

## Report On

**A study on Customer Satisfaction and Experience of Hungrynaki.Com**

By

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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  
BracUniversity  
January 2021

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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/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Supervisor's Full Name & Signature:**

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**Md. Hasan Maksud Chowdhury**  
Assistant Professor, BRAC Business School  
BRAC University

## **Letter of Transmittal**

Md. Hasan Maksud Chowdhury  
Assistant Professor,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

**Subject: letter of transmittal for submission of the internship report.**

Dear Sir / Madam,

It is my immense pleasure to submit my internship report named “Customer Satisfaction and Experience of Hungrynaki.Com”. This internship report is an obvious part of graduation under the course of BUS 400. Beside this, I have completed my 3 months (1<sup>st</sup> October-31<sup>st</sup> December) internship program from Hungrynaki.Com as a course requirement.

In this report, I have tried to apply the concepts which I learnt from my working experience. It is my honor to work in the first food delivery company in our country. While making this report, I have maintained the guidelines and instructions that is given by you.

I would like to express my gratitude for giving me the opportunity to write this report. Hope, it will get your appreciation as well as meet the requirement and I would be glad to consult with you in case of any clarification.

Sincerely yours,

---

Ahsan Ahmad

ID: 16304033

BRAC Business School

BRAC University

Date: 15<sup>th</sup> January, 2021

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Hungrynaki.com and Ahsan Ahmad undersigned student at BRAC University for the assurance of avoiding the confidential data and information of the organization.

## **Acknowledgement**

As an internship program I have completed a few months job experience in the first food delivery company in Bangladesh named Hungrynaki.com. I would like to thank those people who always motivate me to complete my internship report.

Firstly, I would like to offer my sincere regards and heartiest thanks to my academic supervisor Md. Hasan Maksud Chowdhury, Assistant Professor, BRAC Business School for his restless support and guidance during this journey.

I am also thankful to my authoritative supervisor Ibrahim Bin Mohiuddin, Deputy CEO, Mohammad Russel , Customer Experience Manager and Tanveer Dewan HR of HungryNaki.com for providing me the information and free access to gather all the data I need. My colleagues and mates always helped me to take a better job experience during my internship.

Lastly, I would like to thank my family for supporting me through this journey and keep faith on each and every moment of my life.

## **Executive Summary**

HungryNaki.com was established in 2013 at Mohakhali DOHS . HungryNaki.com is the first food delivery company in Bangladesh. The operation is very much simple and connected with high technology which has a user friendly interface. HungryNaki.com has a rich online platform where consumers order from their favorite restaurant and their job is to deliver the food within a minimum time. From the very beginning, this organization is very much optimized about the upcoming glory of e-commerce in Bangladesh. People from everywhere are very much busy with their daily life so they are getting a chance to save their valuable time by ordering through hungrynaki.com.

In the time of COVID-19 pandemic, it also shows both of its necessity and potentiality of this e-commerce platform.

Moreover, HungryNaki.com is the market topper and they are the first who introduce the ‘food delivery’ concept in Bangladesh. From the external operation to the delivery time; quality of food, hygiene of restaurant, professionalism of employees, packaging , hot box , customer satisfaction are deeply analyzed in this report.

Lastly, I have added the information of every department that how they are directly connected with the delivery operation.

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## List of Acronyms

HN	Hungrynaki.com
BD	Business Development
CS	Customer Support
DP	Delivery panel
IT	Information Technology
OL	Operations and Logistics

## **Glossary**

Internship Report

An internship report is a summary of internship period with work experience in an organization.

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# Chapter 1

## [Company Overview]

### 1.1 INTRODUCTION:

Online food delivery system brings a tremendous change in Bangladesh. Online food delivery system is basically an e-commerce based system from where customers can enjoy their favorite foods from the comfort of their homes or from their comfort zones. With only a couple of scrolls and clicks, it can be possible to deliver the foods to individual's doorsteps. For online food ordering firms, facility measurements may be two-tiered. First came the aggregators, who built an e-commerce network that received and redirected orders from consumers to restaurants. The restaurants managed the deliveries themselves. In the meantime, another community of players with a large distribution network has engaged in both receiving orders from clients and delivering delivery facilities on behalf of restaurants. Restaurants with a small commission are best exposed to the consumer, resulting in higher revenue and happier consumers.

Now it is a good time for startups sharing rides to step up their social obligations in Bangladesh. In particular, as the need for food distribution rises due to a decrease in restaurant visits, sustaining a balanced workforce is much more critical. In addition to modern, gimmicky or helpful features, it is important for local startups to educate riders and distribution workers on the right side.

The online food delivery industry is a market with an immense growth opportunity, but it is in these moments of crisis and transition that the outperformers will differentiate themselves and carve out a spot in the minds and hearts of the consumer while keeping riders and consumers secure, and maybe even gaining their coveted market share.



Hungrynaki.com is the early business in the market and successfully gets the first mover advantage. Hungynaki.com is an e-commerce company that helps customers to select the food they want from different restaurants in their home. The company believes that the e-commerce market in Bangladesh will explode very soon.

**HungryNaki** remains a bootstrap venture, hitting its investment breakeven 1.5 years ago, as it remains a major challenge to get financing from financial institutions without collateral support. The founders claim that numerous banks, NBFIs and venture capital firms will develop a joint fund and tailored schemes solely for the development of local startups.

## 1.2. History of HungryNaki.com:

HungryNaki.com Ltd. has been founded by Ahmad AD, Sazid Rahman and Tausif Ahmad. Ahmad AD is the co-founder and CEO of HungryNaki, who studied electrical engineering at AIUB, and has planned to launch an e-commerce website in retail and apparel back in 2013. Then he became a partner with two of his colleagues, Sazid Rahman and Tausif Ahmad. They used to have some business conversations about start-up ideas. During that time, they were discussing the various options available. They used to get really hungry during the sessions. So, they'd dispatch their car drivers to pick up food from local restaurants. They realized that other people are facing the same dilemma as they are. Lastly, they have the notion of starting a food ordering and delivery service by their own.

In June 2013, the final decision was taken and the business began next month. After they finished, Tausif Ahmad joined them. They hired multiple business developers and three software developers who started to create their web and Smartphone apps. They had only one provider, who was only able to provide the requirements of Banani and Gulshan regions.

However, the unavailability of food was an issue for them. Dhaka's restaurants seldom had teams that supplied food to homes and offices. These sessions had to be disrupted, frequently lasting many hours, in order to get everyone to dine. They found that other customers in the city undoubtedly had their suffering, and that is why HungryNaki came into being an online service for the supply of food.

Tauseef Ahmed, co-founder of HungryNaki says:

"The food industry, basically, is the largest industry in Dhaka."Partaking a hearty meal is preferable for people to socialize with friends and family."

The site was released in October 2013, and was originally only based on one neighborhood of Dhaka instead of the whole city. This decision is explained by Amit Ahmed, the HungryNaki digital strategist because customers in that region are more vulnerable to buying and transacting digitally. Moreover, before going to other areas the concept might have been validated and some momentum developed around the offering.

Hungrynaki's biggest problem was to convince restaurant owners that their model would work and resonate with customers. The group had to clarify to them that installments would not be made right away, nor in cash, but eventually they would advantage as their items would reach more clients over Dhaka. The retention of consumers has not been very quick either. No previous internet shopping or online purchase experience was available, so the startup had to raise visibility and generate demand. However, when customers discovered that it was quick and comfortable to buy food online, they picked up quickly.

HungryNaki was a bootstrapped company that did not have much cash for marketing, so it relied on organic development in its Facebook platform. They focused on digital promotion campaigns to draw more consumers by using memoranda and jokes focused on policy events.

Amit discusses the better organic penetration and virality algorithm of Facebook at the moment, making them increase and increase.

There have been attempting to make it easier for consumers to differentiate themselves from the market. Ahmad Ad said that consumers are optimistic and willing to support them because of the prestige of their families. They have thus tracked Foodpanda and not swarmed off by their massive spending on showcase. There has been a special hands-on approach. As the startup does its claim conveyances, sudden spikes in request in some cases driven to a shortage of conveyance folks. Notable to the originators will often lead their vehicles to carry nourishment as a compromise on levels of operation.

In Bangladeshi consumers Facebook is also substantially embedded. It is known by most as the main point of contact. The social network interaction tends to shape the foundation of the potential plan of HungryNaki.com. "I want consumers to make it super easy to order as they go into the site. In the past two years we've learnt a lot and strive to make a really lean gui," Amit says.

Transparency is also planned during the distribution process. Both Smartphone's will be issued to all delivery drivers in the near future. Whenever a user orders, a connection will be sent to allow them to control the food status in real time. For any overdue delays or hiccups, consumers will be kept updated. "The main objective is to reduce our customer support team's number of calls."

### **1.3 Mission**

HungryNaki.com's mission is to expand food services in Bangladesh to become a best food solution for customers by making it the top demand in the food supply sector of Bangladesh and outside the country's borders.

### **1.4 Vision:**

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

### **1.5 Objectives:**

In order to fulfill its mission and goal, HungryNaki.com has several goals to be pursued. In addition, Hungrynaki.com has some clear expectations for its loyalty by meeting its goals.

The objectives are:

- Ensure the loyalty of consumers by providing long-term supply of the highest level of service and connections.
- Their primary concern is to provide residents in the world with outstanding food facilities.
- To achieve highly efficient and successful satisfaction with the consumer.
- Hungrynaki.com consistently emphasizes on consumer reliability and enjoyment by demonstrating a variety of kitchens and foodstuffs.
- Hungrynaki.com provides its employee with effective training and coaching to fulfill their goal and vision.

## **1.6 organizational department:**

HungryNaki.com is divided into six major divisions and six departments into a variety of subdivisions. Each and every office has an important role to play in running the company.

The HungryNaki.com main department is listed 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

**1.7 Business development team:** The business development team works on the corporate marketing team and explores potential growth prospects. In addition, the market marketing staff may reach prospective buyers by phone or email in order to schedule business meetings with restaurants or business customers. The business Development Team works with consumers in Dhaka, Chittagong, Sylhet and Narayanganj city as well as all restaurants. This team incorporates with new restaurants and ensures regular contact with customers and organizes activities. On the other hand, business development team focuses on the retention of the site and the program.

**1.8 Human resources and talent management:** Human Resources and Talent Management maintain a happy staff and offer a company's best talent. The department of Human Resources is working to find a new staff, to investigate related jobs in another organization by interviewing staff to assess skills and the job pay. Furthermore, this branch assesses staff and determines salaries and rises on the basis of screening and appraisal of human capital. The Department of Human Resources functions with the corporate pay structure and payroll system. Furthermore, the Department of Human Resources is involved with other tasks including preparation, development, selection and recruiting, compensation etc.

**1.9 Information Technology:** The IT Group is responsible for creating and programming the HungryNaki.com website and app. IT administrators also maintain operating systems, storage systems, embedded systems, etc. The program and hardware functions are operating. The job will include meetings with clients and customers to determine and identify the approach or method if necessary and therefore certain conversations and technical activities are carried out in full. A higher degree in computers or software engineering is required to work in the IT department of HungryNaki.com. They are constantly working on how the platform and software can be made more convenient to consumers.

**1.10 Customer Support Team:** Each business and consumer enquiry is constantly negotiated by the customer service staff. Benefit for customers by supplying information to their customers in accordance with our management demands. They are brokering and offering resources for settling the grievances of consumers. If the client is not able to enter his/her account or if their order has not been set within our system, our employee will help

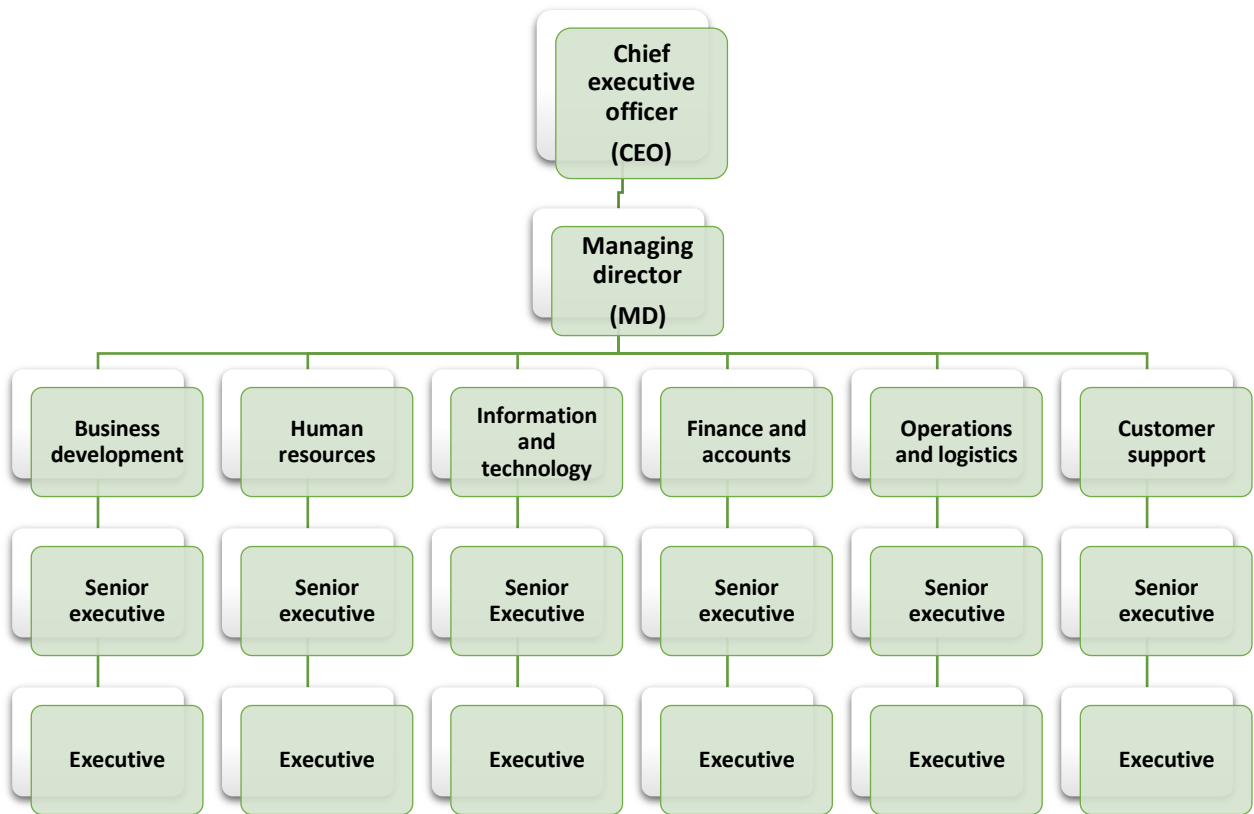
him/her to open an account and provide assistance to fix the problem. HungryNaki.com has developed a customer service team which makes the job more demanding, so the board is entirely automated enough that the customer doesn't require the restaurants to adapt it.

**1.11 Finance and Accounts:** The Fund and Accounts Section shall pay heed to all the company's expenditure exchanges. The account office is attentive to register, advertise cash sources, hold transfers regularly and keep accounts receivable and payable. Besides, HungryNaki.com's administrative and accounting department collects month after month and yearly sales.

**1.12 Operations and Logistics:** Logistic and operations department is responsible for controlling and managing the processes of supply chain. In addition, all daily and organizational distribution services are under responsibility. The inventories and logistical estimates take care of the every day. To ensure its delivery, they communicate with manufacturers, retailers and clients.

### **1.13 HungryNaki.com Hierarchy Organogram:**

HungryNaki.com has grown a lot since the launch of its journey in 2013. The organization has invested several years and gained massive profits over the last three years. HungryNaki.com started out with just 30 restaurant partners. In the first month over 200 orders were served and it increased up to 1000 and 1600 orders in a series within two months. Usually, 900 to 1200 orders are served every day. Their profits come from those restaurant partners' fees. The organogram also become complex as operations expands. The following figure shows a basic hierarchy description:



**Figure: Hierarchy organogram of Hungrynaki.com**



### **1.14 Business Development process:**

HungryNaki.com's Business development Unit is the main branch of the organization with many sub-departments. Business planning is primarily split into three divisions, helping to better handle the business. The team offers a quick idea of this:

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

### **1.15 Client management:**

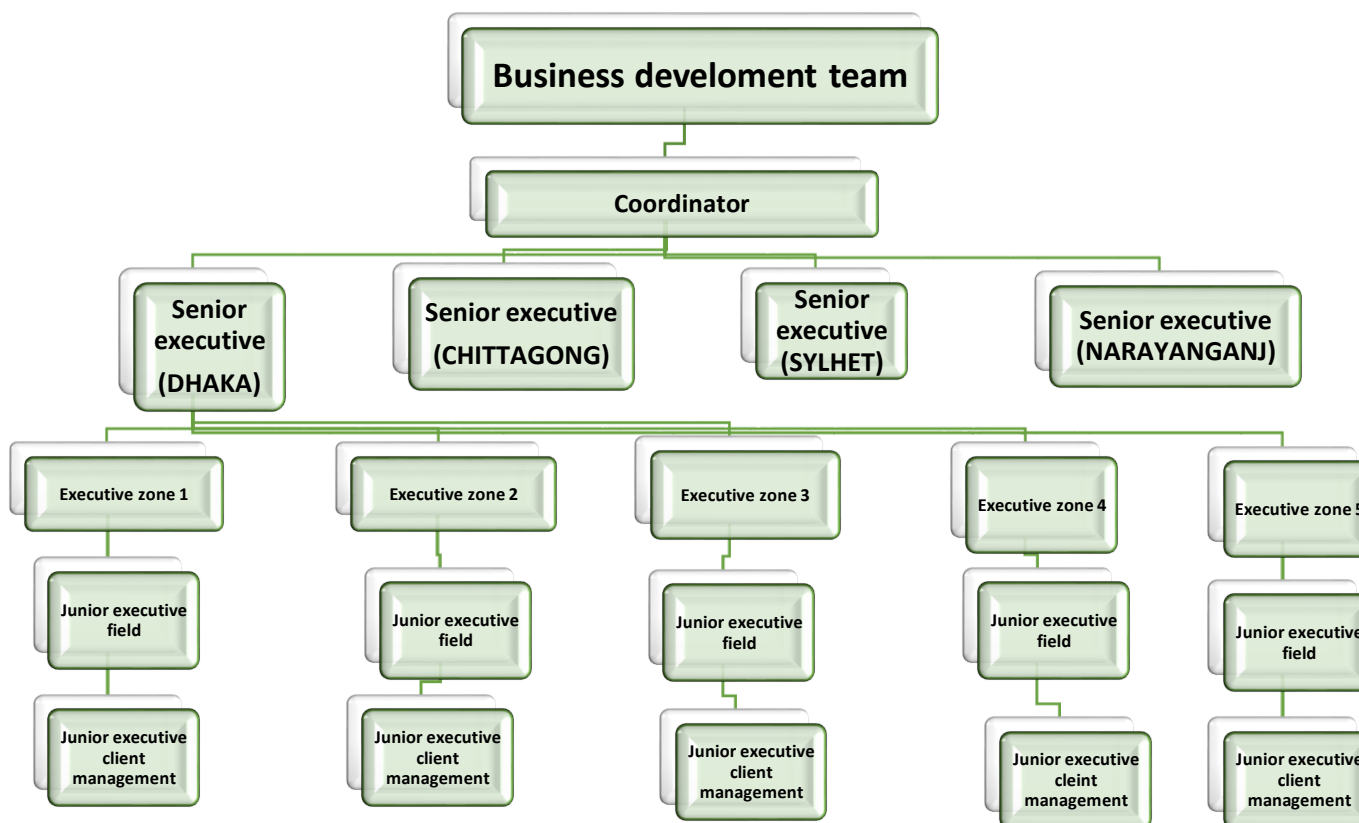
The client management team's responsibility is to develop and sustain customer ties. As HungryNaki offers online food service, its principal customers are all from BAT, Edison, Ericson, HSBC, ACI, ICCDB, etc, restaurants and company clients. In addition, one of the main duties of HungryNaki.com is to ensure customer loyalty with our services. Another duty of the customer service team is to join company customer meetings and restaurant owners.

### **1,16 Field Operations:**

The field operation unit is responsible for calling and encouraging restaurants to deal with HungryNaki.com. One has to examine our country's restaurants sector and plan events and dinner parties. Their job is practically on the floors.

**1.17 Data entry operator:** Data Entry operator basically operates manually to access data such as the menu of separate restaurants. In addition, they add different styles of meals, dealings and deals that are introduced on our website. If we address the Business Planning Hierarchy the head of the Business Development department must be addressed first. He is called the department's coordinator. The head of the company strategy team is **Ibrahim Bin Mohiuddin**. He needs to report on their day-to-day and weekly job practices to him in this entire agency. After this, comes the responsibility of the Executive, he is accountable for every city.

The service is run by HungryNaki.com. Each HungryNaki.com sub department has a senior executive who cares for the cities and some managers are responsible for the city. All the managers are accountable to the organizing senior manager. Certain junior managers are responsible for the subzone of the Dhaka cities and are accountable to the manager of the construction team. The hierarchy of business development process is given below:



## **Figure: Business development hierarchy organogram**

### **1.18 Operation sites:**

Currently HungryNaki.com operates in four key Bangladeshi towns. HungryNaki.com establishes its name and reputation not only in the city of Dhaka but also in other towns of Bangladesh. The names of the cities are given below:

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

HungryNaki.com has 8 hubs in Dhaka and gradually increases the number from 4 to 8 since 2017 with the aim of expanding their business all over the country. Then they began in 2015 and Sylhet in 2017, both in Chittagong from January 2018, HungryNaki.com has begun operations in Narayangong. HungryNaki.com is now planning to move to the other towns of the country..

### **1.19 Operational zone:**

There are 8 operating zones of HungryNaki.com. They work together with Dhaka, Sylhet, Chittagong and Narayangong. Each of the cities is situated in its district, and several sub-areas are existed in cities. Dhaka city is divided into five main zones. Similarly, this area is also subdivided into subzones. For instance, the Gulshan area has subzones like Banani, Mohakhali, Bashundhara etc.

## Chapter2

[Job Description and Overview]

### 2. Job description and observation of the job:

#### 2.1 Job description:

Customer support team is the core team of hungrynaki.com because the performance of order taking, passing the order into delivery team and restaurant are heavily depends on this team. At the same time they are receiving in going calls of customer. If a customer wants to know the update, they provide it and if there are problems with the food, they give solution of the problem instantly. From my 3 months work experience, I had to receive phone calls of different customers, give them solution of their problems and update the services of the company. While working with the team I witnessed the basic operation of a food delivery company. My working time was 10:00 Am to 6 PM from Saturday to Thursday and my office was in Gulshan 2.

Through these 3 months, my significant duty was to keep up with the on boarding and corporate customers. In this time-frame, I needed to report updates to the head of Business Development group. All the work I had done during that time-frame created an incredible effect on the improvement of the organization and contributed in the monthly benefit. Besides the daily work, I had to find out the daily reports of cancellation, reasons of order cancellation and major issues of the whole day to my manager **Mr. Mohammad Russel**.

#### 2.2 Key responsibilities:

There are few main parts of my job were looking for the order, passing information to the delivery team, solving the problem of customers and making the daily report of order cancellation with reason. Few parts of my responsibilities are given below:

- Receiving the order from the Panel
- Passing it to the restaurant
- Passing the information to delivery panel
- Solving problems of current order
- Making the list of daily cancellation order
- Making report for the reason of cancellation.
- Receiving phone calls
- Receiving message from customers and passing it to customers.
- On board meeting
- Building up the team
- Sending special gifts to 5 star customers
- Communication with the delivery man

### **2.3 Challenge and experience:**

There are no jobs in the world without any problems; every job has its own difficulties. Though my colleagues and manager was very friendly to me and the work environment was so polite and calm that there was less chance to make any mistake but as a front side employee of HungryNaki.Com I had to manage few problems of customers. For example, when they called and complaining the food has ruined and it's being late and they will not receive the food if the rider do not come within 5 minute. such as sometimes they complained about the food and service of the company. Now as all of we know that the traffic situation of our country, especially in Dhaka city. The problem is we can not control the traffic situation of the city. To manage the situation I had to communicate with them very professionally using gentle and politeness. I found most of the consumers appreciative. HungryNaki .com has trained me a ton of things including how to conform to the workplace climate and manage new difficulties such as stress. HungryNaki.com assists me by developing my correspondence abilities as the specialized skills. This association assists with learning and work on a particular project in the short time period. That undertaking instructed me to put

together the cycle of work, make choices about different exercises and manage distinctive arrangement of individuals.

HungryNaki helps me to create and improve various kinds of abilities, time the board, demonstrable skill, group the executives just as collaboration capacity which has an incredible positive way on my future. A portion of those are given below:

#### **2.4 Communication skill:**

Customer support department of hungrynaki.com itself called as customer support team. So we had to work as a team. For example: I receive an order and point the Order id: XXXXX. Then I confirm the customer with his address and put it to restaurant and from then the order is known by his order id. if the customer calls and wants to know the order update and how much time it will take to receive, I may not be there to receive the calls, so one of my colleagues will give him the order update and that is why it is called a team. Moreover, I was new there and my seniors helped me out if I placed wrong food items or I missed to mention the restaurant any requirement of food, they always helped me out.

#### **2.5 Professionalism and Punctuality:**

My management helps me to be a punctual person as it maintains a shift based work. As we were on a team and our work was related to each other, we had to maintain the punctuality and our responsibility very carefully. Late arrival can be caused several unavoidable circumstances. As a result, professionalism and punctuality were the main concern to maintain.

## **2.6 Team work ability:**

Collaboration consists of helping out others and instructed how to function admirably as a piece of gathering. In HungryNaki .com often I needed to work with my associates as a group. This assists me with learning instructions to help out others and complete the work inside the timetable of the errand. Additionally, here and there I needed to deal with various sort of errand within a specific time-frame which instructed me to works under pressure. Sometimes there were very rush time like public holiday or any occasion, there was excessive order pressure on that day. So we had to manage it within our capacity.

## **2.7 Technical skill:**

As hungrynaki.com is an online platform we had to know the very basic idea of how to manage the orders We had to have good command on Microsoft word, excel and power point to keep data of customers and keep updated my manager and supervisor through mail. Beside this we used “SLACK” for our internal communication.

## **2.8 Challenges:**

Every single occupation has difficulties. Thus, HungryNaki.com has several difficulties to survive and working under the core division is additionally testing as I understand. Hungrynaki .com has an exceptional climate. The workplace is so benevolent. Everybody is so agreeable, they causes me in every single undertaking where I confronted issue. Hungrynaki .com is an E-trade based association so the organization needs to deal with both the vender and purchaser needs. That is the reason, if there should arise an occurrence of any sort of changes the two sides should be thought of.



### **3. Research background:**

#### **3.1 Origin of the report:**

The purpose of this study is that the internship program must be finished. This paper has been prepared from the three month span of my HungryNaki.com internship under the supervision of Md. Hasan Maksud Chowdhury.

#### **3.2 Objective of the Study:**

##### **3.2.1 General Objective**

As the requirement complete the Bachelor's degree in Business Administration of the BRAC University and this is the general purpose according to University policy.

##### **3.2.2 Specific Objective**

This research was carried out to consider the consumer's thought about HungryNaki.com.

In addition, the key project idea is to calculate HungryNaki.com's level of satisfaction as a food service. In this article the consumer experience will be evaluated. The following are clear intentions: The following:

- Search the degree of customer experience on HungryNaki.com services.
- Rating the factors influence the experiences of customers the most.
- Measure the diverse fields and variables contributing to the perception of customers.
- Understanding of differences and mechanisms in the overall experience
- Check out HungryNaki.com users' mental map.



**Figure: Customer care objectives of HungryNaki.com**

### **3.2.3 Scope of the Study:**

This survey gives us Hungrynaki.com user experience. In addition, previous and current customers are the population of this research. The survey would provide us with exact details on the consumer's experience. This paper concentrates on the type of analysis experimental. The primary and secondary data were also used here. The questionnaire was built from the review of previous experiments. The study focuses exclusively on persons with Hungrynaki.com experience. Gender, age and job are the indicator of service and efficiency. We have 16 questions in all to make it happen and the respondent's answer will be simple.

### **3.2.4 Significance of the Study:**

We also learned potential information from this study and what is missing in the user experience and how to solve it. In addition, we have noticed the degree of customer loyalty and attitude towards online food supply services by conducting this study. This report is able to assist professionals with the customer's experience. Experience, it has a good understanding of how the survey discovers the expectations of client, and carries out the findings, in order to relay them to generals in need of analysis, for a rational decision-making purpose.

### **3.2.5 Methodology:**

This report focuses on the subject of the company in which I practice, HungryNaki.com. This subject was chosen for the internship report after discussion with my respective advisor. This analysis is quantitative, because the answers are related to statistics that indicate the value of each element.

### **3.2.6 Sources of Data:**

Data processing can be carried out in two ways:

- Primary sources
- Secondary sources

Both primary and secondary data are used to compile the study. Primary data was obtained from job history, observation, direct consumers engagement, HungryNaki.com random staff. In addition, consumer engagement by questionnaire planning helps me a lot. Secondly, the analysis of secondary data was focused on related books, magazines, academic articles and websites. In addition, some documents and studies are often used in secondary data collection.

### **3.2.7 Respondents & Sampling Procedures:**

In this study, the demographic is known to be HungryNaki's customers, who have at least one-time contact with the service offered. Sample is a subset of the population chosen for research purposes. Any individuals were therefore taken from my full customer as the respondent for this study. In comparison, 800 orders from HungryNaki.com are averaged monthly. As the population is known in this study. More precisely, this report was accompanied by the sample random sampling methodology. As I said earlier, 800

HungryNaki customers are ordered by these consumers every day, 200 people have been randomly picked.

### **3.2.8 Sample size:**

There were 200 people. The survey was carried out using Google form on online platforms. It helps me to build the questionnaire from my previous courses and research. The HungryNaki user was asked to share their experience with the service through this online survey.

### **3.2.9 Research Questionnaire:**

In the survey question, multiple types of questions can be used. Any specific questions in this paper were taken up by the clear survey attitude scale. The participants showed themselves to be very much in agreement or disagreement with an argument. The questionnaire contained 15 questions on HungryNaki.com's customer interactions.

### **3.2.10 Findings Interpretation:**

The information's in this report is carefully compiled, and the final section of the report is eventually found.

### **3.2.11 Limitation of the Study:**

There are some drawbacks to this study and survey. First of all, only those clients were interested in this study. Like other customers, internet clients and company workers were not taken like samples. Secondly, this study only contained some developed questions that were developed prior to performing the survey after review of other articles. The third constraint is that no assessment has been carried out of the entire online food service so a comparison cannot be carried out. In addition, due to privacy concerns which may have been helpful in this study, the company's administration is not able to share any details. For instance, data from company statistics on past orders may have offered a clearer idea of the organization's client. 200 answers were taken into consideration and the subjects were the clients of this study were about HungryNaki.com. The survey is carried out on the basis of certain factors which influence customer experience directly or in a significant manner.

### **3.2.12 Scale of Measurement:**

I used nominal and liker scale for the survey, because both of them are very popular and can easily be understood by the respondents.

## Chapter 4

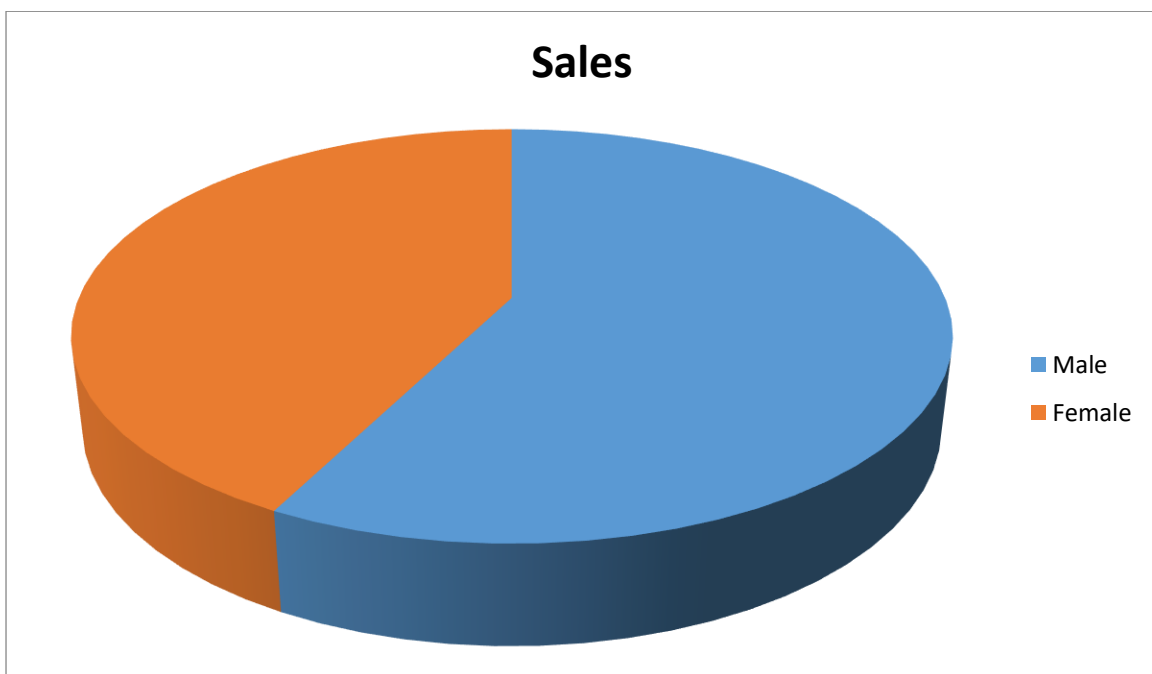
### [Analysis]

#### 4. Analysis:

All of my research analysis are given below:

#### 4.1 Gender:

Here is a pie chart to show the number of male and female respondents in the questionnaire.



### Figure: Gender identification

This chart shows that 68.43% are male and 31.57% are female respondents. It proves that Hungrynaki has more male customers.

### 4.2 Age:

Here is a pie chart to show the age group of respondents in the questionnaire.

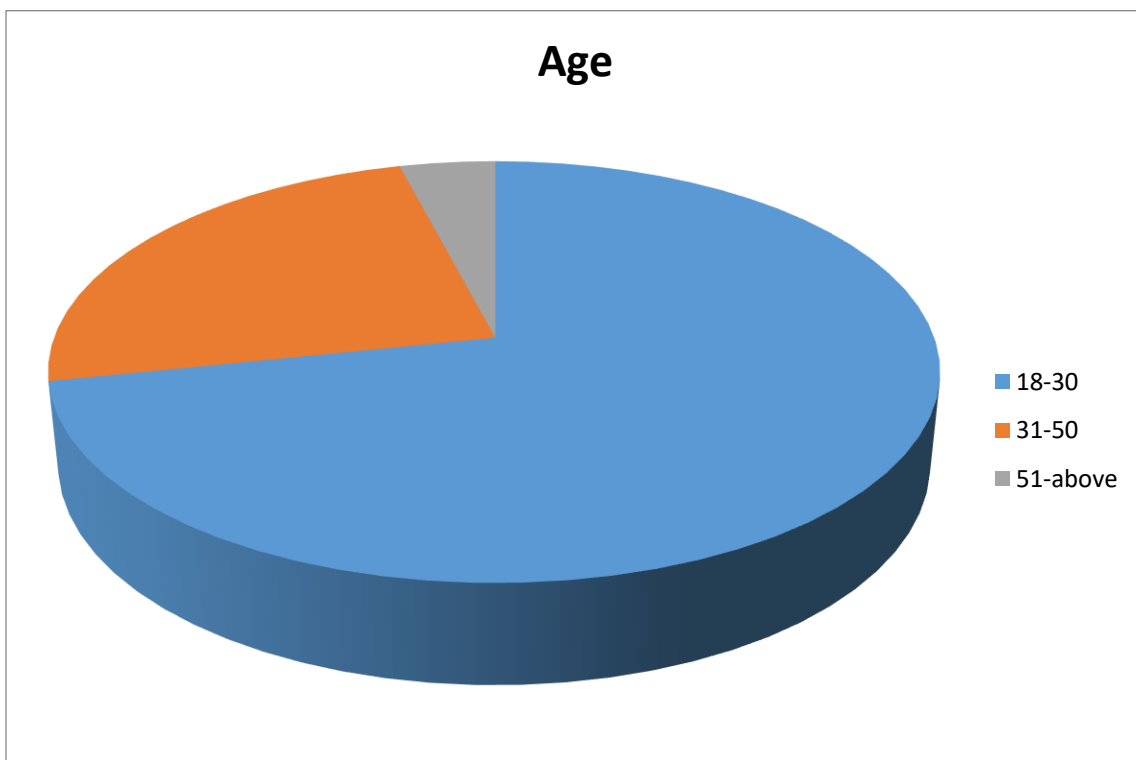


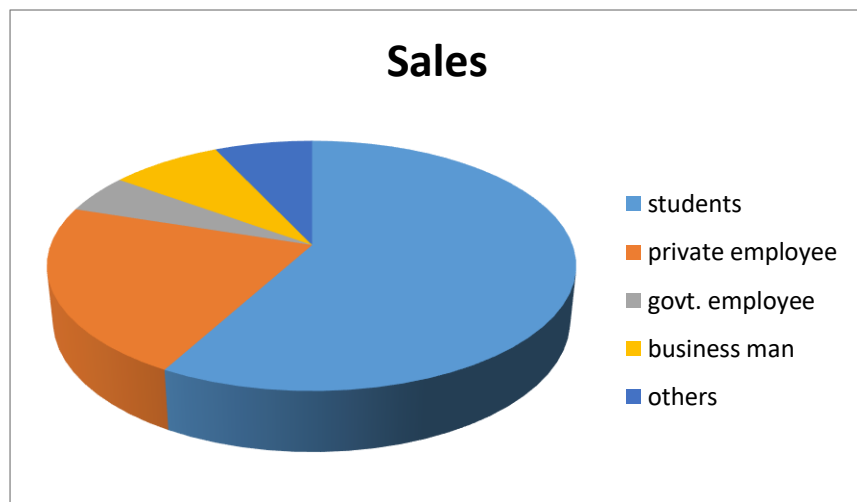
Figure: Age identification

This chart shows that from all of the respondents there are 71% are from the age of (18-30), 24% are from the age of (31-50) and only 4% are from the age of (51-Above). It is effectively obvious that young generations are very much used to with the e-commerce or online

platform rather than the aged people. As Hungrynaki.com is an online platform, the users are mostly from young generations.

### 4.3 Occupation:

Here is a pie chart to show the occupation of respondents in the questionnaire.



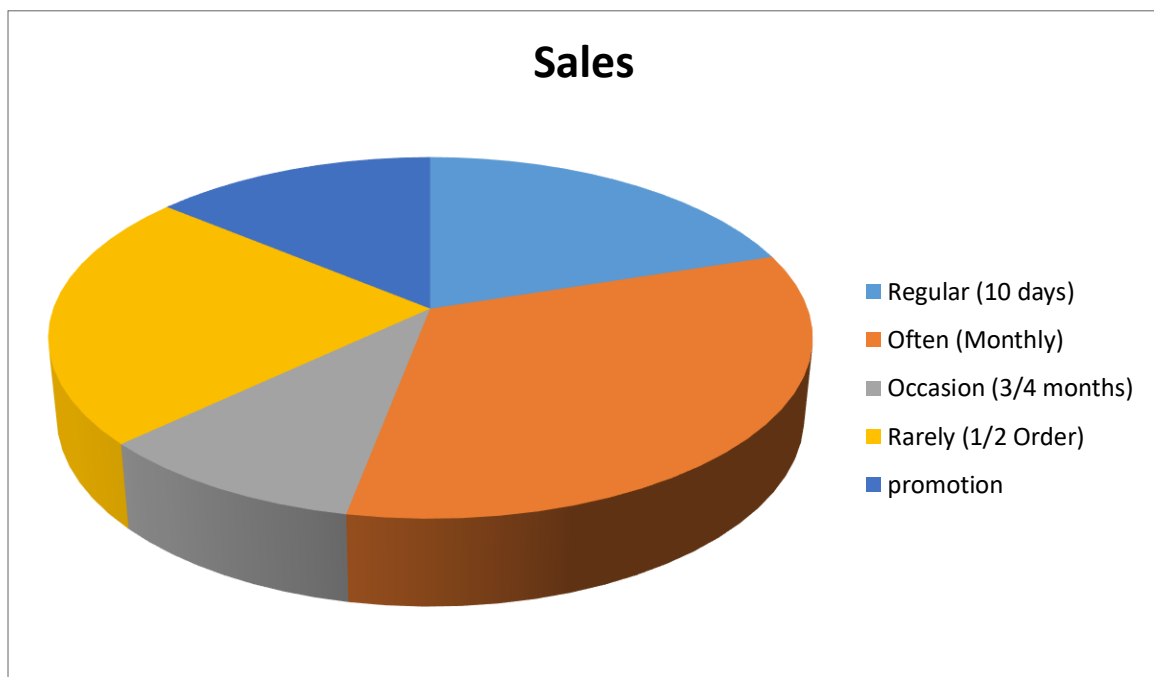
**Figure: Occupation Identification**

From this chart we can see that 58% of respondents are students, Private employees are 22%, Govt. Employees are 5%, Businessmen are 8% and rest of the 7% are from different occupation . As we know HungryNaki.com is an online platform and most of the users are from young generation so students are also part of this.



#### 4.4 Constancy:

Here is a pie chart to show that how often people using hungrynaki from respondents in the questionnaire.

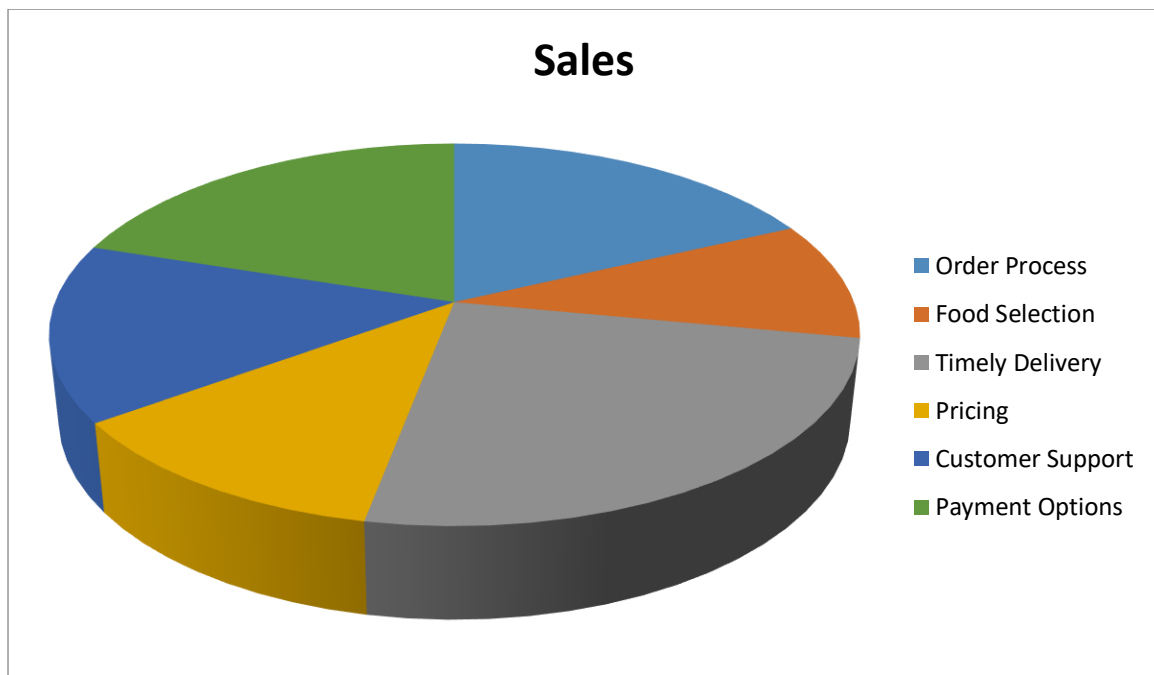


**Figure: Finding Constancy**

From this pie chart we find that there are 20% people from the respondents who order regularly from Hungrynaki.com. 33% of people order in a month and there are 10% people who order within 3 or 4 months. We also find that a large number of people of 23% who order rarely and 14% of people order when they get offers.

### 4.5 Operational Experience:

Here is a pie chart to show that what people are facing of operational experiences using hungrynaki from respondents in the questionnaire.

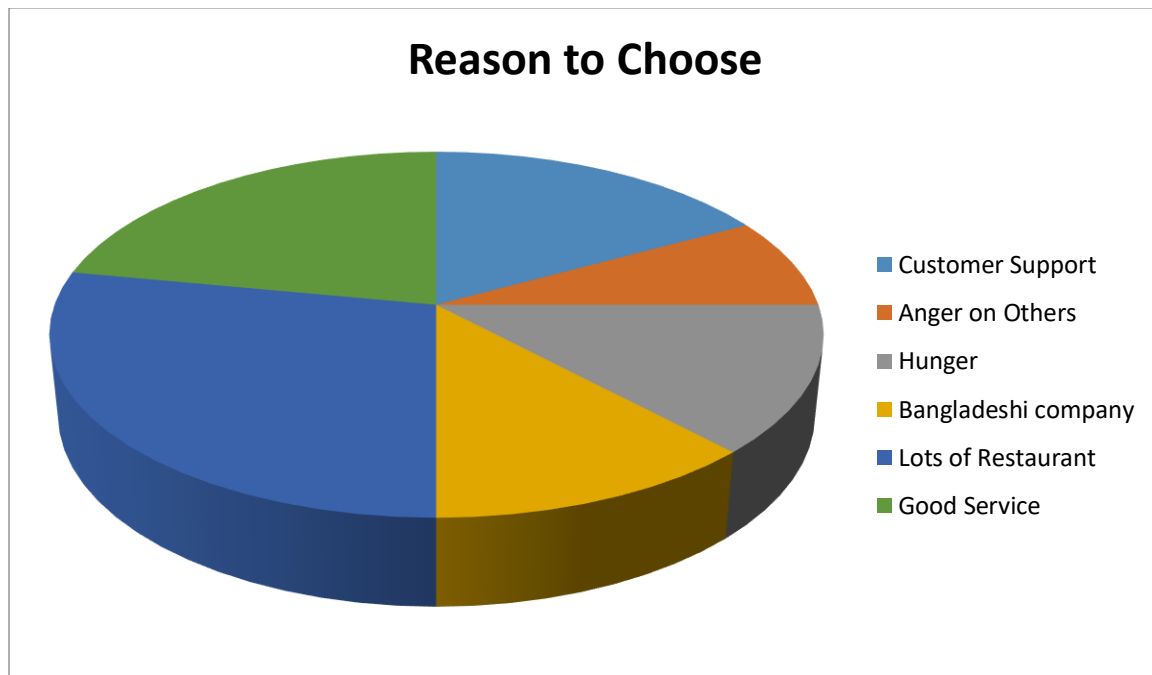


**Figure: Operational Experience**

This chart shows that from the respondents most of the users select timely delivery option which is mostly important for a home delivery food service, as it is a matter of food and people wants it hot and well. Secondly, people appreciate most is the payment options and the percentage are 20% then they goes for order process which is 18%. It means how easy the order system or user friendly interface , respondents also appreciated 15% a customer service because they want to know the delivery update.

#### 4.6 Choosing Hungrynaki.com:

Here is a pie chart to show that why they are choosing hungrynaki from respondents in the questionnaire.

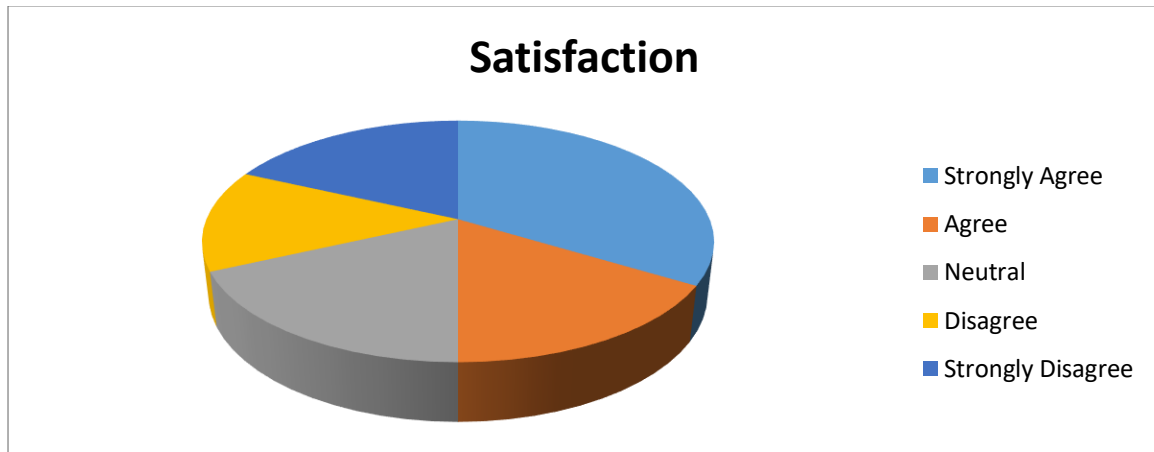


**Figure: reason to choose**

As a Bangladeshi food delivery company they choose HungryNaki.com, it is a matter of proud for us. Mostly, 28% of them have chosen hungrynaki.com as it contains many restaurant rather than others. 22% of them choose Hungrynaki.com for their promising delivery service and 17 % supported them for their customer service department. Rest of them is supported for the other reasons.

#### 4.7 Satisfaction:

Here is a pie chart to show their satisfaction level on hungrynaki from respondents in the questionnaire.

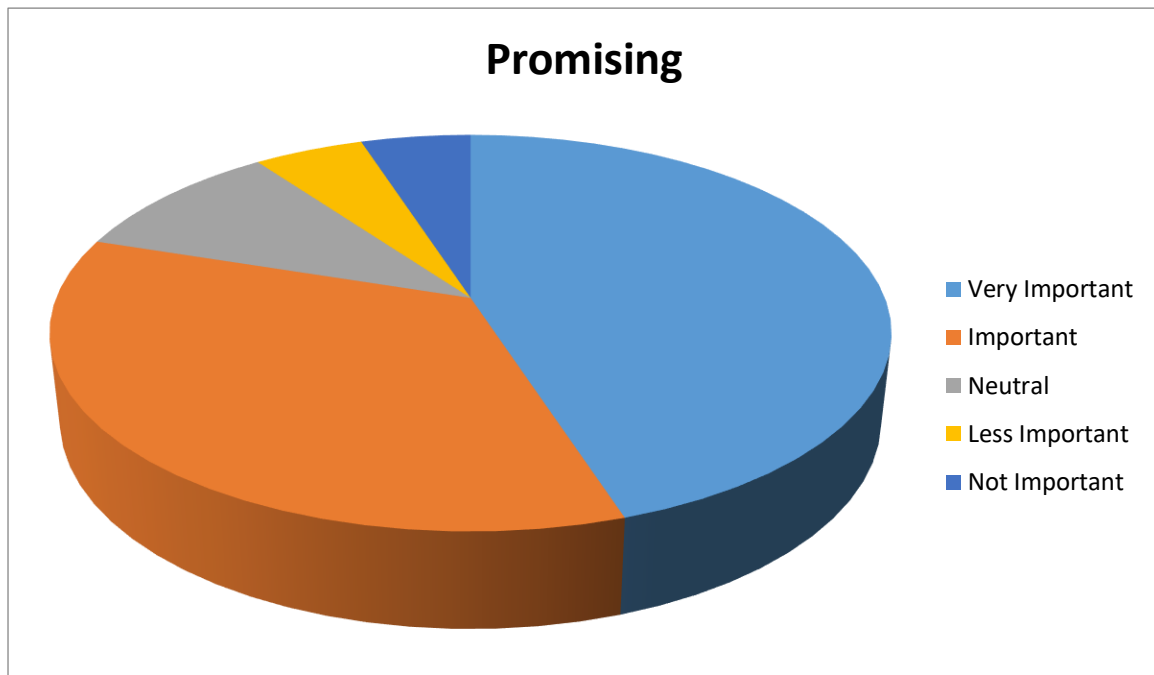


**Figure: Satisfaction level**

It is very much of satisfaction to see that 37% of people satisfied with the service of Hungrynaki.com and 20% of them were neutral to pass their comments and 18% were agree on their satisfaction level and 15% were disagree with the satisfaction level .

#### 4.8 Promising services delivered:

Here is a pie chart to show that how much hungrynaki.com are promising, from respondents in the questionnaire.

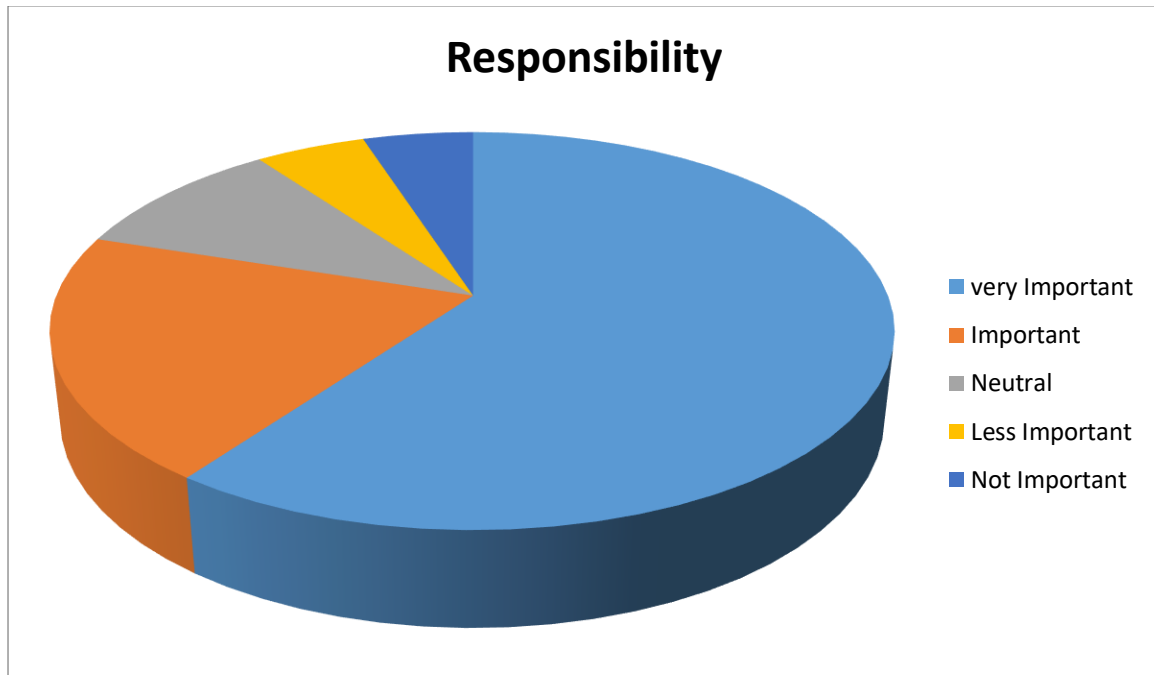


**Figure: Promising**

This chart shows that most of the respondents of 45% support the fact that it is very important for a service provider company to keep their promise, if they cannot do this people do not order from them again. 35% of people think it is important and the rest are supported the other options.

#### 4.9 Responsibility and care :

Here is a pie chart to show that how much important is responsibility and care for HungryNaki.com from respondents in the questionnaire.

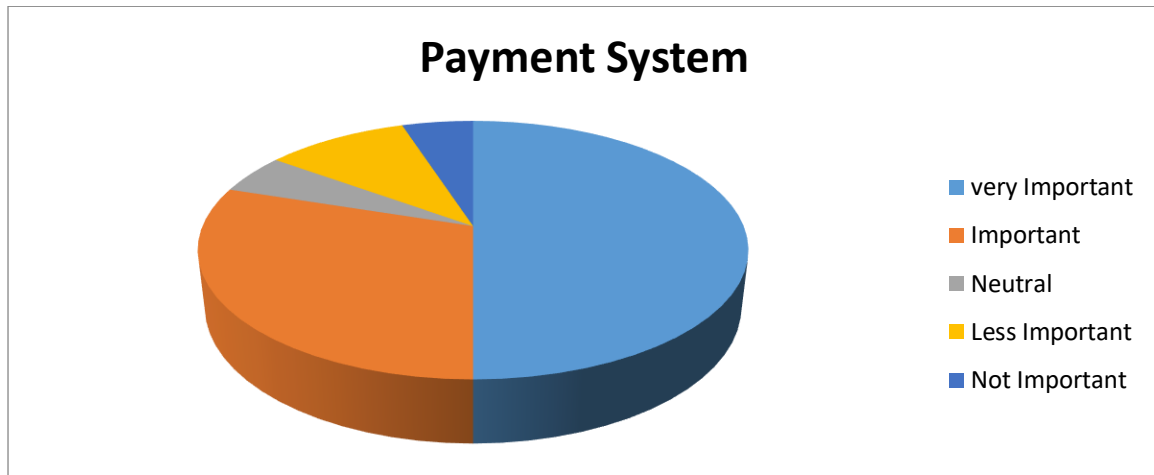


**Figure: responsibility**

60% of the respondents strongly support that it is very much important for a delivery company who are delivering food to be responsible towards their services and 20% of them support this.

#### 4.10 Payment System:

Here is a pie chart to show the payment system

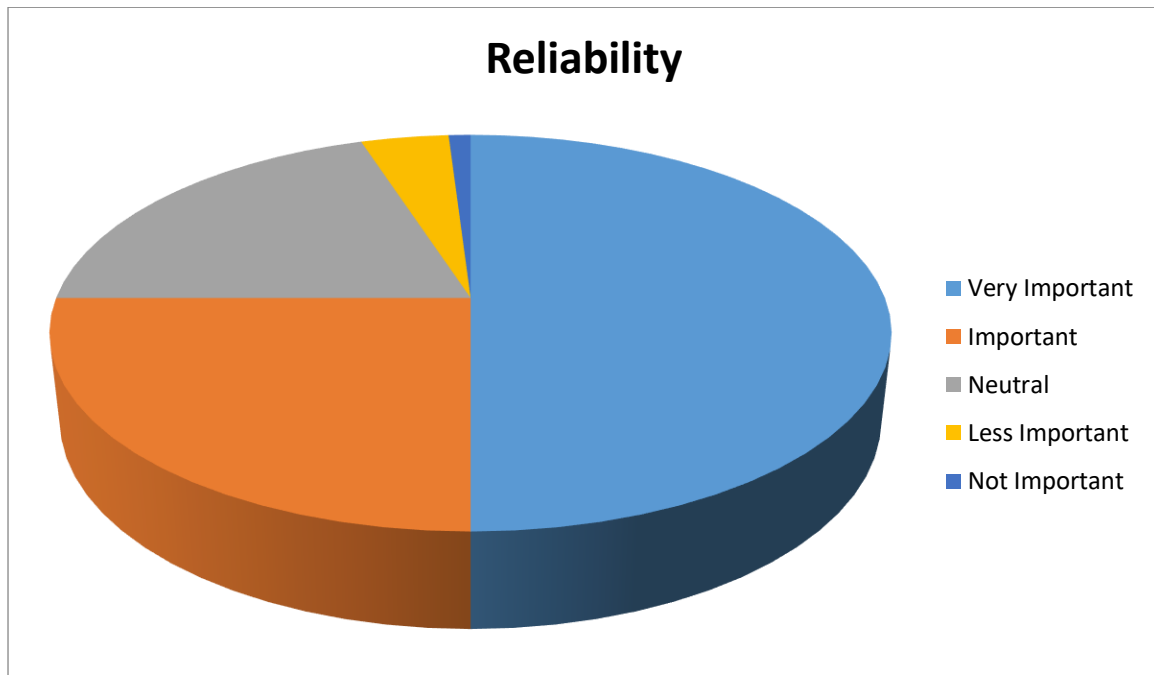


**Figure: Payment System**

This chart shows that 50% of people mention that it is very important to keep various payment systems, as hungrynaki.com keeps the option like Bkash, DBBL, card payment, so they also support it.

#### 4.11 Product Reliability:

Here is a pie chart to show that how much people support product reliability.



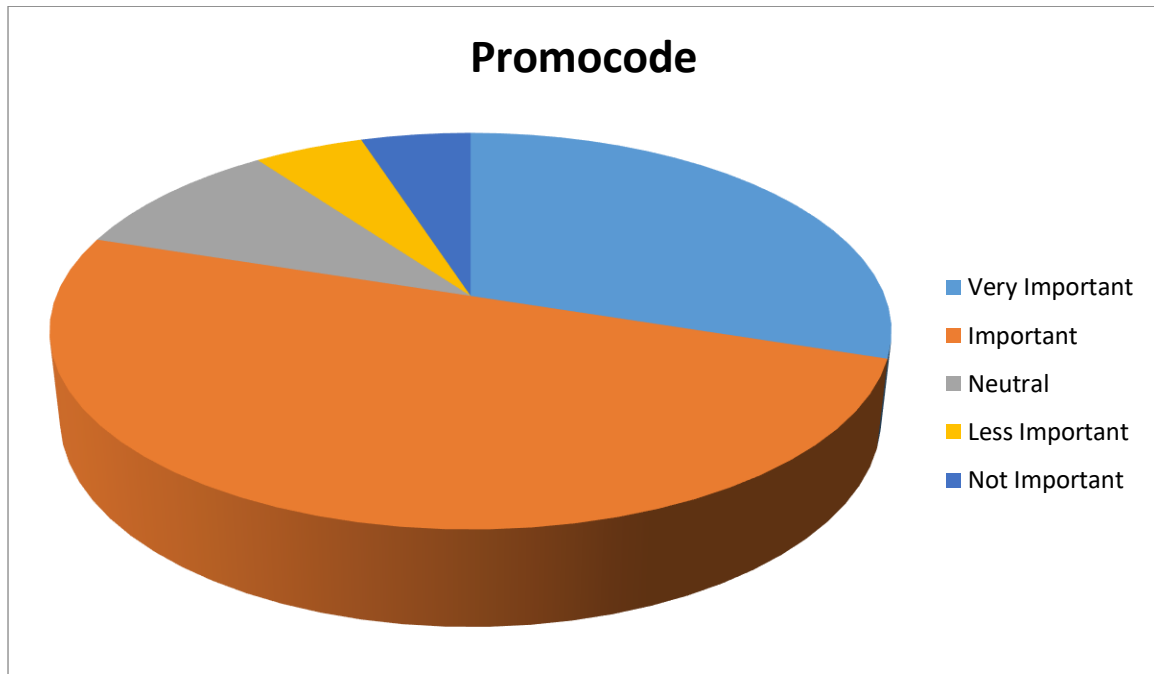
**Figure: Product Reliability**

As a food delivery company, people has always think that it is not same than what actual food looks. So they have confusion on it. So 50% of people strongly agree that it is important to have the right food order from the customer. Only 1% people support that it is not important.



#### 4.12 Promo code:

Here is a pie chart to show that what people think about promo code.



**Figure: Promo code**

From this chart we can find out that promo code is important for the consumers. HungryNak.com also sends promo codes very often based on the rating on the order number. 50 % of consumer thinks that it is important to send promo code.

## CHAPTER5

### 5. Findings:

#### 5.1 Factors Considered Comparison:

If we see the questionnaire, we can assume that the questionnaire is made by considering with different factors so the answers are also different from one to another. Few of the respondents spot few options are very high and few are very low. Here is the discussion below for the reason:

- HungryNaki.com is a food delivery company as people order food from the company considering this. Food is very important for one person and they are not ready to considering this and they have many other options except HUngrynaki.com.
- The time of delivery measure the promises and care for a food delivery service. It is important to deliver the food within time and as it is a matter of food, it cannot be delayed much more time.
- Company should focus on satisfaction level of the company because most of the respondents are neutral on that point much.

This survey was the hundred people's opinion so it is different from one to another. Satisfaction level is very important issue for a company who deliver service like food, so the company should improve the point.

#### 5.2 Online Food delivery factors:

Bangladesh is a developed country and people are not still aware of it much but its user is not that much rare so HungryNaki .com has the options and opportunity to lead the market. Day by day, people are getting busy with their works and they are not ready to wasting their time without any reason. It is a tough job to easily sere the food delivery service door to door within a low time but it is not impossible job. As a new industry it has emerged a few years back, there are sectors to develop. Here are the few point given below that can be developed:

### **5.3 Maintaining taste and quality:**

HungryNaki .com is just a delivery company so they can focus only their job but it is restaurants responsibility to make the food tasty but as customer orders through the company so they expect also from the company as they ensured the taste and quality of food also. Moreover it is a food delivery company, so they should maintain a good relation with the restaurant.

### **5.4 Timely delivery:**

People order food from food Delivery Company to get the food on time and it is connected with the taste of the food, there are many foods which get spoiled if it left for a few time, even the taste get ruined if the food get cold. Country likes Bangladesh where traffic jam is a big factor, but they have to maintain this.

### **5.5 Fulfillment of promise:**

Associations ought to consistently give the most noteworthy need on the administration what they have vowed to give the purchaser. Online assistance is absolutely new for the buyer of Bangladesh so satisfaction of the guarantee is significant for picking up the consumer confidence.

### **5.6 Security:**

The insurance of information is particularly concerning figure for the client. In our country individuals never feel agreeable when they are asked to supply their individual information inside the site. In addition, they are more insightful nearly the portion issues. People constantly feel awkward to share their portion related data through sites. All things

considered, HungryNaki.com had the opportunity to be more insightful roughly the security issues and let the client realize that their security constantly be first need for Hungrynaki.com.

### **5.7 Customer Service:**

Customer Service should be very much strong as people are giving money to a online platform where they can't see anybody. Moreover, it is a food delivery company so people want to take update from the company and if they have any requirements they always take help from customer service. For example: if a husband wants to wish his wife on her birthday he can wants a customize writing on a top. Or he can send a food as a surprise to his family. On the off chance that purchaser faces any sort of challenges, client support must be help the shopper in an appropriate manner with the goal that the purchaser being fulfilled consistently.

## CHAPTER 6

### Recommendations

#### **6. Recommendations:**

Online platforms are become favorite to people of Bangladesh day by day. Food delivery service is one of them. In 2013 food delivery services has started. From then it is getting popular. People now think shorter than previous days. They are getting busy with their daily time works most, now they have brought change to their mind. The time they have spent to get their favorite food with a long traffic jam and different problems of time, now they can enjoy it with their family and friends in their home or workplace. As it is a new platform and HungryNaki.com have competitors in this sector they have to plan in strategic way to give their service and keeping their loyal customer happy. It is a very big challenge to make loyal customers where the market has already many big giant competitors. There are few sides where HungryNaki.com can improve to compete with their competitors in the market.

- Finding out more lucrative and creative way to give their customer better service, only when they can be successful when their customer will be happy with their service. If the customers are happy, sell will be automatically high.
- Where their competitors are active on CSR like police box making, roadside tree plantation or any other promotional activates with the promo codes, HungryNaki.com should focus more on the promotional activities.
- HungryNaki.com doesn't make the food but they have to ensure the quality so they can arrange training or meeting session with their vendors like restaurant managers or owners. It will improve the relation with vendors other side also improve the relation with them.

- There are few people who orders online food is very much classic and elite people who give priority other factors then pricing.

Different factors that rose from the correspondents are already described broadly and it proves that people have a positive vibe regarding hungrynaki.com. Few points that have to maintain properly satisfaction level where most of the correspondents were neutral.

## CHAPTER 7

### 7. Conclusion:

HungryNaki.com is Bangladesh's first online food service. Their objective is to provide all types of food-related solutions. They therefore have many plans for the future and a great deal of expectation from our country's consumers and regulars that want food supply service. HungryNaki.com could be a beginning to Bangladesh's online nutrition transmission. Its purpose is to give all kinds of food-related arrangements. Thus, they will serve part of the future and partially hope for the consumer and standard citizens of our country who need the supply of food. In this study, I have made my best attempt to examine how important each factor gets from the customer experiences, as they have specifically shown in the survey. In addition, it is easier to realize, from analyzing past studies, how much importance each element should be given. However, this study is not adequate to show that all customers are pleased.

In summary, the principal purpose of my study is to examine HungryNaki.com's customer experience as a website for food delivery.

## Reference

- [1] Ashutosh Bhargave, Nirranjan Jadhav, Apurva Joshi, Prachi Oke, S. R Lahane,“Digital Ordering System for Restaurant Using Android”, International Journal of Scientific and Research Publications 2013.
- [2] [Hungrynaki.com](https://www.hungrynaki.com/) , Bangladesh , <<https://www.hungrynaki.com/>>
- [3] . Patel Krishna, Patel Palak, Raj Nirali, Patel Lalit,” Automated Food Ordering System”, International Journal of Engineering Research and Development (IJERD) 2015.



## Appendix A.

### Survey Questions:

1. What is your Age?

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

2. What is your job?

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

3. How much do you use the online grocery purchase website?

- It is necessary to do so (At least once a month)
- Once in every 5/6 months, from time to time.
- Rarely (once in a year or 2 years)
- If an offer is open

4. What influences have been the most significant for your experience?

- Completion with a pledge
- Facility to order
- Choice of food
- Shipping on schedule
- Options for payment
- prices
- Service to the customer

5. What is encouraging you to join HungryNaki.com?

- Nutritional information searching

- Food purchasing preferences
- Check for menu details restaurants
- Customer service is required
- Other

6. Are you pleased with your HungryNaki.com experience?

- Strongly agree
- Agree
- Neutral
- Less important
- not important

7. The promo code that HungryNaki.com offers is-

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

8. How do you feel accountable and how do you care for the consumer?

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

9. The payment System

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

10. Digital food images fit perfectly with the original food-

- Yes
- No

- Average
- Dissatisfied

11. The quality of food is-

- Outstanding
- Satisfied
- Dissatisfied
- Average

12. Please let us know if your food supply service is more likely to be used

- Mornings (breakfast/brunch)
- Noontime (lunch)
- Afternoon (break/meetings)
- Evening (dinner/work meal)

**Survey sheet:**

I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	XIII	XIV	XV	XVI	XVII	XVIII	XIX	XX	XXI	XXII	XXIII	XXIV	XXV	XXVI	XXVII	XXVIII	XXIX	XXX																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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