

Report On
Rise of App Based home-made food business in Dhaka city: A
Case Study on DeliBee.

By

Niloy Sarker
16104123

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School

BRAC University

[April] [2020]

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Niloy Sarker

Niloy Sarker

ID: 16104123

Supervisor's Full Name & Signature:

Dr. Sharmin Shabnam Rahman

Assistant Professor & Area Director, Accounting & Finance

BRAC University

Letter of Transmittal

20th April, 2020

Dr. Sharmin Shabnam Rahman

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Madam,

With due respect, I am hereby submitting my Internship report which was on “**Rise of App Based home-made food business in Dhaka city: A Case Study on DeliBee.**” As per my requirements of our BBA program.

For the requirements of my internship, I worked at DeliBee as a Marketing Intern for 3 months long period from 20th January to 19th April. DeliBee is a newly formed app based startup which serves authentic home-made lunch to their corporate clients. The reason of doing my internship in this company is to know how this app based business works and to know about their marketing strategies. After doing a little research, I found that such topics are not studied that much as the industry is very new.

To conclude, I would like to thank you miss for your valuable guidance and support which helped me a lot to prepare my internship report. With great anticipation, I hope that you would be kind enough to give your approval to this report.

Sincerely yours,

Niloy Sarker

Student ID: 16104123

BRAC University

Acknowledgement

This report work was not possible without several individuals, without their valuable advice and support it would be so difficult for me to finish this report. Their valuable comments, support and contributions actually helped a lot to enhance the quality of the report.

At first I would like to thank my god for bestowing me grace and patience in order to complete my report successfully. Secondly, I would like to thank all the employees and associates of DeliBee who helped me by providing me valuable insights and information's for completing my internship report despite being busy with the works. I sincerely express my Gratitude to them. I also want to thank some of my senior apu and vaia for helping me by providing valuable suggestion which actually helped me a lot to finish my report.

I would like to express my utmost gratitude to my Internship Advisor Dr. Sharmin Shabnam Rahman miss. Without her advice and valuable support, the internship report could not be completed on time. Finally, I would like to thank BRAC University for giving me such opportunities to face real life work environment and giving me opportunity to improve professional skills.

Executive Summary

The model of app based business has created revolution in Dhaka city as well as whole Bangladesh. Due to the development of e-commerce sector in our country, many product line started to develop through app based platform. One of the most aspiring new industry is app based home- made food delivery industry. As there are so many startups were formed to provide service, the industry started to grow a lot. However, with the changing situations, how these startups would sustain in the long run. During my internship in DeliBee, I found out there are no such researches are done to identify the future aspects of the app based home-made food delivery service in Dhaka city. With a curious mind, I decided to work on this topic to find the sustainability of the business line. The findings of my research suggests that businesses should work on price, credibility, technology and pleasure in order to ensure sustainability for the business in the long run.

Keywords: App based business; startups; e-commerce; internship report.

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List of Acronyms

App	Application
Tk	Taka
Cv	Curriculum Vitae
Sig.	Significance Level

Glossary

Internship Report	An extended research paper that is part of the final exam process for completing Graduation. The document may also be classified as a project or collection of extended essays.
App Based Business	Specific types of business that operates by using technology/software.



CHAPTER – 1

Overview OF Internship

1.1 Student Information:

1.1.1 Name & ID: To introduce myself briefly, I am Niloy Sarker. I started my educational journey at BRAC University in the spring 2016 session under BRAC Business School in order to pursue my Undergraduate Degree. I enrolled in the first session of admission in 2016 and my Student ID was 16104123.

1.1.2 Program & Major: Out of 3 choices given by University authority, I have selected Bachelor of Business Administration (BBA) as my area of program as I always wanted to build my career in business background also BRAC Business School is considered as one of the top level business institutes in our country. Hence, I decided to pursue my BBA under BRAC Business School. In order to complete my undergraduate, I choose my major in Marketing and minor in Finance. The reason behind choosing Marketing as my major because I always wanted to establish my career in the field of sales & marketing by developing marketing and persuasion skills and learning about different ways of marketing.

1.2 Internship Information:

1.2.1 Period, Company Name, Department, and Address: As a mandatory part of BBA program, I have to complete my internship in an organization in order to get real life work experience. For this, I got an opportunity to work as an intern in an App based start-up business called DeliBee. The main concern of DeliBee is to ensure authentic home-made lunch for their corporate clients. During my internship period, I got to work in different departments under their guidance. At first I started to work in marketing department, some days I assisted delivery team and operations team on their work, I also worked on chef department in order to manage the registered housewife chefs, some days I got to work on customer service department in order to communicate with the corporate clients, and finally I worked under digital content writing team in order to develop new contents or promo codes.

I have joined at DeliBee for an internship period of three months which was started from 20.1.2020 to 19.4.2020. The office of DeliBee is located to Gulshan, House no-48, Block-D, Road-8, Niketan Housing society, Gulshan, Dhaka-1216.

1.2.2 Internship Company Supervisor's Information: During my internship period, I was assigned to work under Mr. Khondaker Mahmudur Rahman, Marketing Executive officer. From whom, I got to learn about the implications of field marketing also how to communicate with the corporate clients. Later on, I got to work under Accounts officer & Delivery Team Leader Md. Milon Hossain from whom I got to learn about maintaining accounts & daily transactions of clients also managing the daily payments of housewife chefs. Finally, I also got chance to work under our CEO & Head of operations Mr. Tanvir Islam who was very helpful in my entire internship period, he helped me a lot to understand the business implications and also every pros and cons of the business.

1.2.3 Job Scope- Job Description & Responsibilities: During my internship, I got to work on different departments, such as marketing department, delivery section, chef department, client service department, operations department, digital marketing section. The job responsibilities are given below.

- Supervising delivery team on Brochure distribution work in different areas.
- Visiting different corporate office, convincing potential clients to use the service, solving their specific app related problems.
- Taking orders manually from the clients.
- Assisting delivery team by making payment slips and by labeling foods of the corporate clients.
- Communicating with both clients and chefs and conveying important information to them.
- Taking reviews from the clients about foods.
- Sending texts to clients by notifying special menu and discount code to them.
- Assisting in content creation.
- Visiting various corporate events, and promoting business ideas.
- Assisting accounts officer in terms of clearing daily chef payment.
- Managing orders of the clients and communicating with them for any kinds of inconvenience.
- Maintaining good relationships and ensuring satisfaction of the clients.
- Cross checking the quality of foods if needed.

1.3 Internship Outcomes:

1.3.1 Student Contribution to the Company: My contribution towards DeliBee is given below.

- Maintained good relationships with both existing and new clients.
- Provided solutions to specific problems of the clients.
- Maintained effective communication with housewife chefs.
- Maintained effective communication with other employees.
- Successfully developed 6 digital contents.
- Managed to convince more than 30 new clients to use the service.
- Communicated all business related problems effectively with senior employees.
- Maintained working environment.
- Maintained organizational culture.
- Generating new ideas to improve the marketing process also for gaining new customers.

1.3.2 Benefits to the Students: Initially, I started my internship as it is required in order to complete my Bus-400 course. However, I got attached myself gradually in a real life working environment. First few days it was really difficult for me to cope up with the environment. However, with the help of my supervisor and other senior employees, I managed to cope up with the environment and now able to face different types of work life situation. This internship adds many benefits which will surely help me to face future work life challenges. The benefits were given below.

- I got to learn most of the things from observation. I think it is the biggest benefit for me that I got from my internship. In corporate life, by observing other employees and surroundings, it creates opportunity for one to learn and understand the situations of work life properly.
- Internship helps to create and develop professional network. Because I believe professional network can help me to take right decision in future in terms of my career also it can give me chance to strengthen relationships with other business professionals.

- This experience also proves real life confidence creator for a student. By successfully overcoming different work life situations, it will encourage a student to work more harder and keener to face future work life challenges.
- Internship adds experience which will surely increase value of the student if he adds those in his CV.
- After finishing internship successfully, it makes a candidate more capable to the employees as he got experience.
- By successfully completing internship, it helps a student to get positive recommendation for future.

1.3.3 Problems Faced During Internship Period: During my internship period, I got to learn so many things from my organization. However, I faced some problems which sometimes became a barrier to use my full potential. The problems that I faced is given below.

- Less motivating work environment.
- Lack of unity and synchronization among employees.
- Lack of professionalism on workplace.
- Employees are not trained well to train interns.
- Work pressure is very high comparing to less number of employees.
- Unable to give solutions to clients in some app related problems which discouraged clients a lot to use the service.

In my opinion, the organization should have a serious look on these problems. By taking proper measurements and also giving proper training to employees will surely cure these problems which will also help the business to achieve their growth.

1.3.4 Recommendation: The recommendations were given below.

- They should hire well educated and trained personnel for important position.
- I would suggest they should use other marketing approach to gain customers rather than sticking on same old marketing approach.
- I would suggest to hire more interns in order to cope up with work pressure.
- They should hire more employees in order to tackle the work pressure.
- Should focus more on digital marketing approach.



CHAPTER – 2

Organization Part: Overview, Operations and a Strategic Unit

2.1 Introduction:

2.1.1 Objective: The Main objective of the study is to gain knowledge from an app based startup business, analyze how they are performing and in what ways they can achieve their growth. There are also some short-term objectives of this project which are given below.

Short Term Objective: Short term objective of this project are-

- Identifying marketing strategies and promotional plans of business.
- Gaining knowledge on how they are doing their operation.
- Analyze strength and weakness and identifying specific competitive advantage.
- Identifying how employees are performing in order to achieve their target.

2.1.2 Methodology: Methodology refers to the process from which the information is gathered. The information process is given below.

- **Primary Data:** As DeliBee is a newly formed startup, data collection method is focused more on primary Data. The primary data of the company includes,
 - Direct conversations with employees.
 - Experiences gained from practical work.
 - Direct observation.
- **Secondary Data:** Collection process of secondary data is given below.
 - Websites, internet.
 - Online articles.

2.1.3 Scope: Through this report, we can get a clear picture of the current situation of DeliBee, how they are performing, what are the problems they are facing, how they are tackling those problems. Moreover, I also got opportunity to work closely on entire operation, marketing, communication service, digital marketing which gave me real life knowledge and experience which will surely be a bolster to my upcoming corporate career.

2.1.4 Limitations: The limitations that I faced during my internship is given below.

- DeliBee maintains very strict policy in terms of providing financial and other core information. They do not want to leak any sensitive information of their business. That is why, I faced many difficulties to gather those information.
- Duration of the internship time is very short that is why I could not able to know more about the company as well as industry.
- As DeliBee is a newly formed startup, there are very less secondary information available on websites and other platforms,that is why I had to rely more on primary information.
- Time frame of preparing internship report is just 3 months which is a limitation as it is not possible to give a detailed report with sufficient data within 3 months.
- As there was immense pressure on my official work, it was very difficult to maintain time to time communication with my academic supervisor.

2.1.5 Significance: The main reason of this study is to gather experience from real life working environment and getting practical knowledge about the overall process of app based business. As app based home- made food delivery industry is one of the newest and aspiring industry in Bangladesh, it will help a student a lot to know and understand the dynamics of this industry. Moreover, it will also help students a lot who want to pursue their career in an app based business. Finally, the working experiences that I gathered in my internship period will surely help me to grab better opportunities in my corporate career.

2.2 Overview of the Company:

DeliBee is an app based home- made lunch delivery service which ensures lunch meal for their customer in easiest and convenient way. Before starting the business, DeliBee has conducted a research where they found out almost 80 % women in our country are house- wife. In Bangladesh, Housewives are still not treated well. They are still neglected by our male dominant society. However, every housewives have talent cook delicious food. If they find a platform to showcase their talent, they can empower themselves also they can contribute to their family as well as society. With this unique idea empowering housewives by using their talent, DeliBee launched its

operation in September 2019. According to the CEO of DeliBee Mr. Tanvir Islam, if the housewives can give at least 20 packets of food to the company, by selling the foods, housewives can bear their monthly family expenses properly. With its unique idea, packaging and also by maintaining quality of their services, DeliBee is successful to get good response from the market despite being a newly born startup company. Unlike other companies, DeliBee is very liberal towards their housewife chefs. It is because, housewives decide the daily menu also they are charging the price accordingly which many companies do not provide. As DeliBee is a newly born startup, their operation area is limited to very specific places in Dhaka city. Currently, they are running their operations in Gulshan-1, Gulshan-2, Tejgaon, Mohakhali, Banani, Baridhara DOHS, Bashundhara residential area. They are also planning to expand their operation area to Uttara and Dhanmondi by this year. The target market of their business is corporate clients. Employees who work in different corporate offices in Dhaka remain very busy all day. It became very difficult for them to spare some time and have lunch outside. Moreover, there are very few places available in nearby areas for lunch who are not concerned about maintaining hygienic issues. Therefore, to experience the clients' authentic home-made lunch and providing the scope to have proper lunch with their favorite food item, DeliBee has decided to serve only to its corporate clients. By providing variations on the menu such as Bengali food items, Biryani, roti to healthy keto meal, attractive discounts, while maintaining quality of food and services, DeliBee successfully manages to grab thousands of customers from different corporate offices within six months. With this momentum going, by maintaining proper quality and service, DeliBee will surely achieve their ultimate growth.

2.2.1 Vision:

The vision of DeliBee is to provide authentic home-made foods by maintaining proper price and hygiene to their corporate clients from the hands of their housewife chefs and letting customers fulfill their craving of having home-made foods outside of their home.

2.2.2 Mission:

The mission of the company includes,

- Ensuring employment for the housewives in Dhaka city.
- Serving healthy and hygienic home-made foods at best price to their customers.

2.2.3 Objective:

The objective of the company includes,

- Achieving break-even in between next 3 years.
- Making parcel system more effective to the customers.
- Ensuring employment for the delivery boys. So that no delivery boys remain unemployed.

2.3 Management Practices:

2.3.1 Functional Structures:

As a newly formed app based startup, DeliBee follows functionally structured management system consisting of its employees and service in order to provide quality services to their corporate clients. The Management structure is given below.

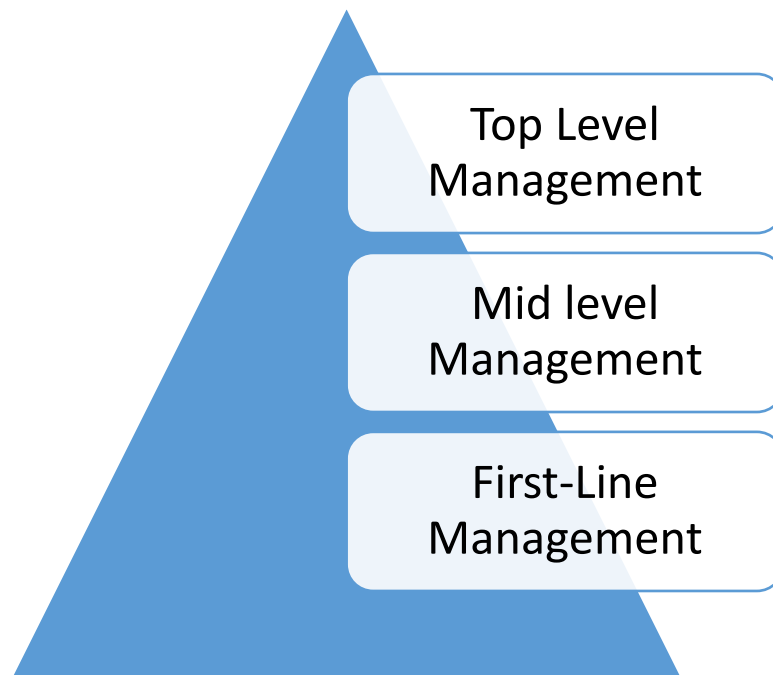


Figure-2.1: Functional Structure of DeliBee

Through this functional process, every employees manages specific positions in order to ensure quality services for their clients and better results for their organization. The detailed management structure of DeliBee is given on following.

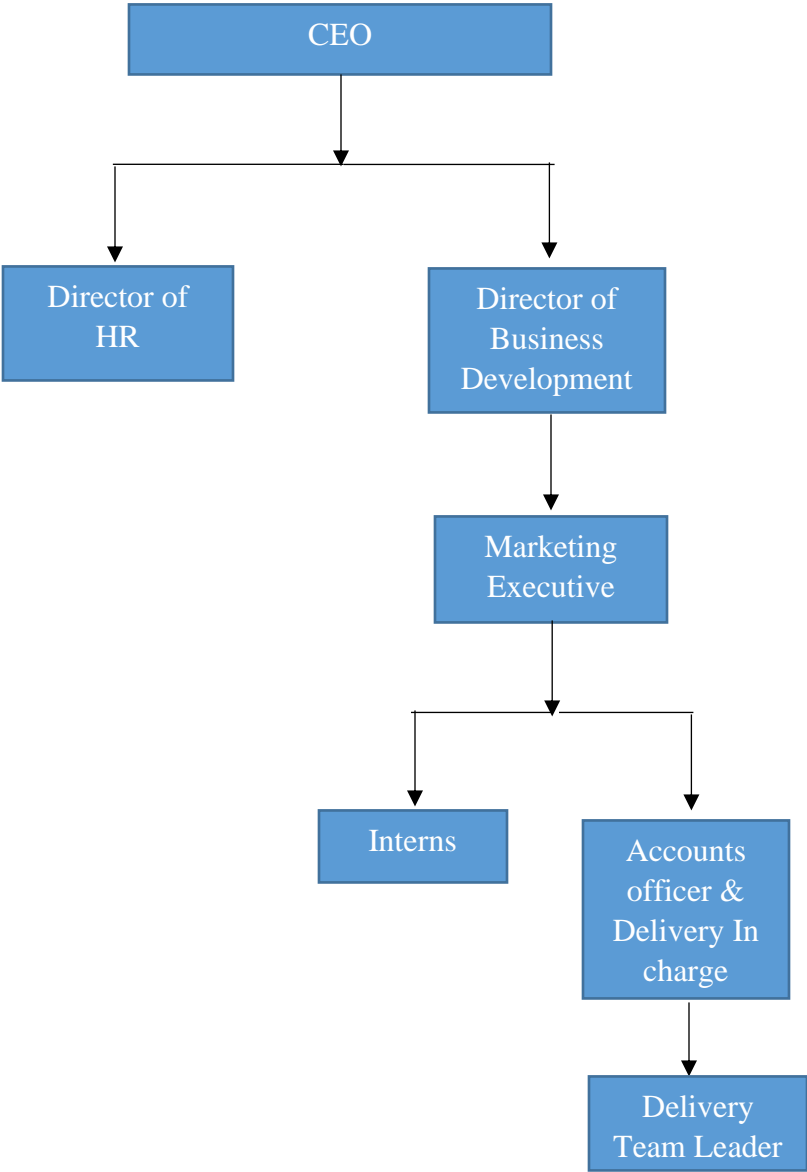


Figure-2.2: Organogram of DeliBee

2.3.2 Management Strategies:

The management strategies of DeliBee is given below.

- Applying every possible tactics to ensure customer satisfaction.
- Planning & formulating new ways to earn and maintain customer confidence and make them loyal.
- Ensuring more productivity of the employees as well as delivery boys by setting up daily goals.
- Focusing more digital pay slip for both delivery boys and customers in order to save time.
- Providing adequate training for both employees and delivery boys in order to keep them up to date and ensuring error free works.
- Monthly meeting with the housewife chefs in order to plan for cost reduction, including new items on menu etc.
- Frequent meeting with app developers in order to increase app efficiency.

2.4 Marketing Practices:

The marketing practices of DeliBee is given below.

2.4.1 Products & Services:

DeliBee offers wide range of products and services to their customers on various purpose. The products and services are given below.

- **Home- made food for lunch:** The primary product that DeliBee offers to their customers. In this process, the housewife chefs updates the menu in the app and customers' orders the menu through app according to their choice. The company provides variety in their food items such as from vaat, mach, vorta, dal, polao, biriyani to chinese, healthy keto meal, ruti everything is available on their menu. They also takes orders manually from their regular customers.
- **Customized/ Package meals for occasions:** DeliBee also takes orders from their corporate clients for their specific occasions, functions etc. In this process, clients place their orders

through phone, email or personal meeting. For specific occasions, DeliBee provides both packaged and customized menu to their clients. In other ways, clients can order customized menu according to their choices and company sets price for their menu by discussing with the housewife chefs.

- **Medical Purpose:** DeliBee also produces and serves food to various hospitals and health institutes for medical purposes. In this process, DeliBee follows strict instructions from the doctors before making the foods.

2.4.2 Marketing Mix:

The marketing mix Of Delibee is described below.

- **Product:** The main product that DeliBee provides to its customers is authentic home- made foods for lunch. In terms of food items and taste, DeliBee always works to bring variation in their products. That is why, DeliBee have 30+ registered chefs which lets customers to enjoy the items of different chefs. Moreover, in Delibee, from authentic Bangla food to Chinese, keto diet meals , biriyani all kinds of foods are available which gives customers a wide range of variation in food items.
- **Price:** In terms of setting product price, DeliBee considers several factors, such as, raw material cost, packaging cost, cost of housewife chefs for preparing foods and raw material cost etc. Moreover, the company also keeps the fact that whether our customer is able to buy the foods or not. In DeliBee, pricing varies based on the food item. However, keeping in consideration of all the facts, the approximate price range of foods are in between 90 taka to 170 Taka.
- **Place:** As DeliBee is a newly formed start-up business, the operation area of the business is limited in specific areas. Currently, DeliBee is successfully operating their business operation in different corporate offices located in Gulshan-1, Gulshan-2, Banani, Mohakhali, Mohakhali DOHS, Baridhara DOHS, and lastly Tejgaon Residential area.
- **Promotion:** For promotion, DeliBee distributes brochures in various corporate offices in order to grab new customers, also marketing representative's visits to different corporate offices every day in order to convince the customers by conveying them with new offers

and discounts. Apart from field marketing practices, DeliBee also promotes their business through social media such as facebook page, youtube videos etc.

- **Process:** In order to deliver products, DeliBee goes through a routine process everyday. Throughout this process, delivery boys are strictly instructed to maintain the time. That is why the delivery boys always makes delivery on time which ads great value to the customers. Moreover, the company did not charge any single money for delivery from their customers which also ads more value to their service. The process is given below.

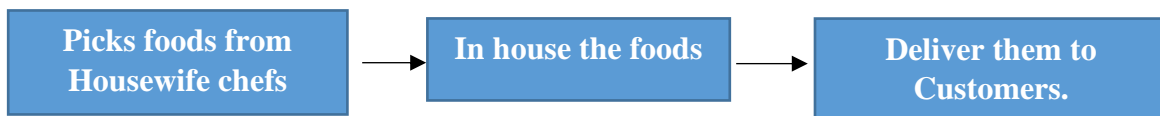


Figure-2.3: Process

- **Physical Evidence:** Apart from their quality of home- made foods, DeliBee is also recognized for their packaging of the product to the customers. The packaging of Delibee is quite unique than their other competitors also they do not use any plastic in their packaging which ads great value to the customers. Moreover, the company always puts their concern on ensuring customer satisfaction. That is why, they take reviews of their foods from their customers on daily basis in order to ensure better service. In my opinion, it creates a good image of a company.
- **People:** As a startup, DeliBee has very limited amount of employees in operation. However, they are skilled enough and successfully managing the operations.

2.4.3 Field Marketing Practices:

DeliBee is mainly focused to serve only corporate clients who are always busy in official works. In order to communicate and convince their corporate clients, DeliBee focusses a lot on their field marketing practices. During my internship with DeliBee, I also got experience in field marketing works. Where I have to visit so many corporate offices every day, convincing new customers to use the service, solving specific problems of existing customers, and motivating them to use our app frequently that's what I need to do in order to increase the sales of the company. Moreover, I also supervised the brochure distribution works where I observed the distribution process and attending queries of the customers.

2.4.4 Improving Customer Relationship:

In order to improve relationships with corporate clients, DeliBee operates a customer care which ensures 24*7 customer service for their corporate clients. Their works includes.

- Taking orders manually from the customers.
- Taking service reviews on daily basis.
- Communicate important news, promotional offers to the customers through phone calls or sending text message in order to keep them updated.
- Solving queries of consumers.
- Communicate with the customers on technical or other issues and providing them one stop solution.
- Communicate special demands of customers to housewife chefs.

Apart from all these works, DeliBee is continuously thinking and adapting new ways in order to provide quality service to the customers and also maintaining the customers.

2.4.5 Digital Marketing Practices:

DeliBee is currently working more on promoting their business by using digital marketing tools. Their digital marketing work includes.

- Promoting discounts, promo codes and offers through Facebook page.
- Developing web contents for festivals, for launching new promo codes or products.
- Paid promotion through youtube, Facebook pop up advertisement.
- Developing videos about the services.
- Implementing new design to improve app user interface and app design.

In order to increase the sales and also engaging customers, DeliBee is also thinking of changing marketing policy and adapting new ways of promotion.

2.5 Financial & Accounting Practices:

The Financial & Accounting practices of DeliBee is given below.

2.5.1 Financial Practices:

Financial practices include,

- **Company Growth in sales:** DeliBee is a newly formed startup which was founded in September 2019. In this 7 months, the company has shown some notable growth in their sales. The growth of DeliBee is given below.

Time Period	Sales growth(packets)
3 Months	1500
4 Months	2700
5 Months	4000
6 Months	6000

Table-2.1: Growth

In their first 3 months, they managed to sale 1500 packets. However, in next 4 months their sales growth has increased to 2700, 4000, 6000, subsequently.

- **Client retention rate:** In 7 months, DeliBee has managed to register more than 1000 customer on their app. The client retention rate of DeliBee is given below.

$$\begin{aligned}\text{CR Rate} &= (\text{existing customers} - \text{new customers}) / \text{starting customers} * 100 \text{ (6)} \\ &= 1000 - 300 / 850 * 100 \\ &= 82.35\%\end{aligned}$$

The client retention rate is 82.35% which is well satisfying.

- **Budget Allocation:** From their Budget, 50 lac taka was allocated for business development department for upcoming 3 years as the company is expecting to have their break even in between 3 years. For any activity, the budget is set based on the requirements of the activities and it varies based on duration and requirements. The managerial body of DeliBee along with CEO and also head of Business Development makes all the budget decision for the company. They have a fixed per month budget of 100000 taka in order to manage their operation and 50000 taka allocated for app and digital marketing purpose.

2.5.2 Accounting Practices:

The Accounting practices of DeliBee is given below.

- **Digital Book-keeping:** The organization follows digital book-keeping practices. In other ways, they record all the transactions, records, salaries of employees, housewives, delivery boys etc digitally by using computer. It saves a lot of time and energy and also it is more credible to store all transactions on computer as it becomes easy to find any transaction on any moment.
- **Digital Payment:** DeliBee also follows digital payment systems. Although , payment in cards still not available, they usually makes all the payments such as housewives weekly payment, employees payment and also suppliers payment through Bkash. Also, clients can pay their amount through Bkash.
- **Process:** In this part, I am going to describe how DeliBee sets the product price and how they make profit. There are so many facts are associated on deciding product price.
 - House wife Chef cost.
 - Delivery cost of company
 - Packaging cost
 - DeliBee commission
 - App discount.

DeliBee mainly makes profit through a specific commission which is approx 20 percent. In this way, DeliBee makes money.

2.6 Operation Management & Information System practices:

The operation process of DeliBee is divided into two main parts. Which is described below.

2.6.1 App Based Operations:

The major operation process of DeliBee starts with their app. In order to get access of the services of DeliBee, customer must install DeliBee app from Playstore or Appstore using their smartphones. After that, customers need to register themselves by providing their office location

and other details. After that, they can easily order their favorite food items. The IT department are in charge to take care of app based operation. There is an admin panel who supervises all the app based works and approves or reject orders on special cases.

There is another app DeliBee Home which is designed for their registered house wife chefs. Through which chefs can place their menu. Although, housewife chefs were not been selected just by registering on apps. The selection process of housewife chefs is given below

- **Selection of Housewife Chefs:** Housewives who wish to become chefs of DeliBee, they must install DeliBee app on mobile. After that, they need to visit DeliBee office with 2 copy passport size picture and NID card in order to register. In order to become registered chef of DeliBee, a housewife goes through multiple test. At first, representatives from chef department will visit the house of applicant in order to check the home environment. If they finds well, then the chef goes through multiple pressure test, food quality assurance test etc. In this process, they will check the chef is actually able to take pressure or not also maintaining their food quality or not. For this, the chef department will frequently visit their house. After all this process, if the chef performs well, she will be enlisted in as a chef.

2.6.2 Manual Operation:

This process includes all the works after getting orders through app till the delivery of orders to their customers. In this process, employees as well as delivery boys have to look on several things. Which includes many works such as:

- In house all the foods on time.
- Taking orders manually from specific customers who cannot order foods on time.
- Arranging all the foods according to the orders.
- Distributing foods to delivery boys and assessing them the locations of customers.
- Preparing payslips for delivery boys.
- Communicate and convince customers if any technical or other issues occurs.
- Taking reviews from the customers about the services and communicate to specific departments if late delivery, food quality or other issue occurs.
- Communicating with the chefs for increasing quantity of foods if needed.

- Providing groceries regularly to their housewife chefs.

2.6.3 Operation Process:

The daily operation simply starts by getting orders from app. The menu which will be given today will be uploaded by chefs on their app with picture by 6pm day before delivery. Customers can order their favorite food from app on previous day till next day before lunch. In order to made it more convenient to customer, Delibee app have special instructions feature, through which consumer can convey their instructions such as removing food items or deliver foods early etc. Then chefs or delivery boys will work according to the instructions given by customer. After getting orders , chefs will prepare the foods before 9 am and delivery boys will collect them from chefs house and bring them in office by 10 am in order to in house them. The customer service department will start taking orders manually from 10 am. The chef department will check all the foods properly to ensure their quality. If they found any problem, the admin panel will cancel the order and customer service officer will immediately contact customer to convey the issue and convince them. After that, Delivery boys will start to deliver foods from 12 am and they are strictly instructed to finish the delivery before 2 pm. Delivery boy will go according to the address given by customer on app and deliver foods to customer. After that, the customer service officer will take review of the service from the customers and operations goes so on.

2.6.4 Information System Practices:

In DeliBee, Information is one of the key resources of their business. For this, they always focusses keeping record of every piece of information.

- **Database:** DeliBee maintains database separately for corporate clients, Housewife chefs and also for Employees. These database are updated regularly with the help of app and also with the information gathered from field visit. The database has all the detailed information about customers, employees, housewife chefs and their transactions with dates and it is only accessible by the employees and it is stored in their app server.
- **Keeping track on records:** The Company keeps track on all their employees as well as delivery boys through their server. In this process, they evaluate their employees' performance using digital platform. Which makes very easy for them to evaluate their employees' performance.

- **Developing App:** As app is the heart of this business, DeliBee keeps on developing app on regular basis in order to ensure better performance. As app based error becomes a major concern to this business, the authority is thinking of running test program to solve the app errors.

Moreover, app server and database of DeliBee designed in a way so that no one can leak any information. The company do not record any personal data of the clients, they just store the mobile number and email address of customer in order to communicate with them.

2.7 Industry & Competitive Analysis:

The Industry & Competitive Analysis of DeliBee is given below.

2.7.1 Porters Five Forces Analysis:

Using Porters Five Forces, we can identify the position of DeliBee in the relevant industry. For this, we have used weighted percentage score for each attribute in order to calculate the overall position of the company. The analysis is given below.

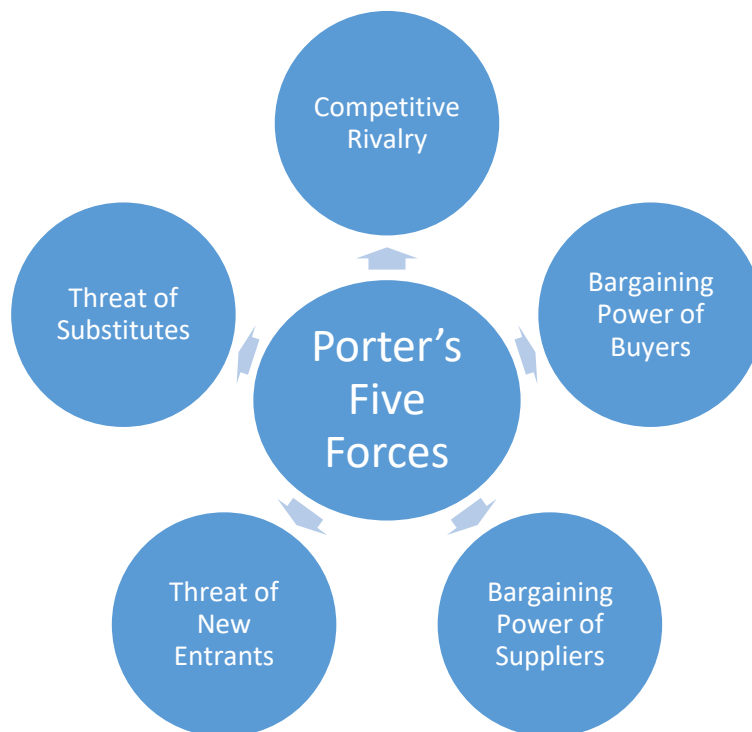


Figure-2.4 : Porters Five Forces

- **Competitive Rivalry:** Very High.

The competitive rivalry of DeliBee is Very High. It is because there are already many established startups like Cookups, Foosto, Cookants are already there. Moreover, Foodpanda is also thinking to have line extension and establish themselves in this line which will increase competitive rivalry a lot among the companies(4), That is why, competitive rivalry among the companies are very high. The percentage weight score for this segment is 90%.

- **Threat Of Substitutes:** Very High.

The threat of substitutes for DeliBee is very high. As there are so many third party apps like foodpanda, pathao eats, Shohoz eats, Uber eats, Hungry naki are available, customers have so many option to switch the services. However, as DeliBee always ensures customer tries to ensure customer satisfaction through unique packaging and quality service, the weighted percentage of DeliBee for this segment is 85%.

- **Threat of New Entrants:** Low to Moderate.

The Business idea of DeliBee is easily imitable. In this case, threat of new entrants for this business is high. However, it needs a lot of investment and technical also operational expertise to form and manage the business. Moreover, there are so many rules and regulations of government are there. Which is why it is not easy for anyone to establish the same business. That is why, threat of new entrants for this business line is Low to moderate. The weighted percentage score for this segment is 40%.

- **Bargaining power of Buyers:** High.

DeliBee is a newly formed startup started 9 months ago. Within a very short time, DeliBee managed to get good reaction from the market. Customers more likely to use DeliBee because of quality of foods, unique packaging and also for maintaining strong relationships with customers. However, the buyers still have lots of option available to switch. That is why bargaining power of buyers is high. After considering all the facts properly, the weighted average percentage score is 78%.

- **Bargaining power of Suppliers:** Low to Moderate.

For DeliBee, the suppliers are divided into several categories. First category is housewife chef. In this process, the bargaining power of suppliers is low as there are so many skilled chefs are available and delibee have options to switch their chefs. For raw materials it is

also low because DeliBee have so many options available in the market. However, for technological support, the bargaining power of suppliers is high because there are less option available in the market who can provide same technological support. The weighted average percentage score for this segment is 35%.

The overall weighted average percentage score for delibee is 65.6%. Although, they have so many competitors also substitutes available, DeliBee still has chance to improve and they can achieve their growth by improving quality of their services.

2.7.2 Competitive Strength Assessment:

Competitive Strength Assessment refers to a process by which we can compare the strength of company with their other competitors. In this process, the companies were given points out of 10 in their key attributes based on their performance. The competitive strength Assessment of DeliBee is given below.

Competitive Strength Assessment							
DeliBee							
(1-Very weak to 10- Very strong)							
		Foosto		DeliBee		Cookants	
Key Success Factors	Importance weight	Strength Rating	Weighted score	Strength Rating	Weighted score	Strength Rating	Weighted score
Food Quality	0.2	8	1.6	8.5	1.7	7.5	1.5
Packaging	0.2	7	1.4	9	1.8	6.5	1.3
Popularity	0.2	9	1.8	8	1.6	8	1.6
Financial position	0.1	8.5	0.85	7.5	0.75	7	0.7
Promotion & Discounts	0.1	8.5	0.85	7.5	0.75	7	0.7
Resources and Capabilities	0.1	9	0.9	7	0.7	6	0.6

Customer Service	0.1	7	0.7	8.5	0.85	7	0.7
Sum of importance weight	1						
Overall Strength rating			8.1		8.15		7.1

Table-2.2: Competitive Strength Assessment

Despite having less financial and other resources and less popularity, DeliBee still managed to get upper hand on their competitors Foosto and Cookants because of their quality of service, unique packaging and customer service. DeliBee now have to increase their popularity by adapting new marketing strategies also by increasing promotions and discounts in order to gain more customers.

2.7.3 SWOT Analysis:

SWOT Analysis refers to a process through which we can know about the internal information about the company. It includes company's strength, weakness, opportunity, and Threats. During my internship period, I got chance to work on different departments of DeliBee which help me to understand internal situation of the company. The analysis is given below.



Figure-2.5: SWOT Analysis

- **Strength:** The strengths of Delibee is given below.
 - Within a very short time, DeliBee has successfully managed to build strong connections with many corporate office and their employees which actually helping them to build a loyal customer base.
 - One of the biggest strength is their packaging. The food packaging of DeliBee is very good and also quite unique. That actually attracts customers a lot as they do not use any plastic in their packaging in order to maintain the hygiene of the food. This actually adds value to the customers.
 - The housewife chefs of DeliBee is also their strength. They are well trained to take any pressure. They always maintain good quality and hygiene on their foods. Which was why, it adds more value to the customers as the customers are satisfied with the quality and taste of the food.
 - DeliBee is always customer centric. Their ultimate target is to ensure customer satisfaction. Hence, their customer service department remains available 24*7 in order to solve queries and problems of the customer. That is why, DeliBee always maintains strong customer relationship. The service provided by customer service department also works as a strength for the company.

- **Weakness:** Like other companies, DeliBee also have some weaknesses, which is given below.
 - DeliBee is getting strong response using traditional marketing practices. However, they are still in lack of strong digital marketing and advertisement as app based business needs a lots of promotion through digital media. However, DeliBee started to work on developing digital marketing approach which will surely help them to overcome with this weakness.
 - As DeliBee is a new born app startup, the number of employees including Delivery boys are very limited which stops them to make very limited amount of operation.
 - As a startup, their app interface is still on development process, that is why some app issues arises which holds negative impression on customers, and for any company it is a big weakness.

- **Opportunity:** The opportunities of DeliBee is given below.
 - DeliBee still has opportunity to serve huge number of corporate clients as the market is very big. By maintaining proper quality also by reaching to new clients, DeliBee can achieve their growth.
 - As there are still many housewives chefs are there whose talent did not channelize properly, DeliBee has opportunity to find them and use their full potential which will increase the overall productivity of the company as well as it will increase customer satisfaction.
- **Threats:** There are also some potential threats for DeliBee which can hamper their business. The threats are given below.
 - There are so many competitors existing in the market such as cookants, Foosto, Cookups etc. Established business like foodpanda also coming up in this line of business (4), which gives customer more option to switch. Which is a biggest threat for the company.
 - The competitors imitates every action taken by DeliBee which creates threat as customer gets misleading information.

2.8 Summary & Conclusions:

Within a very short time, DeliBee is quite successful with their business operation. According to financial part, the client retention rate is very low. This indicates how well they have position themselves in customer mind within a very short moment. However, if we take a look on food industry, there are so many companies such as foosto, cookants, cookups, foodpanda hungrynaki are available which makes competition among them is really high. As everyday these competitors are adapting new ways to get ahead of their other competition also many startups are coming into same line, it is becoming so hard for companies like DeliBee to compete with their competitors. However, by maintaining same quality of their foods also focusing more on digital marketing can actually give long term solution to the company also by doing so, they can achieve their expected growth in the future.

2.9 Recommendations:

In order to ensure better performance and achieve potential growth, there are some recommendations which is given below.

- Should give more concentration on solving app related technical issues.
- Should hire skilled and educated workforce in each department.
- Should invest more on improving and enhancing digital marketing practices.
- Hire an employee who have knowledge and expertise in Digital marketing.
- Must increase number of delivery boys and ensure proper training for them.
- Should encourage and associate more housewives in order to ensure more productivity.



CHAPTER – 3

Project Part:

Rise of App Based Home-made
Food Business in Dhaka City

3.1 Introduction:

3.1.1 Background:

According to Dhaka population (2020), Dhaka city is the most populated city in Bangladesh also one of the most densely populated city in the world having a density of 23,234 people per square kilometer within a total area of 300 square kilometers. The population as of 2016, the greater Dhaka has a population of more than 18 million, while the city itself has a estimated population of 8.5 million (Dhaka Population, 2020). In order to serve this huge population, so many business were developed which actually helping a lot in improving economic condition of the country. As the population is continuously increasing at a higher rate, many existing business lines failed to meet up with the demand of existing population. However, as app based business now become the mainstream, It paved a way to so many new possibilities that Bangladeshi entrepreneurs successfully identified. Hence, there are so many new business line invented. One of the most unique and aspiring business line that we have found is serving home- made foods to the customers using app. According to IDLC monthly Business Review (2019), published in March, says two companies Cookups and Homechef are making names for themselves with the unique approach of serving home-made foods through a platform which bridges the gap between customers who are craving for home-made foods and chefs. After that, so many startups such as Cookants, Foosto, DeliBee have launched their operation in the same industry with a view to achieve their goals.

The research on “Rise of App based Home- made food business in Dhaka city” is solely done for the purpose of Internship report of my BBA program. While preparing this report, I got to learn a lot about the functions of app based home- made business and also got to know about their operations and how they are planning to achieve their goals.

3.1.1 Objectives:

For our research, we have 2 types of objective which is described below.

- **Broader Objective:** Gathering knowledge about the functions of app based home-made food business and understanding the growth of this business in Dhaka city.

- **Specific Objectives:** The specific objectives were given below.
 - Identifying positive and negative effects of app based home-made food business in Dhaka city.
 - Identifying future aspects of app based home- made food delivery business.
 - Understanding how this form of business influencing consumers in Dhaka city.
 - Analyzing potential growth of app based home-made food business in Dhaka city.
 - Analyzing their business plans for future.
 - Analyzing how they are going to sustain for a longer period of time.

3.1.2 Significance of the study:

The main purpose behind this study is to enlighten the students with the idea of operating business digitally through an app by gathering knowledge about the functioning of app based home- made food business. Because, app based business in on main steam, home- made food business is completely a new idea for the customers. Through this study, we can identify the reactions of the customers as well as how they are perceiving this form of business. The findings would be really crucial for existing and new app based home- made food business start-ups in order to achieve their expected growth in their business. Besides, it would be a great opportunity for me to attain practical knowledge about app based home- made food business and their functions by working on aspiring app based startups like DeliBee. In short, it would be very much beneficial for both me and the company. Finally, this research will put a great value in order to establish my corporate career in this field.

3.2 Methodology:

Methodology mainly describes the process through which we will collect, analyze and interpret data. For this research, data is collected through 2 major source, primary source and secondary source. The sources were described below.

- **Primary Source:** Primary data refers to gathering information through direct involvement with the respondents. The sources of primary data is given below.

- Making a survey and getting responses from corporate clients.
 - Direct discussion with employees and opportunities given by company to manage different works related to business model.
 - Direct reviews from customers, house wife chef's, employees in order to improve business experience.
 - Witnessing various works of organization.
 - Gathering information from personal observation.
 - Observing works of other business competitors.
- **Secondary Source:** Secondary data refers to information gathered from previously published or incidents that happened previously. It is a quick and indirect source of information. The secondary sources were given below.
 - Online Journals, articles.
 - Previously published research paper.
 - Internet.
 - Company websites.
 - **Sample size:** The sample size for the survey is 51. This sample size of population is mainly comprised the clients of DeliBee who works on Different corporate organization. Also, there are people who used this service before and knows a lot about the industry, they are also included in our sample size. Most of the responses are collected through direct survey with clients, and the other responses are collected using social media platforms like messenger, facebook etc.
 - **Measurements:** The questionnaire given to respondents was well enough to analyze the sustainability of app based home-made food delivery business in Dhaka city. For this questionnaire, we used 5 point linear likert scale. The response categories was assigned to strongly disagree, disagree, neutral, agree and strongly agree. The design is balanced with all the factors related to sustainability of home-made food delivery service including Convenience, control, credibility, price, technological anxiety and pleasure. The questionnaire also contains demographic information such as, age gender, occupation and income.

3.2.1 Research Question & Hypothesis:

- **Research Question:** The Research question for this topic is “**App based home-made food delivery business is sustainable or not.**”

- **Factors & Hypothesis:**

For our research, there are some factors which is influencing a lot on the sustainability of home – made food industry. The factors and their hypothesis is given below.

1. **Convenience:** For app based food startups like DeliBee, convenience of the customer is one of the major factor to look on. This factor involves clients individual choices about what are the things they should buy, from where they can get access to those things and from whom they are going to buy. Which is why, organizations focusses more on ensuring customer convenience on their products. Here the hypothesis is,
H1. Convenience has a positive relationship with the sustainability of online food delivery system
2. **Control:** Control mainly refers to level of accessibility of customers while using products and services. Customers are more likely to prefer products and services which gives them more authority on selecting products in their preferable price. It is also equally important factor in the app based food delivery business. Which is why organizations always considers on ensuring customer controlling power in their business. Here the hypothesis is
H2. Control of decision making has a positive relationship with the sustainability of online food delivery system.
3. **Credibility:** This factor mainly determines whether products and services of an organization are reliable to use or not. For app based food delivery business, in order to try their products, customers always tried to identify whether the product is reliable to use, whether the organization are trustworthy or not. So the hypothesis is
H3. Credibility of food menu has a positive relationship with the sustainability of online food delivery system.
4. **Price:** For every app based food delivery business, price is one of the sensitive factor they need to consider on. In order to determine the monetary value of foods, marketers need to consider the cost of producing foods and balancing them with customer’s affordability. The

price of the food items differs on the variations of food items as well as different promotional offers provided by organization. Therefore, the hypothesis is

H4. Price has a positive relationship with the sustainability of online food delivery system.

5. **Technological anxiety:** Sometimes customer have problems to deal with different apps and online financial transaction. In other words, customers sometimes cannot understand the functions properly of app based business which discourage them to use those platforms. That is why, marketers always faces problems. Here the hypothesis is

H5. Technological anxiety has a positive relationship with the sustainability of online food delivery system.

6. **Pleasure:** Pleasure is the most important factor upon which it depends whether customer will use this app again or not. This factor is also shows how much loyal the customer is in terms of using their product or services. That is why, app based food delivery startups tries to render their products and services in best possible ways to their customers so that they can use their services again and again. The hypothesis is

H6. Pleasure as a feel-good factor has a positive relationship with the sustainability of online food delivery system.

3.3 Findings & Analysis:

3.3.1 Demographic Information Analysis:

In order to understand the demographic situation of our target group, there are some specific question are given in the survey which is described below.

What is your age

51 responses

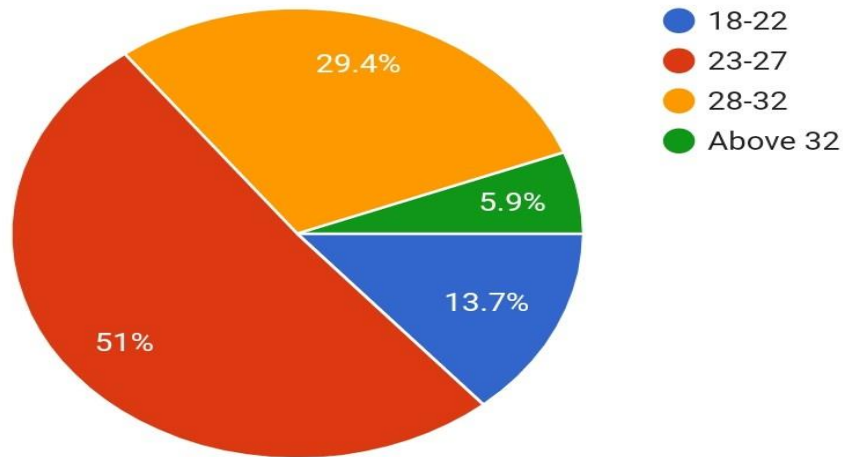
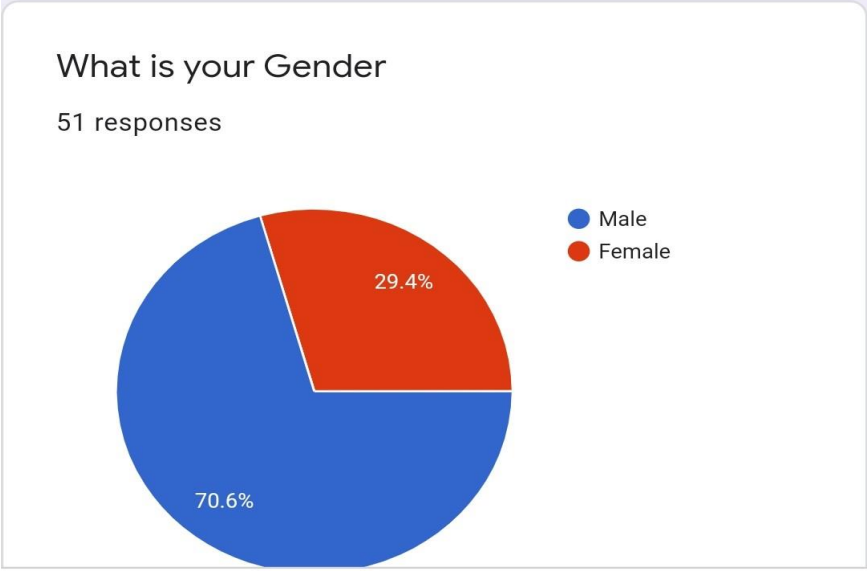


Figure-3.1 – Age

From this chart, we can see out of 51 respondents, 51 percent people belong to age 23 to 27 group, 29.4% belongs to age group of 28-32, 13.7% people were from the age group of 18-22 and least number of people belong to above 32 age group.



From this question we have found that, most of the survey respondents (70.6%) were male and rest of them are Female.

Figure-3.2 Gender

From this question we can identify that, majority of the respondents were students, rest 27.5% respondents were service holders and 15.7% respondents were businessman.

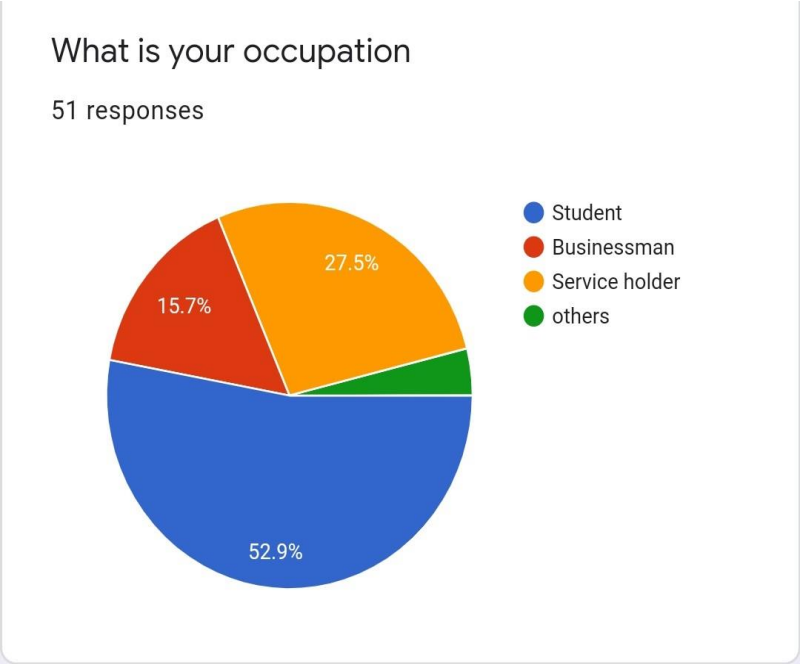
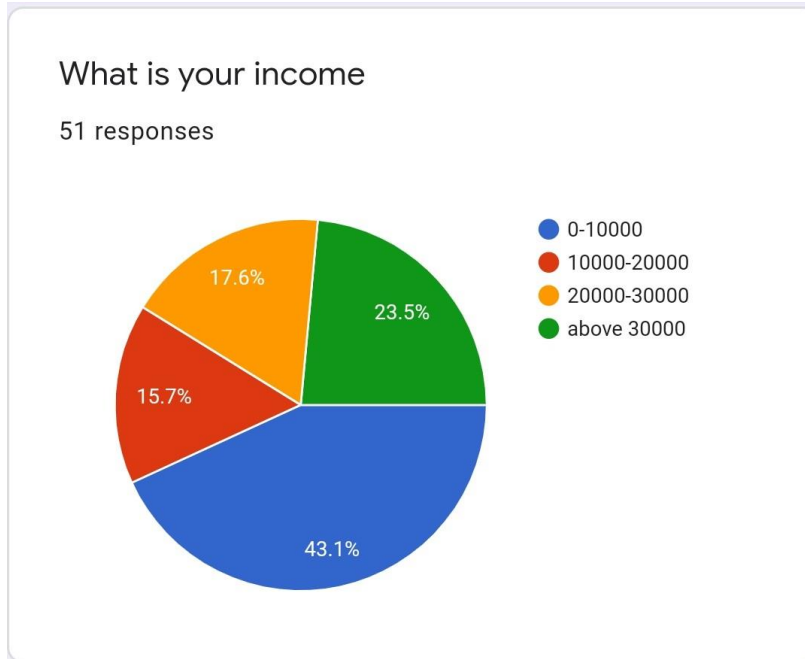


Figure-3.3 Occupation



According to this chart, most of the respondents (43.01%) people belong to income group of 0-10000 tk. 23.5% of the respondents income is above 30000 taka, rest 17.6% and 15.7% belongs to 20000-30000 and 10000-20000 tk income group subsequently.

Figure-3.4- Income

3.3.2 Factor Analysis:

The analysis of factors is given below.

Model Summary:

Table-3.1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.434	.81806

a. Predictors: (Constant), Pleasure, Technology Anxiety, Convenience, Price, Control, Credibility

- From the model summary table 3.1 we can see that the R= .709 which indicates the strong correlation between dependent and independent variables.
- R² measures the proportion of the total variability in the dependent variable that is explained by the independent variables. Here R²= .503 which means 50.3% sustainability of the app based food delivery system depends on other independent variables.

ANOVA:

Table-3.2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.143	6	4.857	7.258	.000 ^b
	Residual	28.777	43	.669		
	Total	57.920	49			

a. Dependent Variable: Sustainability

b. Predictors: (Constant), Pleasure, Technology Anxiety, Convenience, Price, Control, Credibility

This Anova table describes to answer question like if the independent variables reliably predict the dependent variable or not. The p-value is compared to the alpha level (typically 0.05) and, if smaller, then the answer is yes. Here the significance level of overall model is .000. So it can be concluded that the independent variables can reliably predict the dependent variable.

Hypothesis testing is performed by scrutinizing the significance of path coefficients through Partial Least Square analysis. If the p-value of the path Coefficient is < 0.05 (5%), we can say that, the null hypothesis is rejected. Therefore, it indicates that independent variables have a notable consequences on the dependent variable.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.979	.932		-1.051	.299
	Convenience	.506	.203	.382	2.488	.017
	Control	.622	.236	.466	2.634	.012
	Credibility	.112	.241	.092	.466	.644
	Price	-.152	.207	-.132	-.735	.467
	Technology Anxiety	.092	.101	.111	.910	.368
	Pleasure	.051	.223	.051	.228	.820

a. Dependent Variable: Sustainability

Table-3.3 Coefficients

H1. Convenience has a positive relationship with the sustainability of online food delivery system

Table-3.3 shows a positive influence with a path coefficient of 0.506 along with the significance level 0.017 ($p < 0.05$). Therefore, the null hypothesis is a failure. To conclude, we can say that, there is a statistically remarkable and have useful effect of the convenience on consumer satisfaction. Moreover, it defines that clients finds it very appropriate to use online food app services because they identified it very congenial to order foods by using app.

H2. Control of decision making has a positive relationship with the sustainability of online food delivery system

Table-3.3 shows a positive influence with a Path coefficient of 0.622 having the significance level 0.012 ($p < 0.05$). Therefore, the null hypothesis is a failure. To conclude, we can say that, perceived control has a statistically remarkable and acute relationship with consumer satisfaction. Furthermore, it can be said that, clients have absolute authority and charge in terms of using app based food service.

H3. Credibility of food menu has a positive relationship with the sustainability of online food delivery system

Table-3.3 shows a positive influence with a path coefficient of 0.112 and significance level is 0.644 ($p > 0.05$). Thus, the null hypothesis is received, in other words, this relationship is not statistically remarkable. It also defines that the clients are willing to accept new products by not getting tensed about the reliability of the sources in terms of using online food delivery service.

H4. Price has a positive relationship with the sustainability of online food delivery system.

Table-3.3 shows a negative influence with a path coefficient of 0.152 also significance level is 0.467 ($p < 0.05$). Therefore, the null hypothesis is received. The negative path coefficient defines that clients are not satisfied with the pricing in terms of using online food delivery apps. Moreover, the discounts and offers are not enough to satisfy their clients.

H5. Technology anxiety has a positive relationship with the sustainability of online food delivery system.

Table 3.3 shows a path coefficient of 0.092 and significance level is 0.368 ($p < 0.05$). Therefore, the null hypothesis is received. The relatively low path coefficient defines that clients goes through technological anxiety when they online food delivery apps. It can be also the reason why most of the consumers still goes for paying cash on delivery when they order from online food app

H6. Pleasure as a feel-good factor has a positive relationship with the sustainability of online food delivery system.

Table 3.3 shows a affirmative path coefficient of 0.051 and significance level is 0.820 ($p > 0.05$). Therefore, the null hypothesis is received, It defines that this relationship is not statistically remarkable. The relatively low path coefficient (very close to 0) also defines that pleasure as a feel-good factor have less impact on the use of the online food delivery app.

3.3.3 Findings:

The findings of the analysis are given below.

- Majority of the respondents (40 people) strongly agreed or agreed with the fact that app based home-made food delivery service will sustain for a longer period of time.
- Majority of the respondents strongly agreed with the fact that they are satisfied with the service provided by DeliBee (39.2%).
- Majority of the respondents strongly agreed with the fact that DeliBee provides healthy foods with good packaging system (58.8%).
- Majority of the respondents (30 people) thinks customers are not likely to go for online payment as they all strongly disagreed or disagreed with the fact that customers are reluctant to provide payment through online.
- Most respondents (23 people) feels unsecure about using DeliBee app which adds demerits to the organization.
- Majority of the customers agreed the fact that DeliBee provides foods on affordable price and also company gives priority to their customers to choose the payment method.
- Majority of the respondents (39 people) agreed or strongly agreed with the fact that DeliBee has good number of housewife chefs.

- Majority of the customers also strongly agreed with the fact that DeliBee delivers food on estimated time.

3.4 Summary & Conclusions:

According to factor analysis part, only 2 of the 6 factors including convenience (.017), and control (.012) have strong positive correlation between each other as their significance is less than 0.05. Rest of the four factors Price (.467), Technology anxiety (.368), credibility (.644), and pleasure (0.820) have weak relation with the model as their significance is more than 0.05. Although, the model itself has significance, four factors associated with the model has insignificant relationship. As the four factors price, technology anxiety, credibility and pleasure can vary based on changing situation, it puts a big question mark on the sustainability of app based homemade food delivery business in Dhaka.

According to the findings of our study, DeliBee is currently performing very well in the market. It is because they ensure quality service with good packaging, maintains delivery time and also gives customers priority to make their choices. However, people feel so much unsecure on using app services of DeliBee because of technical error. In this process, they should focus on solving technical issues. Also, sustainability of this business line is quite unpredictable in Dhaka city, they should come up with long term strategy in order to have growth in future.

3.5 Recommendation:

The recommendation for app based home-made food delivery business is given below.

- Must maintain quality of foods and service.
- Focusing more on solving app or technical errors.
- Develop and maintain app on regular basis.
- Must think of new ideas and plans in order to cope up with the changing demands of customers.

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Appendix

Rise Of App Based Home-made food business in Dhaka City: A case study of DeliBee

Section A

- What is your age
 - 18-22
 - 23-27
 - 28-32
 - above 32
- What is your Gender
 - male
 - female
- What is your occupation
 - student
 - Businessman
 - Service holder
 - others
- What is your income
 - 0-10000
 - 10000-20000
 - 20000-30000
 - above 30000

Section B (Convenience)

- **DeliBee can deliver food wherever you want**
 - strongly disagree
 - disagree
 - neutral
 - agree
 - strongly agree

- **DeliBee can deliver food on your estimated time**
- strongly disagree
- disagree
- neutral
- agree
- strongly agree

Section C (Control)

- **Customer chooses food they like from menu**
- strongly disagree
- disagree
- neutral
- agree
- strongly agree

- **Customer decides the payment method**
- strongly disagree
- disagree
- neutral
- agree
- strongly agree

Section D (Credibility)

- **DeliBee has a good number of chef**
- strongly disagree
- disagree
- neutral
- agree
- strongly agree

- **As a customer you always like the food menu provided by DeliBee**
- strongly disagree
- disagree
- neutral
- agree
- strongly agree

Section E (Price)

- **DeliBee always provide food menu in a affordable price**
 - strongly disagree
 - disagree
 - neutral
 - agree
 - strongly agree
-
- **DeliBee gives special offers on a regular basis**
 - strongly disagree
 - disagree
 - neutral
 - agree
 - strongly agree

Section F (Technological Anxiety)

- **Do you feel unsecure to order through DeliBee?**
- strongly disagree
- disagree
- neutral
- agree
- strongly agree

- **Customers are reluctant to use online payment services**
- strongly disagree
- disagree
- neutral
- agree
- strongly agree

Section G (Pleasure)

- **DeliBee provides healthy food with a good packaging system**
 - strongly disagree
 - disagree
 - neutral
 - agree
 - strongly agree
-
- **You are fully satisfied with DeliBee**
 - strongly disagree
 - disagree
 - neutral
 - agree
 - strongly agree

Section H ()

- **App based food delivery service will sustain in the long run**
- strongly disagree
- disagree
- neutral
- agree
- strongly agree