

Report On  
Analysis on Consumer 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 Bachelors of Business Administration

BRAC Business School  
Brac University  
October, 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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**Ajhara Sadhya Shreela**

18304139

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

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**Ms. Tania Akter**

Lecturer, BRAC Business School

BRAC University

## Letter of Transmittal

11<sup>th</sup> October, 2021

Ms. Tania Akter

**Lecturer,**

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report

Dear Madam,

I am very glad to let you know that it is my absolute pleasure to submit the internship report on “Consumer Experience of HungryNaki.com as a food delivery service provider” to you. I have tried to represent my best work through the required data and all necessary information.

I have worked as an intern at Hungrynaki. With all due respect, I sincerely hope that the report will meet your expectations. I kindly request you to go through the report with thoughtful considerations. Also, I would like to thank you for helping me with your guidance and support from the beginning.

Sincerely yours,

---

Ajhara Sadhya Shreela

ID: 18304139

BRAC Business School

BRAC University

Date: October 11<sup>th</sup>, 2021

## Non-Disclosure Agreement

This agreement is made and entered into by and between HungryNaki and the undersigned student at BRAC University, Ajhara Sadhya Shreela, ID: 18304139

## Acknowledgement

I have completed my internship from hungrynaki.com with a blissful experience. To begin with, I want to show my heartiest gratitude to the Almighty for blessing me with the strength and opportunity to complete the report successfully within time.

I would also like to express a great gratitude towards my internship supervisor Ms. Tania Akter. She has been a persistent support. She has handled every problem I faced with patience and kindness. Without the brilliant guidance and care from her, I would not be able to complete this report.

In the end, I really want to thank my organization supervisor Rashed Mohaimin (Site Operations Manager - Business Development) of HungryNaki.com who has helped me with every kind of company information which I needed to do my research. He has guided me throughout my internship period and working under his supervision was a wonderful opportunity.

Additionally, I consider myself privileged to have had the support, supervision, and advice of my teachers, coworkers, and friends throughout my internship term.

Furthermore, I would like to express my gratitude to my organization's seniors and colleagues, who were always willing to lend a hand and assist me in completing my internship report.

Last but not least, I'd like to express my gratitude to my family and friends, who have always been there for me at all times.

## Executive Summary

HungryNaki.com was first launched in the year 2013. It was the first online food delivery business in Bangladesh. The purpose of the report is to examine all aspects of HungryNaki.com's customer experience. HungryNaki.com is an e-commerce platform that allows customers to order foods from a variety of restaurants from the comfort of their own homes. HungryNaki strongly believes that Bangladesh's e-commerce sector will explode very soon. People are becoming increasingly busy, and they have less time to cook food or go to restaurants and pick up meals, therefore they are looking for other ways to enjoy their favorite foods at their current location.

Furthermore, because HungryNaki.com is a newcomer to the industry, it has an advantage in terms of client rationality and first-mover advantage. However, some crucial components associated with consumer experiences, such as delivery time, meal quality, value creation, and price, are thoroughly examined in this paper using primary and secondary data.

Brief findings and reviews of customers, consumer surveys, site substances, write-ups, and meetings with present reps are all included in this report. In this study, the background and history of the organization are also briefly explored.

In addition, I went over each and every obligation that I had to do during my three-month internship. In addition, this report includes a quick immediate summary of the company's informational summary of my allocated department and the HungryNaki.com organization.

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# Chapter 1

## Overview of Internship

## 1.1 Student Information

I am Ajhara Sadhya Shreela, ID: 18304139 from BRAC Business School. My major is Marketing and my minor is CIM. In the summer 2021 session, I did my internship at HungryNaki.com where I worked as a Trainee Site Operation.

## 1.2 Internship Information

### 1.2.1 Period, Company Name, Department/Division, Address

After completing all of my academic courses, I earned an opportunity to do an internship at HungryNaki.com. My working session was in summer 2021.

### 1.2.2 Internship Company Supervisor's Information

To start with, I would like to state that I was very grateful to have such a decent and talented organizational supervisor. Her name was Tamanna Apu. She is the team Lead of HungryNaki Site Operation. Working directly under her supervision was such an honor. She has completed her Bachelors of Computer Science & Engineering at IUBAT. She is a very efficient and loyal asset to the company.

### 1.2.3 Job scope - Job description/Duties/Responsibilities

At HungryNaki.com, I worked as an intern for their Business Development Department. My main job duty was to update the menu and information of different restaurants. Since it got merged with Daraz, HungryNaki.com has now more restaurants working as partners. Therefore, I have to update almost 80 to 100 restaurant menus and offers every day. As I am pretty much early to complete my daily task, soon I got promoted with the extra responsibility of checking other team members' works if they have updated the website correctly or not.

## 1.3. Internship Outcomes

### 1.3.1 Student's contribution to the company

During my internship period for the Business Development Department, My job was to create and update any particular restaurant's menu and offers on HungryNaki's website and app. It results in the customers getting the latest updated offer and menus. As I used to complete my tasks way before the due time, it definitely boosted my team's overall performance. Furthermore, I got the extra responsibility of checking other team members' works which lead our team to do better than most others as well. I would really like to mention that contributing for the company made me feel really good because my supervisor and seniors were really elated with my performance.

### 1.3.2 Benefits to the student

Working for HungryNaki benefitted me in a very vast amount. I got the opportunity to be a part of a popular brand by working with the organization which is a big platform for an intern. Dealing with the website update not only gave me an idea of how the food delivery sector of our country works but also provided me a good glance at the e-commerce sector as well. I learned about handling websites and customers as well as the deals and customers of our own country. Gaining practical knowledge in this way has helped me a lot to learn. Also, by working alongside my super talented team members, I have become more of a team member. Moreover, I learned a lot about the new business term. Bangladeshi business processes and the scenarios were also a big part of my education that I gathered from the company. HungryNaki gave me a picture of how the professional world works and how I can be a part of it in an efficient way. I firmly believe all this understanding and skill will surely help me in my future endeavors.

### 1.3.3 Recommendations

HungryNaki is an excellent platform to begin your career with as an intern and I could not be luckier about it. The company did everything to make me feel welcomed and comfortable in this horrible pandemic situation. Covid-19 gave them no less of support even when I just worked from home. Everyone seemed really cordial and professional at the same time. I have learned so much about the corporate world while working for the company, both in the local and international sectors. They also gave me a good insight into how to handle difficult situations like a pandemic and ensuring the safety of the employees first. A safe environment

is really a big need in order to work at peace. My first experience with the corporate world will always be a very good learning point for me. With all these good and beneficial sides of the company going on, I would still like to recommend some points to improve the HungriNaki.com of their nurturing scope. If they can arrange meetings from time to time with an intern in order to know how much one has learned or what difficulties one is experiencing, it will be really a beneficial activity for both the intern and the company. Also, they should arrange some training sessions for the interns for various corporate level skills and corporate etiquette so that the interns can work more properly for their company as well as in their future careers.

## Chapter 2

### Company Overview

## 2.1 History

A group of five Bangladeshi young entrepreneurs was thinking about a profitable, scalable web business in early 2013. They were planning on capitalizing on the country's rapidly growing online population, but they couldn't come up with a proper plan. Because the majority of them had prior experience in the textile and fashion industries, their initial instinct was to work in the textile and fashion business. Because the majority of them had past experience in the textile and fashion industries, their first thought was to open an internet store that sold clothing and accessories.

The lack of food, on the other hand, was a persistent source of irritation for them during these periods. Surprisingly, restaurants in Dhaka rarely had dedicated delivery teams who brought food to people's homes or offices. As a result, these lengthy discussions had to be cut short in order for someone to go get dinner. They realized that their plight was shared by many other customers in the city, and HungryNaki, a similar online meal delivery service to Rocket Internet's Foodpanda, was established. "Food is, in essence, Dhaka's biggest industry," says Tauseef Ahmed, co-founder of HungryNaki. "Rather than a hearty meal, many choose to socialize and catch up with friends and family."

The website first went live in October 2013, focusing on one Dhaka neighborhood rather than the entire city. According to Ahmed AD, HungryNaki's digital strategist, the decision was made because consumers in that area are more likely to order and trade online. They also wanted to prove the concept and gain traction with their product before expanding to other cities.

HungryNaki received 200 orders in its first month of operation. Every day now, it claims twice as much. Rocket Internet, the arch-enemy of every local business, entered the Bangladeshi online food delivery market through Foodpanda in December 2013, requiring the startup to dig in its heels in order to survive. A firm focus on client service, according to Ahmad AD, is one of the reasons they were able to compete. "We didn't rely on marketing to get our message out there. It was all about giving the best customer service possible. We intended to establish expectations, such as on-time deliveries and reimbursement for any problems that arose. It was our goal to win people's hearts."

HungryNaki's main hurdle was persuading restaurant owners that their strategy would work and be popular with guests. Restaurants in Bangladesh, according to the startup, are mostly family-owned enterprises that are used to doing things the old-fashioned way. The team had to

explain to them that payments would not be made immediately or in cash, but that they would gain in the long run since their products would reach a wider audience in Dhaka.

To partially solve the problem, the founders used their personal networks to persuade a number of high-end restaurants to join them. Others in the industry were more willing to follow suit after seeing these companies go online. As a result, a snowball effect occurred, and standard corporate practices were rapidly shaken.

It was also difficult to obtain customers. Because no one had ever ordered or transacted online before, the firm needed to raise awareness and generate demand. Consumers, on the other hand, quickly became aware of the simplicity and convenience of purchasing food online.

HungryNaki didn't have a lot of marketing dollars to waste on web ads because it was a bootstrapped firm, so they concentrated on organic growth and increasing the reach of their Facebook page instead. To attract more people, they relied on content marketing and humor based on current happenings in the country. According to Amit, Facebook's algorithm at the time was better suited to organic reach and vitality, which aided their expansion and size.<sup>i</sup> (Husain, n.d.)

To distinguish themselves from the competition, efforts were made to comprehend and appeal to customers. Customers were pleased with their service, according to Ahmad AD, and they were happy to support them because they were a local company. As a result, they've been able to keep up with Foodpanda's rapid growth while avoiding being suffocated by its large marketing budget.

An innovative, hands-on approach has aided the process. Due to the fact that the company makes its own deliveries, unanticipated surges in demand have resulted in a delivery man scarcity. The founders, unwilling to compromise on service requirements, would sometimes deliver food in their personal vehicles. Customers recognized the startup's dedication and endurance, and it wasn't lost on them. As a result of word of mouth, there were a lot of return customers and new users.

HungryNaki has thus far turned down acquisition offers and is still bootstrapping. They're starting to look for investment opportunities, but they're not planning on selling the company entirely. Tauseef claims that the company won't break even on operational expenditures for another month or two and that the majority of its spending is on operations, logistics, and technical infrastructure rather than marketing.



Surprisingly, the firm doesn't take a lot of money from its restaurant partners. Despite the fact that it does its own deliveries, which surely increases costs, Ahmad AD claims to take 10% of the whole order amount on average. This is far lower than other regional marketplaces. However, he says that large margins are required to persuade restaurant owners to go online and abandon old business practices.

Transparency will also be introduced during the delivery process. All delivery riders will be equipped with cellphones in the not-too-distant future. When a user puts an order, they will receive an email with a link that allows them to track the status of their order in real-time. If there are any significant delays or difficulties, users will be notified.

## 2.2 Vision

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

## 2.3 Mission

HungryNaki's missions are to expand food delivery services throughout Bangladesh and acquire the largest market share in the country's food delivery business, as well as to become the best meal solution service for consumers.

## 2.4 Organizational Department

HungryNaki is organized into six key departments, each of which is further subdivided into multiple sub-departments. Every department is critical to the smooth operation of the company. HungryNaki's primary departments are 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

### 2.4.1 Business Development Team

HungryNaki is organized into six key departments, each of which is further subdivided into multiple sub-departments. Every department is critical to the smooth operation of the company. HungryNaki's primary departments are listed below. Corporate clients, as well as all restaurants

in Dhaka, Chittagong, Sylhet, and Narayanganj, are dealt with by the Business Development team. This group is in charge of onboarding new restaurants, keeping up with daily client communication, and planning events. The Business Development team, on the other side, is working from the back panel to maintain the website and app.

#### 2.4.2 Human Resources and Talent Management

Human Resources and Talent Management are in charge of keeping employees happy and attracting the best talent to a business. A recruiter researches a similar role at other organizations, assisting in determining the credentials and salary for the role, as part of the human resources department's effort in acquiring a new employee. Furthermore, this department screens and evaluates employees, and then the human resource department determines salary and increments depending on the results of the screening and evaluation. The Human Resource Department is responsible for the organization's wage structure and payroll system. Aside from it, the Human Resources Department is divided into several subcategories, including training and development.

#### 2.4.3 Finance and Accounts

All of the company's financial transactions are handled by the Finance and Accounts Department. The accounts department is in charge of keeping track of and reporting cash flow, as well as accounts receivable and payable. In addition, HungryNaki's monthly and annual revenue is tracked by the Finance and Accounts department.

#### 2.4.4 Information Technology

HungryNaki's website and app are designed and programmed by the Information Technology Department. Furthermore, IT professionals are responsible for the upkeep of operating systems, database systems, embedded systems, and other similar systems. They work on software as well as hardware. Talking with clients and consumers to assess and define what solution or system is needed might be part of the job, which implies there will be a lot of engagement as well as technical labor. A computer science, software engineering, or similar higher degree is required to work in the IT department of HungryNaki. They are continually studying how to make a website.

#### 2.4.5 Customer Support

Client and consumer queries are always addressed by the customer service department. Customer support communicates with a company's customers to offer them information and to respond to questions about our services. They also deal with consumer issues and assist in their

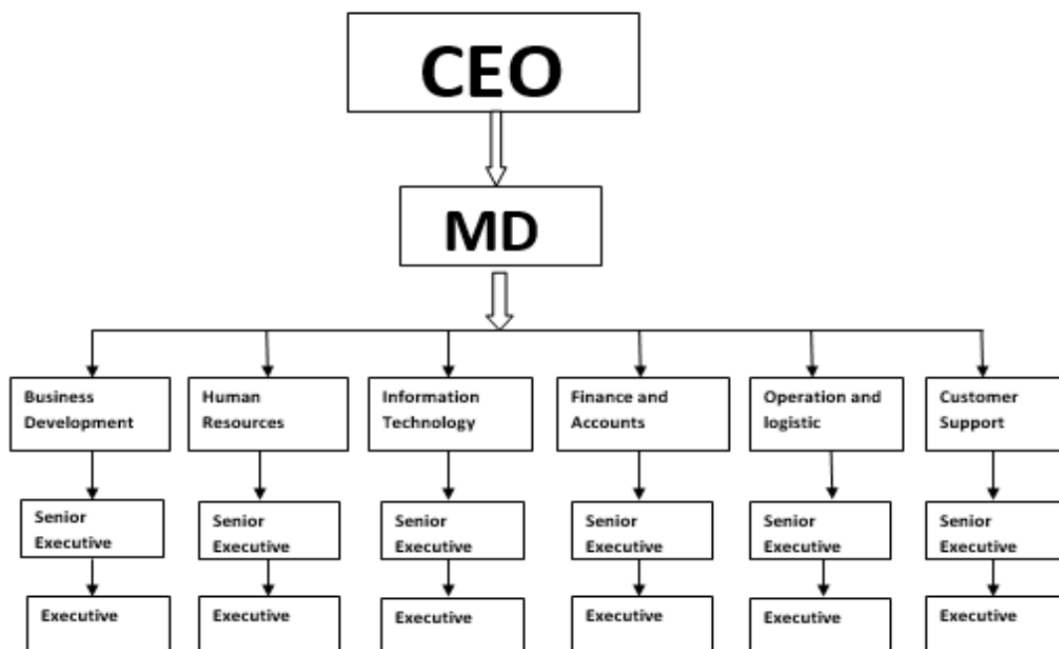
resolution. Customer assistance, for example, can assist customers in creating an account and resolving issues if they are unable to access their account or their order was not placed on our system. HungryNaki recently launched a customer service panel that makes their job easier by eliminating the need for them to call establishments for information.

### 2.4.6 Operation and logistics

The supply chain operation is monitored and coordinated by the operations and logistics department. They're also in charge of all corporate and regular delivery systems. They are in charge of inventory and logistic calculations on a day-to-day basis. Furthermore, they maintain contact with suppliers, merchants, and customers to ensure that they are satisfied.

## 2.5 HungryNaki Hierarchy Organogram

HungryNaki has developed significantly since its inception in 2013. The corporation has spent a lot and made a lot of money in the last three years. HungryNaki has recently begun operations in Narayanganj. HungryNaki has a total of 400+ riders and 25 hubs both within and outside of Dhaka. Since its inception, HungryNaki has invited a large number of restaurants to cooperate with them and join their team. The organogram is becoming more sophisticated as the procedures expand. In the diagram below, a simple hierarchy is depicted:



**Figure: HungryNaki Hierarchy Organogram**

## 2.6 Literature Review

### 2.6.1 Mobile Commerce

M-Commerce has revolutionized how businesses operate. While some studies saw it as merely an extension of e-commerce, others saw it as a revolution with its own business models that were distinct from those seen in e-commerce. M-commerce is a collection of web-based services, according to one definition. It can also be a way for businesses and individuals to carry out their everyday business tasks in a customizable and easy manner using mobile phones (Tech In Asia, 2020). M-commerce enables a variety of activities such as payments, shopping, and banking, as well as enjoyment in the form of social media, music, instant messaging, and gaming. M-commerce has been dubbed the new service frontier because to the ubiquity of the Internet and widespread use of mobile devices. Customers may effectively compare pricing among different products on a platform like this, shop at their leisure, and have the product delivered to them in the shortest time possible. It is crucial to understand how mobile customers adopt mobile buying and what factors influence their mobile shopping adoption. Customers' buying habits and expectations were changed by the advent of new chances for improving their shopping experiences. Because technological advancements provide more precise and fast information about products and services, customers are becoming more demanding and less loyal to a firm or brand. As a result, it is critical for retailers to stay on top of their customers' changing demands and expectations.

Despite the fact that the number of mobile subscribers is growing all the time, overall m-commerce activity in developing countries remains low. According to Chong, Chang, and Ooi (2011), m-commerce related services are still underutilized since mobile phone users prefer to use their phones for leisure activities such as browsing the internet, viewing videos, and listening to music. Such findings were replicated by Khan, Talib, and Faisal (2015) in Qatar, where smartphone adoption is rapidly expanding.<sup>ii</sup> (Singh, 2017)

### 2.6.2 Online Food Ordering and Delivery

The food industry's technology was formerly thought to be limited to food manufacture, processing, and preservation. But things are changing now. Online distribution and aggregation

have become part of the food technology industry's reach. The rise of m-commerce and the availability of online platforms has transformed the foodservice industry, allowing businesses to boost efficiency, improve order accuracy, strengthen customer relationships, and expand their market reach.

Because of the foodservice industry's typically fickle character, it has been compelled to keep up with changes in fashion, taste, and accessibility. Businesses have become increasingly reliant on technology as a marketing tool and a primary source of information due to rapid advancements in wireless communication technology and the Internet's ever-increasing adoption rate.

Customers seeking speed and convenience are increasingly using online meal ordering and delivery apps on their mobile phones. According to Chang et al., recent advancements have revealed that food, among other online shopping products, is one of the most popular, with an estimated growth rate of 12% each year. For restaurants, this growth might be viewed as both an opportunity and a challenge. The rise in popularity of food delivery applications has heightened the competitive dynamics of the food delivery sector, and it is critical for online businesses to have loyal customers in this difficult climate.

Online meal ordering is the process of ordering food from a local restaurant over the internet using a web page or a mobile application. Many of these mobile apps allow customers to create an account by signing up for free while placing their first order and then utilize the information they gave during registration to place subsequent orders. The consumer, the restaurant, and the service provider will find it easier to repeat the transaction if they use this method.

Searching for nearby restaurants, filtering by cuisine type, and selecting a delivery or pick-up location are all part of the ordering procedure. Cash or other electronic ways of payment are available. The restaurant normally pays a predetermined fee depending on the number of orders or a percentage of the order value to the service provider.

Online meal ordering websites provide a wider selection of food options, as well as reviews and ratings, as well as more efficient order processing. These new internet food portals have been warmly received by the tech-savvy generation. According to Bagla and Khan (2017)<sup>iii</sup>, the food takeaway and delivery business is booming, thanks to a surge in online ordering made possible by m-commerce's penetration rate. Consumers require digitized meal menus as well as the ability to find new culinary options.<sup>iv</sup> (McKinsey & Company, 2016)

### 2.6.3 Restaurant Quality

A customer's decision to order food online is heavily influenced by the restaurant's quality. Several studies have looked into the role of a variety of factors in influencing the quality of a restaurant. The following factors were identified in the literature as indicators of restaurant quality.

- **Taste of Food:** Food flavor, a hedonic dimension, is one of four key food quality aspects, according to Brunso, Fjord, and Grunert (2002).<sup>v</sup> Food taste is regarded as a quality attribute that can be expected prior to purchase and that can be experienced thereafter.
- **Hygiene and Freshness:** Other essential aspects such as food temperature, nutrition, freshness, and food presentation were employed by authors like Ha and Jang (2010) and Namkung and Jang (2007) in determining the quality of food in addition to taste.<sup>vi</sup>
- **Brand Name of the Restaurants:** Consumers' online purchase behavior has a crucial precursor, according to previous research: consumer online brand trust. According to He, Li, and Harris (2012)<sup>vii</sup>, once the purchaser's expectations are matched by the brand's performance, the customer is satisfied.
- **Price of Food:** Another important factor is the cost. From the consumer's perspective, price serves as a determinant of their satisfaction with goods or services. Customers are more likely to make a buy based on price than on any other criteria. Andaleeb and Conway (2006)<sup>viii</sup> also claimed that the restaurant's style influences the cost or pricing linked with it.

### 2.6.4 Service Provider Quality

A customer's decision to order meals online is influenced by the quality of the service provider, just as it is by the quality of the restaurant. Service quality is defined by Parasuraman, Zeithaml, and Berry (1988)<sup>ix</sup> as a customer's attitude that reflects the service provider's perceived excellence and overall superiority in procedures and outcomes. Santos (2003)<sup>x</sup> extended this definition to the virtual market environment, defining service quality as the all-encompassing sense of good and quality electronic service offers. There are numerous academic studies on measuring service quality in an electronic environment.

## 2.7 Job Description and Observation

### 2.7.1 Description of the job

One of HungryNaki's primary sections is Customer Relationship Management. This department has a significant impact on the company's overall performance. Because this department conducts market research and maintains client and customer relationships, they play an important role in the organization's success.

From Sunday through Thursday, my working hours are 8 hours a day, 10 a.m. to 6 p.m. HungryNaki's headquarters are in Banani, Dhaka, where I work.

From the beginning of my career, one of my main responsibilities was to keep track of onboarding and corporate clients. I had to provide updates to the leader of the Business Development team during this time. All of the work I completed during that time period had a significant influence on the company's relationship with customers and had a significant impact on the monthly profit.

Aside from learning and working on day-to-day tasks, my main responsibility was to oversee the company's CRM department. Working in this department has given me a lot of experience and taught me a lot of new things, which has helped me to develop my inner knowledge.

### 2.7.2 Key responsibilities

My job consists of three parts: maintaining client relationships, performing routine chores, and conducting market research. The following are some of the primary responsibilities of this position.

- Propose, design, and launch CRM campaigns in collaboration with the Traffic Ops team, commercial team, and marketing team.
- Primarily responsible for the planning and execution tasks associated with the channels of Push Notification, Web Push Notification, and Message center.
- Work closely with the relevant teams to ensure consistency of communication in campaigns.
- Responsible for creating strategy of the relevant channels and should understand the best practices for each CRM channel.
- Knowledge of HTML to create and optimize email templates based on analysis.
- Extract data from relevant tools from channels and share with other members of CRM.

### 2.7.3 Challenges and experience

Every job has its own set of difficulties, and I always do my best to overcome the difficulties I had while working at HungryNaki. Employees of HungryNaki work in a unique setting. As a result, any adjustments must take all views into account. The most difficult aspect of my job was establishing customer relationships with HungryNaki.

HungryNaki has taught me a lot, including how to adjust to the workplace atmosphere and deal with new obstacles and stress. HungryNaki aids in the development of both my technical and communication abilities. This organization assists individuals in learning and working on a certain project in a short amount of time. That endeavor taught me how to plan my work, make decisions about numerous tasks, and interact with a diverse group of people.

HungryNaki assists me in developing and enhancing a variety of abilities, including time management, professionalism, team management, and teamwork ability, all of which have a significant positive impact on my job and future. The following are a few of them:

- **Communication Skill**

In the corporate world, communication skills are crucial. I learned how to deal with clients and how to persuade people in a professional manner from HungryNaki. It greatly aids in the development of my communication skills. Furthermore, this job taught me how to work as part of a team with other coworkers and complete team projects successfully. I also have the opportunity to communicate with a variety of global and national organizations, which aids in the development of my communication skills.

- **Professionalism and Punctuality**

HungryNaki assists me in my professional endeavors. I had to adhere to a strict dress code and keep track of time. Furthermore, I had to arrive at the office at 10 a.m. and leave at 6 p.m., so this time management enabled me to be prompt and more professional.

- **Team work ability**

Teamwork encourages people to cooperate with one another and teaches them how to work well in a group. So many times, in HungryNaki, I had to work as a team with my coworkers. This enabled me to learn how to work together with others and finish tasks on schedule. Furthermore, I was occasionally required to tackle a variety of tasks within a specific time frame, which taught me how to operate efficiently.



- **Technical Skill**

Because HungryNaki is mostly a web-based business, a variety of tasks are performed online, which is why I needed to learn how to use the back panel as well as Microsoft Excel. Because my degree was in Human Resources and Marketing, I have a strong understanding of Microsoft Word, PowerPoint, and Excel. This organization, on the other hand, assists me in mastering these skills. Because the majority of the work at HungryNaki is done in Microsoft Excel, learning the shortcut approach was critical. My seniors were quite helpful in teaching me how to do the task fast utilizing Microsoft Excel concepts. In addition, I've improved my typing and presentation skills.

#### 2.7.4 Challenges

Every job has its own set of difficulties. So, HungryNaki faces several obstacles, and working in the CRM department, as I've discovered, is even more difficult. HungryNaki has a one-of-a-kind setting. The working environment is quite pleasant. Everyone is incredibly kind; they assist me with any assignment in which I encounter a challenge.

HungryNaki is an e-commerce company, therefore it must cater to both vendor and customer needs. As a result, in the event of any adjustments, all sides must be considered. Dealing with customers was the most difficult aspect of my career. Making relationships with customers is really important for a company.

## Chapter 3

### Project Part

Analysis on Consumer Experience of HungryNaki

## 3.1 Research Background

### 3.1.1 Origin of the Report

The goal of this report is to meet the internship program's criteria for completion. This report was written as a permanent employee of HungryNaki under the direction of Rashed Mohaimin.

- **General Objective**

This report was established as a requirement for graduating from Brac University's Bachelors of Business Administration degree, and this is the general goal for it, as per university regulation.

- **Specific Objective**

This study was conducted in order to have a better understanding of consumer perceptions of HungryNaki. Furthermore, the primary goal of this study is to assess the level of satisfaction with HungryNaki as a food delivery service. The purpose of this report is to examine the client experience. The following are the precise objectives of this study:

- Determine the level of consumer satisfaction with HungryNaki's services.
- Rank the elements that have the most impact on the customer's experience.
- Measuring the various aspects and characteristics that influence customer satisfaction.
- To improve the entire experience, understand the gaps and processes.

### 3.1.2 Scope of the Study

This poll will provide us with information on HungryNaki users' experiences. Furthermore, the participants in this study are HungryNaki's prior and current consumers. The survey will provide us with detailed information about the consumer's experience. The experimental type of research is the emphasis of this paper. Both primary and secondary data were collected in this study. The questionnaire was created after reviewing existing research. The study only includes people who have previously used HungryNaki. Gender, age, and occupation are used to assess service and quality. We have a total of 23 questions so that the respondent can react quickly.

### 3.1.3 Significance of the Study

We have obtained potential knowledge on the consumer experience, as well as what their shortcomings are and how to solve them, as a result of our research. Furthermore, we discovered the level of consumer satisfaction and attitude toward online meal delivery services

as a result of this research. This paper has the potential to assist practitioners in a number of ways. It understands how the survey discovered client attitudes and communicates the results to the generals who require the information to make an informed decision. Furthermore, the article focuses on the path that leads to the greatest level of consumer pleasure and experience. From this study, a firm can have a clear understanding of what general and true client's desire and don't want.

### 3.1.4 Methodology

This report was written with the intention of focusing on the organization where I am interning, HungryNaki. This topic was chosen for the internship report after a discussion with my respective advisor. This is a quantitative study because the replies are accompanied by numbers that illustrate the value of each aspect.

### 3.1.5 Sources of Data

There are two methods for gathering information:

- Primary Sources
- Secondary Sources

The research is based on both primary and secondary data sources. Primary data was gathered through work experience, observation, and interaction of certain direct clients and random HungryNaki staff. Furthermore, interacting with customers through the preparation of questionnaires is quite beneficial to me. Second, secondary data was gathered from relevant books, journals, research papers, and websites. Aside from that, various publications and reports are used to collect secondary data.

### 3.1.6 Respondents & Sampling Procedures

The population for this study is made up of persons who have had at least one service experience with HungryNaki and are considered customers of the company. A sample is a portion of the population that is chosen for a study. As a result, from my total customer, some persons were chosen as respondents for this study. Furthermore, HungryNaki receives approximately 2000 consumer orders per day on average.

The population in this study is well-known. The simple random sampling technique was used for this report to be more precise. As previously said, HungryNaki receives around 2000 orders every day, so 101 responses were picked at random from among these customers.

### 3.1.7 Sample size

There were 101 people in the population. The poll was done using Google Forms on various web platforms. My past courses and studies have aided me in creating the questionnaire. HungryNaki customers were given the opportunity to share their thoughts on the service through this online survey.

### 3.1.8 Research Questionnaire

The survey question can include a variety of different types of inquiries. Some basic questions were asked in this paper, and the poll was conducted using a simple attitude scale. By checking how strongly they agree or disagree with a statement, respondents expressed their own viewpoint. The questionnaire for this study consisted of 23 questions about customers' experiences with HungryNaki.

### 3.1.9 Findings Interpretation

All of the information in this report was acquired in a systematic manner and then presented as discoveries in the study's final section.

### 3.1.10 Limitation of the Study

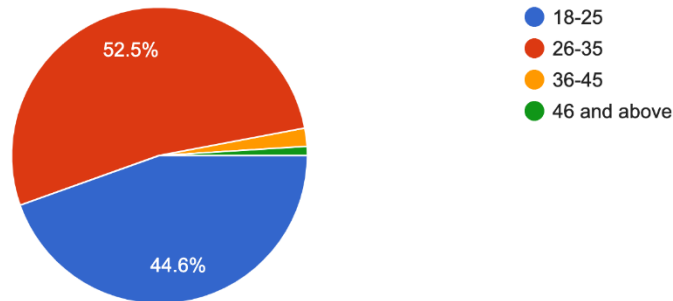
There are some limitations to this study and survey. To begin with, this study was limited to a small number of customers. Other consumers, such as the general public, website visitors, and company workers, were not used as samples. Second, before performing the survey, this study only used a few established questions that were made after studying other publications. The third drawback is that no review of all online meal delivery services was done, therefore there was no way to compare them. Furthermore, the company's administration was unwilling to release some data, which could have been valuable in this study, due to privacy concerns. For example, data from the company's previous orders figures could have provided a more accurate picture of the situation.

The participants in this study were HungryNaki consumers, and 101 responses were taken into consideration. The survey is based on a few elements that have a direct or indirect impact on the level of consumer experience.

## 3.2 Analysis

What is your age?

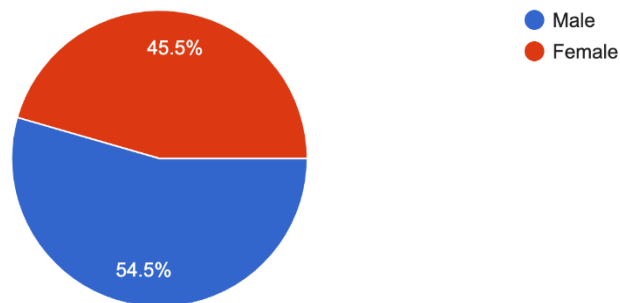
101 responses



In terms of age category, the majority of responses were between the ages of 26 and 35. Almost 97% of the participants are between 18 to 35 years old. With the 36-45 and older group having the smallest number of participants. Because the concept of online service is still relatively new in our country, the majority of customers are young to middle age.

I am

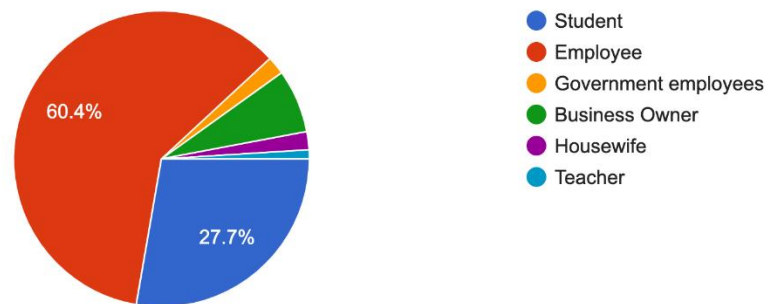
101 responses



Out of 101 persons, 55 were male and other 46 persons were female.

### What is your occupation?

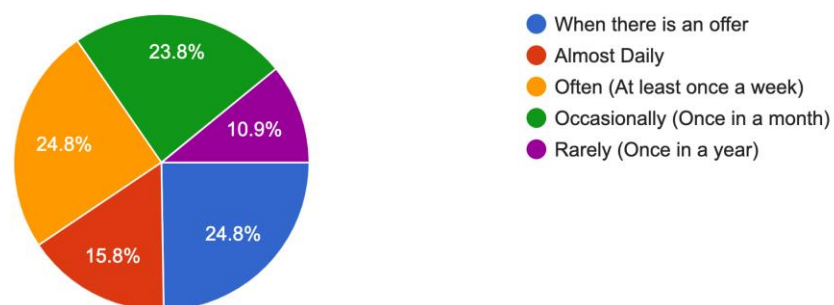
101 responses



There are persons from a variety of professional backgrounds participating in this survey. Students, on the other hand, were the second most common respondents. The percentage of employees is 60.4 percent, with 27.7 percent students, 11.9 percent are of other activities like housewife and teacher.

### How often do you use online websites for buying food?

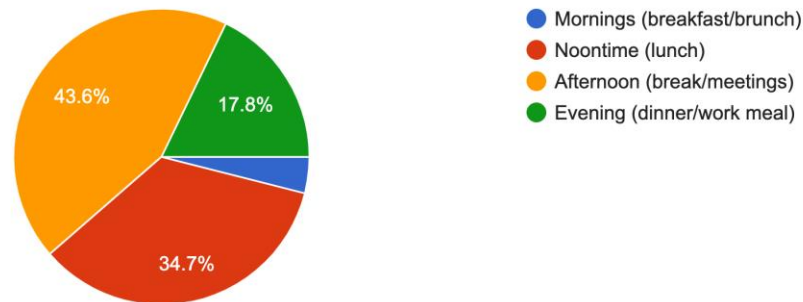
101 responses



People who had visited or purchased food from HungryNaki.com at least once in their lives were given the first priority. There were mixed responses among the respondents. One fourth of them said they use online websites to buy food when there is any offer. Same amount of people said they buy food online once a week. Only 10.9 percent of respondents said they buy food online very rarely.

### When do you use a food delivery service?

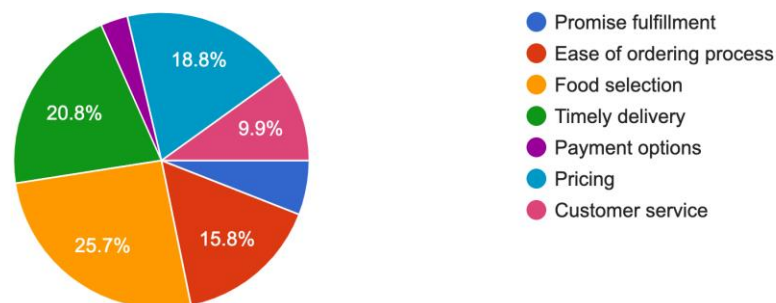
101 responses



HungryNaki began business at afternoon time, allowing it to serve through dinner. In this section of the survey, we want to know when the consumer likes to eat their food, and the answers were evening, midday, and afternoon. Second best time to order food is lunch time.

### Which of these factors affected your overall food delivery experience the most?

101 responses

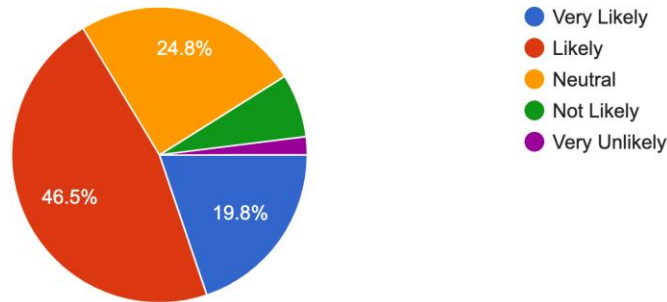


In this answer, 25.7% of the respondents mentioned food selection is their main priority. Second, as an online meal delivery service, rapid delivery is critical for customers. As a result, time had a significant influence in this case, as evidenced by the 20.8 percent of consumers who mentioned it. Pricing and Ease of ordering process is also important to many of the respondents.



### How likely would you choose HungryNaki over other food delivery service providers?

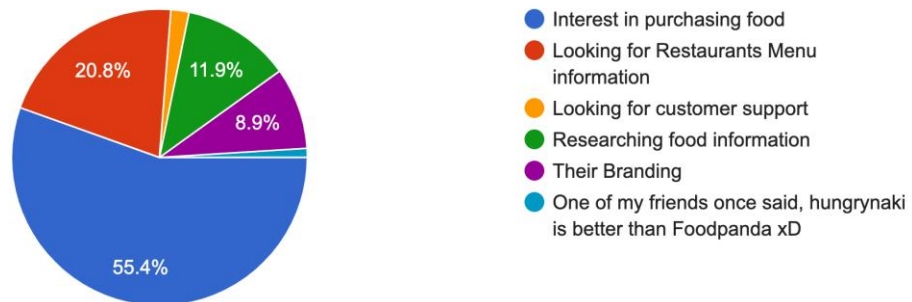
101 responses



Regarding choosing HungryNaki over other food delivery services, a total of 66.2% people showed positive intention whereas 24.8% of respondents were not sure about their choice. Others were not interested in choosing HungryNaki as they prefer other food delivery services more conveniently.

### What persuaded you to visit HungryNaki.com?

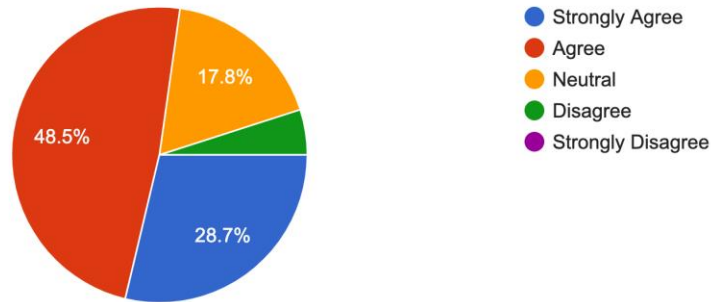
101 responses



It's critical to understand what factors influence a customer's decision to visit HungryNaki. The majority of customers went to the Hungrynaki website to buy food. Second, individuals go to the website to look for food information and other things. 55.4 percent of visitors come to the website to buy food, while 20.8 percent come for menu information.

HungryNaki has huge number of good restaurants to order from.

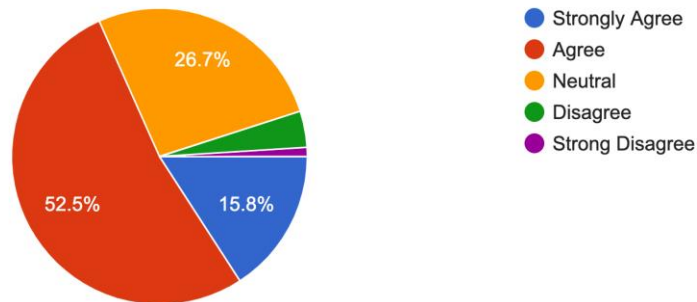
101 responses



A total of 77.2 percent of the respondents believe that HungryNaki has a good number of restaurants to order from. 17.8% were unsure. It shows that the majority of respondents think positively about the number of restaurants available on HungryNaki.

HungryNaki provides exactly what they promise to their consumer.

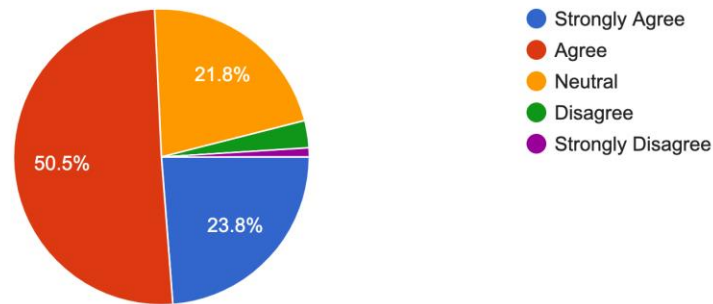
101 responses



68.3 percent of respondents agreed that HungryNaki provides exactly what they promise to their customers. 26.7 percent of respondents were unsure which means a few of the customers have mixed feelings regarding promise fulfillment.

Hungrynaki is responsible and careful towards consumers.

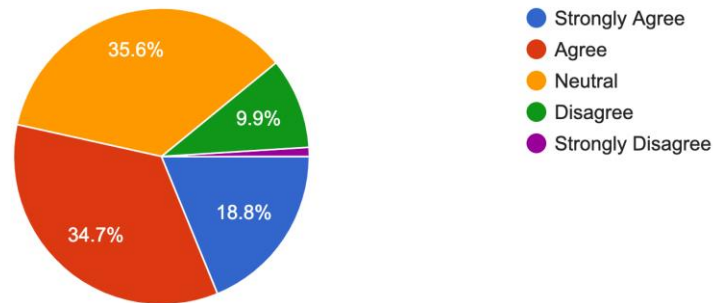
101 responses



74.3 percent of respondents claimed HungryNaki is responsible towards its customers. These people definitely had positive experiences with hungrynaki. 21.8 percent of respondents were neutral.

HungryNaki's payment system is very much convenient.

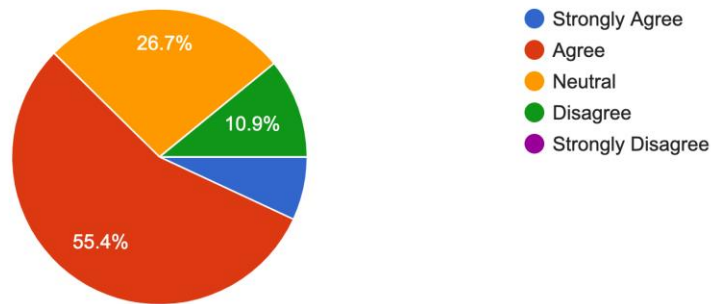
101 responses



This answer is a bit different than the others. Only 53.5 percent of respondents believed that HungryNaki's payment system is very much convenient whereas the rest of the respondents were unsure or disagreed. They basically said that

Images shown on the menu exactly matches with the original food.

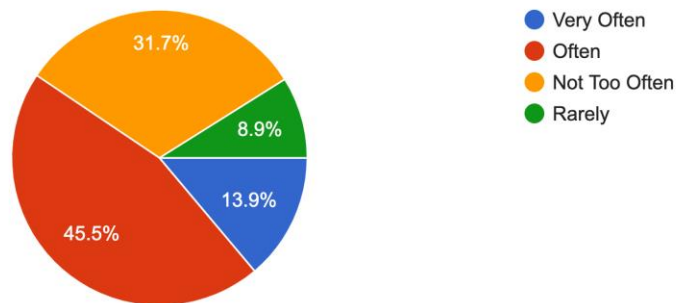
101 responses



62.3 percent of respondents agreed that HungryNaki's delivered food exactly matches with the images shown on the menu. 26.7 percent of respondents gave a neutral answer.

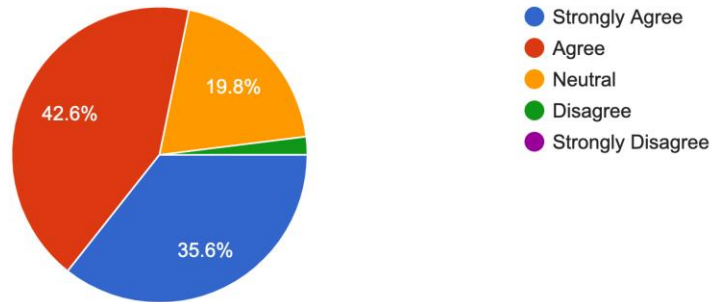
How often do you see HungryNaki's branding?

101 responses



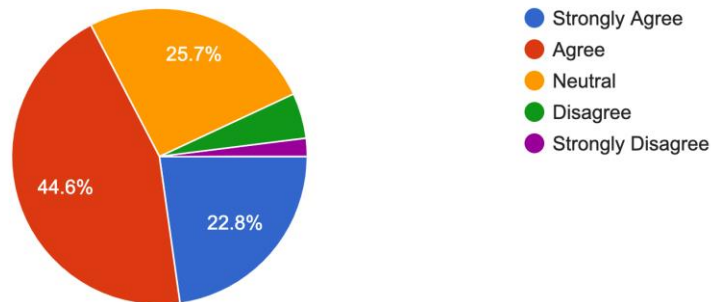
59.4 percent of respondents have often seen HungryNaki's branding on different platforms like online and social media as well as billboards and tv. Rest of the respondents didn't see that too often.

The promo code provided by HungryNaki is useful.  
101 responses



Without any surprise, almost 79 percent of respondents found the promo codes provided by HungryNaki useful. More than 35 percent of respondents are extremely satisfied with HungryNaki's promo codes.

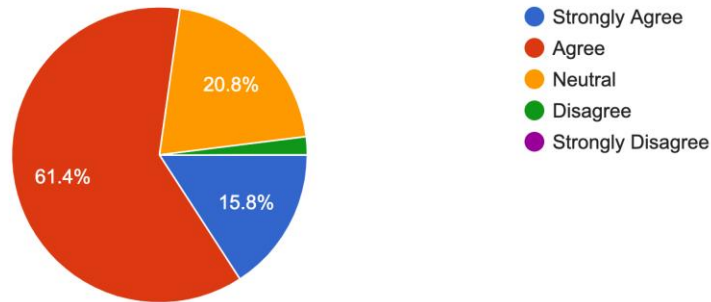
HungryNaki delivers food on time.  
101 responses



A total of 67.4 percent of the responded got their food delivered on time. 25.7 percent of them had mixed responses. Some respondents were extremely disappointed as they did not get their food delivered on time.

The quality and taste of the food is good.

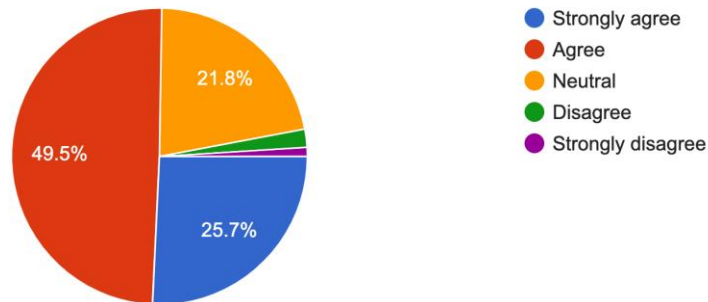
101 responses



Almost 77 percent of the respondents found their ordered foods test very good. As the food test totally depends on the restaurant itself, HungryNaki tries to guide them to maintain the quality of food.

HungryNaki's delivery persons are well trained.

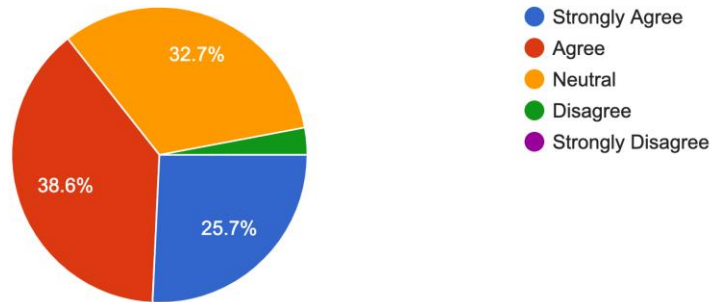
101 responses



Total of 75.2 percent of the respondents liked the behaviour and service of HungryNaki delivery persons. 21.8 percent of them were not sure about their answer.

HungryNaki's Customer Service is very much responsive.

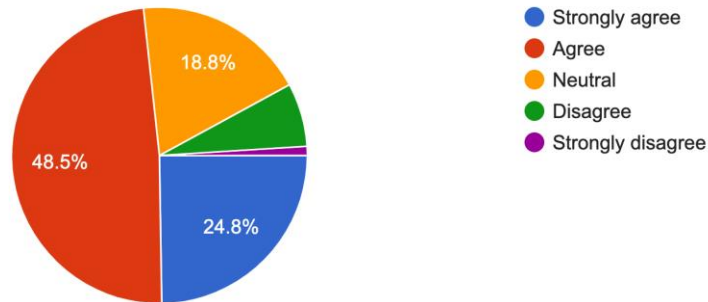
101 responses



To answer this question 25.7 percent of the respondents strongly agreed that HungryNaki's customer service is very much responsive. 38.6 percent more people also expressed a positive response. 32.7 percent of the respondents were not sure about the statement.

I am satisfied with my experience of HungryNaki.

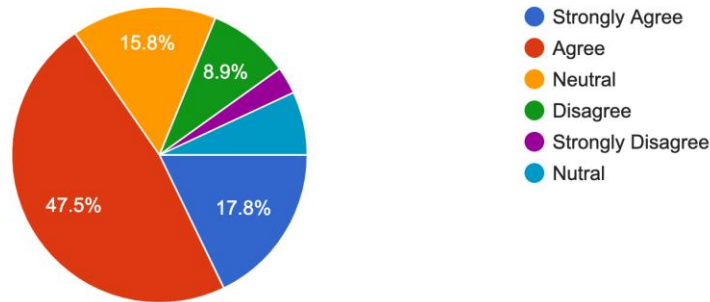
101 responses



Almost 73 percent of the respondents were satisfied with their experience of HungryNaki. 7 percent of them disagreed with the statement. Only one respondent mentioned that he had an unpleasant experience with HungryNaki. Rest of the respondents were unsure about their answer.

I get regular promotional mail/messages from HungryNaki.

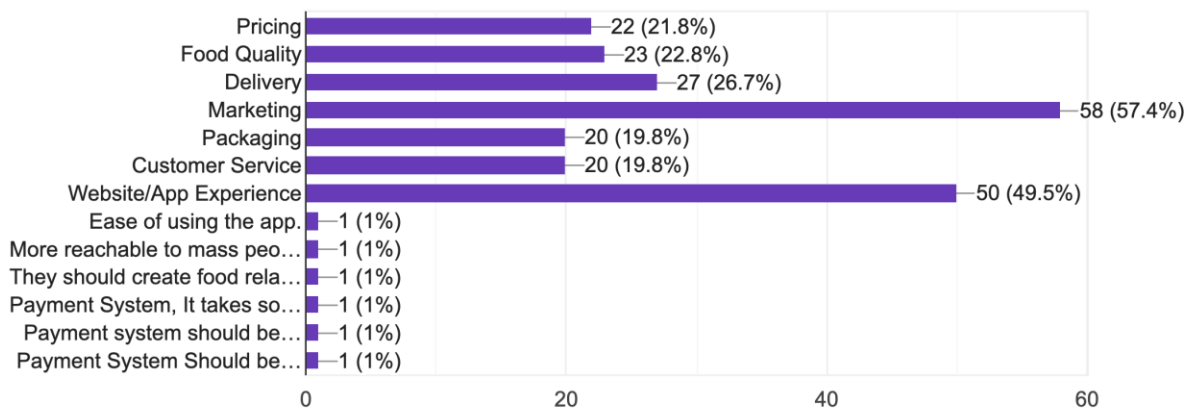
101 responses



65.3 percent of the respondents get regular promotional mail or messages from HungryNaki. Almost 22 percent of the respondents were not sure. Rest of them disagreed with the statement.

HungryNaki needs to focus more on...

101 responses



For the recommendation part, the majority of the respondents suggested focusing more on marketing and website as well. Pricing, Food Quality, Delivery, Packaging, Customer Service of almost similar percent of response. Interestingly few of the respondents specially mentioned the payment system which was not in the options. Their comment is that the payment system of HungryNaki takes much longer which sometimes makes them uninterested in the brand.



### 3.3 Findings

The questionnaire for this survey was created with a variety of different factors in mind, as well as the responses we received from our customers, which varied greatly from one to the next. Some sections received very high marks, while others received lower marks. These points are outlined in the following paragraphs:

- Majority of HungryNaki's regular customers are young people who are mostly job holders. As per the survey they tend to order food during office hours. Therefore ease of ordering process and timely delivery is very important to them. Also the students aging under 25 usually look for offers to order food online. Promo code is very important to them.
- Majority of HungryNaki's customers were satisfied with the overall service of HungryNaki. They were asked about the service of HungryNaki in detail. Their response was positive on every answer which definitely shows their satisfaction level.
- One important thing to mention is that almost half of the respondents were not satisfied with HungryNaki's payment system. It is probably because they need to verify their payment account each time they try to order any food which is a bit time consuming.
- Most common factor among the respondents is food selection. Their first and utmost priority is choosing food while ordering food. Secondly they want timely delivery. They do not want to wait for too long. The third factor is ease of ordering process as they want a very easy and user friendly order experience.
- There respondents were asked about what HungryNaki needs to focus on to improve their service and provide better experience to the customers. Compared to the other food delivery services they feel HungryNaki needs to focus more on marketing and branding. Beside that, half of the respondents suggested improving HungryNaki's website and app experience. Many of them mention the payment system as well.

### 3.4 Recommendations

Bangladesh's e-commerce service is a rapidly expanding service industry. The demand for this service is growing all the time. People nowadays are focusing more on online shopping and

purchasing because they do not have enough time to go shopping. Furthermore, because online food delivery is a new concept with few competitors, HungryNaki must ensure the security of their customer loyalty at this time by delivering superior service and focusing on enhancing customer happiness. The following are some of the elements that HungryNaki should consider:

- Customer happiness must be prioritized, and efforts must be made to improve customer service. Sales will immediately grow if the customer is satisfied.
- As per the feedback, they must improve their payment system so that the customer can order food with just a couple of simple clicks.
- HungryNaki should concentrate on additional promotional activities in order to raise public awareness and sales.
- HungryNaki may arrange training sessions, as they recently launched a new restaurant panel. Furthermore, specialized training might assist them in gaining new skills and expertise.
- HungryNaki should concentrate more on the business sector in order to capture the corporate market.
- There needs to be a greater emphasis on increasing the number of eateries in all areas of Dhaka. This will help them attract more customers, which will increase their revenue.
- HungryNaki should concentrate on a broader range of topics. Another important aspect should be the recruitment of new riders so that HungryNaki can cover a large territory.
- More emphasis should be placed on website content so that customers have a clear picture of the meal as well as smooth ordering experience.
- Customer feedback and reviews should be acquired in order to identify gaps between the consumer and the service provider.

HungryNaki should focus on its customers in order to gain customer loyalty. The enhancement of their service will assist them in effortlessly achieving their goal.

### 3.5 Conclusion

HungryNaki is Bangladesh's first online food delivery business. Their goal is to supply any type of food-related solution. As a result, they have a lot of goals to fulfill in the future, as well as a lot of expectations from our country's consumers and everyday people who want meals delivered.

Throughout this study, I did my best to analyze the factor that the customers value the most, as they mentioned in the survey how significant each feature is to them. Furthermore, it is easy to determine how much importance each of the criteria should be given by analyzing previous research. However, this study is insufficient to determine the level of satisfaction among all consumers.

To summarize, the major purpose of my paper was to analyze the consumer experience of HungryNaki as a food delivery service, and I did my best to achieve that goal.

## Appendix

### Survey question

1. What is your age? \*
  - 18-25
  - 26-35
  - 36-45
  - 46 and above
2. I am \*
  - Male
  - Female
3. What is your occupation? \*
  - Student
  - Employee
  - Government employees
  - Business Owner
  - Housewife
  - Other:
4. Monthly Income. \*
  - 0 - 15,000 BDT
  - 15,000 - 35,000 BDT
  - 35,000 - 75,000 BDT
  - Above 75,000 BDT
5. How often do you use online websites for buying food? \*
  - When there is an offer
  - Almost Daily
  - Often (At least once a week)
  - Occasionally (Once in a month)
  - Rarely (Once in a year)
6. When do you use a food delivery service? \*
  - Mornings (breakfast/brunch)

- Noontime (lunch)
  - Afternoon (break/meetings)
  - Evening (dinner/work meal)
7. Which of these factors affected your overall food delivery experience the most? \*
- Promise fulfillment
  - Ease of ordering process
  - Food selection
  - Timely delivery
  - Payment options
  - Pricing
  - Customer service
8. How likely would you choose HungryNaki over other food delivery service providers? \*
- Very Likely
  - Likely
  - Neutral
  - Not Likely
  - Very Unlikely
9. What persuaded you to visit HungryNaki.com? \*
- Interest in purchasing food
  - Looking for Restaurants Menu information
  - Looking for customer support
  - Researching food information
  - Their Branding
10. HungryNaki has a huge number of good restaurants to order from. \*
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
11. HungryNaki provides exactly what they promise to their consumers. \*
- Strongly Agree
  - Agree

- Neutral
- Disagree
- Strongly Disagree

12. Hungrynaki is responsible and careful towards consumers. \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. HungryNaki's payment system is very convenient. \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. Images shown on the menu exactly match with the original food. \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. How often do you see HungryNaki's branding? \*

- Very Often
- Often
- Not Too Often
- Rarely

16. The promo code provided by HungryNaki is useful. \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17. HungryNaki delivers food on time. \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

18. The quality and taste of the food is good. \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

19. HungryNaki's delivery persons are well trained. \*

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

20. HungryNaki's Customer Service is very responsive. \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

21. I am satisfied with my experience of HungryNaki. \*

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

22. I get regular promotional mail/messages from HungryNaki. \*

- Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

23. HungryNaki needs to focus more on... \*

- Pricing
- Food Quality
- Delivery
- Marketing
- Packaging
- Customer Service
- Website/App Experience
- Other:



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