

SALES LEAD GENERATION AT FOODPANDA BANGLADESH LTD

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A thesis submitted to the Department of BRAC Business School in partial fulfillment of the requirements for the degree of MBA

BRAC Business School
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Declaration

It is hereby declared that

1. The internship report submitted is my 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.

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Letter of Transmittal

Md. Shamim Ehsanul Haque

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Subject: Application for submitting the Internship Report

Dear Sir,

With due respect to inform you that I would like to submit my Internship report entitled: “**Sales lead generation at foodpanda Bangladesh Ltd**”. I am grateful to you for giving me the opportunity to prepare this report. I believe that this practical knowledge about the food delivery service business is very useful asset in my life and also for my future career too. I tried to put my best effort to prepare this report according to the guidelines of BRAC University.

I hope and believe that you would be kind enough to consider for any mistake in preparing this Internship report.

Sincerely yours,

Monzurul Islam Masum

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Date: 05.10.2020

Non-Disclosure Agreement

I am pleased to declare that the Internship report on “**Sales lead generation at foodpanda Bangladesh Ltd**” conducting by **Md. Monzurul Islam Masum** and the Department of Partner Management has been approved for his academic presentation and defense/viva. Under my supervision **Md. Monzurul Islam Masum** worked with the foodpanda Bangladesh Ltd.

I am pleased to hereby certify that the data the findings presented in the report are the authentic work of **Md. Monzurul Islam Masum**. I strongly recommend the report presented by **Md. Monzurul Islam Masum** for further academic commendations and defiance/viva-voce.

Md. Monzurul Islam Masum bears a strong moral character and a very pleasing personality. It has indeed been a great pleasure working with him. I wish him all success in life.

Milon kabir
.....

Md Milon Kabir
Manager, Partnercare Management
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Acknowledgement

I express my deep sense of gratitude to Md. Shamim Ehsanul Haque, Assistant Professor, BRAC Business School and supervisor of my internship report whose enthusiastic guidance and important observations during the entire phase of the study made it possible for me to prepare this report.

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Last but not least, I would like to thank my family friends and other who extended their helping hands to prepare this report.

Thanks to Almighty Allah, for giving me enough strength to prepare and submit this report.

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Executive Summary

Online food delivery portal is a platform where people can log in to find a wide a range of restaurants where they can place their order and receive their favorite meal at their doorstep. It has been merely seven years that this service kicked off in Bangladesh with a boom.

Foodpanda Bangladesh Limited is a German-based company founded in Bangladesh. It was in December 2013. Initially, Rocket Internet, a European internet corporation, was created. It is well known for developing start-ups and maintaining shareholdings in a number of internet-based models.

As a mandatory requirement of MBA program, I completed my internship at foodpanda Bangladesh Ltd. as an employee. I am working here at Commercial executive at Partner management team and my prime objective was to know about the partner management, business expansion and marketing activities of foodpanda Bangladesh Ltd. The purpose of this internship report is to analyze sales and marketing activities in the real-life situations of an organization.

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Chapter 1: Organizational overview

1.1 Introduction

Lead generation is the process of acquiring new leads for your business. It is developing the interest of a person in your product or service so much that they provide you with their contact details. It is the start of the process which leads to a potential customer turning into a customer. And then potentially purchasing from business.

Lead generation is very important to foodpanda Bangladesh Ltd. Without it, company would fail to maintain and increase its profits. foodpanda must have a strong generation plan. When company struggles to produce leads, they're not sure what kind of customers they're trying to draw and sell to.

1.2 Company Background

Foodpanda is a mobile food delivery business operated by the Berlin-based company Delivery Hero SE and operates in around 50 countries. It is primarily operating in Asia Pacific, Bulgaria and Romania. It is headquartered in Berlin, Germany.

Foodpanda was a venture of Rocket Internet, world's largest internet incubator. Foodpanda kicked off in Bangladesh in December 2013. At present, it is operating in 5 continents, Asia, Europe, Latin America, Middle East and Africa, and is spread out in more than 500 cities. It is partnered with more than 45000 restaurants globally and is rapidly going up the ladder of success gobbling up almost all the countries and expanding like wild fire.

In December 2016, the Foodpanda group was acquired by the German competitor Delivery Hero. On 13th February 2017, Foodpanda was merged with Foodora, another food delivering service provider of Rocket Internet that was acquired by Delivery Hero on 17th September, 2015. Currently Foodora is providing technical support for Foodpanda Bangladesh Limited.



Figure 1: Logo of foodpanda

1.3 **Mission:** Food panda is the most convenient online food ordering site, connecting people with the best restaurants around them. They believe food is a pleasure and food ordering should be fast and definitely a fun experience.

1.4 **Vision:** foodpanda vision is to serve people a sumptuous meal without any trouble. They plan to make food delivery a fast and convenient choice for all food lovers.

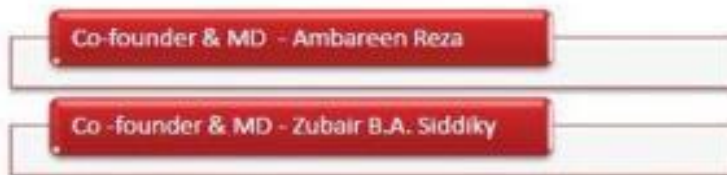
1.5 Organizational structure of foodpanda Bangladesh Limited

Corporate departments of foodpanda Bangladesh Ltd.

- ▶ Finance and Accounting Department
- ▶ Human Resources Team (HR)
- ▶ Marketing and Content Team
- ▶ Public Relations Team (PR)
- ▶ Sales
- ▶ Partner Management
- ▶ Business Intelligence (BI)
- ▶ Operations and Rider compliance
- ▶ Rider Dispatch Team
- ▶ Vendor Services Team (VST)
- ▶ Customer Service Team (CS)

Organization hierarchy of foodpanda Bangladesh Ltd.

foodpanda BD Local Team:



Organizational Departments:



Figure 2: Organizational structure of foodpanda Bangladesh Ltd.

Chapter 2: Sales Lead Generation at foodpnada Bangladesh Ltd.

2.1 Sales Lead Generation

Many successful businesses rely on adding to their client base in order to expand their business. The main way to achieve this goal is to ensure that businesses generate a constant supply of sales leads.

Lead generation has been around for a long time, but approaches have evolved from merely identifying a buyer early throughout their purchase process to heading the sales team their way. The self-directed buyer is inundated with knowledge, so it is crucial to find new, innovative ways to break through the static and meet potential customers.

Instead of seeking consumers through mass advertisements and email messages, marketers need to focus on finding and establishing relationships with their consumers.

Foodpanda sales lead is an individual customer who can order the products from foodpanda apps and website. A lead becomes a possibility after you have established their level of involvement and integration with your company as a client.

Foodpanda use a range of approaches to find the sales leads;



Picture: foodpanda Sales leads approaches

2.2 Some tactics that will help foodpanda to turn existing consumers into a big source of Sales leads

Firstly, it is very important for the company to ensure that customers are pleased with food and delivery services.

Secondly, a short chat with customer can make them understand how much you respect them and explore how can bring value to the customer relationship.

Thirdly, collecting contact details from customer that will help to give them offer and promotion the products later.

Moreover, to sending customer push notification and short email with different promotional offer, can bring big source of sales leads.

2.3 How to Lead Generation in Sales and marketing at foodpanda?

Lead generation is extremely important to foodpanda that they want to expand. Growing leads means growing brand recognition and curiosity in goods or services, cultivating interested prospects through publicity enclosure and sales pipeline.

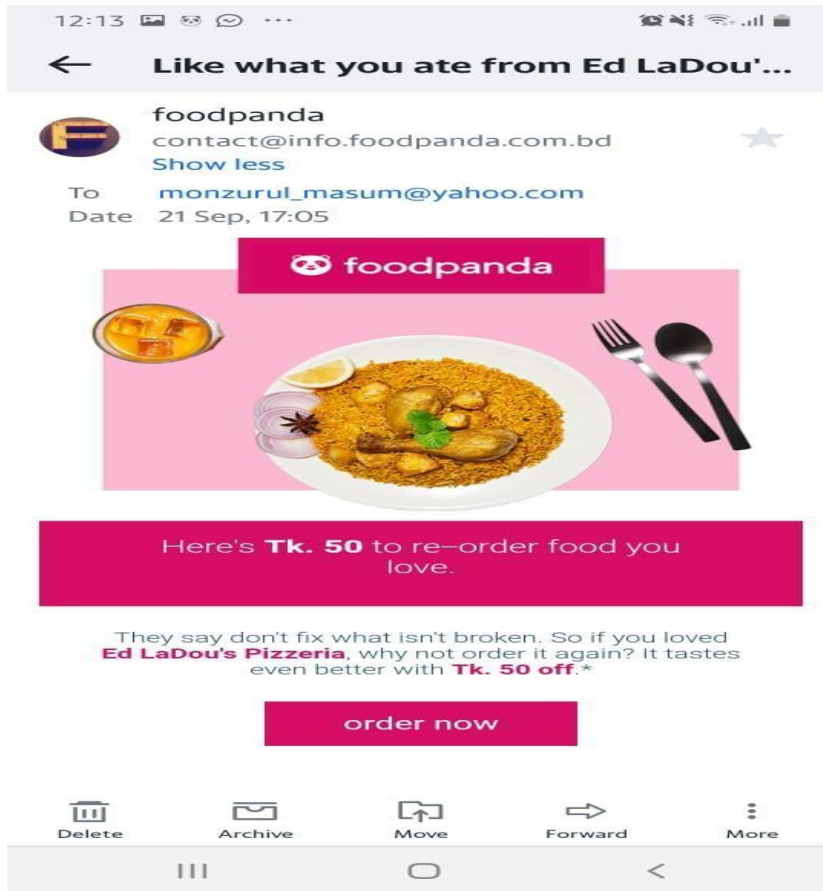
Offer value to audience through great content: One of the most successful ways of the public interaction, improving the brand presence and growing revenue, content marketing is a vital to growth strategy for foodpanda.



Picture : Lead generation marketing strategy.

Email Marketing:

Foodpanda uses the full force of email marketing. After you've ordered Foodpanda, several times you would have got a new deal and savings coupon package. The company still wants to ensure that their user's first impression is amazing, and then they try to steer it through discounted and exclusive newsletters.



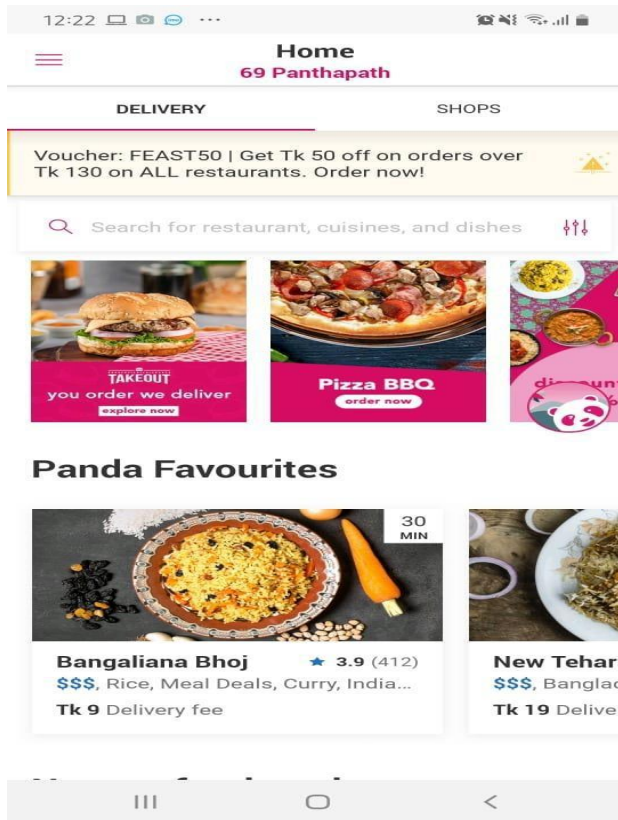
Social Media Marketing:

Foodpanda's Facebook profile indicates its success on Facebook, with more than 5 million followers on the Facebook page. Foodpanda on Twitter already has a strong fan base of 30 K followers around the site. Solving customers' questions via social media has built trust amongst consumers for the company.



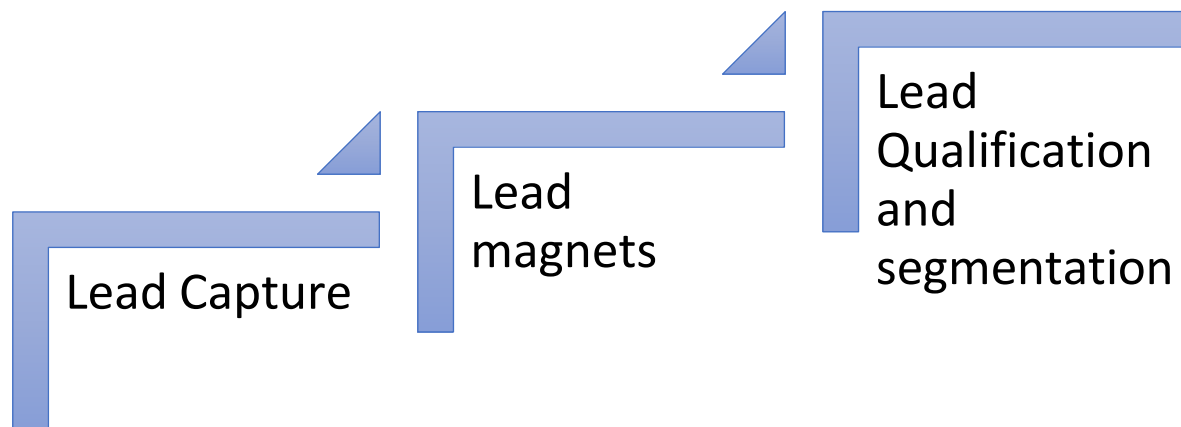
Foodpanda Mobile app:

Mobile played a key part in the foodpanda's growth. Most of the orders coming from the smartphone app, Foodpanda now focuses more on mobile marketing. Foodpanda's user-friendly smartphone app has made it easily accessible and open to customer.



2.4 Lead generation strategy at foodpanda

Lead generation strategy includes techniques that target qualified individuals and turn them into leads. A leader is a person who has shown interest in your brand through acting. They shared their contact details or even suggested that they would want to do business with you.



Lead Capture: A way of extracting information from a lead. Details can include the name and contact information of the Customer, as well as the basic credentials applicable to them.

Lead magnets: There is an opportunity that drives prospects to become champions.

Lead Qualification and Segmentation: A system that uses lead information to determine how likely it is to be purchased. The method of segmentation is based on their awareness, activities and behavior.

2.5 Lead Scoring at foodpanda Bangladesh Ltd.

The characteristics of good number of orders in restaurant at foodpnada platform;

1. **Good Food:** If foodpnada's enlisted restaurant food is decent and delicious, then customer will order more from the platform.
2. **Location:** A restaurant is located in a famous area is bound to have a larger footprint than the one seen in a rural area. So, this restaurant generates more leads for foodpnada.

3. **Smart Menu planning:** A well-designed menu attracts the customer's attention to high-profit offerings and enhances sales. A well-designed menu is one of the most essential aspects of a successful restaurant platform.
4. **Faster delivery:** Customer Is looking for faster delivery service and free delivery service.

2.5 Get contact and list in a place

Start by collecting all of existing marketing lists into one place such as;

- Sales team – key accounts and collected business cards.
- Inbound phone, email and web inquiries.
- Past events – trade show, webinar, and seminar attendees.
- Marketing campaigns, such as direct mail or tele prospecting lists.
- Inactive and past customers

2.6 Make sure account lists fit for foodpanda ideal customer profile

A customer profile tells you everything about the people you want to bring onto your customer list. Recommend that start with a specific list that has the primary attributes of your ideal customer profile and overlay them with internally compiled info. Customer profiles are also referred to as customer individuals' profiles. Every concept basically means the same thing: a single document detailing key demographics, preferences and habits of your potential customers.



Graph: Customer profile

2.7 The three Step internet lead generation process at foodpanda.

- 1. Discover:** The customer discovers foodpanda from one of many networks. They could see one of the Facebook post and messages, find one of the blog posts after searching for Google, or see one of your videos in their preferred YouTube stream.
- 2. Taking action:** The lead then demonstrates interest by clicking on your call to action (CTA) — a message that encourages a user to take a specific action.
- 3. Providing information:** Your CTA takes the user to a landing page where they provide some information to get what you offered.

2.8 Importance of Sales Lead Generation at foodpanda?

Businesses today rely heavily on Lead Generation, as it helps the websites of such companies to attract more traffic, which may lead to the further transfer of Leads to Customers. This leads to an improvement in transaction costs that helps businesses to make significant profits in the process.

- **Targeting desired customers:** Lead generation helps you to reach your consumers at various geographical locations and to obtain valuable details about their opportunities, desires and preferences. This will help you customize the appeal of your product or service to suit your desires, needs and/or preferences.
- **Generating brand awareness:** Brand recognition is a measurement of how well the brand is recognized in its established markets. The more people you've learned of your company, the better your value would be and the greater your opportunity for profit. Lead generation educates consumers on your target market about your product and its features, providing a 'word of mouth' incentive.
- **Leads = customers = profits:** Statistics reveal that more than 55% of B2B marketers expend more than half of their marketing expenditure on the lead generation. One of the most significant advantages of this approach is the rise in sales of the goods or services. Businesses using lead production are more likely to generate more profits by converting leads into full-fledged consumers. As a result, the profit margins of the company will also be raised.

Chapter 3: Findings, Recommendation and Conclusion

3.1 Findings:

- To identify an area, and then to pick a section in that country for the Lead generation.
- The delivery timing of foodpanda is not as efficient as it should be. 23.3% of the respondents. This needs to be improved dramatically.
- Maintaining two or three comparison data sheets at a time makes it impossible to manage. In-data sheet, the numerical serial number. First comes the movement of the same leads in different directions A field that induces time restrictions.

3.2 Recommendation:

- If email/contact number are not available then that individual lead should be skipped rather than wasting time on finding the data's.
- Technical difficulties may arrive anytime; the possible way to avoid the outcome is to keep proper backups (sometimes it might not work as well)
- To overcome the same information challenge, it would be beneficiary to avoid auto correction suggested by the datasheet and do the task as it is being done usually.

3.3 Conclusion:

Lead generation, one of the most critical sales features. To keep the leads posted periodically That is being scrapped, the requisite details are being placed together in a spreadsheet to hold it in position. Well, correct record of them. This is an interesting job, so it will help to find out what is required Data is in the process of fostering self-organization.

Online food ordering portals have turned out to be a boom for all the restaurant owners. In this fast moving, tech-savvy era, people hardly get the time to cook food for themselves, as they are always on the go. Customers can enjoy the convenience of ordering food online while sitting at their homes/offices. This results in a comfort for both restaurant owners as well as their customers as there is no more annoying phone call or pamphlet / brochure-based food ordering. That is why, these online food delivery services act as the one stop service for the people where they get to see the whole menu of their favorite restaurants, choose their favorite meal and just wait for their food to arrive while finishing up their chores in the meanwhile.

To conclude, I would like to note that without a lead generation, it is a very critical aspect of sales and marketing. It helps encourage to company to maximize the revenues of the company in the different industries. It helps to foodpanda Bangladesh Ltd and clarify its strengths.

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