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Report On

Impact of Dish Level Photo for Customer's Better Purchase Decision of Foodpanda in Bangladesh

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
Brac University
May, 2022

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.

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Supervisor's Full Name & Signature:

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Dr. Md. Asadul Islam
Assistant Professor, Management
BRAC Business School

Co-Supervisor's Full Name & Signature:

_____
Nusrat Hafiz
Lecturer
BRAC Business School

Letter of Transmittal

Dr. Md. Asadul Islam

Assistant Professor,

Management

BRAC University

66 Mohakhali, Dhaka-1212

Subject: **Impact of Dish Level Photo for Customer's Better Purchase Decision of Foodpanda in Bangladesh**

Dear Sir,

This is my internship report where I tried to providede the Impact of Dish Level Photo for Customer's Better Purchase Decision of Foodpanda in Bangladesh. Here I tried to depict the proper workflow of DLP as a team and tried to providede its impact on the customer's mind.

I have attempted my best to finish the report with the essential data and recommen proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

_____

Syed Zarif Nafi

18104056

BRAC Business School

BRAC University

Date: 22nd May,2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Foodpanda Bangladesh and the undersigned student at BRAC University ………………………………….

Acknowledgement

At first, I would like to thank Almighty for giving me the ability, strength, patience for completion of this internship report. Then I would like to thank my academic supervisor, Dr. Md Asadul Islam, Assistant Professor and Nusrat Hafiz, Lecturer, BRAC Business School, BRAC University for the enormous support and assistance he provide me with throughout my internship period. Without the support of him it was not possible for me to complete the report this flawlessly.

Then, I would like to thank my supervisor from my workplace, Mr. Dipro Barua (Photo Project Specialist, Sales Operation) and Mukid Ahsam (Photo Project Specialist, Sales Operation). Their support made it more well-organized and easier for me to complete this Internship.

Report. I would like to thank Jawad Bin Emad (Team Lead, Content) and Faria Afrid Khan (Team Lead, Content), for helping me when I nee the leave for the report work and also for provideding necessary guideline regarding DLP team when I nee .

I would like to thank Shahan Jamil Bhuiyan (QC Executive), the person who helped me in correcting my mistakes and doing QC for my cases during my working in the menu update team for few days and during Ramadan. I have learned how to complete a menu update properly by his guidance.

Last but not the least, I would like to thank my team members – Kalpo Tasdid Swim, Maliha Tasnim, Muntasir Mahadi, Ahasan Karim Prachurjo, Samia Noor & Farah Firoz Piu from the DLP team for their support and help. We all are the part of DLP team and without their immense support it couldn't be this easy to complete the works and projects during the time period.

Executive Summary

Foodpanda is the pioneer of the online food delivery business in Bangladesh. It is one of the global brands from Germany running its operation in more than 40 countries in 5 continents.

The first chapter consists of overview of internship, student information, internship information, internship company supervisor's information, job scope, internship outcomes, benefits to the student, problems/ difficulties (faced during the internship period), recommendations (to the company).

Second chapter is Organization Part which consists of introduction overview of the company organizational layout management practices, marketing practices, financial performance and accounting practices, operations management and information system, industry and competitive analysis

In the third chapter is project part which is, dish level photo that part includes literature review, objectives, significance, methodology, result and discussion.

Finally, in the last chapter, I tried provideding some findings and analysis about this research and also provide few of the constraints that i faced while doing this research.

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List of Acronyms

KAM: Key Account Manager

AM: Account Manager

SAM: Strategic Account Manager

ADE: Account Development Executives

KPI: Key Performance Indicator

SOP: Standard Operating Procedure

DLP: Dish Level Photo

Chapter 1: Overview of Internship

Student Information
Name: Syed Zarif Nafi

ID: 18104056

Program: BBA

Major/Specialization: Human Resource Management, Marketing

1.1 Internship Information
1.1.1   **Period:** 1years 7months

Company Name: FoodPanda Bangladesh

Department/Division: Content, Sales Operations

Address: 3rd Floor, Navana Pristine Pavilion, 8th Floor, Plot-128, Block-CEN, Gulshan Ave, Dhaka 1212

1.1.2   Internship Company Supervisor's Information**:**

Name: Dipro Barua

Position: Photo Project Specialist

1.2 Job Scope
Duties/Responsibilities: Foodpanda is a global food delivery chain which is also operating in Bangladesh.

As an intern when I started my career in Foodpanda I worked in the menu update team. Where my duty was to make any change or edit that was provide by the restaurant owners to Foodpanda. And I was assigned along with others to make the changes whether it is on the price or they might add new items to the menu etc.

Then after working for 3-4 months in menu update team, I was shifted to DLP (Dish Level Photo) team. Basically, previously there was no such team in Foodpanda which was icatedly working for the Photos. Therefore, our team leader started the department with the assistance of our Manager, and I along with 3 of our colleagues from Menu Update joined the team. Our responsibility was to look after the images that was provide by vendors of their items. And after few days we got objection from our Global team that the photos were not up to the mark. Then the company deci to hire photographers for different areas and do the photoshoots of the food by our photographers. And I was assigned to look after the photographers from Sylhet Cluster,

Chittagong Cluster, Khulna Cluster, Dhaka Cluster initially, then Recently Noakhali, Rangpur and Rajshahi has been ad to my list.

If I want to do a summary of my responsibilities and duties then it will be:

- Looking after the photographers' problems in the particular areas.
- Collect the photoshoots from them
- Edit the photos
- Uploadedding the photos
- Checking the emergency escalations that are provideding by the Key Account Managers for the Big Vendors.
- Collecting the invoices of the photographers and ensuring their salaries.

So, in the end it can be said that as an intern, I am looking into the overall Image side of the company by following the SOP of the Global team and under the supervision of Dipro Barua.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

I am contributing to the content update side of the organization. Content update side is basically the portion of the organization which mainly works in backend, but they are the last stage before any menu or images are visible in the mobile application or website. Initially when I was appointed, I used to look after the upgradation or any change that a vendor or a restaurant wants to do in their menu. But after a few days of my joining a new team was created which was named Dish Level Photo (DLP) which deals with images. My work here is to ensure that restaurants or vendors have proper images in their front end or which the customers can see while ordering. Foodpanda have icated photographers in different areas who do the photoshoot on behalf of foodpanda. I am currently looking after Khulna Cluster, Chittagong Cluster, Noakhali, Rangpur, Rajshahi area. My duty is to assign the photographers to different restaurants. And after being assigned they will do the photoshoot. And afterwards I edit the photos and Uploadedd them, and finally it becomes visible to the customers.

1.3.2 Benefits to the student

Although, I have been working in Foodpanda Bangladesh for almost 1.7years. By this time I have learned many things from the organization. I have learned about the corporate culture, the etiquettes that are to be maintained in an office. Besides this previously we have learned only on paper how to complete a task under pressure but after joining here and working here I have learned how to do this practically. At times there are projects that we have to complete in teams. By this I have learned how to work in a team. Also I have learned how to lead a project in a professional way where I have to instruct people about different works. Discipline is one of the best interpersonal skill that I have learned from here, I have to enter into office on time and after that we have team meeting about the daily activities besides this at times we have meeting and we have to join there in time with all of our records and accomplished tasks. Besides this my tolerance capability also increase and working under pressure. There are times when I have to do things in the organization which I don't want to do and tolerate things that are not liked by me. Besides this as I am working and studying at the same time I have to work under pressure and balance the pressure of both the sides. As I joined the company during pandemic I have learned how to work remotely with team which is a great learning for me.

1.3.3 Problems/ Difficulties (Faced during the internship period)

I joined the organization during the peak time of the Covid-19 when there was work from home going on throughout the world. It was tough for me to cope with the training initially as it was conducted online. And I was facing problems regarding different issues. But later on when we started office physically it became easier for me as I could solve the problems instantly by asking my seniors. Besides this as like every other organization this organization also has some personal portals which require credentials as due to the pandemic the IT department was also working remotely for this reason, I didn't get my personal credentials instantly and which resulted in delay start of my work.

1.3.4 Recommendations (to the company)

As a multinational company foodpanda is doing amazing work by hiring the interns, they took an interview which helps them to choose the best candidates among many. The company is treating the interns as their own employees, and they are providing training every now and then. In a nutshell they are preparing their interns in such a way that they will be able to cope up with any

corporate culture in the World. Hence, I am gladly recommending other students to try their internship in foodpanda.

Chapter 2: Organization Part

2.1 Introduction

This part of the chapter includes overview of the company, management practices of the company along with the marketing practices of the company. Besides this the chapter also includes financial performance of the company with the accounting practices the ways of operations in the operations management and information system practices, industry and competitive analysis, summary and conclusion and finally the recommendation.

2.2 Overview of the company

Foodpanda is a global food delivery chain whose main headquarter is in Berlin, German. It was established in May, 2012 with the support of Rocket Internet, a German venture capital company which is also based in Germany. The company was foun by Ralf Wenzel, Rohit Chadda, Ben Bauer, Kiren Tanna, and Felix Plog. After that the company was purchased by Delivery Hero SE and expan the business globally. At present Foodpanda is operating in more than 10 countries, with 400+ cities and serving the food from 112,000+ restaurants around the world. (Foodpanda, 2022)

Figure1. 1Countries Foodpanda is operating

After that in December 2013 Foodpanda was introduced in Bangladesh by Ambareen Reza and Zubair Siddiky. And at that time Foodpanda was the country's first food delivery service. (Foodpanda, 2022) Later on companies like Pathao, Uber eats etc also joined in the competition. Currently foodpanda is operating in all the main districts along with other areas of Bangladesh. The target customer of foodpanda is vast from urban dwellers to rural dwellers. The future of foodpanda seems so promising along with the increased number of internet users all over Bangladesh. (Ahmed, Ahmed, & Asma, 2018) But Foodpanda is now not only in food delivery business they have expan their business into grocery, pharmacy and also they have their own cloud based online stores all around Bangladesh.

2.2.1 Organizational Layout

The organization is operating flawlessly because of the proper organizational layout the founders are working and leading different teams and parts of the organization.
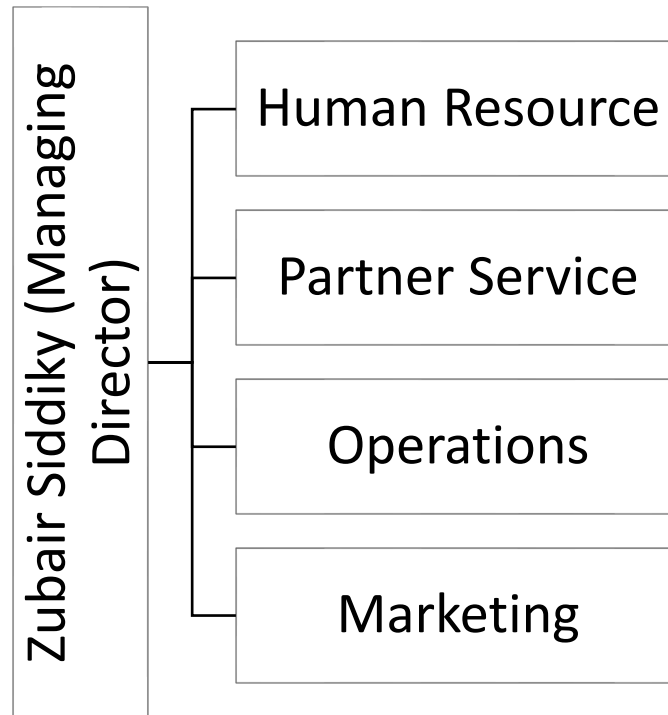

Figure2. 1: Department's under Zubair Siddiky
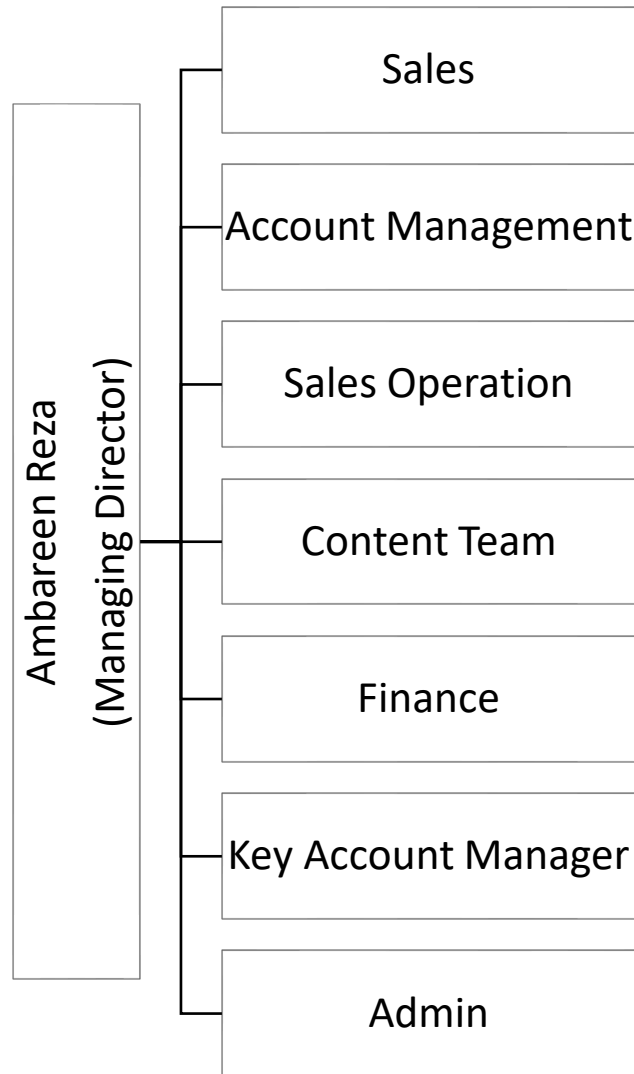
Figure2. 2: Department's under Ambareen Reza

2.3 Management Practices

The management practices of foodpanda are very good and effective. Ambareen Reza and Zubair Siddiky are the Managing Directors of Foodpanda Bangladesh. They are leading this multinational food delivery chain in Bangladesh. The decisions they take are discussed with the managers and the other top-level to lower-level employees. employees in prior to implementation. A democratic leadership exists in the organization, as the decisions and ideas of the team are prioritized. But there are departments where the organization must have to maintain autocratic leadership. As this is a multinational company there are some guidelines from the regional team which are to be maintained in all the country where foodpanda is conducting their operation. For this reason, in this case there are no chances of taking decisions or doing anything which might be helpful in Bangladesh or in any other regions.

The Human Resource department of the organization plays a very crucial part in recruitment and selection process. The CVs are scrutinizing in a thorough process and from them best candidates are selected for the interview, after selecting the candidates the CV's and their mailing information are send to the respective departments for which the candidates are to be appointed. And after that the Head of the Department along with few other experts from that department and one person from HR team contacts with the candidate and they set an interview with them. The interview process is designed in such a way that the candidates who are best fit for the organization can easily answer the questions in the written section and the candidates who are not can't answer them at all. After the initial selection with written exam there is another viva and that is conducted by the head of the respective team and the HR team. And after all this process the candidate who is best fit for the organization is finally selected.

In foodpanda there are two types of employees one is full time, and the other is contractual employees. The compensation for both kinds of employees are different. For the full timers the salary is fixed, and they get a (Key Performance Indicator) KPI along with the salary which is the amount they get if they can reach 60% of the assigned task by the time frame, they are assigned to complete it. On the other hand, the contractual employee's salary is work based. They get the compensation depending on the work they are doing. The salary of the contractual employee's is case based the more case they can solve they will be getting 30-40 taka for each case.

Foodpanda is very much concerned about their employee's skill development and for this they emphasize more into on-the-job training. Where the employees are trained by the experts and they also observe the employees work one to one. Besides this courses of Udemy are free for the employees who have the foodpanda credentials, they can easily access to the courses that are offered by the academic platform.

The performance appraisal system of foodpanda is based on KPI, the full-time employees get the KPI based on the work they are completing and also, they are work they are assigned for and for the contractual employees there is no performance appraisal system.

2.3.1 External Stakeholders

Vendor: Vendors are the most important stakeholders for Foodpanda, basically the restaurants are considered as the vendor. The vendors are controlled by KAM, SAM, AM, ADE. There are icated people who looks after the different vendors, and they contact with the restaurants. Besides this they have devices through which they can chat or contact with their icated Sales Representatives.

Customers: The customers are the one of who helps the organization to run this smoothly. The targeted customers are from the age of 10-50 and besides this different organizations are also the customers for foodpanda, they order food for their different trainings, seminars through foodpanda.

2.4 Marketing Practices

The organization that I am working for is a multinational company, whose main origin is Germany. Foodpanda is a part of Gig Economy. The main service is a cloud-based operation which doesn't have any office, but the backend is operated from office around the world.

Foodpanda have flourished its market and wide customer base through one of the most useful and helpful marketing elements that is promotion. The advertisements we see in Youtube are mostly of foodpanda where they promote their brand with different vouchers and other promotional offers, besides these few days back they have launched an cloud shop which is Panda Mart and people were unaware of that and from the advertisements on YouTube the

targeted customers of foodpanda came to know about this vertical. Besides this infront of shopping mall and on billboards we see the advertisements of foodpanda.

Foodpanda is now operating in more than 50 districts of Bangladesh, and they are now leading the online food delivery market. The target market of Foodpanda is huge and it is expanding every now and then. They emphasize mostly youths and perform different social media activities in collaboration with the social media influencer and they providede attractive discounts for a day at a particular restaurant for a particular time and as a result the youths are attracted to them. Foodpanda is also promoting their brand by social media influencers through Instagram, Facebook and other social medias. Besides this there are corporate events where the organizations order from foodpanda and for them they collaborate with different organizations, and they give discounts and vouchers to those organizations as a result the organizations always orders from foodpanda. On the other hand, there is a section in foodpanda application which is shops where different renowned shops like Unimart etc. is selling their products through foodpanda, and not only traditional shops there are shops for women's makeover and they promote those products by sending PR to the social influencers who are renowned. Besides this foodpanda is also using Email marketing, SMS marketing, they are sending their offers in different restaurants to their existing customers.

Foodpanda recently launched Pandamart (Foodpanda Launches Pandamart, 2020), which is a cloud shop where the consumers can get anything they want and besides this they have launched few new shared kitchens which deals which sells products from particular lines for eg. Faasos is a shared kitchen solely of Foodpanda and they sell Rolls and fries on the other hand during Ramadan they operates a new vendor which is Iftarwala which is only for the month of Ramadan. Like this there are few more new vendors which is solely owned by foodpanda.

Recently a new mascot is launched worldwide by foodpanda which is Pau Pau. In leu to that Foodpanda Bangladesh also run a huge marketing campaign regarding the mascot. They have used the social media influencers to do the publicity. And in the foodpanda app and web they are provididing discounts due to this mascot.

Pricing is also an important element for the marketing, if we get into the app of foodpanda we can see that always some of the offers or discounts are going on which influences the customers

to order food through the app, because they are getting the food by sitting at home and also at a discounted price.

2.5 Financial Performance and Accounting Practices

Even though there are different other food delivery apps started its journey after foodpanda but foodpanda have got the fast movers' advantage and due to this the profit or financial growth of this organization is always up rising.

As we are working on the corporate sales team, and the finance team needs permission from the Head quarter of Foodpanda to providede any information regarding finance or accounting to other team and which is a tough process. And they normally don't providede information to the interns as they are with the organization for the time being. But among the Asian countries Bangladesh is having a higher sales growth for Foodpanda as the standard of living of the people of Bangladesh is increasing. During the pandemic the sale of foodpanda Bangladesh have grown drastically besides the overall increase of sale of Foodpanda.

However there are some datum which shows that the direct impact of DLP in the total revenue of foodpanda in the scale of MCVR.

MCVR for a month means Menu to Cart Checkout Ratio – which is the average number of items successfully checked out for order out of every 100 items of the menu ad Uploaded to the cart by customers while ordering from website and mobile application. (Klipfolio.inc, 2022)

The dataset used for analysis (see Table 1 in Appendix) is of 362 restaurant vendors whose photoshoots were done in the month of June,2022 and the images were Uploaded to the system within the month.

It can be seen from the analysis of that in July, the mcvr has increased for more than half the restaurants that had images incorporated to their menus in June.
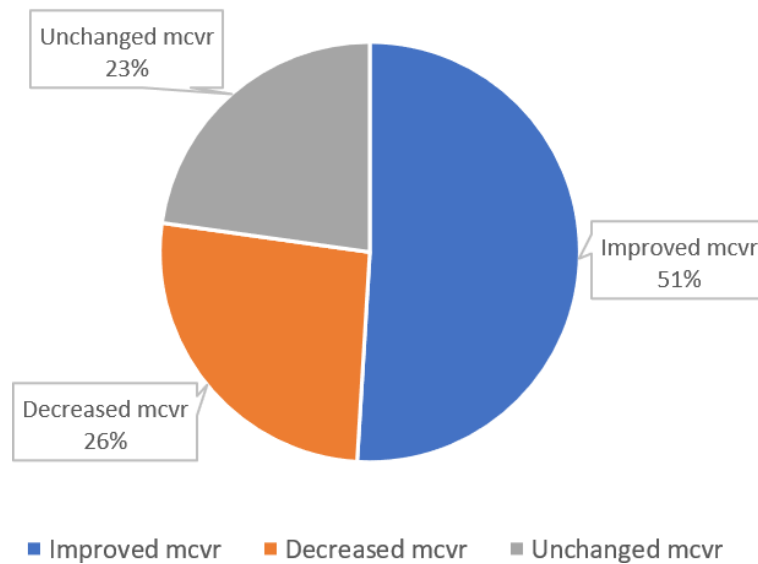
Figure2. 3: Impact of analysis of Data in July,2022

2.6 Operations Management and Information System

2.6.1 Operation Management

Operation Management is the process of managing the product from scratch to the finished product with the engagement of minimum labor and having the maximum production output. Now if we want to think of this in a food delivery businesses perspective then we can say that filling up the form as a vendor will be the starting where they will be giving the name of the restaurant and also the mailing addresses through which the SR's from foodpanda can reach them and contact with them, and after onboarding the vendor in the application, the restaurant will be visible to the customers who will be searching for restaurants in their area and the riders of foodpanda will deliver the product to their door once the order is placed.

2.6.2 Information System

Foodpanda is a part of Gig Economy, Here The information system of foodpanda works in two ways mainly the first one is once the vendor want to enlist themselves in the app of foodpanda and the other role is played by the Sales Representatives who works and visits different areas and they search for restaurants who are not currently working with foodpanda, then they talk with the restaurant owners and after convincing them they collects the information and enlists the restaurants in our global platform which is salesforce. After matching the information with the

provideded information and checking the menu whether there is any price markup or not the total information is provide to the onboarding team where they onboard the vendor and send the menu to the content team by creating a case for the menu creation team who check the menu and make it available in the foodpanda application with proper description and pricing. After that the customers can order their favorite foods from that restaurant from 09:00-23:59. There are also some home chefs who wants to sell their products through foodpanda and for them the system is a bit different, they only prepare the food based on the order and for this it takes a few minutes more for the food being delivered to the customers. According to the SOP the minimum numbers of item for the home kitchen are 8 where there is a flexibility for the restaurants.

2.7 Industry and Competitive Analysis
2.7.1 SWOT Analysis

Strength
- Number of Renowned Restaurants
- Huge number of riders
- Loyal customer base
- Global Brand
- Huge funding
- Corporate accounts
- Pick UP

Weakness
- Don't have call system for customer support
- No order confirmation call
- Takes quite a long time for delivery

Opprtunities
- Have fast mover advantage
- Have the opportunities to expand in other sectors
- Reducing comission for grabbing more big vendors

Threats
- Other food delivery companies
- Bad reviews on social media
- Recruting fraud vendors
- Price Markup

Figure2. 4: SWOT Analysis

Strength
Number of Renowned Restaurants: There are many famous restaurants of Bangladesh who are using foodpanda for their delivery service. Restaurants which are located in high class areas like Gulshan, Banani, Dhanmondi who are serving the customers of elite classes, they don't always

want to visit restaurants. As a result, they order the foods from those restaurants through foodpanda application.

Huge Numbers of Riders: It is a very rare scenario that people don't see atleast one of the delivery men of foodpanda on road when they are out. The riders of foodpanda are more than the competitors.

Loyal Customer Base: The customer base of foodpanda is very loyal when someone orders from foodpanda they basically continue to do so again and again due to the better service and quicker delivery system.

Global Brand Value: People of Bangladesh are more into global brands rather than national brands. This is because they think that a global chain will be more accountable for any occurrences they might face regarding the product. As a Germany chain this is one of the advantages for Foodpanda.

Huge Funding: As an international brand Foodpanda gets a huge funding from the global. And which is a great strength for any company to run its daily operations flawlessly.

Corporate Account: No other organization started the system of corporate account previously. It is basically a contract that is signed between foodpanda and other organizations so that the organization's employees can have corporate foodpanda account. Through which they can be getting attractive offers and discounts from the foodpanda apps when they order.

Pickup: Pickup service is such a service where a customer can order food from any nearby restaurants before reaching there and pay through online. And they will just pick the food from the restaurant on the way to their work or home. This service is the first of its kind in Bangladesh and Foodpanda inaugurated the pickup service. This service has attractive discounts for the clients.

Weakness

Don't have any on call customer support: When an order is placed and the customer wants to know about the order or wants to cancel the order there is no way of talking to any customer agent on call. The only way they might use is message and chat with the customer service agent. Which is not liked by most of the customers and it is one of the weakness for foodpanda.

No order confirmation call: When an order is placed through the application there is no order confirmation call from the rider or from the restaurant the only way is to rely on the applications order page. Whereas other delivery applications have the order confirmation call system.

Takes quite a long time for delivery: The range of delivery for foodpanda is within 2km. A customer can order food from a restaurant which is maximum 2km from his/her location. All the riders don't have motorbikes most of them uses cycle to deliver the food. As a result it takes a long time to deliver food at times.

Opportunities

Have fast mover's advantage: Foodpanda have reached at such a level that if someone wants to order food through online at first the name of foodpanda comes to people mind. They use to say order from foodpanda. As foodpanda was the very first food delivery service of Bangladesh, the name of foodpanda is set in the mind of people.

Have the opportunity to expand in other sectors: Even though foodpanda expan its business to other sectors there are many more opportunities foodpanda might expand its business with the existing manpower setup.

Chances of grabbing more vendors by reducing the commission: As the sale of restaurants through foodpanda is high the charge of commission is also higher than other competitors. If foodpanda can reduce the percentage of commission for big and renowned vendors, they can be enlisting them as a result it will be beneficial for both foodpanda and those big and renowned vendors also.

Threats

Other food delivery companies: After the inauguration of foodpanda in Bangladesh there are few other companies who started the delivery business. Those organizations are a threat for foodpanda.

Bad review on social media: There are people who gives bad review about the food they ordered through foodpanda. This is also a threat for the organization.

Recruiting fraud vendors: There are vendors who sign up for working with foodpanda. But when they start the operation, it is seen that the vendors are fraud they are not providing the

food they are showing or the foods are not upto the mark, this creates a negative impact about the food in the mind of the customers.

Price Markup: This is one of the most challenging things for foodpanda. As the commission of foodpanda is a bit higher than the competitors, few vendors at times increases the price of the products in the application of foodpanda, which is not similar to the price they are normally selling the products at. As a result, it is very hard to keep the track of the price markups.

2.8 Concluding remarks:

After doing intern and working with the DLP team I have some findings and analysis about the team. Which are creating blockage for the smooth running of the DLP team. Few of those are mentioned below:

Negligence of Account Owners in Assigning photoshoots: Account owners are the people working in Foodpanda KAM, ADE, AM who are owning the accounts i.e restaurants and are responsible for anything regarding those restaurants. So in the DLP process figure we can see that after communicating with the vendors the account owners are scheduling the shoots to the DLP team in the calendar and the DLP team assigns the shoot to the photographers. But in the calendar, there are some rules set by the DLP team that the shoots must have to be assigned at least 3-4 days before the photoshoot date. In most cases the account owners providede the photoshoot just 1 days before the shoot as a result it becomes tough for DLP team to assign 32 photographers shoot for the next day. And in this case there are some photoshoots which remains unassigned and as a result the DLP percentage doesn't increase.

Lack of proper information regarding the restaurant: At the time of assigning the shoot the account owner needs to providede some information to the DLP team which are used by the photographers to locate the restaurant and also contact with the restaurant owners. Most of the time the information's are not properly provide by the account owners. As a result, people from DLP team have to wait for the account owner to providede the information. For this reason, completion of the task takes a lot of time.

Unprofessional behavior by restaurant: After the DLP team assign the shoot to the photographers, the photographers contact with the Account manager and the Restaurant owner for that shoot. At times the restaurant owners don't cooperate the photographer and shows ill

behavior towards the photographer. There are cases the photographer take the confirmation for the next day shoot from the restaurant owner, but when the photographers visits for the shoot the restaurant denies doing the shoot. We were facing this problem more during the post covid time. The restaurant owners used to say they can't prepare the food just for the photoshoot. Rather they asked the photographer to wait and if any customer visits the restaurant and order something they can do the photoshoot. Which was not any feasible solution at all.

Less number of photographers: There are areas where photographers are not available. For this the person who is doing the shoot there have to go from other area or from a far place. Which eventually creates a frustration in them and as a result the photographer starts ignoring the shoots of those area. And this creates a problem for the DLP team in reaching the DLP coverage percentage.

Quality of Vendor provide images: There are times when the vendor themselves providedes the photos to us. The quality of those photos most of the time are very bad and not useable. They do this in order to avoid the hassle of preparing foods for photoshoot. In most of the cases the photos are taken by low resolution phones in a darker area and as a result the images are not editable. The angles of the photos also creates a great problem as they don't have any idea about the SOP. Even at times some photographers are recruited who doesn't have the basic idea about food photography.

There are few more finding I have found while working with the team. And that is DLP team have impact on everyone who are directly or indirectly associated with the organization internally and externally.

Impact on Restaurant: The restaurants want to look their menu look appealing and lucrative. For this only few writings explaining the menu name and descriptions can't do the work. For this DLP plays an important role in making the menu looks more appealing to their customers. Besides this by showing the proper image of the food they are serving to the customers; it also portrays a matter of transparency between the restaurant and the customers.

Impact on Customers: A proverb is there "Customers are the kings of a business". In case of foodpanda it is also true. As customers are the one who are generating revenues for the company by ordering every now and then. Before ordering any food from the application or website if the

customer can have a clear idea about the food it will become easier for them to know what they are going to order. In this case also the transparency will also work as the restaurants are showing their original food the customers will be willing to order from them.

Chapter 3: Project Part

Impact of Dish Level Photo for Customer's Better Purchase Decision of Foodpanda in Bangladesh

3.1 Introduction

This project part of the report consists of the background. Then, the part includes objectives, significance, methodology. Moreover, the part also has inclu finding and analysis. Finally the chapter also providede a summary of the whole report in the conclusion along with research limitations and future directions.

3.1.1 Literature Review

3.1.1.1 Dish Level Photo (DLP)

Dish Level Photos (DLP) are a type of life photography that creates attractive photos of food of different restaurants operating under the foodpanda platform. (Voicu & Laura-Andreea, 2020). These images appear in restaurants menu page. Those photos are visible in the menu beside the items name and description. Those helps a customer to choose the items they are craving for. And the images also give the customers an idea about the portions they are going to get in the order. Not only the customer the vendors can also be benefitted by the DLP. Due to adding Photos to the menu the vendors can attract customers for purchasing food from their restaurants rather than other restaurants consisting of same item. Besides this they can convince customers to buy the food from their restaurants by ensuring the original image of the food they are provideding. And retention is also possible for a vendor if they can ensure the honesty with their food and the images they are provideding. Only then the customers will come back to them again and again.

The DLP process is very complex because of coordination between so many groups of people for working together in DLP. At many times there are confusions, gap of communication, misunderstanding takes place due to this as there are many groups to be talked with due to this. These make the DLP process very critical.

DLP process for one certain restaurant starts from the side of the account owner from Foodpanda for that respective restaurant partner. The account owner first communicates with the restaurant representative – vendor, to schedule a photoshoot for a certain day or a time period. Then they providede entry for that account on a google sheet prepared by the Content team of Sales Operations department, under which the DLP team works. After the entry has been provide

including proper information nee   for assigning the photoshoot to a photographer; DLP team checks, verifies and then providedes the information for that respective vendor to a designated photographer. The photographer than communicates with the person of the restaurant who is responsible for the shoot, then fixes a date and time for photoshoot and then proceeds to the photoshoot. If a vendor denies photoshoot, that is marked as blocked and the concerned account owner is informed about this. After the photoshoot is done, photographer providedes raw images to the DLP team for edit and Uploadedd purpose. DLP team then edits the suitable images and Uploadedds them on the backend of the system that reflects on frontend of mobile application and website both. After successful completion of a photoshoot and edit and Uploadedd process, it is marked successful for the concerned restaurant partner.

There are some

3.1.1.2 Consumer Decision Making

Consumer decision making refers to the process consumers go through to decide what to buy, including problem identification, information search, evaluation of alternatives, decision making, and post-evaluation. when buying (Qazzafi, 2019). Furthermore, the consumer decision-making process involves five basic steps. This is the process by which consumers evaluate making a purchasing decision. The 5 steps are problem recognition, information search, alternatives evaluation, purchase decision and post-purchase evaluation (Luicd Chart, 2022). In case of DLP also the consumers can look for alternative items and search for the information that will help them to fulfill their hunger.

3.1.1.3 Consumer Decision Making Process

In case of decision making before buying a product, initially a customer wants to observe the product. (Armstrong & Kotler, 2020). Then they look for the review for the product and tries to understand if the product is good or not up to the mark, or the product will be able to fulfill his needs or not. After receiving the review, they will try to test or try the product if there are scopes. And after testing the product he/she will try to match with some other products of same level. After being satisfied with all those stages he/she will look after the pricing of the products. If he/she is satisfied with the pricing and can afford it, then only he/she will take the decision of buying the product or taking the service. But this research is about the impact of dish level photo

for customer better decision of foodpanda in Bangladesh. And there is no research about this. For this reason, the report about the impact of dish level photo for customers better buying decision will help the researchers better.

3.1.2: Objectives:

The primary of objective is to examine the impact of dish level photo on customers better buying decisions of foodpanda in Bangladesh. The secondary objectives are to thorough understanding of the DLP process, Understanding the impact of DLP on foodpanda, customers and restaurants.

3.1.3 Significance:

The outcome that will be obtained from this section can be used by the managers to see if the sales of foodpanda is increasing due to the addition of dish level photo or to what extent the sales is increasing. Besides this the consumers will be also benefited they will be able to see the items before taking the decisions of buying any foods. They will be understanding if the food they are craving for are the same foods they will watch in the foodpanda apps. and these reports can be beneficial for academicians and researchers.

3.2 Methodology

In order to collect data for this study an adaptive questionnaire was used. The questionnaire consisted of 12 questions to measure dish level photos impact on the customers better buying decision. The questionnaire was divi into two parts. The first part consists of Demographic information and the other part was about the impact of dish level photo for customers purchase decision. One question consisted of 5-point Liker Scale ranging from "1=Excellent" to "5=Worst" was used to measure the responses. And the other questions were mostly of open-en questions and one question was of descriptive.

The target populations of this study were the people from Dhaka who lives in Dhanmondi, Banani, Gulshan mostly. The area has been selected because the orders were mostly from these areas according to the foodpanda's Business Intelligence data. Hence, based on the convenience sampling that I deci to use, I have inclu 50 participants in the study. All the participants returned the questionnaire with the full answer. Therefore, the response rate was 100%.The questionnaires were also pre-tested among 5 respondents. To see whether the questionnaire that I prepared is understandable or not. And descriptive statistics were used to present and analysis the responses.

3.3 Findings and Analysis

What is your gender?
48 responses

- Male 50%
- Female 50%
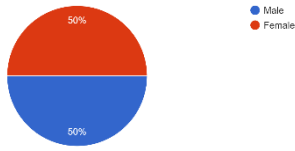
Who do you live with?
50 responses

- Alone 32%
- Family 68%
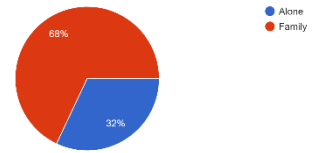
What is your age?
50 responses

- 11-20 10%
- 21-30 54%
- 31-40 28%
- 41-50 8%
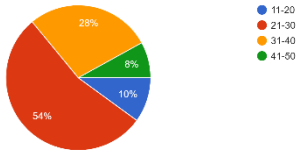
How often do you order from Foodpanda?
50 responses

- Once in a week 18%
- More than once in a week 42%
- Once in a month 8%
- More than once in a month 32%
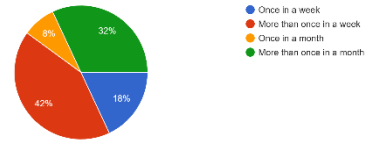
What is your employment status ?
49 responses

- Unemployed 22.4%
- Full-Timer 57.1%
- Freelancer 20.4%
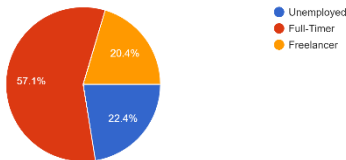
Are you aware that items in foodpanda app or website have images incorporated with the menu?
50 responses

- Yes 96%
- No
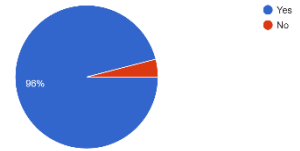
Have you ever ordered from Foodpanda?
48 responses

- Yes 97.9%
- No
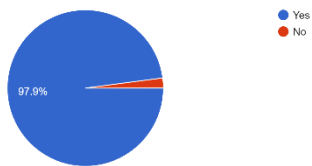
Do the images of the food have any impact on your orders?
50 responses

- Yes 60%
- No 10%
- At times 30%
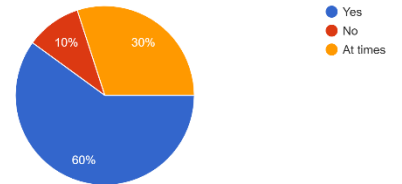
Do you see the images while ordering?
50 responses

- Yes 64%
- No 8%
- Not Always 28%
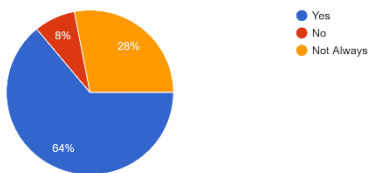
Do you get the food what is shown in the image?
49 responses

- Mostly Yes 61.2%
- Not Always 38.8%
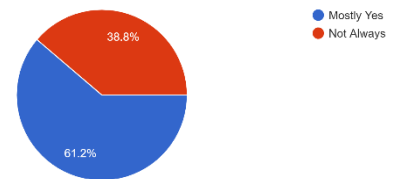
Rate the quality of the images between
49 responses

1	13 (26.5%)
2	16 (32.7%)
3	10 (20.4%)
4	7 (14.3%)
5	3 (6.1%)
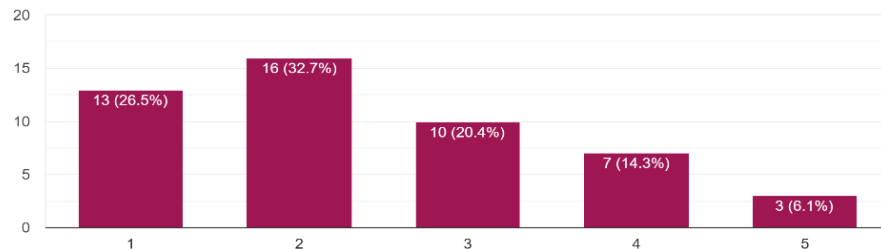
So, from the survey I conducted on 50 people, among the respondents half of them were male and the other 50% were female. Among the respondents more than 50% were in the age range of 21-30 years. And after that around 28% people were from 31-40 years. Around 68% of the people lives with family and the other lives alone. People mostly orders food through foodpanda more than once a week which is 42%. About 32% of people orders through foodpanda more than once in a month. Among the people who order from foodpanda more than 55% people are full timer and about 20% of people are freelancer and the other 22% of people are unemployed. After the demographic session, now we will be looking into the impact of dish level photo in customers buying decisions. So around 98% of people orders food through foodpanda. And among them around 96% of people are aware that there are images incorporated with the menu. Among them around 64% of people watches the DLP while order and the 28% of people watch the images occasionally. And 60% of people consider the image while ordering and 30% of people considers image as a major factor occasionally. There was a 5-point Liker Scale ranging from "1=Excellent" to "5=Worst where around 26% of people said the images are excellent, and according to 32% of people the images are good. 20% people thinks the images are average. And the rest other thinks that the images are either bad or worst quality. There was a question what they do when they don't get their ordered food. Among them 61% of the people gets their food what they see in the image. And the other people mostly complain to the foodpanda. And some also eats it as it is, and there are few who said they will not be ordering from that restaurant again.

From the above analysis it was observed that people who lives alone mostly orders from foodpanda more than once in a week. And their age range is between 21-30.

3.4 Discussion and Implications

This study found that majority of people order food through foodpanda. It means that the demand of online food sellers is increasing. In this regard, the customers use DLP for their buying decision. The chance of getting order gets higher if the menu contains image of the food. This finding is supported by previous studies of (Voicu & Laura-Andreea, 2020). Furthermore, the report also found that the majority of people watches the DLP while order. This is also supported by (Qazzafi, 2019). That people prefer to watch the image of the food what they are ordering to get an idea about the food. Moreover, the report also found watch the images occasionally.

3.5 Conclusion, Research Limitations and Future Recommendations

This project part of the report consisted of introduction, literature review where dish level photo, customers buying decision and customers decision making process was discussed. The next section was about the objective of this report. The significance of this report was described on the next part where we can see that how this research is important for the managers, customers, academicians and even for the researchers. And finally in the methodology part the survey method was discussed, and the result and discussion were for the result obtained from the survey. However, there were some constraints which I had to face while doing the research. Firstly, the research time was only 3 months which was a problem. Secondly after working at office for full day the research work couldn't be done with full attention. Then there were lack of data for e.g: The financial and accounting data was not available at online for Bangladesh. As the datum are confidential so those couldn't even be obtained from foodpanda. The collection of financial and accounting data was not available. DLP is a comparatively new function in Foodpanda. Even though there has been work of DLP for a long time; but that was done on a very small scale and with a few people. Now this is a function managed by structured team in a structured way. So, because of this function being comparatively new, managing substantial information was difficult. Those were the few constraints that created problem in completing the report flawlessly. Therefore, future researchers may take all these into consideration for better research in this topic area.

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Appendix Table-1: **Vendor-wise Photoshoot Data for June,2022**

Month	Vendor Name	City	Photo Status	mcvr3_June	mcvr3_July	improvement(O-S)
June	NewYork Cafe	Dhaka	Uploaded	3.00%	3.00%	0.00%
June	Todos Santos	Dhaka	Uploaded	16.00%	20.00%	4.00%
June	The Celebrity (A Music Lounge & Restaurant)	Dhaka	Uploaded	11.00%	12.00%	1.00%
June	Yoo Cafe - Nikunja	Dhaka	Uploaded	20.00%	20.00%	0.00%
June	Yoo Pizza - Nikunja	Dhaka	Uploaded	18.00%	18.00%	0.00%
June	The Rooftop@Rangs Tower	Dhaka	Uploaded	19.00%	19.00%	0.00%
June	Regal Cafe & Chap Ghor-Kalshi Road Branch	Dhaka	Uploaded	13.00%	14.00%	1.00%
June	Jaba-Green Road	Dhaka	Uploaded	12.00%	16.00%	4.00%
June	The White Hall Buffet & Restaurant	Dhaka	Uploaded	20.00%	32.00%	12.00%
June	Food Times	Dhaka	Uploaded	0.00%	6.00%	6.00%

June	City Cafe - Dhanmondi	Dhaka	Uploaded	3.00%	10.00%	7.00%
June	Fresh Bake	Dhaka	Uploaded	3.00%	17.00%	14.00%
June	The Burgery	Dhaka	Uploaded	4.00%	12.00%	8.00%
June	Hotplate - Lake Drive Road	Dhaka	Uploaded	26.00%	26.00%	0.00%
June	Salt N Pepper 2 - Bashundhara	Dhaka	Uploaded	5.00%	6.00%	1.00%
June	Salt n Pepper - Bashundhara	Dhaka	Uploaded	0.00%	11.00%	11.00%
June	Spicy Shack	Dhaka	Uploaded	24.00%	25.00%	1.00%
June	Tehari Ghor Plus - Uttara	Dhaka	Uploaded	1.00%	5.00%	4.00%
June	Artistic Food	Dhaka	Uploaded	0.00%	0.00%	0.00%
June	Cabana Restaurant & Party Center	Dhaka	Uploaded	22.00%	27.00%	5.00%
June	Ek Kamor	Dhaka	Uploaded	19.00%	23.00%	4.00%
June	Ek Kamor	Dhaka	Uploaded	10.00%	11.00%	1.00%
June	Ek Kamor	Dhaka	Uploaded	0.00%	0.00%	0.00%

June	Vintage Alley	Dhaka	Uploaded	12.00%	15.00%	3.00%
June	Takeaway - Khilgaon	Dhaka	Uploaded	9.00%	9.00%	0.00%
June	BBQ Pasta	Dhaka	Uploaded	10.00%	10.00%	0.00%
June	Pizza Dhaka	Dhaka	Uploaded	8.00%	8.00%	0.00%
June	Turkish Food Restaurant & Cafe	Dhaka	Uploaded	12.00%	12.00%	0.00%
June	Rizik Restaurant & Catering	Dhaka	Uploaded	19.00%	27.00%	8.00%
June	Kahve Garden Cafe	Dhaka	Uploaded	9.00%	10.00%	1.00%
June	Badshahi jilapi corner	Dhaka	Uploaded	9.00%	9.00%	0.00%
June	The Fundamental Restaurant and Coffee Lounge	Dhaka	Uploaded	9.00%	13.00%	4.00%
June	Jhawbon Classic Restaurant	Dhaka	Uploaded	12.00%	18.00%	6.00%
June	Madiha's Kitchen	Dhaka	Uploaded	15.00%	16.00%	1.00%
June	Jhawbon Classic Restaurant	Dhaka	Uploaded	12.00%	17.00%	5.00%
June	Terrace 21	Dhaka	Uploaded	18.00%	22.00%	4.00%

June	Terrace 21	Dhaka	Uploaded	15.00%	23.00%	8.00%
June	Terrace 21	Dhaka	Uploaded	19.00%	22.00%	3.00%
June	Terrace 21	Dhaka	Uploaded	27.00%	30.00%	3.00%
June	Terrace 21	Dhaka	Uploaded	24.00%	29.00%	5.00%
June	Terrace 21	Dhaka	Uploaded	5.00%	6.00%	1.00%
June	Burger Station - Azimpur	Dhaka	Uploaded	4.00%	12.00%	8.00%
June	Spicy 6	Dhaka	Uploaded	26.00%	26.00%	0.00%
June	Slice Pizza & Pastry	Dhaka	Uploaded	5.00%	6.00%	1.00%
June	Indian Dosa & Fuska House	Dhaka	Uploaded	0.00%	11.00%	11.00%
June	cha lounge bd	Dhaka	Uploaded	24.00%	25.00%	1.00%
June	Zakir Bhaier Chotpoti & Fuchka	Dhaka	Uploaded	1.00%	5.00%	4.00%
June	Chinese World Restaurant	Dhaka	Uploaded	0.00%	0.00%	0.00%
June	Chinese World Restaurant	Dhaka	Uploaded	22.00%	27.00%	5.00%

June	Alhamdulillah Dining	Dhaka	Uploaded	19.00%	23.00%	4.00%
June	Doi Bari	Dhaka	Uploaded	10.00%	11.00%	1.00%
June	Shahjalal Hotel	Dhaka	Uploaded	0.00%	0.00%	0.00%
June	Dhaka Castle Restaurant	Dhaka	Uploaded	12.00%	15.00%	3.00%
June	Chicken & Noodles	Dhaka	Uploaded	9.00%	9.00%	0.00%
June	Foodies Planet	Dhaka	Uploaded	10.00%	10.00%	0.00%
June	Taazaa	Savar	Uploaded	8.00%	8.00%	0.00%
June	S.K Food World	Rajshahi west	Uploaded	12.00%	14.00%	2.00%
June	New Shatkhira Ghosh Dairy	Khulna	Uploaded	27.00%	27.00%	0.00%
June	Shatkhira Ghosh Dairy	Khulna	Uploaded	14.00%	14.00%	0.00%
June	Mr. Burger - Khilgaon	Khilgaon	Uploaded	11.00%	14.00%	3.00%
June	Mr. Burger - Banasree	Rampura	Uploaded	12.00%	15.00%	3.00%
June	Rabbani Hotel And Restaurant	Mirpur	Uploaded	18.00%	19.00%	1.00%

June	Kashmiri Biryani and Kabab	Khulna	Uploaded	11.00%	16.00%	5.00%
June	Rabbani Hotel and Restaurant - Mirpur 10	Mirpur	Uploaded	27.00%	30.00%	3.00%
June	Kolapata Restora	Nikunjo	Uploaded	8.00%	8.00%	0.00%
June	H&C Bakery Mohammadpur	Mohammadpur	Uploaded	18.00%	18.00%	0.00%
June	Bobar Biriyani Mohammadpur	Mohammadpur	Uploaded	35.00%	35.00%	0.00%
June	Mughal Darbar Biriyani House	Ctg	Uploaded	16.00%	18.00%	2.00%
June	Shad Tehari Ghar	Dhanmondi	Uploaded	21.00%	21.00%	0.00%
June	King Burger	Savar	Uploaded	19.00%	19.00%	0.00%
June	Master Food	Savar	Uploaded	0.00%	0.00%	0.00%
June	Moubon hotel & restaurant	Rangpur	Uploaded	11.00%	11.00%	0.00%
June	Kebab Bari	Chittagong	Uploaded	26.00%	28.00%	2.00%
June	Jahangir hotel & restaurant	Rangpur	Uploaded	17.00%	21.00%	4.00%
June	Rasel Hotel Kabab & Biryani House	Dhaka	Uploaded	9.00%	13.00%	4.00%

June	Mexican Spicy - Ranibazar	Rajshahi west	Uploaded	17.00%	18.00%	1.00%
June	Red Chili Cafe	Rajshahi west	Uploaded	14.00%	20.00%	6.00%
June	Jahangir hotel & restaurant	Rangpur north	Uploaded	20.00%	21.00%	1.00%
June	Well Food - Mirpur 12	Mirpur	Uploaded	21.00%	23.00%	2.00%
June	Shakil Hostel Canteen	Rajshahi west	Uploaded	20.00%	21.00%	1.00%
June	Ahmed Biryani -2 (Boyra)	Khulna	Uploaded	23.00%	23.00%	0.00%
June	Ahmed Biryani & Kabab Ghor	Khulna	Uploaded	23.00%	23.00%	0.00%
June	Shamim Fast Food- 7 Rasta	Khulna	Uploaded	7.00%	12.00%	5.00%
June	Deshi Kitchen	Khulna	Uploaded	11.00%	18.00%	7.00%
June	New Azmiri Grill & B.B.Q- Moylapota	Khulna	Uploaded	12.00%	13.00%	1.00%
June	New Azmiri Grill & B.B.Q- Moylapota 2	Khulna	Uploaded	0.00%	9.00%	9.00%
June	7 Miles Cafe & Restro	Khulna	Uploaded	15.00%	15.00%	0.00%
June	KASTURI HOTEL- Dakbangla	Khulna	Uploaded	6.00%	8.00%	2.00%

June	Hotel Deluxe	Khulna	Uploaded	32.00%	33.00%	1.00%
June	Star Biryani & Kabab-Khulna	Khulna	Uploaded	15.00%	15.00%	0.00%
June	Hellow Cupcake-Nirala	Khulna	Uploaded	0.00%	10.00%	10.00%
June	Student Samucha	Khulna	Uploaded	2.00%	2.00%	0.00%
June	Kaca Lonka Restora	Khulna	Uploaded	0.00%	10.00%	10.00%
June	Chinese Heaven	Khulna	Uploaded	4.00%	5.00%	1.00%
June	Shahi Chotpoti House - Khalishpur	Khulna	Uploaded	8.00%	14.00%	6.00%
June	Chinese Heaven Biryani & Kabab House	Khulna	Uploaded	13.00%	15.00%	2.00%
June	Chinese Palace	Khulna	Uploaded	17.00%	17.00%	0.00%
June	Dulabhai Hotel-Shatrasta	Khulna	Uploaded	15.00%	17.00%	2.00%
June	Dulavai Hotel	Khulna	Uploaded	0.00%	12.00%	12.00%
June	Taxi Burger - Dinajpur	Dinajpur	Uploaded	0.00%	2.00%	2.00%
June	Yummy Chinese Restaurant	Dinajpur	Uploaded	16.00%	21.00%	5.00%
June	BURGER CLUB & CAFE	Savar	Uploaded	7.00%	10.00%	3.00%

June	Burger King & Cafe	Savar	Uploaded	17.00%	14.00%	-3.00%
June	Burger Burg	Barisal	Uploaded	20.00%	23.00%	3.00%
June	Mr. Uncle	Khulna	Uploaded	9.00%	7.00%	-2.00%
June	Paul Restaurant & Sweets	Pabna	Uploaded	16.00%	21.00%	5.00%
June	MID NIGHT MOON CHINESE	Pabna	Uploaded	8.00%	5.00%	-3.00%
June	Petuk Restaurant - Pabna	Pabna	Uploaded	20.00%	20.00%	0.00%
June	Burger King - Pabna	Pabna	Uploaded	9.00%	8.00%	-1.00%
June	Burger Lite	Pabna	Uploaded	11.00%	11.00%	0.00%
June	Noya Taste Pangsha	Rajbari	Uploaded	26.00%	25.00%	-1.00%
June	Appayon Biryani House	Rajbari	Uploaded	19.00%	1.00%	-18.00%
June	Tuss Garden Restaurant	Savar	Uploaded	8.00%	8.00%	0.00%
June	Hotel Anu Mia	Kishoreganj	Uploaded	34.00%	36.00%	2.00%
June	Nobanno Restora	Kishoreganj	Uploaded	25.00%	23.00%	-2.00%

Month	Name	Location	Status	Col1	Col2	Col3
June	Café Pabna	Pabna	Uploaded	8.00%	9.00%	1.00%
June	Al Madina Tehari Ghor	Pabna	Uploaded	14.00%	14.00%	0.00%
June	Cafe King	Savar	Uploaded	18.00%	17.00%	-1.00%
June	Hungry House-Narayanganj	Narayanganj	Uploaded	31.00%	31.00%	0.00%
June	Food Bar	Cumilla	Uploaded	4.00%	0.00%	-4.00%
June	Rajanigandha Cake House	Narayanganj	Uploaded	9.00%	10.00%	1.00%
June	Cloud City	Chittagong	Uploaded	13.00%	6.00%	-7.00%
June	Anha Chotpoti House	Demra	Uploaded	10.00%	0.00%	-10.00%
June	Maa Chotpoti Fuchka & Noodles	Narayanganj	Uploaded	17.00%	12.00%	-5.00%
June	Jannat Apa's Kitchen	Kishoreganj	Uploaded	16.00%	19.00%	3.00%
June	Food O'Clock Gowrango Bazar	Kishoreganj	Uploaded	29.00%	21.00%	-8.00%
June	Tong	Rajbari	Uploaded	21.00%	23.00%	2.00%
June	Baked Pasta - Rajbari	Rajbari	Uploaded	40.00%	39.00%	-1.00%

June	Sila Bakery	Rajbari	Uploaded	10.00%	16.00%	6.00%
June	The Chocolate Shop	Narayanganj	Uploaded	16.00%	28.00%	12.00%
June	Vojon Restora	Jhenaidah	Uploaded	23.00%	11.00%	-12.00%
June	Vojon Burger Corner	Jhenaidah	Uploaded	28.00%	28.00%	0.00%
June	Rudro Hotel & Mistanno Vander	Rajbari	Uploaded	2.00%	2.00%	0.00%
June	Red Snapper	Chittagong	Uploaded	1.00%	1.00%	0.00%
June	Cha Bari	Jhenaidah	Uploaded	33.00%	7.00%	-26.00%
June	Yummy Food Kitchen	Pabna	Uploaded	38.00%	36.00%	-2.00%
June	Riziq Hotel & Restaurant	Kishoreganj	Uploaded	34.00%	30.00%	-4.00%
June	Noya Taste - Ishwardi	Pabna	Uploaded	18.00%	16.00%	-2.00%
June	Karupolly Pitha Ghor	Pabna	Uploaded	20.00%	19.00%	-1.00%
June	Biryani House	Pabna	Uploaded	21.00%	21.00%	0.00%
June	Laxmi Mistanno Bhander	Pabna		18.00%	17.00%	-1.00%

			Uploaded			
June	Allah Vorosha Restaurant & Mishtanno Bhandar	Kishoreganj	Uploaded	19.00%	18.00%	-1.00%
June	Pizza Mammamia	Savar	Uploaded	21.00%	20.00%	-1.00%
June	Moozaa	Savar	Uploaded	14.00%	14.00%	0.00%
June	Vojon Bari Restaurant and Community Center	Pabna	Uploaded	33.00%	27.00%	-6.00%
June	Sultani Bhoj	Faridpur	Uploaded	5.00%	6.00%	1.00%
June	Oasis Bakery and Pastry Shop	Faridpur	Uploaded	0.00%	11.00%	11.00%
June	Kun Food and Beverage	Faridpur	Uploaded	24.00%	25.00%	1.00%
June	Johur Ali Restaurant	Habiganj	Uploaded	1.00%	5.00%	4.00%
June	Puran Dhakar Hazi Biryani House	Pabna	Uploaded	0.00%	0.00%	0.00%
June	Cafe De BBQ	Pabna	Uploaded	22.00%	27.00%	5.00%
June	Mr. Burger	Habiganj	Uploaded	10.00%	11.00%	1.00%
June	Lahori Biriyani & Foods- EPZ	chittagong	Uploaded	0.00%	0.00%	0.00%

June	Sher E Bangla Restora	Habiganj	Uploaded	12.00%	15.00%	3.00%
June	Maa Fast Food	Rajbari	Uploaded	9.00%	9.00%	0.00%
June	Good Foods Restaurant	Mymensingh	Uploaded	10.00%	10.00%	0.00%
June	Roshona Bilash 2	Mymensingh	Uploaded	8.00%	8.00%	0.00%
June	Nirob Restora	Mymensingh	Uploaded	12.00%	12.00%	0.00%
June	Food Time - Mymensingh	Mymensingh	Uploaded	19.00%	27.00%	8.00%
June	Food Station	Mymensingh	Uploaded	9.00%	10.00%	1.00%
June	Sabbir Mom's Kitchen	Mymensingh	Uploaded	9.00%	9.00%	0.00%
June	Sumon Cake House & Pastry Shop Products	Demra	Uploaded	9.00%	13.00%	4.00%
June	Students Cafe	Mymensingh	Uploaded	12.00%	18.00%	6.00%
June	Feel Hungry	Mymensingh	Uploaded	15.00%	16.00%	1.00%
June	Hoi Choi Fast Food & Coffee	Mymensingh	Uploaded	12.00%	17.00%	5.00%
June	Sultan Chinese &	Mymensingh	Uploaded	18.00%	22.00%	4.00%

	Indian Food					
June	Eden Restaurant & Kidz Zone	chittagong	Uploaded	15.00%	23.00%	8.00%
June	Mensa Restaurant	Mymensingh	Uploaded	19.00%	22.00%	3.00%
June	Green Park (Bangla)	Mymensingh	Uploaded	27.00%	30.00%	3.00%
June	Fresh Food Shop (Ruma Confectionary & Pastry Shop)	Mymensingh	Uploaded	18.00%	24.00%	6.00%
June	Xinxian Thai & Chinese Restaurant	Mymensingh	Uploaded	24.00%	29.00%	5.00%
June	Hungry Bite	Mymensingh	Uploaded	5.00%	6.00%	1.00%
June	C F C - Agricultural University	Mymensingh	Uploaded	4.00%	12.00%	8.00%
June	Cafeteria Restaurant (Jobarar More)	Mymensingh	Uploaded	26.00%	26.00%	0.00%
June	Chef Chili	Mymensingh	Uploaded	5.00%	6.00%	1.00%
June	Pulp & Beans	Mymensingh	Uploaded	0.00%	11.00%	11.00%
June	New Comilla Restaurant	Moulvibazar	Uploaded	24.00%	25.00%	1.00%
June	Fuchka Ghor - Moulvibazar	Moulvibazar	Uploaded	1.00%	5.00%	4.00%

June	Pizza Point	Habiganj	Uploaded	0.00%	0.00%	0.00%
June	Smile Cafe	Habiganj	Uploaded	22.00%	27.00%	5.00%
June	Flavio	Savar	Uploaded	19.00%	23.00%	4.00%
June	Modhubon Pastry shop	Narayanganj	Uploaded	10.00%	11.00%	1.00%
June	Cafe Delight-Demra	Demra	Uploaded	0.00%	0.00%	0.00%
June	Mumin Foods - Sanarpar	Narayanganj	Uploaded	12.00%	15.00%	3.00%
June	The Burger Parlour	CTG	Uploaded	9.00%	9.00%	0.00%
June	Mr. Pie	Pabna	Uploaded	10.00%	10.00%	0.00%
June	Shawarma House Dinajpur	Dinajpur	Uploaded	8.00%	8.00%	0.00%
June	Kashmiri Biriyani House	Jhenaidah	Uploaded	12.00%	14.00%	2.00%
June	Hazi Biriyani Jhenaidah	Jhenaidah	Uploaded	27.00%	27.00%	0.00%
June	Mejban Hotel & Restaurant	Kishoreganj	Uploaded	14.00%	14.00%	0.00%
June	Hotel Niribili	Kishoreganj	Uploaded	11.00%	14.00%	3.00%

June	Chai Pai Chotpoti House	Narayanganj	Uploaded	12.00%	15.00%	3.00%
June	Tamanna Fast Food & Chinese Restaurant	Chapainawabganj	Uploaded	18.00%	19.00%	1.00%
June	Dhaka Fuchka And Fastfood House	Habiganj	Uploaded	11.00%	16.00%	5.00%
June	Alim Shingara Vandar 2	Chapainawabganj	Uploaded	27.00%	30.00%	3.00%
June	Modhubon Cafe	Habiganj	Uploaded	8.00%	8.00%	0.00%
June	Food Capital	Rajshahi	Uploaded	18.00%	18.00%	0.00%
June	The Grand Dine	Rajshahi	Uploaded	35.00%	35.00%	0.00%
June	Rosogolla	Rajshahi	Uploaded	16.00%	18.00%	2.00%
June	Apon Bari Restora & Mezbani - Chittagong	ctg	Uploaded	21.00%	21.00%	0.00%
June	BFZ Pastry Shop	Narayanganj	Uploaded	19.00%	19.00%	0.00%
June	Rumana's Kitchen	Rangpur	Uploaded	0.00%	0.00%	0.00%
June	Hotel Mezban	Savar	Uploaded	11.00%	11.00%	0.00%
June	Shad Bichitra Doi & Mistanno	Savar	Uploaded	26.00%	28.00%	2.00%

June	Sultani Bhoj	Faridpur	Uploaded	5.00%	6.00%	1.00%
June	Café Pabna	Pabna	Uploaded	0.00%	11.00%	11.00%
June	Golden Burger	Dhaka	Uploaded	24.00%	25.00%	1.00%
June	Maisha Chicken Kebab Ghor	Savar	Uploaded	1.00%	5.00%	4.00%
June	Tangail Mishty Ghor- Khilkhet Amtola	Dhaka	Uploaded	0.00%	0.00%	0.00%
June	Bangaliana Restora	Chittagong	Uploaded	22.00%	27.00%	5.00%
June	New Maloncho Restora - Kalabagan	Dhaka	Uploaded	19.00%	23.00%	4.00%
June	Akhi's Kitchen	Dhaka	Uploaded	10.00%	11.00%	1.00%
June	Al-Madina Biryani House	Dhaka	Uploaded	0.00%	0.00%	0.00%
June	Choko Bazar	Dhaka	Uploaded	12.00%	15.00%	3.00%
June	Riyan Food Corner	Dhaka	Uploaded	9.00%	9.00%	0.00%
June	Mayer Doa Kitchen	Dhaka	Uploaded	10.00%	10.00%	0.00%
June	Doaan	Dhaka	Uploaded	8.00%	8.00%	0.00%

June	Ray's Restaurant	Savar	Uploaded	12.00%	12.00%	0.00%
June	Ektu Shukh Hotel & Restaurant	Rajshahi	Uploaded	19.00%	27.00%	8.00%
June	3S Pastry Shop	Khulna	Uploaded	9.00%	10.00%	1.00%
June	Tomato	Dhaka	Uploaded	9.00%	9.00%	0.00%
June	Home Made Studio	Dhaka	Uploaded	9.00%	13.00%	4.00%
June	Container 66	Dhaka	Uploaded	12.00%	18.00%	6.00%
June	Twenty 1	Dhaka	Uploaded	15.00%	16.00%	1.00%
June	Khan Cha & Kebab Ghor	Dhaka	Uploaded	12.00%	17.00%	5.00%
June	Grehinee	Dhaka	Uploaded	18.00%	22.00%	4.00%
June	Blu Ocean Cafe & Juicer	chittagong	Uploaded	15.00%	23.00%	8.00%
June	Hizbullah Special Tika Khetapuri - 2	Dhaka	Uploaded	19.00%	22.00%	3.00%
June	Jolabhati Kitchen	Dhaka	Uploaded	27.00%	30.00%	3.00%
June	New Terrace View (Roof Top Restaurant)	Rajbari	Uploaded	18.00%	24.00%	6.00%

June	Muna's Kitchen	Mymensingh	Uploaded	24.00%	29.00%	5.00%
June	Mina's Kitchen	Dhaka	Uploaded	5.00%	6.00%	1.00%
June	Exotic Rooftop Restaurant	Dhaka	Uploaded	4.00%	12.00%	8.00%
June	Khan Restora	Faridpur	Uploaded	26.00%	26.00%	0.00%
June	Golden Burger	Dhaka	Uploaded	5.00%	6.00%	1.00%
June	Maisha Chicken Kebab Ghor	Savar	Uploaded	0.00%	11.00%	11.00%
June	Tangail Mishty Ghor- Khilkhet Amtola	Dhaka	Uploaded	24.00%	25.00%	1.00%
June	Bangaliana Restora	Chittagong	Uploaded	1.00%	5.00%	4.00%
June	Monalisa's Kitchen	Dhaka	Uploaded	10.00%	20.00%	10.00%
June	Helen Kitchen	Dhaka	Uploaded	22.00%	27.00%	5.00%
June	MeatBox - Mirpur	Dhaka	Uploaded	19.00%	23.00%	4.00%
June	Burger Bite - Dhanmondi	Dhaka	Uploaded	10.00%	11.00%	1.00%
June	Supreme Diners – Zoo Road	Dhaka	Uploaded	0.00%	0.00%	0.00%

June	Charleys	Dhaka	Uploaded	12.00%	15.00%	3.00%
June	Pallabi Kitchen	Dhaka	Uploaded	9.00%	9.00%	0.00%
June	Star Kitchen & Bakery - Mirpur	Dhaka	Uploaded	10.00%	10.00%	0.00%
June	Fatso	Dhaka	Uploaded	8.00%	8.00%	0.00%
June	Maa Home Delivery	Dhaka	Uploaded	12.00%	14.00%	2.00%
June	Burger Bari	Dhaka	Uploaded	27.00%	27.00%	0.00%
June	Urban Bite	Dhaka	Uploaded	14.00%	14.00%	0.00%
June	Rifa's Homemade Food - Baridhara	Dhaka	Uploaded	11.00%	14.00%	3.00%
June	Bhorta Click	Dhaka	Uploaded	12.00%	15.00%	3.00%