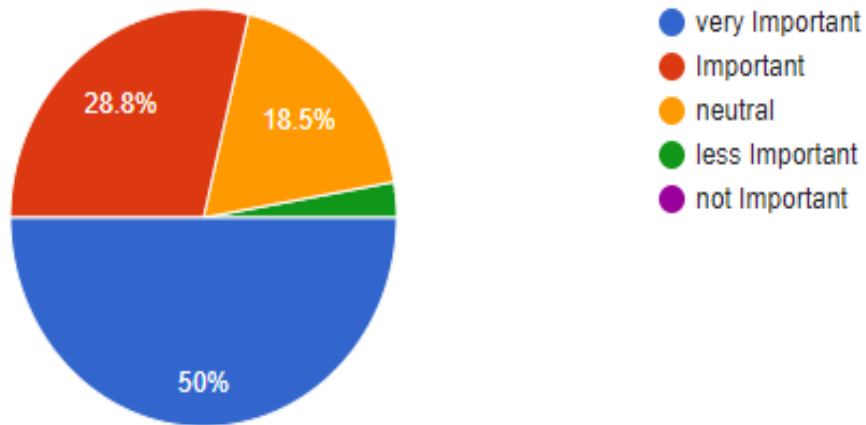


Figure 14: Product reliability

As we know that some that, sometimes the food pictures are more lucrative than the real one. So this factor affects a consumer. 50% of consumer feel it is very important while 28.8% feel is important. However, some people does not care about the picture.

Analysis on Consumer Experience of HungryNaki.com

6.1.12 Importance of Promo code

The promo code which are provided by HungryNaki.com is-

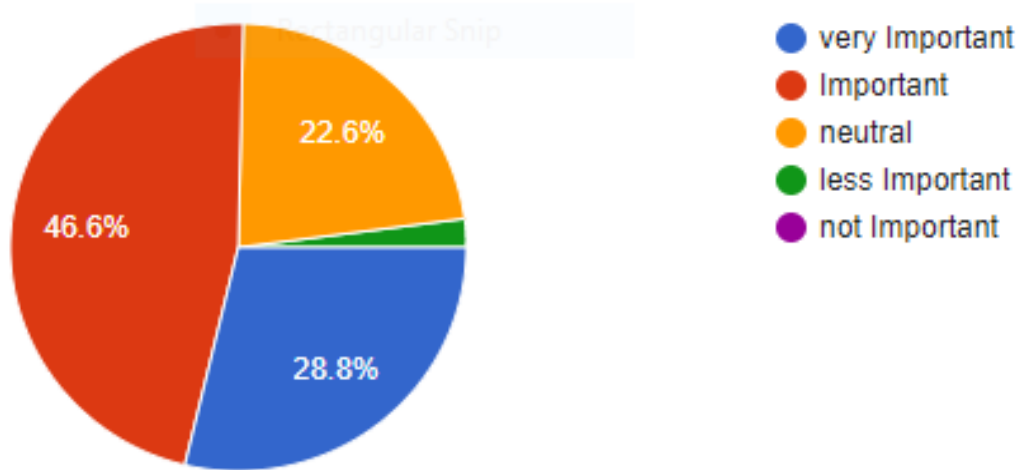


Figure 15: Importance of promo code

HungryNaki.com provides promo code for their consumer frequently. Normally promo codes send to the consumer based on their purchase rate as well as based on various occasions. For some consumer promo code is very important though the ratio is not the highest. 28.8% consumer pointed it as very important on the other hand 46.6 consumer rated promo code as important. Basically it is vary on consumer to consumer.

Analysis on Consumer Experience of HungryNaki.com

6.1.13 Delivery Time

On time delivery

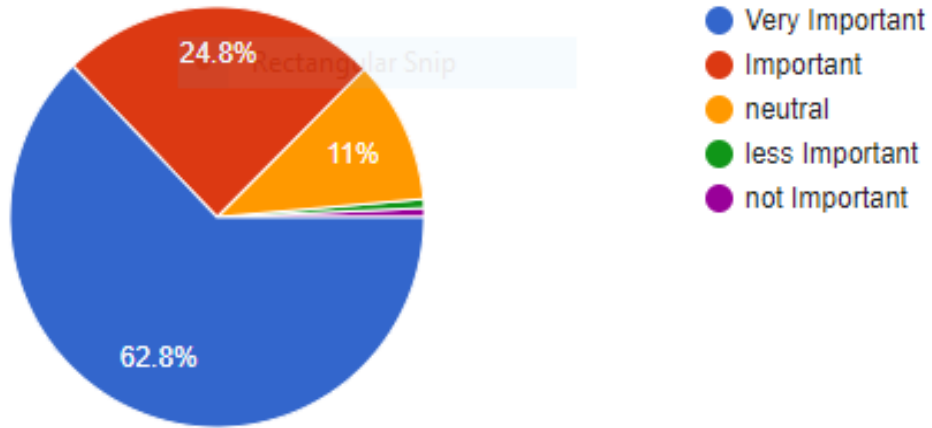


Figure 16: On time delivery

In food delivery service the most important issue that customers concern about is time. Delivery time is very essential factor for HungryNaki.com and most of the consumer agrees with that. 62.8% consumer pointed on very important, 24.8% pointed it as important and other point as neutral.

Analysis on Consumer Experience of HungryNaki.com

6.1.14 Quality and taste of food

The Quality and test of food

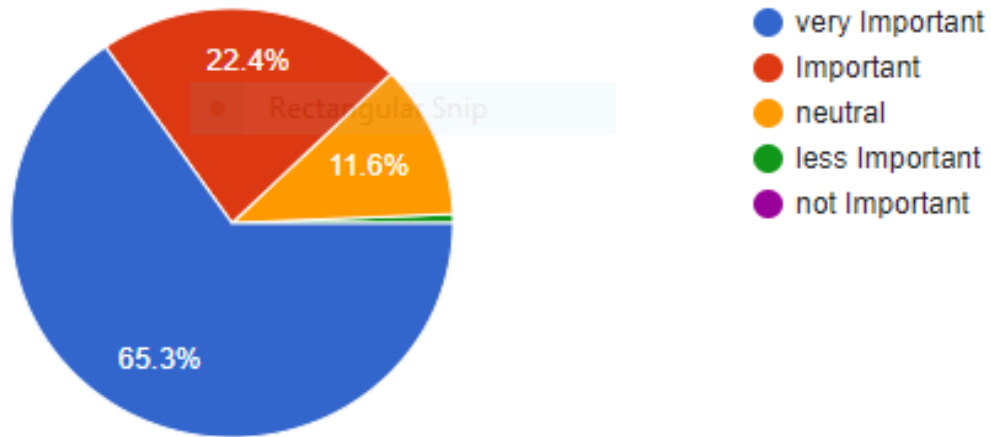


Figure 17: Quality and test of food.

Food is very essential element of every life so the quality of food should not be considered by anyone. The consumers of HungryNaki.com are very concern about this factor.65.3% people said the taste and quality of food is very important and others said important and neutral.

Analysis on Consumer Experience of HungryNaki.com

6.1.15 Frequency of using service

How often do you think you would use the HungryNaki.com service?

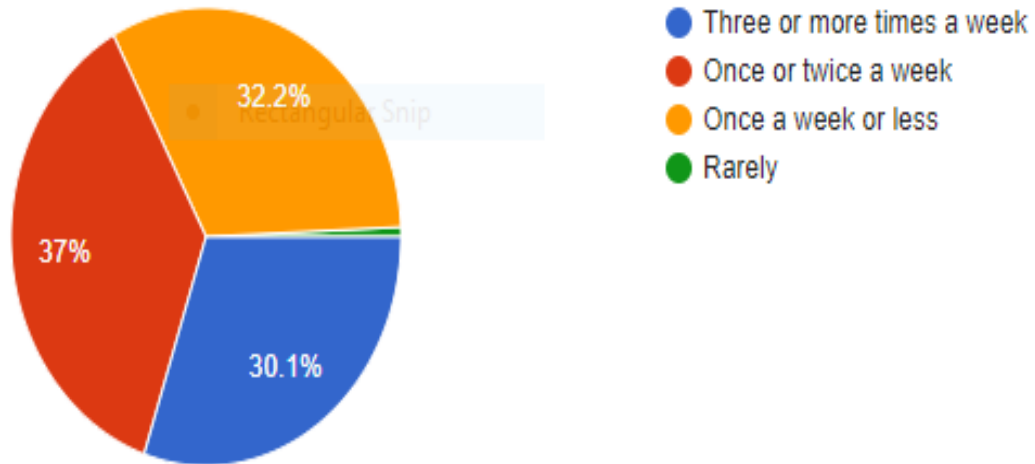


Figure 18: frequency of using service

We selected the responded from regular consumer of HungryNaki.com. This part of question we asked consumer that how often they purchase from HungryNaki.com and the most of the consumer pointed on once or twice a week. Secondly people pointed on once a week or less and thirdly pointed on three or more times a week.

Analysis on Consumer Experience of HungryNaki.com

6.1.16 Timing preference

Please tell us your first choice when you would most likely use a food delivery service:

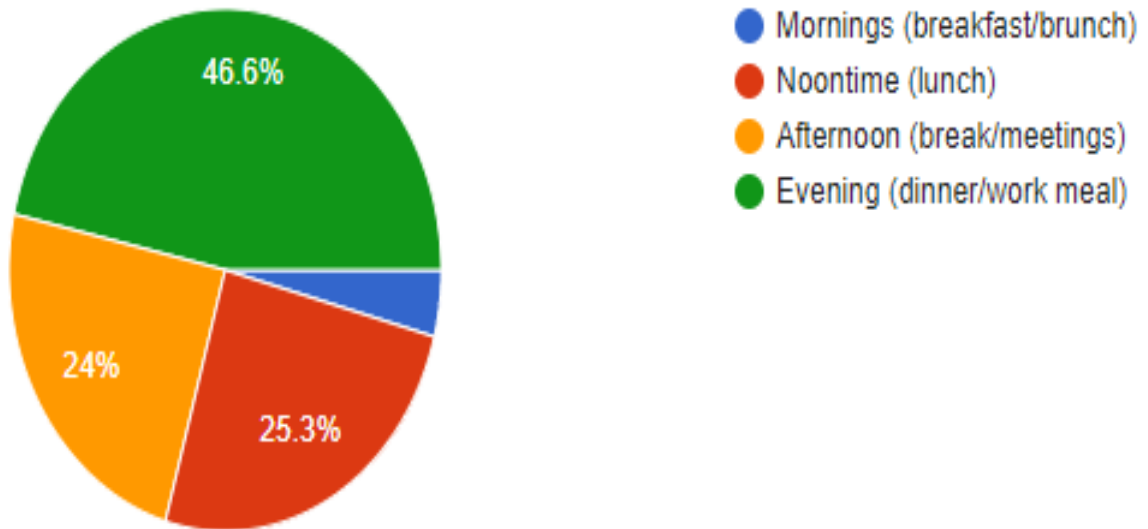


Figure 19: Timing preference

HungryNaki.com started its service from 10am to 10.30 pm so this service can able to provide breakfast to dinner. In this part of survey we want to know the most preferable timing of food consuming from the consumer and the answered was evening, noon and afternoon.

Analysis on Consumer Experience of HungryNaki.com

7. Findings

7.1 Factor Comparison

In this survey the questionnaire was prepared with lot of different factors as well as the answered which we get from our consumer that was also very different from one to another. There were some section which are scored very high on the other hand some sectors are scored less. These points are described below:

- The quality and taste of food is got highest priority from the consumer. As HungryNaki.com is a food delivery service so the quality and taste is very important to their consumer.
- Secondly, on time delivery got the second most priority from the consumer. The quality of food is very important for consumer and the food quality is somehow depends on timing of the delivery.
- When the question was about the satisfaction level of HungryNaki.com most of people were neutral at this point. So, the organization should focus on this point.
- For some people pricing is less important instead of others factors.

Although all of the factors are answered by every individual and most of the people have positive view on HungryNaki.com service. However some people were neutral at the point of satisfaction level, so there are some factors which lead them to stand on this point of view as it is very essential to contain more satisfied and loyal customers.

Analysis on Consumer Experience of HungryNaki.com

7.2 Online food delivery service factors

Online food delivery services have great opportunity to grab the attention of the consumer of Bangladesh, as this service is not much popular in our country. Moreover people are getting busy day by day so they didn't get enough time to go outside for having food. However, it can be a challenging task to ensure the level of satisfaction for different consumer. As this is very new industry, there are many factors that need to be developed. There are some common factors which should be focused on by the organization. Those are given bellow:

7.1.1 Maintain the taste and quality of food

The big challenge of food delivery service is maintaining the taste and quality of the food. As food is the core product of this service so they always have to give priority on this factor. So, the organizations should always give highest priority to make sure the quality and taste of the food.

7.1.2 On time delivery

On time delivery is another big challenge for online food delivery service. In our country traffic jam is very common phenomena so on time deliver is a big challenge for organization. Moreover, food is very sensitive product so on time delivery is very important for this service.

7.1.3 Promise fulfillment

Organizations should always give the highest priority on the service what they have promised to give the consumer. Online service is totally new for the consumer of Bangladesh so fulfillment of the promise is very important for gaining the consumer faith.

7.1.4 Security

The privacy of information is very concerning factor for the consumer. In our country people never feel comfortable when they are asked to provide their personal information in the website. Moreover, they are more conscious about the payment issues. People always feel uncomfortable to share their payment related information through websites. In that case, HungryNaki have to be more conscious about the security issues and let the consumer know that their security always be first priority for the organization.

Analysis on Consumer Experience of HungryNaki.com

7.1.5 Customer support service

Virtual medium is only one way to communicate with consumer that is why customer service should be very supportive. If consumer faces any kind of difficulties, customer service has to be help the consumer in a proper way so that the consumer being satisfied always. Thus, HungryNaki.com must make sure that the customer support service is well trained and have the ability to handle any kind of consumer related situation.

8. Recommendations

E-commerce service is very fast growing service industry of Bangladesh. The demand of this service is increasing day by day. Now a day's people are more focusing on online based shopping and buying process as they have not enough time to spend on buying. Moreover, online food delivery service is a new concept and there are very few competitor to compete , so HungryNaki needs to make sure the security of their consumer loyalty at this moment by providing better service and focusing on improving consumer satisfaction level. There are some factors that need to look over by HungryNaki.com are listed below:

- Need to be focused on consumer satisfaction and work on how to provide them better service. If the consumer being satisfied, sales will automatically increase.
- HungryNaki.com should focus on more promotional activities which will helps to increase public awareness as well as the sales.
- HungryNaki.com can arrange training session as recently they launce a new panel for the restaurants. Moreover, special training can help them to develop new skills and experience.
- HungryNaki.com should focus on more corporate sector so that they can grab the corporate industry.
- Need to be more focus on more numbers of restaurants in each and every area of Dhaka city. This will help to generate more consumers and thus will effect on their revenue.

Analysis on Consumer Experience of HungryNaki.com

- HungryNaki.com should focus on more areas. Moreover, other essential part should be new riders recruiting so that HungryNaki.com can cover vast area.
- More preference to website content should be given so that consumer has a clear idea of the food.
- Customer review and feedback should be gathered which will helps to find out the gaps between the consumer and service provider.

HungryNaki.com should focus on their consumer so that they can achieve the consumer loyalty. The improvement of their service will helps them to achieve their target easily.

9. Conclusion

HungryNaki.com is a first online food delivery service of Bangladesh. Their aim is provide every kind of solution which is related to food. Thus they have lot of future plan to achieve and lot of expectation from the consumer and regular people of our country who want food delivery service.

Through in this research, I tried my best to analysis the factor which the consumer experience the most as in the survey they have directly indicated how much important each element gets from them. Moreover, by studying previous researches, it is easier to understand how much priority should be given to each of the factors. However, this research is not enough to found satisfaction level of all consumers.

To sum up, I would like to say that the main goal of my report was analysis the consumer experience of HungryNaki.com as a food delivery service and I tried my best to do so.

Analysis on Consumer Experience of HungryNaki.com

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11. Appendix

11.1 Survey question

1. What is your Age?

- 18-25
- 26-35
- 36-45
- 46 and above

2. Which of the following age groups are you in?

- 18-25
- 26-35
- 36-45
- 46 and above

3. What is your occupation?

- Student
- Employee
- Government employees
- Business Owner
- Housewife
- Other

4. 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

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5. Which of these factors affected your experience the most?

- Promise fulfillment
- Ease of ordering process
- Food selection
- Timely delivery
- Payment options
- Pricing
- Customer service

6. What persuade you to visit HungryNaki.com?

- Researching food information
- Interested in purchasing food
- Looking for Restaurants Menu information
- Looking for customer support
- Other

7. Are you satisfied with your experience at HungryNaki.com?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

8. Provide what HungryNaki.com promise to their consumer

- very important
- important
- Neutral
- Less important
- not important

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9. How do you feel responsibility and cares for consumer is needed?

- very important
- important
- Neutral
- Less important
- not important

10. The payment System

- very important
- important
- Neutral
- Less important
- not important

11. Virtual images of the food exactly match with original food

- very important
- important
- Neutral
- Less important
- not important

12. The promo code which are provided by HungryNaki.com is-

- very important
- important
- Neutral
- Less important
- not important

13. on time delivery

- very important
- important

Analysis on Consumer Experience of HungryNaki.com

- Neutral
- Less important
- not important

14. The Quality and test of food.

- very important
- important
- Neutral
- Less important
- not important

15. How often do you think you would use the HungryNaki.com service?

- Three or more times a week
- Once or twice a week
- Once a week or less
- Other

16. 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)

