

Report on

*Dish Level Photo (DLP) for Restaurant Partners of  
Foodpanda – Ensuring a Better Customer Experience*

By

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

BRAC Business School

BRAC University

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## Declaration

It is hereby declared that

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

Student's Full Name & Signature

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Dipro Barua

18264018

Supervisor's Full Name & Signature

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Monirul Islam Akhand

Professor, BRAC Business School

BRAC University

## Letter of Transmittal

Monirul Islam Akhand

Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka 1212

Subject: Submission of report on **Dish Level Photo (DLP) for Restaurant Partners of Foodpanda – Ensuring a Better Customer Experience** for Internship.

Dear Sir,

I am submitting the paper titled “Dish Level Photo (DLP) for Restaurant Partners of Foodpanda – Ensuring a Better Customer Experience”. This report has been prepared to better understand the DLP process, its significance, impact it has on many fronts such as multiple stakeholders, issues and some suitable solutions to them.

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

I trust that this report will meet the desires.

Sincerely yours,

---

Dipro Barua

18264018

BRAC Business School

BRAC University

Date: 20-01-2021

## **Non-Disclosure Agreement**

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

## Acknowledgement

In the beginning, I would like to thank Buddha for giving me enough courage and patience to complete this Internship report. Then I would like to thank my academic supervisor, Monirul Islam Akhand, Professor, BRAC Business School, BRAC University for the enormous support and guidance he blessed me with throughout my internship period. Without his supervision and cooperation, this report would not have been possible.

Then, I would like to thank my onsite supervisor, Mr. Mainuddin Hassan (Team Lead, Sales Operation). His cooperation made it more efficient and easier for me to work on this Internship Report. I would like to thank Labiba Raisa, a colleague of mine who helped me with ideas, guidance and constant support.

After her, I would like to thank my team members – Fariha Masuk, Farhanur Rahman, Zarif Nafi and Ahasan Karim Prachurjo from the DLP team for their support and help. Because of them, it has been a really good experience for me to work in the DLP team.

## Executive Summary

Foodpanda is the market leader in the industry of food delivery in Bangladesh. Through my Internship report, I have tried to portray a wholesome picture of the Dish Level Photo process of Foodpanda.

This report includes a brief introduction to the DLP process in Foodpanda, understanding of the stakeholders included in the process and the roles they play, some issues and the impact DLP has on many fronts.

The first chapter consists of introduction, origin, objective, scope, significance and limitations of the report, methodology and a problem statement.

Second chapter includes a brief introduction to Foodpanda – it's global footprint, it's local existence and values it is run by.

In the third chapter, I tried to discuss about DLP – what is it, a look at what is an ideal DLP process, what requirements are set with it from the global control and a little familiarization with the DLP team.

The fourth chapter is about the stakeholders involved in the whole DLP process and the roles they play in maintaining the process.

The fifth chapter discusses about the blockers for a smooth DLP process, the issues faced on a regular basis.

In the sixth chapter, I discussed about the impact DLP has on Foodpanda in general, the stakeholders, restaurant partners and customers.

Finally, in the seventh and last chapter, I tried to come up with some recommendations to make the DLP process smoother and more efficient for the future.

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## **List of Acronyms**

DLP – Dish Level Photo

CEO – Chief Executive Officer

CMO – Chief Marketing Officer

MD – Managing Director

AM – Account Management

KAM – Key Account Management

VC – Vendor Coordinator

# **Chapter 1**

## **Introduction**

## 1.1 Origin of the Report

As a partial requirement for the Master of Business Administration degree of BRAC University, I was required to submit a project paper or complete internship in a suitable business organization. I have been working as an Executive in Foodpanda, Content team under Sales Operation department for a period of a year and four months and continuing. After discussion and getting approval, I started to work on the topic titled “Dish Level Photo (DLP) for Restaurant Partners of Foodpanda – Ensuring a Better Customer Experience”. The report was assigned by honorable academic supervisor Monirul Islam Akhand, former Brigadier General in Bangladesh Army and Professor, BRAC Business School of BRAC University. The main purpose of internship program is to familiarize a student with a real job experience. I have taken four months period for this internship and this report is submitted on the impact DLP has on restaurant partners as well as customers of my organization. This report also includes information regarding the process revolving around DLP, the stakeholders involved and issues posing threat to a smooth DLP process.

## 1.2 Objective of the Report

### Primary Objective

The primary objective of this report is to identify the blockers for a smooth DLP process and come up with some solutions.

### Secondary Objective

The specific objectives for the preparation of this report are as below:

- ✚ A thorough understanding of the DLP process
- ✚ Understanding and contribution of the stakeholders in DLP process
- ✚ Identifying the blockers for a smooth DLP process
- ✚ Understanding the impact of DLP on Foodpanda, it's restaurant partners and customers

## 1.3 Scope of the Report

This report is based on DLP, a function of Content team under the Sales Operation department of Foodpanda. Although DLP is available for both restaurant and shop (grocery, superstore, pharmacy, electronic store, flower store etc.) partners of Foodpanda, this report strictly focuses on the restaurant side of DLP; how it works, who are the stakeholders, why it is important and more.

## 1.4 Methodology

Methodology is generally a guideline for solving a problem with specific components in play such as phases, task, methods, techniques and tools. It is the systematic study of methods that are applied in a disciplined manner. It also refers to the process as in how to organize data from various sources in order to complete a successful study. Explanatory research has been conducted for gathering better information that will give a better understanding on the DLP process. Both primary and secondary data collection procedure have been used in the report.

Information required to prepare the report were collected from on-the-job experiences. I, myself being in key position of the DLP team has facilitated me with access to necessary datasets that are required to conduct the study. In addition to that, necessary information related to the work of DLP team was collected from different internet materials that were circulated within the organization. Members of DLP team and other colleagues involved in the process were also consulted with. Then data was analyzed and presented in the form of information to deduce necessary conclusions.

## 1.5 Research Questions

The research questions addressed in this report are:

- ✚ What is DLP and what us the whole process of it?
- ✚ What roles do the stakeholders play in DLP process?
- ✚ What are the blockers for a smooth DLP process?
- ✚ How does DLP impact Foodpanda, it's restaurant partners and customers?

## 1.6 Problem Statement

DLP is a comparatively new priority for Foodpanda. Being a new priority, the process revolving around it is still not fully structured. There are multiple stakeholders involved in the process that create various blockers. These blockers in turn create hindrances in implementing a smooth DLP process.

## 1.7 Significance of the Problem

DLP is a key function of Foodpanda on many fronts. An image of an item incorporated with it, displayed on the website or mobile application can instill trust in customers, a sense of transparency can be found with it. The trust created in turn results in more orders, which then generates more revenue.

Due to the involvement of more and more stakeholders in the DLP process, the process gets tangled in all the liaison to be maintained and the delay from one stakeholder results in delay in the whole process. Reliability on the stakeholders creates certain sense of helplessness that takes away the control needed to turn the DLP process into a smooth one. Lack of understanding the significance of each stakeholder and acting accordingly also contributes to making the whole process critical.

This research aims to understand the whole DLP process thoroughly. Understanding of the stakeholders, the roles they play in the process and the blockers created due to and from each of them is a key focus of this research. A thorough understanding of the blockers is important to come up with suggestions as to how a smooth DLP process can be implemented.

A smooth DLP process is pivotal for ensuring a better customer experience. An image incorporated with an item in the menu, represents a certain level of transparency on the side of Foodpanda as well. It certainly increases the quality of content as an image can carry weight equivalent to thousand words. The goal of this research is to ensure better customer experience.

## 1.8 Limitations of the Report

Though I tried my level best to produce a comprehensive and well-organized report on the DLP function of Foodpanda, I did face some limitations. Some notable ones are mentioned:

- Foodpanda as an organization does not disclose much information and so it was difficult to gather information.
- DLP is a comparatively new function in Foodpanda. Yes, 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.
- Managing time was a crucial issue as this report is being submitted almost at the start of a new year. There was year-ending pressure of summarizing and representing everything properly from the organization and it's workload and then there was year-beginning pressure of forecasting, planning and more.
- Unfortunately, apart from me, my team members in DLP team are all part timers. Getting information from them by managing their time and consent was difficult.

- Because of me currently being in charge of the DLP team, possibility of bias from me towards my team can not be ruled out.

## **Chapter 2**

# **Literature Review**



## 2.1 Foodpanda: A Global Overview

Foodpanda is a global online food delivery company headquartered in Berlin, Germany. It was established in May, 2012 with the support of Rocket Internet, a German venture capital company which is also based in Germany. Foodpanda was founded by Ralf Wenzel and Benjamin Bauer, the former being the current CEO and the latter being the current CMO. Foodpanda is currently active in more than 800 cities around the globe, operating in 22 countries. However, the primary customer base of Foodpanda is in Asia and Eastern Europe as the company focuses on emerging markets. With partnerships with over 26,000 global restaurants, it employs over 2,500 staffs all over the world.

However, Foodpanda was acquired by its German competitor, Delivery Hero, in early December 2016. Headquartered in Berlin, Delivery Hero is regarded as the global leader in the market of online food ordering and delivery. Through the acquisition, it added 20 more countries in Eastern Europe, Middle East, North Africa and Asia to its portfolio, thereby increasing the company's global footprint. As a result, Delivery Hero now operates in more than 50 international markets and processes over 170 million orders per year. Moreover, the acquisition of Foodpanda further established Delivery Hero's global leadership position in the international food delivery industry.

## 2.2 Foodpanda in Bangladesh

Foodpanda expanded its operations in Bangladesh in December 2013, with the initiatives of the managing director and co-founder of Foodpanda Bangladesh, Ambareen Reza and Zubair B. A. Siddiky. Since then, it has grown so much in the last 7 years. In the days of its early operations, Foodpanda faced a lot of challenges from market competitor and the first mover in food delivery industry of Bangladesh, HungryNaki. Then came key players like Uber Eats and Pathao. With time, HungryNaki faced a massive decline and Uber Eats has pulled off their operation from Bangladesh. However, Shohoz Foods and others have joined Pathao and are now trying to compete with Foodpanda. Foodpanda is currently the market leader in the food delivery market of Bangladesh.

Gradually Foodpanda has expanded its business to even the remote district areas and is now operating in all the districts of Bangladesh. Till March 2020, Foodpanda only had

partnerships with restaurants. But then came the shops – grocery stores, pharmacies, super shops, electronic stores, flower stores and more. Amidst the global pandemic known as Novel Corona Virus, Foodpanda did not stop like so many others. In fact, it flourished and did better than the past because of this inclusion of a different vertical of vendors in their platform. Right now, Foodpanda is trying to move to different verticals and become a key player in those markets as well.

## 2.3 Values

### Virtue is it's Own Reward

- ☞ We have accountability of our commitments and aim to deliver with exceeding expectations even if it takes extra effort.
- ☞ We believe integrity results in strong morals that promote a holistic working environment.

### Respect for Opinions

- ☞ Every Stakeholder Matters
- ☞ We empower each other to lead and make decisions.
- ☞ We appreciate diversity and ensure equality.
- ☞ We empathize as a team and take a proactive stand to create and maintain a healthy work-life balance.

### Commitment to the Community

- ☞ We strive to deliver promptly and efficiently for our customers' satisfaction.
- ☞ We invest to build and maintain sustainable long-term relationships with our stakeholders.
- ☞ We are keen on earning the acceptance of the communities in which we operate.

### Prosper Like a Panda

- ☞ We surround ourselves with dynamic people who are motivated to overcome any adverse situation.
- ☞ At Foodpanda, we are never limited to endless possibilities.
- ☞ We encourage innovative discussions in a flexible atmosphere and reward initiatives taken to reach targets.

## 2.4 Organizational Layout

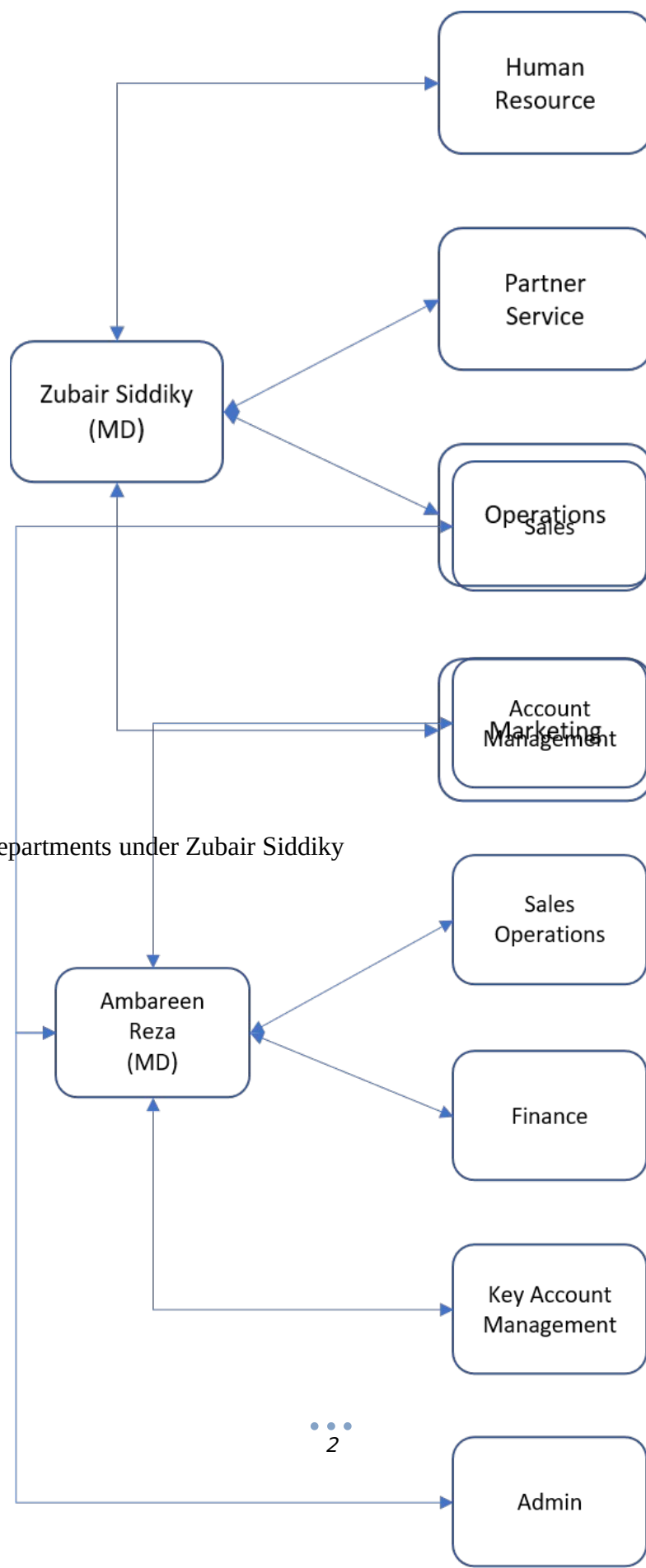


Figure 2.4.1: Departments under Zubair Siddiky

Figure 2.4.2: Departments under Ambareen Reza

# Chapter 3

## DLP

### 3.1 What is DLP

Dish Level Photo (DLP) is the image of one certain item of a restaurant partner that has been clicked by a photographer appointed by Foodpanda; edited and uploaded by an employee of Foodpanda and is displayed on the frontend of the Foodpanda mobile application and the dedicated website. DLP is available for shop partners of Foodpanda as well, but their DLPs are provided by vendor themselves or are collected from internet resources such as vendor website, image sources etc.

### 3.2 Mandatory Requirements

<b>Quality Section</b>	<b>Mandatory</b>
<b>Photo Size and Dimension</b>	<ul style="list-style-type: none"> <li>❖ Minimum Photo Dimensions: 1440x1053 px, 72 dpi</li> <li>❖ Photo needs to be taken in landscape format</li> <li>❖ Photo needs to be submitted in RAW format</li> </ul>
<b>Product View in Photo</b>	<ul style="list-style-type: none"> <li>❖ Main dish must cover at least 70% to 80% and not more than 85% of the canvas</li> <li>❖ Product Position: Product appears clearly in focus and in the centre of the photo</li> <li>❖ Products must look sharp, clear and no blurry, grain or pixelated</li> <li>❖ Shooting Angle: Top view angle (90°) or flat view angle (0°) or side view angle (45°) where suitable to see the food</li> <li>❖ Photo should not contain additional items that are not included in the product and will not be delivered to the customer</li> <li>❖ Image should not contain shadow and reflections of people or other objects</li> <li>❖ Photo should not contain any watermarks, logo, external links and restaurant contact detail</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>❖ Human figure in photo are allowed only if main product is still in focus and cover majority of the photo</li> <li>❖ Photo should be tidy: no dust, dirty spots or fingerprints</li> </ul>

Table 3.2.1: Mandatory DLP Guidelines set by Global

### 3.3 DLP Team

Previously, Foodpanda had only one employee work as the photographer and another employee work on the editing and uploading side of DLP. That could be done for a long time because back then Foodpanda was operating in less than 15 districts and number of restaurant

partners for Foodpanda was less than ten thousand. But now, Foodpanda is partner with more than twenty thousand restaurant partners and have expanded business over all the cities and districts of the country.

So, from the month of July 2020, a team was structured to work solely with DLP process. Also, recently priority has been put over restaurants having images associated with their items to ensure a better a customer experience. The DLP team now works in a structured way under a leadership that reports directly to the manager of Sales Operation department.

### 3.4 DLP Process

The DLP process is very complex because of the presence of so many groups of people making decisions that are very difficult to coordinate and bring together. On many occasions, there are gaps in communication, misunderstanding, providing of wrong information, confusion and a lot more issues. These make the DLP process very critical.

DLP process for one certain restaurant starts on 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 provide 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 provided including proper information needed for assigning the photoshoot to a photographer; DLP team checks, verifies and then bypasses the information of respective vendor to a designated photographer. The photographer than communicates with the contact person of the restaurant, fixes a date and time for photoshoot and then proceeds to the photoshoot. If a vendor denies a photoshoot, that is marked as blocked and the concerned account owner is informed about this. After the photoshoot is done, photographer provides raw images to the DLP team for edit and upload purpose. DLP team then edits the suitable images and uploads 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 upload process, it is marked successful for the concerned restaurant partner.





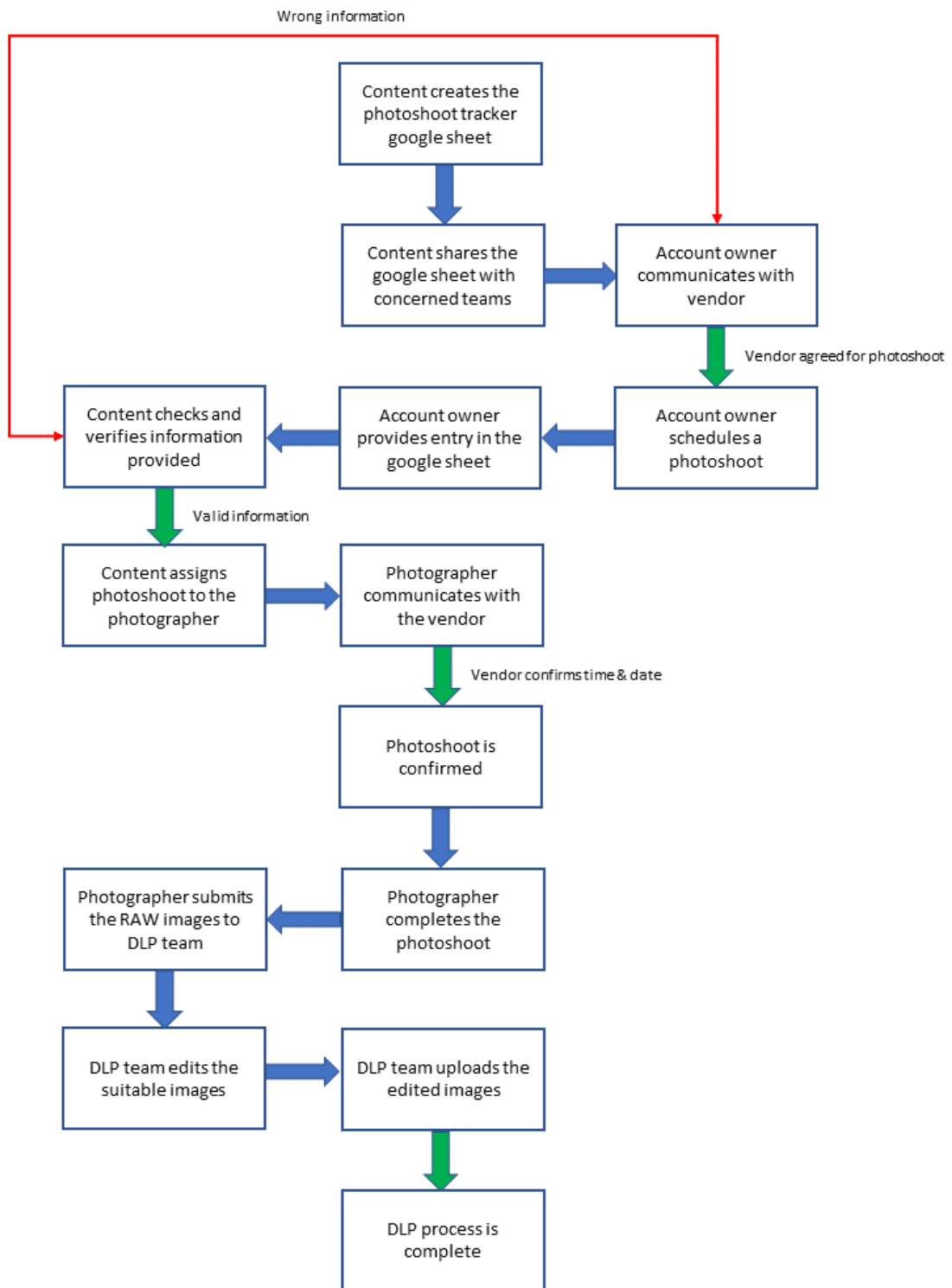


Figure 3.4: Demonstration of a Full DLP Process

# **Chapter 4**

## **Stakeholders**

## 4.1 Foodpanda

Foodpanda as an organization is the first and most important stakeholder of DLP. The DLP process starts with Foodpanda and ends with them; more specifically speaking, it starts and ends at the Content's end.

As a whole, Foodpanda's goal is to have all their restaurant partners facilitate a one hundred percent image coverage in their menu. This might take a long time to accomplish and keeping in mind that everyday 50 or more restaurants are connected to Foodpanda, this can be a never-ending task.

## 4.2 Account Owners

After an account is successfully onboarded to the Foodpanda platform, it is assigned to an Account Management (AM) employee. They negotiate with the vendors on a regular basis to know any and all of their issues, complains, curiosities and try to solve them as soon as they can. In return, they convince these vendors to provide discount, some kind of special deal, pay Foodpanda more to be treated specially among thousands of competitors and of course, for a photoshoot.

Once an account has done lot of business, brought Foodpanda very good amount of revenue and contributed to Foodpanda's profit in a big way, the account is identified as a key account and is then assigned to a Key Account Management (KAM) employee. KAM employees do the same things as AM employees, but because these are the prized vendors among thousands, convincing them is comparatively more difficult.

Without the approval from the account owner of a restaurant who is either an AM agent or a KAM agent, a photoshoot can not be scheduled or initiated. That is why account owners are a very crucial stakeholder.

## 4.3 Vendor Coordinator (VC) and City Manager

Based on the area a restaurant belongs to, it goes under the jurisdiction of a City Manager or a VC. Different districts and cities have City Managers and VCs taking care of the restaurants at a closer range. KAM and AM employees are mostly from Dhaka, controlling their accounts from their offices. But City Managers and VCs stay in the area their vendors are from, communicate with them on the field level and on a regular basis. Convincing a vendor

is sometimes difficult for a KAM or AM agent. In such cases, these stakeholders come into play.

#### 4.4 Photographers

There are three types of photographers Foodpanda has so far been in a contract with. Freelancers who work independently and are paid a certain amount of money for each photoshoot they complete. These photographers usually work within a certain area or a district. Cluster photographers cover a wider range – mostly the divisional cities such as Khulna, Chittagong, Rajshahi and more. These photographers are employees of Foodpanda as they are under a contractual obligation towards Foodpanda and are paid a fixed salary each month.

Then there are some photo studios Foodpanda worked with in the past to have more and more photoshoots done within Dhaka city as Foodpanda has most of its restaurant vendors from Dhaka. Benefit of working with a photo studio is that there is a contract to which the studio must comply and managing the photographers is solely the studio's job.

Photographers play a very crucial role in the DLP process. They communicate with the restaurant representatives, sometimes even convince them for a photoshoot. In the past, account owners only provided name of the vendors, no schedule. In those cases, photographers had to convince the vendors for a photoshoot themselves.

#### 4.5 DLP Team

The team responsible for managing the whole process. This team works with all the stakeholders already mentioned and even sometimes with the restaurants as well. From managing and maintaining the tracker that holds all the information regarding the restaurant partners for whom photoshoots will be scheduled to communicating with the photographers on a regular basis to get the photoshoots done and the images received in a timely and efficient manner, DLP team does a lot of work. DLP team maintains a liaison between the account owners, photographers, content team and other stakeholders. It can be said that this team is at the center of everything with all other teams working around them.

#### 4.6 Restaurant Partners

Restaurant partners are the ones that are key stakeholders in the DLP process. Without them agreeing to let a photoshoot happen, there is no photoshoot, hence there is no DLP. Some

restaurants want themselves to have photoshoot of their items done, they reach out to their account owners in Foodpanda for the matter.

Some others deny a photoshoot when they are communicated for one. The assurance that if a restaurant prepares food only for the photoshoot and no customer buys it then Foodpanda will pay for it, works well to convince many vendors. However, some vendors cancel the photoshoot even after being scheduled. That will be discussed in a later chapter.

## **Chapter 5**

# **Blockers for a Smooth DLP Process**

The involvement of so many stakeholders as already mentioned in the previous chapter, is an issue in itself. There are so many more blockers created by one or more of the stakeholders willingly or unintentionally. The goal of this chapter is to discuss these blockers in detail.

## 5.1 Delay in Photoshoot Assigning from Account Owners

Account owners as in AM and KAM agents are busy with a lot of work of their own. They have to be constantly in touch with the vendors assigned to them. An AM agent handles roughly 500 different restaurant partners whereas a KAM agent handles about 50 high prized vendors on their own. This includes hearing about all the issues the vendor has, trying to provide solution for them and convincing them for adding value to Foodpanda in one way or another. Alongside this, trying to convince vendors for a photoshoot is a difficult task for them. Not long ago, this task was not counted as a work which will be counted while measuring the performance of an AM or a KAM agent. This surely made the photoshoot scheduling a less prioritized task for the account owners. Which in turn ensured that there is a slight delay and sometimes a delay of even days in scheduling photoshoots.

## 5.2 Too Many Scheduled Photoshoots within a Short Period of Time

This blocker comes hand in hand to the one discussed before. Once account owners have made enough delay in scheduling photoshoots to prompt Content team for escalating the issue to AM and KAM departments or even higher, there is a push to get the work done and get it done faster. And after that push has been provided, account owners start scheduling photoshoots in a haste; which eventually results in a photographer who has probably sat for 2 weeks because they had no photoshoots assigned to them, all of a sudden have 30 photoshoots assigned to them that are scheduled to be completed within next 6 days. This ensures that there are missed schedules of photoshoots which in turn infuriates the vendor, the vendor complains to the account owner and account owner escalates the issue to Content.

## 5.3 Unavailability of Proper Information regarding the Restaurant

Sometimes, account owners provide wrong or outdated information regarding the restaurants while scheduling and providing the entry of a scheduled photoshoot to the photoshoot tracker. This in turn creates hassle for DLP team, photographers and more. DLP team while assigning

the photoshoot to the photographers, checks and verifies the information provided by the account owners. Sometimes, it is found that a vendor of Rajshahi has been provided entry of as a vendor of Comilla. Or location of a vendor from Dhaka has been provided for a vendor from Noakhali. Sometimes photoshoot with such wrong information slip the eagle eyes of DLP team and they are assigned to the photographers. After which the photographer communicates the vendor and are mistreated by them. This issue has in fact been so common that it prompted a lot of photographers and studios to reached out to Content team from time to time just to ensure that the information provided to the are correct. Few photographers have even so much as stopped working with Foodpanda just because of such issues. These are quickly escalated to the account owners. After which, the account owner needs to communicate with the vendor again, which wastes time for AM and KAM departments as well.

#### 5.4 Restaurant Representative's Uncooperative and Unprofessional Behavior

Sometimes even after a photoshoot is being scheduled after communicating with the restaurant representative by a KAM or an AM agent, restaurant representative misbehaves with the photographers. In some cases, the vendor claims that hey had no prior knowledge of the photoshoot being scheduled. Whereas this is a very serious issue and question is raised as to whether they are right or the account owner is, it has been found in the past that the vendors have a tendency to lie. If such issues arise before photographer arrives at the restaurant, they can be handled. But sometimes after the photographer communicates the vendor and reaches the restaurant for photoshoot, vendor disagrees to provide items for photoshoot or tells the photographer that they want to use photos clicked by themselves or available in the internet. Sometimes vendor even behaves so rudely with the photographer that they have to return immediately. Sometimes vendor asks photographer to sit and wait for customers to come and order the food items; when and if they do, photographer may click photos of the items. These are very common issues in DLP process.

#### 5.5 Photographer's Dependency on City Managers and VCs

Like already discussed in a previous chapter, AM and KAM agents mostly work from office in Dhaka. But they manage vendors from all over the country. This makes them rely on City Managers and VCs for conducting operations on the field level in different cities and districts. Photographers are usually selected on a locality basis. For example, the photographer chosen for Chittagong cluster must be a Chittagong resident. These



photographers can usually manage the vendors themselves. But in some areas, it is seen that vendors do not trust anyone other than the City Manager or the VC they are familiar with. This creates a dependency on the photographer's end which only increases the layer of communication. If the City Manager or VC is less available or forthcoming, that creates a lot of trouble for photographers and in turn DLP team.

## 5.6 Photographers Unavailability

Photographers are key players in the whole DLP process. Whenever a photoshoot is scheduled or a vendor is communicated for a photoshoot, it is always expected that photographer of the concerned restaurant's area will be available for photoshoot at any and all time. However, most of the photographers being freelancers who are paid based on the number of shoots they complete and the absence of a contract under which they will be obliged to comply more regularly ensures that these photographers can not be held answerable very strictly by the DLP team. Sometimes photographers do not even feel obliged to inform beforehand that they will be unavailable for some reason. Once a scheduled photoshoot is missed by the photographer, DLP team notices this and upon query it is revealed that the photographer is not working for some reason.

## 5.7 DLP Team Members being Freelancers

This is a problem within the DLP team and Content itself. Because of DLP being comparatively a newer priority and the DLP team starting to work as an autonomous unit only a few months ago, DLP team is still not fully structured. DLP team is constantly being tested as to what the limitations are, the capabilities they possess and the further they can go. All the team members currently working on hand in the DLP team are freelancers who are obligated to serve a six hour work every day, which is two hours less than a full time employee. Because of not being full-timers, these agents can barely be expected to be present after a certain time. This also facilitates the lack of answerability and responsibility in these agents. The workflow DLP team has been witnessing in the past few months has proven that working with only freelancers in this unit is not going to be enough.

## 5.8 Issues Regarding the Images

Even after photographer clicks photos, DLP team can not always directly start working on the edit and upload side. Sometimes the images provided do not follow the guidelines of DLP process initiated globally those were discussed in a previous chapter. And sometimes the

photographer does not submit the images even after completing photoshoot. Some photographers are technologically challenged. They do not have knowledge of google sheet, drive and such other platforms. They depend on others to upload the images. This sometimes creates delay in DLP team receiving the images. And because of the poor-quality pictures, sometimes a second round of photoshoot needs to be initiated. This incurs extra cost, time and effort that could otherwise have been utilized in new shoots.

# **Chapter 6**

## **Impact of DLP**

DLP is a very important function of Content team as well as for Foodpanda in general. It does not only matter a lot to the organization, but also to the stakeholders on many fronts. This chapter will discuss the impact DLP has on the stakeholders.

## 6.1 Impact on Account Owners

Account owners as in AM and KAM agents now have DLP impacting their performance and directly their remuneration. Recently, communicating with the vendors for scheduling a photoshoot and successful completion of photoshoot on the vendors under one certain KAM and AM agent have been initiated as measurement sticks of performance for them. This has prompted the account owners to take this task more seriously than before. In the past, Content team used to provide list of vendors and KAM and AM agents would only approve for a photoshoot. Now, AM and KAM agents have to schedule a photoshoot in a proper way and keep track of whether the photoshoot is completed or not. Performance of AM and KAM departments also depend on their performance regarding DLP.

## 6.2 Impact on Restaurants

Restaurants usually like it when they have items with images incorporated. This not only makes the menu look more attractive, but it also renders a sense of transparency from the end of the restaurants. It has been witnessed that restaurants with images attract more customers than restaurants with no image.

## 6.3 Impact on Foodpanda Revenue

Foodpanda in general is directly impacted by DLP. A data from the month of September and October can clearly portray the picture of the kind of impact DLP has on Foodpanda and its revenue stream.

The dataset used for analysis (see Table 1 in Appendix) is of 259 restaurant vendors whose photoshoots were done in the month of September 2020 and the images were uploaded to the system within the month. The 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 added to the cart by customers while ordering from website and mobile application.

It can be seen from the analysis of Figure 6.3 that in October, the mcvr has increased for more than half the restaurants that had images incorporated to their menus in September. This clearly shows the impact DLP has on the revenue stream of Foodpanda.

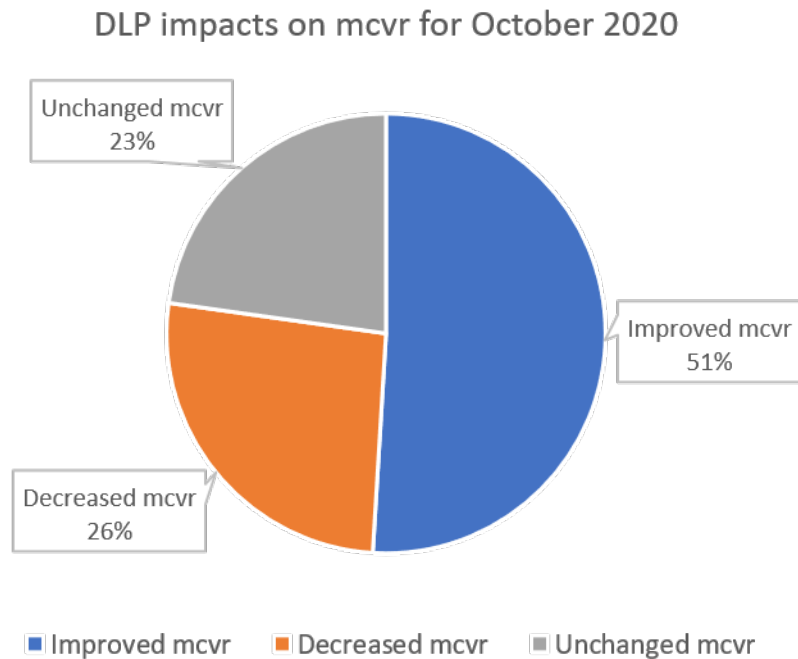


Figure 6.3: Analysis of Impact of DLP in October 2020

#### 6.4 Impact on the Customers

The customers are the king of any business. Until and unless an organization operates in a monopolistic market, customers hold the key to success for them. DLP has a crucial impact on the customers. Like on the side of restaurant partners, DLP provides transparency for customers too. A customer knows what s/he is about to order when they see the image incorporated with an item. This helps both restaurant as well as Foodpanda to stay true to their words. Menu with images attract customers more as visual representation is always better than numeric and alphabetical representation.

## **Chapter 7**

# **Recommendation and Conclusion**

## 7.1 Recommendation

The many blockers and issues Foodpanda as in the Content team faces in ensuring a smooth DLP process have already been identified in previous chapters. Some recommendations to make things better are discussed below:

**Cutting out the Extra Layers:** Although it sounds impossible, cutting out the City Managers and VCs from the DLP process completely can be done. If an extra layer of communication can be reduced, the whole process will surely get smoother.

**Structuring the DLP Team:** The newly introduced DLP team is still in its adolescence. Inclusion of few full-timers and a handful of freelancers will make the team capable of handling the workload it is currently failing to meet in the editing and uploading side. Having full-timers work in a team ensures certain level of answerability on the end of the agents. Besides, there are new projects which are being introduced every now and then. To take care of these, the team needs to be better structured.

**Better Coordination with the KAM and AM Departments:** When a better coordination with the account owners is initiated, it solves multiple blockers for a smooth DLP process. It ensures better service from the account owners as in submission of more valid info, managing the scheduling process more efficiently and with more care, better communication with the vendors and more. Account owners can also control the involvement of City Managers and VCs.

**Structuring the Photographers as a Team:** Currently Foodpanda is working with the photographers most of whom are freelancers. This lends the lack of accountability and answerability sense in them. This area can be worked heavily on. Photographers can be brought under contractual obligations such as completing a certain portion of scheduled photoshoots assigned to them, reporting daily on their work progress and more. When the photographers let DLP team know of the status of their work, DLP team knows what actions

need to be taken for which photographers. Also, because of the increasing number of photoshoot demands recently, inclusion of more photographers will be a good idea.

## 7.2 Conclusion

DLP has been part of Foodpanda for quite some time now. However, it has previously been taken care of by a handful of people. Because of the recent initiative of prioritizing DLP for restaurants, a DLP team was created and it is being restructured regularly to meet the goals and adapt to the new challenges in DLP.

Because of the availability of multiple stakeholders in the DLP process, the communication is broken sometimes. The existence of multiple layers of answerability and accountability only creates more and more issues. The fact that most of the people actually working with the DLP process on the field-level are either part-timers or freelancers also creates a certain uncertainty.

DLP makes sure that a restaurant is more attractive to a potential customer, is sending a message of being transparent to the potential customers and the menu carries a certain level of meaning which would otherwise be unavailable due to the presence of just alphabets and numbers. For Foodpanda, DLP has thus far proven to be a more profitable function.

Because of DLP being a new priority for Foodpanda, DLP team as in Content team has a lot to do in the future. There will be more and more new projects, ideas and blockers. They will need to be taken care of with patience and efficiency.



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## Appendix

<b>Table 1: Vendor-wise Photoshoot Data for September 2020</b>						
<b>vendor_name</b>	<b>City</b>	<b>Photoshoot Month</b>	<b>Photo Status</b>	<b>mcvr3_S EPT</b>	<b>mcvr3_OCT</b>	<b>improvement(O-S)</b>
Methy Bazar Avijat Misty Bepony - Uposhohor	Rajshahi	Sept	Uploaded	3.00%	3.00%	0.00%
Unan	Rajshahi	Sept	Uploaded	16.00%	20.00%	4.00%
Khabar Ghor Hotel & Restaurant	Rajshahi	Sept	Uploaded	11.00%	12.00%	1.00%
Indian Spicy Rajshahi	Rajshahi	Sept	Uploaded	20.00%	20.00%	0.00%
Nawab's Kitchen - Rajshahi	Rajshahi	Sept	Uploaded	18.00%	18.00%	0.00%
Cheers Cafe	Jessore	Sept	Uploaded	19.00%	19.00%	0.00%
Haji Biryani	Faridpur	Sept	Uploaded	13.00%	14.00%	1.00%
LA-SANI Restaurant	Dhaka	Sept	Uploaded	12.00%	16.00%	4.00%
Cowboy	Dhaka	Sept	Uploaded	20.00%	32.00%	12.00%

			ded			
T20 Cafe Lounge	Dhaka	Sept	Uploa ded	0.00%	6.00%	6.00%
Osman Vaier Choper Dokan	Sirajga nj	Sept	Uploa ded	3.00%	10.00%	7.00%
Bismillah Biryani House - Kallyanpur	Dhaka	Sept	Uploa ded	3.00%	17.00%	14.00%
The Munch Station - Baily Road	Dhaka	Sept	Uploa ded	12.00%	12.00%	0.00%
The Honey Bee	Dhaka	Sept	Uploa ded	19.00%	27.00%	8.00%
Allahr Dan Biryani House - Wari	Dhaka	Sept	Uploa ded	9.00%	10.00%	1.00%
Haji Ripon Biryani House	Faridpu r	Sept	Uploa ded	9.00%	9.00%	0.00%
Methy Bazar Avijat Misty Bepony- Shaheb Bazar	Rajshah i	Sept	Uploa ded	9.00%	13.00%	4.00%
Nobabi Khanapina	Dhaka	Sept	Uploa ded	12.00%	18.00%	6.00%
Burger Mania - Mirpur	Dhaka	Sept	Uploa ded	15.00%	16.00%	1.00%
Taspia Biryani House	Dhaka	Sept	Uploa ded	12.00%	17.00%	5.00%
Biye Bari Restaurant - Tikatoli	Dhaka	Sept	Uploa ded	18.00%	22.00%	4.00%
Sub Hub	Dhaka	Sept	Uploa ded	15.00%	23.00%	8.00%
TANGY	Dhaka	Sept	Uploa ded	19.00%	22.00%	3.00%
Golden Pizza House	Dhaka	Sept	Uploa ded	27.00%	30.00%	3.00%
Food View	Rajshah	Sept	Uploa	18.00%	24.00%	6.00%

	i		ded			
Ghoroa Restaurant - Satkhira	Satkhira	Sept	Uploaded	24.00%	29.00%	5.00%
Shahi Biryani	Bogra	Sept	Uploaded	5.00%	6.00%	1.00%
Allahr Dan Briyani House - Shahjahanpur	Dhaka	Sept	Uploaded	4.00%	12.00%	8.00%
Allah'r Dan Biryani House - Arambagh	Dhaka	Sept	Uploaded	26.00%	26.00%	0.00%
Jingling Chinese Restaurant	Dhaka	Sept	Uploaded	5.00%	6.00%	1.00%
P.Box Pizza & Subway	Dhaka	Sept	Uploaded	0.00%	11.00%	11.00%
Ling Jing Chinese Restaurant	Dhaka	Sept	Uploaded	24.00%	25.00%	1.00%
The Burger Stand	Dhaka	Sept	Uploaded	1.00%	5.00%	4.00%
Mayer Doa Biriyani House - Mirpur	Dhaka	Sept	Uploaded	0.00%	0.00%	0.00%
Haji Nanna Biryani - Benaroshi Palli	Dhaka	Sept	Uploaded	22.00%	27.00%	5.00%
Amigos' Pizza & Restaurant	Dhaka	Sept	Uploaded	19.00%	23.00%	4.00%
Nanna Biryani House - Rampura	Dhaka	Sept	Uploaded	10.00%	11.00%	1.00%
Pizzaology - Khulna	Khulna	Sept	Uploaded	0.00%	0.00%	0.00%
7 Miles Cafe & Restro - Goborchaka Road	Khulna	Sept	Uploaded	12.00%	15.00%	3.00%
Cafe Ajwa	Rangpur	Sept	Uploaded	9.00%	9.00%	0.00%
Pizza Hot	Narsing	Sept	Uploaded	10.00%	10.00%	0.00%

	di		ded			
Chill Out Mirpur	Dhaka	Sept	Uploa ded	8.00%	8.00%	0.00%
Chui Jhal Restaurant	Dhaka	Sept	Uploa ded	0.00%	0.00%	0.00%
Hello Tea Coffee	Dhaka	Sept	Uploa ded	10.00%	10.00%	0.00%
New Shad Biryani House - Mohakhali	Dhaka	Sept	Uploa ded	0.00%	0.00%	0.00%
Dream Food Palace	Dhaka	Sept	Uploa ded	16.00%	17.00%	1.00%
Habiby's	Dhaka	Sept	Uploa ded	20.00%	20.00%	0.00%
Burger School - Jatrabari	Dhaka	Sept	Uploa ded	17.00%	21.00%	4.00%
Food Friends	Dhaka	Sept	Uploa ded	13.00%	14.00%	1.00%
Gazi Biryani House - 1	Dhaka	Sept	Uploa ded	22.00%	22.00%	0.00%
BR.GR KLUB	Dhaka	Sept	Uploa ded	12.00%	15.00%	3.00%
Bismillah Hanif Biryani House Gulshan	Dhaka	Sept	Uploa ded	33.00%	33.00%	0.00%
Mejban-2 Biryani Gril & BBQ	Khulna	Sept	Uploa ded	12.00%	14.00%	2.00%
Bismillah Biryani House	Gazipur	Sept	Uploa ded	11.00%	14.00%	3.00%
Haji Ripon Biryani - Haji Shariatullah Bazar	Faridpu r	Sept	Uploa ded	7.00%	7.00%	0.00%
Taj Biryani House - Lalbagh	Dhaka	Sept	Uploa ded	14.00%	15.00%	1.00%
Lalbag Biriani	Dhaka	Sept	Uploa	9.00%	10.00%	1.00%

House - Rayer Bazar			ded			
Noor Tehari Ghor	Dhaka	Sept	Uploa ded	0.00%	0.00%	0.00%
Kismot Biryani House	Dhaka	Sept	Uploa ded	6.00%	7.00%	1.00%
Camden Town	Dhaka	Sept	Uploa ded	5.00%	7.00%	2.00%
Ghoroa Food & Kebab Mini Chinese	Dhaka	Sept	Uploa ded	11.00%	11.00%	0.00%
Hungry Eyes	Dhaka	Sept	Uploa ded	19.00%	20.00%	1.00%
Rajshahi Burger Point	Rajshah i	Sept	Uploa ded	21.00%	21.00%	0.00%
The Star Kebab	Chittag ong	Sept	Uploa ded	19.00%	22.00%	3.00%
Cheese Factory - Mirpur	Dhaka	Sept	Uploa ded	15.00%	19.00%	4.00%
Nabab Biryani And Catering	Dhaka	Sept	Uploa ded	17.00%	17.00%	0.00%
Zero Cafe	Dhaka	Sept	Uploa ded	0.00%	11.00%	11.00%
Ma Snack Food Park	Dhaka	Sept	Uploa ded	0.00%	14.00%	14.00%
Dhaka Biryani - Green road	Dhaka	Sept	Uploa ded	4.00%	6.00%	2.00%
Al-Rahmaniya Biryani & Kabab Ghor - Goran	Dhaka	Sept	Uploa ded	29.00%	31.00%	2.00%
Chapani	Dhaka	Sept	Uploa ded	15.00%	19.00%	4.00%
Burger Hunt	Dhaka	Sept	Uploa ded	24.00%	24.00%	0.00%

Aoual Biryani House - Bashabo	Dhaka	Sept	Uploaded	0.00%	0.00%	0.00%
Hot & Fresh	Dhaka	Sept	Uploaded	12.00%	14.00%	2.00%
Dhaka Biryani House - Elephant Road	Dhaka	Sept	Uploaded	27.00%	27.00%	0.00%
Red Rose Restaurant	Savar	Sept	Uploaded	14.00%	14.00%	0.00%
BBQ Nation	Sylhet	Sept	Uploaded	11.00%	14.00%	3.00%
Fresh Food & Pastry Shop	Faridpur	Sept	Uploaded	12.00%	15.00%	3.00%
Bismillah Kalai House	Rajshahi	Sept	Uploaded	18.00%	19.00%	1.00%
M Food	Bogra	Sept	Uploaded	11.00%	16.00%	5.00%
Bhooter Bari - Zinzira	Dhaka	Sept	Uploaded	27.00%	30.00%	3.00%
Saherunbagh Kashmiri Biryani House	Dhaka	Sept	Uploaded	8.00%	8.00%	0.00%
Wait & See Restaurant	Dhaka	Sept	Uploaded	18.00%	18.00%	0.00%
Khaza Azmeri Biryani House	Dhaka	Sept	Uploaded	35.00%	35.00%	0.00%
Bismillah Restaurant - Shantinagar	Dhaka	Sept	Uploaded	16.00%	18.00%	2.00%
Cafe De Cold - Mirpur	Dhaka	Sept	Uploaded	21.00%	21.00%	0.00%
Burger King & Cafe	Savar	Sept	Uploaded	19.00%	19.00%	0.00%

New Holiday Inn Restaurant	Savar	Sept	Uploaded	0.00%	0.00%	0.00%
Amigos Restaurant & Juice Bar	Barisal	Sept	Uploaded	11.00%	11.00%	0.00%
Al-Baik Restaurant	Narsingdi	Sept	Uploaded	26.00%	28.00%	2.00%
WF Restaurant & Fast Food	Sirajganj	Sept	Uploaded	17.00%	21.00%	4.00%
Shahi Mokka Biryani House	Dhaka	Sept	Uploaded	9.00%	13.00%	4.00%
Dark House - Lalbagh	Dhaka	Sept	Uploaded	17.00%	18.00%	1.00%
Al-Madina Khabar Hotel	Dhaka	Sept	Uploaded	14.00%	20.00%	6.00%
RT Burger Hunt's	Dhaka	Sept	Uploaded	20.00%	21.00%	1.00%
Laal Batti	Dhaka	Sept	Uploaded	21.00%	23.00%	2.00%
SHAAD RESTORA - Khulna	Khulna	Sept	Uploaded	20.00%	21.00%	1.00%
Addakhana - Jessore	Jessore	Sept	Uploaded	23.00%	23.00%	0.00%
Nimontron Hotel & Restaurant	Rajshahi	Sept	Uploaded	23.00%	23.00%	0.00%
Hotel Jolil & Doi Ghar	Sirajganj	Sept	Uploaded	7.00%	12.00%	5.00%
Lalista	Dhaka	Sept	Uploaded	11.00%	18.00%	7.00%
Bismillah Home Kitchen - Gulshan	Dhaka	Sept	Uploaded	12.00%	13.00%	1.00%
Cafe Shajalal Hotel and Restaurant	Dhaka	Sept	Uploaded	0.00%	9.00%	9.00%



Allah'r Dan Biryani House - Mouchak	Dhaka	Sept	Uploaded	15.00%	15.00%	0.00%
Fresh Bake	Dhaka	Sept	Uploaded	6.00%	8.00%	2.00%
Kureghor kabab	Dhaka	Sept	Uploaded	32.00%	33.00%	1.00%
Bonolota Restaurant	Dhaka	Sept	Uploaded	15.00%	15.00%	0.00%
Trust Shawarma House - Mirpur DOHS	Dhaka	Sept	Uploaded	0.00%	10.00%	10.00%
Ujan Bhati Restaurant & Kabab Ghor	Dhaka	Sept	Uploaded	2.00%	2.00%	0.00%
Royal Host Chinese Restaurant & Party Center	Dhaka	Sept	Uploaded	0.00%	10.00%	10.00%
Kabab Karigor & Juice	Sylhet	Sept	Uploaded	4.00%	5.00%	1.00%
Panahar Restaurant	Sylhet	Sept	Uploaded	8.00%	14.00%	6.00%
Unique Burger	Faridpur	Sept	Uploaded	13.00%	15.00%	2.00%
Akbaria Hotel & Restaurant	Rajshahi	Sept	Uploaded	17.00%	17.00%	0.00%
DayaMoya Hotel	Sirajganj	Sept	Uploaded	15.00%	17.00%	2.00%
Tasnim Food Corner	Dhaka	Sept	Uploaded	0.00%	12.00%	12.00%
Noor Biryani House - Pulpar Bortola	Dhaka	Sept	Uploaded	0.00%	2.00%	2.00%
Mughal Kabab	Dhaka	Sept	Uploaded	16.00%	21.00%	5.00%
Moubon Biryani	Dhaka	Sept	Uploaded	7.00%	10.00%	3.00%

House			ded			
Khabar Ghor Restora	Dhaka	Sept	Uploa ded	19.00%	24.00%	5.00%
Banglar Cha-Chap Adda	Dhaka	Sept	Uploa ded	13.00%	15.00%	2.00%
New Dhanmondi Restora	Dhaka	Sept	Uploa ded	16.00%	16.00%	0.00%
Mashallah Alhamdulillah	Comilla	Sept	Uploa ded	12.00%	17.00%	5.00%
King Restora	Comilla	Sept	Uploa ded	8.00%	11.00%	3.00%
Swiss Dessert & Pastry Shop	Narsing di	Sept	Uploa ded	20.00%	23.00%	3.00%
Kali Mondir Puri & Chop er Dokan	Sirajga nj	Sept	Uploa ded	1.00%	4.00%	3.00%
Royal Fried Chicken and Catering Service	Dhaka	Sept	Uploa ded	14.00%	15.00%	1.00%
Shobji Restora	Dhaka	Sept	Uploa ded	8.00%	9.00%	1.00%
Barisal Hotel and Restaurant	Dhaka	Sept	Uploa ded	7.00%	12.00%	5.00%
Jafran Biryani	Dhaka	Sept	Uploa ded	6.00%	7.00%	1.00%
MRS Noor Hossain Catering	Dhaka	Sept	Uploa ded	8.00%	9.00%	1.00%
CP Five Star	Dhaka	Sept	Uploa ded	20.00%	25.00%	5.00%
The Dhansiri Restora- Bashtola	Dhaka	Sept	Uploa ded	28.00%	28.00%	0.00%
Shokher Rannaghor	Rajshah i	Sept	Uploa ded	10.00%	15.00%	5.00%
Mati Food Service	Narsing di	Sept	Uploa ded	13.00%	15.00%	2.00%
Nagarpur Biryani	Dhaka	Sept	Uploa	17.00%	14.00%	-3.00%

House			ded			
Rose Ruhan Khabar Hotel	Rajshahi	Sept	Uploaded	20.00%	23.00%	3.00%
Maa Fast Food & Burger Place	Sirajganj	Sept	Uploaded	9.00%	7.00%	-2.00%
Polao Korma - Niketon	Dhaka	Sept	Uploaded	16.00%	21.00%	5.00%
Appayan Hotel and Biryani House	Dhaka	Sept	Uploaded	8.00%	5.00%	-3.00%
Nirob Hotel	Dhaka	Sept	Uploaded	20.00%	20.00%	0.00%
Khosh Restora	Dhaka	Sept	Uploaded	9.00%	8.00%	-1.00%
Rabieya Food Chain	Jessore	Sept	Uploaded	11.00%	11.00%	0.00%
Dhanshiri Hotel And Restaurant - Press Club	Faridpur	Sept	Uploaded	26.00%	25.00%	-1.00%
Cafe Majlish	Dhaka	Sept	Uploaded	19.00%	1.00%	-18.00%
Mariation Dhaka	Dhaka	Sept	Uploaded	8.00%	8.00%	0.00%
City Cafe - Dhanmondi	Dhaka	Sept	Uploaded	34.00%	36.00%	2.00%
Bangaliana Bhoj	Dhaka	Sept	Uploaded	25.00%	23.00%	-2.00%
Nawab Kabab Ghor	Dhaka	Sept	Uploaded	8.00%	9.00%	1.00%
Taj Food Corner	Narsingdi	Sept	Uploaded	14.00%	14.00%	0.00%
Haji Biryani House	Narsingdi	Sept	Uploaded	18.00%	17.00%	-1.00%
Nipa Chotpoti	Narsing	Sept	Uploaded	5.00%	0.00%	-5.00%

	di		ded			
Pizza Mozzarella	Narsingdi	Sept	Uploaded	17.00%	16.00%	-1.00%
Food Court	Rajshahi	Sept	Uploaded	20.00%	19.00%	-1.00%
Star Burger - Sylhet	Sylhet	Sept	Uploaded	14.00%	17.00%	3.00%
CK.CATERING Restaurant	Rajshahi	Sept	Uploaded	10.00%	16.00%	6.00%
Siddik's Juice Corner	Khulna	Sept	Uploaded	7.00%	8.00%	1.00%
Shimul Sweet & Hotel - Sirajganj	Sirajganj	Sept	Uploaded	28.00%	27.00%	-1.00%
Mexican Spicy	Rajshahi	Sept	Uploaded	27.00%	24.00%	-3.00%
CP FIVE STAR - Banasree	Dhaka	Sept	Uploaded	18.00%	16.00%	-2.00%
Tundori Fast Food & Chinese	Comilla	Sept	Uploaded	18.00%	20.00%	2.00%
Chef House Cafeteria	Rajshahi	Sept	Uploaded	16.00%	19.00%	3.00%
Jhawbon Classic Restaurant	Dhaka	Sept	Uploaded	0.00%	7.00%	7.00%
Muslim Sweets & Hotel	Jessore	Sept	Uploaded	29.00%	23.00%	-6.00%
Sheikh Muslim Miah & Sons	Sylhet	Sept	Uploaded	38.00%	31.00%	-7.00%
New Khazana Restora	Dhaka	Sept	Uploaded	20.00%	20.00%	0.00%
Cafe Black Heaven	Dhaka	Sept	Uploaded	7.00%	9.00%	2.00%
Dhakaiya Biryani	Dhaka	Sept	Uploaded	31.00%	31.00%	0.00%
Shakil Hotel &	Khulna	Sept	Uploaded	4.00%	0.00%	-4.00%

Restaurant			ded			
Foodsta Restaurant	Khulna	Sept	Uploa ded	9.00%	10.00%	1.00%
Ghorowa Kitchen	Jessore	Sept	Uploa ded	13.00%	6.00%	-7.00%
Radhuni	Khulna	Sept	Uploa ded	10.00%	0.00%	-10.00%
Gloria Jean's Coffee- Dhanmondi	Dhaka	Sept	Uploa ded	17.00%	12.00%	-5.00%
Kings Burger	Dhaka	Sept	Uploa ded	16.00%	19.00%	3.00%
Friends Food Journey	Khulna	Sept	Uploa ded	29.00%	21.00%	-8.00%
Boumatar Rannabanna	Khulna	Sept	Uploa ded	21.00%	23.00%	2.00%
The Munch Station	Dhaka	Sept	Uploa ded	40.00%	39.00%	-1.00%
Dudhwala	Sylhet	Sept	Uploa ded	10.00%	16.00%	6.00%
The Kitchen Kacchi	Khulna	Sept	Uploa ded	16.00%	28.00%	12.00%
Bismillah Mishti Mahal	Khulna	Sept	Uploa ded	23.00%	11.00%	-12.00%
Aziz Canteen	Rajshah i	Sept	Uploa ded	28.00%	28.00%	0.00%
Rider's Inn	Jessore	Sept	Uploa ded	2.00%	2.00%	0.00%
Jamil Akter Roton Canteen	Rajshah i	Sept	Uploa ded	1.00%	1.00%	0.00%
New Chun-Ji Chinese And Thai Restaurant - Shantinagar	Dhaka	Sept	Uploa ded	0.00%	0.00%	0.00%
Kazi Farms Kitchen	Sylhet	Sept	Uploa	18.00%	12.00%	-6.00%

- Dorga Gate			ded			
Tastebud Banani	Dhaka	Sept	Uploa ded	32.00%	27.00%	-5.00%
Chinese Heaven	Khulna	Sept	Uploa ded	27.00%	22.00%	-5.00%
Rajib Biryani House	Rajshahi	Sept	Uploa ded	15.00%	43.00%	28.00%
Kaca Lonka Restora	Khulna	Sept	Uploa ded	45.00%	43.00%	-2.00%
Pizza Garden	Dhaka	Sept	Uploa ded	16.00%	16.00%	0.00%
Kazi Farms Kitchen Gony Bakery	Chittagong	Sept	Uploa ded	54.00%	49.00%	-5.00%
Kazi Farms Kitchen - Savar	Savar	Sept	Uploa ded	23.00%	25.00%	2.00%
Burger Point & Cafe	Dhaka	Sept	Uploa ded	23.00%	22.00%	-1.00%
Mezban Biryani Ghor	Sirajganj	Sept	Uploa ded	20.00%	20.00%	0.00%
The Kitchen 2	Khulna	Sept	Uploa ded	2.00%	3.00%	1.00%
Kazi Farms Kitchen - Dhanmondi 9A	Dhaka	Sept	Uploa ded	12.00%	13.00%	1.00%
Kazi Farms Kitchen Tajmohol Road	Dhaka	Sept	Uploa ded	25.00%	21.00%	-4.00%
Kazi Farms Kitchen South Banasree	Dhaka	Sept	Uploa ded	27.00%	26.00%	-1.00%
Islamiya Misti Ghor - 1	Khulna	Sept	Uploa ded	33.00%	7.00%	-26.00%
Kazi Farms Kitchen (Shibbari, Khulna)	Khulna	Sept	Uploa ded	38.00%	36.00%	-2.00%
Nirala Hasan Biryani House	Khulna	Sept	Uploa ded	34.00%	30.00%	-4.00%
Kazi Farms Kitchen	Dhaka	Sept	Uploa	18.00%	16.00%	-2.00%

Boro Moghbazar			ded			
Ahmed Biryani & Kabab Ghor	Khulna	Sept	Uploa ded	20.00%	19.00%	-1.00%
Pizza Guy	Dhaka	Sept	Uploa ded	21.00%	21.00%	0.00%
Sumi's Kitchen	Khulna	Sept	Uploa ded	18.00%	17.00%	-1.00%
We Hungry	Khulna	Sept	Uploa ded	19.00%	18.00%	-1.00%
The Kitchen 1	Khulna	Sept	Uploa ded	21.00%	20.00%	-1.00%
Kazi Farms Kitchen Uttara-14	Dhaka	Sept	Uploa ded	14.00%	14.00%	0.00%
Fire Spot	Sylhet	Sept	Uploa ded	33.00%	27.00%	-6.00%
Shakil Hostel Canteen	Rajshahi	Sept	Uploa ded	15.00%	12.00%	-3.00%
Shakil Biryani House - 2	Khulna	Sept	Uploa ded	26.00%	19.00%	-7.00%
Daruchini Chinese Restaurant & Community Center	Rajshahi	Sept	Uploa ded	10.00%	10.00%	0.00%
Kazi Farms Kitchen - Nikunjo	Dhaka	Sept	Uploa ded	16.00%	15.00%	-1.00%
Al Madina Mini Chinese	Khulna	Sept	Uploa ded	33.00%	35.00%	2.00%
Kazi Farms Kitchen - Kolabagan	Dhaka	Sept	Uploa ded	18.00%	17.00%	-1.00%
Thikana Kacchi Biryani House	Satkhira	Sept	Uploa ded	24.00%	23.00%	-1.00%
Kabab Kacchi Ghor	Sylhet	Sept	Uploa ded	16.00%	14.00%	-2.00%

Kazi Farms Kitchen Shekertak	Dhaka	Sept	Uploaded	18.00%	12.00%	-6.00%
Original Sagar Sweets	Satkhira	Sept	Uploaded	30.00%	23.00%	-7.00%
Blue Moon Cafe	Satkhira	Sept	Uploaded	6.00%	4.00%	-2.00%
Food Shop	Khulna	Sept	Uploaded	24.00%	22.00%	-2.00%
Supreme Dine	Savar	Sept	Uploaded	12.00%	32.00%	20.00%
Kazi Farms Kitchen - Love Road	Dhaka	Sept	Uploaded	35.00%	27.00%	-8.00%
The Music Cafe Jessore	Jessore	Sept	Uploaded	44.00%	40.00%	-4.00%
Cafe Aarko	Sylhet	Sept	Uploaded	19.00%	17.00%	-2.00%
Kalai House	Rajshahi	Sept	Uploaded	22.00%	23.00%	1.00%
Cafe Cappuccino	Sylhet	Sept	Uploaded	12.00%	9.00%	-3.00%
Mithai - Monipuripara	Dhaka	Sept	Uploaded	10.00%	11.00%	1.00%
Taltibaaz - Gukshan	Dhaka	Sept	Uploaded	16.00%	27.00%	11.00%
Attin Arabian Restaurant	Dhaka	Sept	Uploaded	26.00%	33.00%	7.00%
Royal Fried Chicken (RFC)	Dhaka	Sept	Uploaded	24.00%	0.00%	-24.00%
Methy Bazar Avijat Misty Bepony - Binodpur Bazar	Rajshahi	Sept	Uploaded	31.00%	36.00%	5.00%
3 Food - Mirpur 14	Dhaka	Sept	Uploaded	18.00%	14.00%	-4.00%
3 Food - Uttara	Dhaka	Sept	Uploaded	22.00%	25.00%	3.00%



				ded			
Azad Baburchi Biryani - Mohammadpur	Dhaka	Sept	Uploa ded	30.00%	29.00%	-1.00%	
Meal time	Comilla	Sept	Uploa ded	29.00%	32.00%	3.00%	
La Bamba Dhanmondi	Dhaka	Sept	Uploa ded	18.00%	19.00%	1.00%	
Mezzan Haile Ayon-Chowkbazar	Chittagong	Sept	Uploa ded	15.00%	18.00%	3.00%	
Mezzan Haile Ayun-Jamalkhan	Chittagong	Sept	Uploa ded	4.00%	0.00%	-4.00%	
Mezzan Haile Aiyun - Agrabad	Chittagong	Sept	Uploa ded	9.00%	10.00%	1.00%	
Sayed Kitchen	Chittagong	Sept	Uploa ded	27.00%	25.00%	-2.00%	
Unique Kitchen	Satkhira	Sept	Uploa ded	18.00%	16.00%	-2.00%	
Tamim Bhai Chotpoti Fuchka	Satkhira	Sept	Uploa ded	34.00%	38.00%	4.00%	
Bondhu Chotpoti Fuchka	Satkhira	Sept	Uploa ded	20.00%	21.00%	1.00%	
Cool Time Food Kitchen	Jessore	Sept	Uploa ded	13.00%	17.00%	4.00%	
Islam Vai's Special Chotpoti & Mama Fuchka	Jessore	Sept	Uploa ded	13.00%	12.00%	-1.00%	
Mama Bhagne Chotpoti & Fuchka - Jessore	Jessore	Sept	Uploa ded	25.00%	29.00%	4.00%	
Nirmol Super Chotpoti	Jessore	Sept	Uploa ded	23.00%	18.00%	-5.00%	
Pastry Shop	Jessore	Sept	Uploa	20.00%	19.00%	-1.00%	

			ded			
Dhaka Chotpoti and Fuska House	Jessore	Sept	Uploa ded	33.00%	37.00%	4.00%
Toqi's Kitchen	Jessore	Sept	Uploa ded	28.00%	25.00%	-3.00%
North End Coffee Roasters - Shahjadpur	Dhaka	Sept	Uploa ded	10.00%	8.00%	-2.00%
New Satkhira Sweets	Satkhira	Sept	Uploa ded	29.00%	27.00%	-2.00%
Ten 11 Chinese Restaurant and Cafe	Bogra	Sept	Uploa ded	30.00%	31.00%	1.00%
Hungry Hook	Bogra	Sept	Uploa ded	35.00%	35.00%	0.00%
Classic Biryani House	Bogra	Sept	Uploa ded	17.00%	17.00%	0.00%
Perfect Kitchen	Bogra	Sept	Uploa ded	41.00%	36.00%	-5.00%
Pizza Factory - Bogra	Bogra	Sept	Uploa ded	36.00%	33.00%	-3.00%
Rochas	Bogra	Sept	Uploa ded	32.00%	33.00%	1.00%