Report On

The COVID-19's influence on customer purchasing behavior at foodpanda Bangladesh: New challenges and opportunities.

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of

Bachelors of Business Administration

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

_____

Student's Name:
Student ID:

Supervisor's Full Name & Signature:

_____

Supervisor Full Name

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Mr. Saif Hossain
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Regarding the submission of internship report titled "The COVID- 19's influence on customer purchasing behavior, new possibilities and challenges and foodpanda Bangladesh's mission."

Dear Sir,

The opportunity to submit my internship report on the subject of "The COVID-19's influence on customer purchasing behavior, new opportunities and challenges, and foodpanda Bangladesh's purpose" gives me great joy.

This report fully encompasses my internship-related learnings, both in terms of experience and knowledge. I was assigned the task of working at foodpanda Bangladesh Limited's headquarters in Gulshan, Dhaka. Following the guidelines provided by my supervisor, I put a lot of time, effort, and talent into creating this internship report, which satisfies all the course requirements. For providing me with the opportunity to work on this subject, I would want to express my gratitude.

I would be extremely happy if the report could achieve its intended goal, and I am willing to provide any further information if you think it's necessary. As a result, I fervently hope and pray that you would recognize my accomplishments, and I sincerely thank you for all the advice you have given me throughout this program.

Sincerely yours,

_____

Mubasshira Mehzabin
Student ID: 17304146
BRAC Business School
BRAC University
Date: Month Day, Year

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between foodpanda Bangladesh Limited and Mubasshira Mehzabin (17304146), a BRAC University student, to distribute critical data from the business' website, portfolio, and data obtained during my internship period.

The information provided here does not contain any sensitive information. Companies' websites and electronic portfolios contain general information. I never divulged any data that came to my awareness to a third party without first getting approval from my on-site supervisor.

The company gave their endorsement and authorization for me to write about their code of conduct as part of my BUS400 course. The fundamental data on their corporate websites and in their portfolio does not threaten the firm.

Acknowledgement

All hail the gracious and all-powerful Allah. To everyone who helped me accomplish and present my report and provided me with the opportunity to do so, I would like to convey my sincere gratitude and appreciation.

In the first place, I'd like to express my gratitude to my honorable faculty supervisor Mr. Saif Hossain, Assistant Professor of BRAC University, Department of BRAC Business School, for granting me the opportunity to study and examine such an interesting topic and for his unwavering supervision when needed. He has also provided me with invaluable guidance and advice.

Special thanks go out to my foodpanda team, which consists of Assistant Manager Musharrat Tarannum (on-site supervisor), Vendor Operation Team Lead Al Nahian, fellow Shift Leads, as well as my colleagues and interns. My coworkers have provided me with a plethora of information regarding the project and the corporate world.

Finally, I want to emphasize the fact that I am willing to accept any errors or shortcomings in my work. I honestly want to grow from my mistakes and move forward.

Executive Summary

People can go on to an online food delivery platform to select a variety of eateries where they can make their order and get their preferred meal delivered right to their door. This service only recently began in Bangladesh, three years after it was introduced.

Everyone now lives in the digital world thanks to the internet, which has altered contemporary society. Everything now looks incredibly futuristic thanks to technological advancement. A recent survey revealed how how tech savvy and reliant on practical life people have become. Digital technology has greatly accelerated and facilitated everyone's lives in the modern world, when mobility and speed are the norm. Even eating, one of humankind's oldest rituals, has changed as a result of the internet.

In December 2013, Bangladesh's Foodpanda Bangladesh Limited, a German business, was founded. Rocket Internet, a renowned European internet corporation recognized for creating startups and holding stakes in various models of the internet-based retail sector, was responsible for its initial founding. The global brand Foodpanda, though, was sold to German rival Delivery Hero on February 13th, 2017. After the purchase, Foodpanda underwent a significant rebranding process and was merged with Foodora, another online firm that delivers meals.

Since their service has changed in many ways as a result of their rebranding, I tried to concentrate in this report on the customer's perspective of Foodpanda Bangladesh Limited. Rebranding is one of the various strategies used to present a company to clients in a distinctive way. This report's goal is to defend Foodpanda Bangladesh Limited's current customer satisfaction levels while evaluating changes in those levels over time by comparing the results to historical data.

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Chapter 1: Internship Overview

1.1 The Internship: An Overview

I recently finished a three-month internship with foodpanda, a well-known global company. Additionally, the Bachelor of Business Administration (BBA) program at BRAC University includes this internship as a component of its curriculum, giving students the chance to gain real-world professional experience and on-the-job training. Prior to that, this internship gave me the chance to learn in a real-world job setting while also increasing my knowledge and understanding in a variety of fields.

During the first few weeks of my internship, I was able to become familiar with the working atmosphere at foodpanda Bangladesh Ltd. I had the opportunity to discover more about the company's operations as my internship progressed, as well as about its mission, vision, and aim. Aside from that, I also had a fantastic opportunity to work in a sample that is representative because Foodpanda performs a lot of its operations internationally. It's a wonderful place to work with a fantastic bunch of people.

I was able to gain a lot of knowledge acquisition during my internship that will help me succeed in the future in the multinational service business. My career will surely flourish as a result of the numerous new acquaintances I made and contacts I made. It was possible to enhance strategic, technological, and communicational abilities by collaborating with the marketing, content, and partner care departments at the same time. In addition, talking to and engaging with people from

other nations was a huge part of what I acquired throughout my internship at foodpanda Bangladesh Ltd.

I'll mention my title and primary responsibilities at foodpanda here:

Company Details	Employment Details	Job Description (Key Responsibilities)
Foodpanda Bangladesh, Dhaka Branch (Navana Pristine Pavilion, Gulshan Ave)	Partner Service Shift Lead	• Serving Partners as the first point of contact, via phone and email, to assist them have a better experience with the foodpanda platform. • Addressing the problem with the vendor, suggesting a remedy, and alerting the higher concern team to serious issues. • Working on variety of projects including

| | | foodpanda's campaigns & analysis the market growth. |
| | | • Evaluating team performance and report regarding this to on-site supervisor |

1.2.1 Internship Results:

I was allocated to the Partner Service Team at Foodpanda for my internship. Additionally, management encouraged us to assist the marketing department, so I was able to contribute to the team in charge of marketing. Actually, the duties of marketing management call for simultaneous coordination between the service, marketing, and partner care service departments. As a result, my learning opportunity was varied and directly related to the main purpose of the organization.

My main responsibilities included serving Partners on the front line by phone and email to assist them have a better experience using the Foodpanda platform. I had to identify a vendor's difficulty, offer a remedy, and alert the higher concern team to any serious issues. To put it briefly, one of my main responsibilities was to oversee everything a customer would see on Foodpanda. After a while, I cooperated with the marketing team on marketing projects, SOP updates, and macro translation. At the moment, Foodpanda's major goal is to speed up vendor preparation. As a result, I concentrated on updating the SOP to address how to shorten the time spent on preparation and product development.

1.2.2 Advantages of the Internship:

Foodpanda provided a fantastic learning chance on how a global e-commerce business is run. As was already mentioned, my internship gave me the opportunity to learn about all aspects of work within my field. Additionally, among the three businesses in Bangladesh that utilize Salesforce, a well-known tool worldwide, to conduct everyday operations is Foodpanda. Because I had dealt with more than a thousand vendors over several years, the company assisted in enhancing my professional communications skills.

1.2.3 Challenges that Transpired During the Internship:

Due to COVID-19's patient and the start of the internship, couple of weeks I had to work from home and every tasks are done remotely. As a result, Google Meet was used for the initial training. As a result, communication and training effectiveness were constrained. Video training was being used for the first time by both the trainer and the trainee.

1.3.4 Recommendation:

To allow interns to learn about their sector more thoroughly and enhance their performance, the organization ought to provide more formal training and distribute resource materials for additional information.

Chapter 2: Introduction

2.1 The History of foodpanda

Because of the internet, businesses now have an entirely new universe of possibilities to explore. It's obvious that the food ordering and delivery industry has a major service demand that may be supplied through online penetration as the proportion of working millennial ready to pay for convenience expands.

The online meal ordering and delivery service foodpanda is available everywhere. foodpanda, with offices in Berlin, Germany, and more than 40 countries and 500 cities across five continents, was started in 2012 by Ralf Wenzel and Benjamin Bauer. Using their website or mobile app, customers may use foodpanda to locate a variety of restaurants and place orders whether at home or work. foodpanda was backed by Rocket Online, the biggest digital incubator in the world. It currently has operations in more than 500 cities across five continents: Asia, Europe, Latin America, the Middle East, and Africa. With more than 45000 restaurant partners around the world, it is quickly moving up the success ladder, absorbing almost all countries, and spreading like wildfire.

In December 2016, the foodpanda company was acquired by the German rival Delivery Hero. Foodpanda and foodora, a Rocket Internet company that provided services for food delivery and was acquired by Delivery Hero on September 17, 2015, merged on February 13, 2017.

Foodpanda Bangladesh Limited is now receiving technical assistance from foodora. The chief goal of Foodpanda is to establish itself as the most innovative and quick food company in the world. At foodpanda, they think that the best stories are created with originality, wit, and a thorough awareness of regional traditional dishes.

2.1.1 Service Platforms:

By designing a website, www.foodpanda.com.bd, as well as a mobile app, foodpanda, the solution to all the techies, made ordering simpler. Customers can place orders by browsing the menus of their preferred restaurants on this website and mobile app, connecting them with any of the businesses that are listed on foodpanda. Customers can evaluate the Foodpanda service and give feedback on the restaurants where they placed their orders by leaving reviews on the Foodpanda website. International rollout of the foodpanda smartphone app began in 2013. Users can utilize their smartphones to access the program's destination restaurant search and order insertion features. There are also optional push alerts for location-based deals and current special discounts available. The app is accessible on Android, Windows Phone, iPhone, and iPad.

2.1.4   Investments and Acquisitions

On May 6, 2013, Investment AB Kinnevik, Phenomen Ventures, and Rocket Internet each committed $20 million to the start-up foodpanda. It then carried on collecting money. To aid Rocket Internet in growing its takeout business in the Middle East, iMena invested $8 million in foodpanda's hellofood on September 9th, 2013. The objective of iMena, which has teamed with Rocket Internet to promote foodpanda's Middle Eastern expansion, is to build new online businesses based on profitable and established business models in other recognized and emerging online marketplaces. Foodpanda made multiple transactions all throughout the world between

December 17 and February 11, 2015. After purchasing TastyKhana and PedidosYa in India and Mexico, respectively, foodpanda bought a variety of food delivery companies in Central Eastern Europe. In Serbia, Montenegro, and Bosnia & Herzegovina, foodpanda acquired donesi.com. Over 500 eateries are now accessible to foodpanda thanks to the Donesi brand's merger. After that, foodpanda bought the Croatian and Hungarian websites Pauza.hr and NetPincer.hu.

On March 12, 2015, foodpanda received a further $110 million from Rocket Internet AG and other new and existing investors. A further $100 million was raised in a Goldman Sachs-sponsored fund on May 1, 2015. Foodpanda has received more than 310 million USD in total funding since its founding in 2012, including its most recent round. Although Delivery Hero is contemplating an IPO in the second half of 2017, Rocket Internet is already listed on the stock exchange. Both foodpanda and Delivery Hero received funding from Rocket Internet. In return for the acquisition, Rocket Internet will receive Delivery Hero stock, increasing its ownership of the business to 37.7%. Rocket Internet's stake in Delivery expanded with the issue of new shares, authorizing the purchase.

2.1.5 Background of Delivery Hero

In May 2011, Niklas Stberg, Kolja Hebenstreit, Markus Fuhrmann, and Lukasz Gadowski established Delivery Hero Holding in order to develop Delivery Hero into a multi-national online food ordering platform. Delivery Hero 1st first extended to Australia and the United Kingdom in 2011 under the guidance of Niklas Stberg and Fabian Siegel. Beginning in January 2012, the company bought Lieferheld in Germany and a stake in Foodarena in Switzerland. The organization then contributed an extra €25 million in funding for purchases in Sweden, Finland, Austria, and the Republic of Poland. Through YoGiYo and Aimifan, Delivery Hero began to

spread throughout China and all of Asia in August 2012. When Delivery Hero increased its shareholding in TastyKhana following an initial launch in 2013, the Asian expansion was continued.

That year, in August, the business acquired pizza.de, a market leader and rival in Germany. A significant stake in PedidosYa, the dominant player in the Latin American market, was purchased by Delivery Hero in 2014. In April 2015, YoGiYo's main competition in South Korea, Baedaltong, was purchased by Delivery Hero. One month later, Delivery Hero purchased its Turkish rival Yemeksepeti for 530 million euros, making it the largest acquisition in the company's history. Foodora, a Munich-based meal delivery service, was acquired by Delivery Hero from Rocket Internet in October 2015. Foodpanda, a $3 billion company at the time, was bought by Delivery Hero on December 10th, 2016.

2.1.4 Locations

Currently, Foodpanda is accessible in the following nations and continents:

Figure 1: Shows where Foodpanda is located in different countries.

2.2 foodpanda Bangladesh

The online-based industrial sector in Bangladesh is separated into three segments: food delivery, e-commerce, and f-commerce. By bringing services closer to their customers and users, ecommerce services aim to save them time and money. A firm that relies on online commerce is one that delivers meals online. Although the online ordering and delivery of meals is not particularly common in our country, consumer perceptions are shifting. By not having to go out and buy meals, people who utilize an online meal delivery service save time and effort.

Upon becoming quite well in every other countries and being on the minds of 3 billion users, Foodpanda debuted in Bangladesh formally in December 2013. Foodpanda Bangladesh's managing director and co-founder is Ambareen Reza, who is also the country director for Rocket Internet. Additional Rocket businesses in Bangladesh, Carmudi and Lamudi, are also founded and directed by her. Zubair B.A. Siddiky, the co-founder and managing director of Foodpanda Bangladesh, discussed his opinions on the business.

2.2.1 Foodpanda Bangladesh's organizational layout

The following describes the structure of Foodpanda Bangladesh Limited.

Corporate departments
• **Finance and Accounting Department**   • **Human Resources Department (HR)**   • **Marketing Department**   • **Content Department**   • **Public Relations Team (PR)**

- **Sales/Account Management Team (AM)**

- **Business Intelligence (BI)**

- **Operations and Rider compliance**

- **Rider Dispatch Team**

- **Vendor Services Team (VST)**

- **Customer Service Team (CS)**

The Regional Foodpanda BD Team:

- Co-founder & MD - Ambareen Reza

- Co-founder & MD - Zubair B.A Siddiky

Organizational Departments:

- Executive Managemnet Team
- Content & Product Team
- Sales / Marketing Team
- Operation Team
- Accountants & HR

Managing Directors: All Foodpanda departments are under the direction and supervision of the managing director, who assigns long-term objectives to the proper management.

Managers: They are in charge of one or more departments and create daily targets in order to meet both long-term and short-term goals. Oversees team leaders and executives. Communicates with foreign branches in order to incorporate new advances and provide an update on the performance of the local branch.

Team Lead/Supervisor: The team lead/supervisor supervises, directs, and manages executives to ensure a streamlined process. Manages and fills the gap between managers and top executives.

Lead Executives: Perform duties such as account setup, upkeep, and organizing, as well as vendor activation, resulting in a great end-user experience with the program. Gives new SRs instructions and sets them up to complete tasks.

Sales Representatives: These are individuals who are committed to a certain place and are in charge of collecting information about restaurants, supermarkets, and pharmacies before sending it to senior executives for handling and organization. They must haggle and engage with sellers while they are live on foodpanda.

The Vendor Services team: The Vendor Services team is in charge of any difficulties that call for contacting the restaurant, or what Foodpanda refers to as "vendors." Vendors for Foodpanda are required to have access to an electrical gadget, such as a phone, tablet, or computer. When a customer places an order, the vendor's automation system notifies the vendor, who can then accept or reject the order. An order is sent to the Dispatch team after a vendor accepts it. The Dispatch team can monitor and keep an eye on the current locations of all active riders. Foodpanda requires smartphone possession and the Urban Ninja app to be loaded in order to hire riders. This app tells a rider when the dispatch team assigns them an order.

Any difficulties that call for contacting the customer are managed by the consumer service staff. If an item is unavailable at the restaurant, for instance, the vendor might warn the customer and refuse the order. If a client has a poor experience, the head of this division may offer vouchers as a form of compensation. The company responsible for operations and rider compliance keeps an

eye on the supervisors and the status of operations in each zone. On behalf of the business, they are also in charge of collecting the cash that the rider has in their possession at the end of the day. In order to comply with rules, riders must always wear the unique pink company logo.

2.2.2 foodpanda BD in 2013

In its first year, the business was a big success, according to Mr. Zubair (Managing Director of foodpanda Bangladesh), with more than 30 employees joining the company and contributing to its success. They initially received ten to fifteen orders daily, but by the end of their first year, they had grown to get between 250 and 300 orders daily. Over 80,000 orders are currently placed daily on foodpanda Bangladesh! In the last two years, the Foodpanda mobile app had more than 4 million registered users, 35,000 restaurants, and more than 75,000 hits. Additionally, the delivery service has completed spreading its reach to all 64 districts in Bangladesh.

2.2.3 Foodpanda's Ordering Procedure

From the time the food is ordered until it is delivered, foodpanda keeps a direct line of communication open between the client and the restaurant. Any order placed through foodpanda is subject to product availability, delivery capabilities, and acceptance by foodpanda's participating restaurant. A text message and an email will be sent to the customer once they place an order online to confirm that it has been received.

Following receipt of the confirmation, foodpanda will review supply and performance is achieved. When customers place big orders, it can decide to call. Each and every food menu item's price that a participating restaurant or delivery partner lists on the website reflects the cost received at the moment the item was listed. foodpanda will get in touch with the customers to tell them of the pricing difference and give them the opportunity to cancel the purchase at that time if the price

displayed is not accurate and the restaurant notifies foodpanda right away after the customer places the order.

When placing an order through Foodpanda's online restaurant ordering system, the total cost of the requested Goods, Services, or Food Delivery, including delivery fees and other fees, will be made clear. Customers have the option of online payment with a credit card, debit card, bKash, or cash on delivery. Foreign and domestic major credit and debit cards are also accepted. Orders are delivered as quickly as possible by foodpanda. In the event of a delayed delivery, regardless matter whether it was the fault of the participating restaurant or unavoidable events like a traffic jam, foodpanda neither cancels nor reimburses the delivery fee. Customers are not accountable for any losses, liabilities, fees, damages, fines, or expenses due to delayed delivery to either the participating restaurants or foodpanda. The process is simple and efficient for frequent computer users.

2.2.4 Challenges that May Be Encountered

There are many obstacles involved in getting food from restaurants to customers' doorsteps.

Since the country's traffic is so unpredictable, for instance, it has been seen that even chasing a distance of 5 minutes can take more than 15 minutes as a result of traffic. In addition, it might be challenging to conduct to identify to come in to work on significant holidays like Christmas and Eid.

Assuring that riders provide outstanding service to foodpanda customers over the phone, online, and at their doorstep, foodpanda also instructs riders to abide by the code of conduct. Some consumers have expressed dissatisfaction over the fact that Foodpanda does not list some of their preferred restaurants, like Pizza Hut, KFC, and BFC, preventing them from placing an order.

Despite foodpanda's best efforts, the main roadblock in this situation is that these restaurants already have a delivery service, making it impossible for them to sign a contract with foodpanda.

2.2.5 Future plans

foodpanda's MD, Zubair Siddiky, indicated that "going forward, growth in all areas would be a top priority. They want to stretch out and take up more territory in and around Dhaka. They want to become a household name that helps millions of people. They believe that food delivery is and should be a common practice. Ambareen Reza, the MD of foodpanda Bangladesh, added, "foodpanda should be there if there is a restaurant."

2.3 Objective of the study

Broad Objectives:

The primary goals of this paper are to identify new challenges and opportunities for foodpanda BD as well as changes in consumer behavior as a result of the COVID-19 epidemic.

Specific Objectives:

The accomplishment of a variety of specific goals is necessary to achieve the overall goal:

1. Identifying rivals and figuring out the target market, for instance.

2. To evaluate what additional challenges the pandemic has brought forth.

3. As a result of the epidemic, identify unexpected opportunities and challenges.

4. Obtain knowledge on market share.

5. To grasp how the culture of the company has developed.

2.4 Scope and Restrictions

Scope: The foodpanda BD report has the following scope. For this paper, foodpanda BD and Delivery Hero provided some of the information and materials, and I conducted my own research to provide the analyzed data. This paper also examines how the COVID-19 epidemic affected consumer behavior, focusing in particular to both the positive and negative impacts on the online meal delivery market.

Limitations: With all due respect to my internship supervisor, I made every effort to maximize my experience, but there were restrictions imposed by the office policies. Here, I've listed the challenges I ran into while writing the report:

1. **Organizational Restrictions:** As a global organization, Foodpanda is restricted by various limitations on releasing sensitive information.

2. **Inaccurate and misleading information:** We cannot vouch for the accuracy of the information in my report. I found how several sources offered different types of information on the same topic.

3. **A flawless result:** I can't evaluate my own work, which leads to the perfect result. I am unable to assert that I came up with a perfect answer due to a lack of knowledge or abilities. This report is not entirely correct, so I won't claim it to be.

Chapter 3: Project Part

3.1 Literature Review

Online food delivery services are crucial for the following reasons: "Online food delivery services have substantially changed and improved the Bangladeshi gastronomic landscape. Internet food delivery benefits people who love economical meals in the comfort of their own homes and who previously worried about table manners or about a medium-sized burger self-destructing. Now, with only a few clicks, the much-desired food may be delivered to someone's door. For online meal delivery companies, there are two distinct management metrics. The first were the aggregators, who developed an online business platform for collecting and distributing customer orders to cafes. At the time, transportation was handled by the restaurants. A different team of players, who have a well-coordinated plan, allocates resources to the cafes' transportation needs as well as taking orders from customers. For a modest charge, restaurants can enhance market presentation, which boosts sales and pleases patrons. Due to the country's expanding openness and propensity for shopping online, Bangladeshi food-tech had an explosive rise in popularity in a short period of time.

In Bangladesh, there are many online services that would provide food. Since the company's missions began in 2013, Foodpanda has dominated the Bangladeshi food market. They have put a lot of effort into upgrading a range of services all through the years in an effort to grow their business. [IDLC, 2019]

Easy-to-use customer app:

"Depending on the number of riders nearby, a customer visiting their website will see a variety of front-end timeframes. What the traffic situation is like, how many individuals are available, etc. They may monitor the progress of their orders. The time needed for delivery to reach its destination shortens as it gets there. Dynamic delivery time is what this is.

Foodpanda app has a great interface, is easy to use, and is professionally built. The most important feature is that the software provides enticing offers and makes straightforward transactions possible. Apart from that, the primary screen where the list of restaurants is displayed makes the few most important criteria that a customer thinks about when determining whether or not to order using the app all readily apparent! A clear and understandable representation is made of the delivery price, delivery time, minimum purchase, and restaurant evaluation. Additionally, patrons can rate the restaurant on the app and post characterization technique on their visits. [Nicolaides, 2016]

Customer feedback regarding food delivery services:

Online food delivery services have a massive effect on the experiences of customers. The availability of food, customer feedback, and other factors all played a part in how customer satisfaction were. The ultimate goal of food delivery services should be to achieve maximum customer satisfaction, and methods of payment and human connection service providers must

focus on quality of service in order to reach maximum client satisfaction. Making money is not the only goal. Stage involved likelihood and social impact in their investigation, Kwong & Shiun found that the habit inspires the most everlasting usage intention. Additionally, it acknowledges the importance of aspects such as information quality, performance expectations, consumer patterns, and societal impact in affecting user behavior. "Food quality continues to have a positive impact on online customer loyalty, but not online service quality. They also make clear that for online enterprises, the relationship between food quality and online service quality, as well as the perceived value of customers, are major elements in fractional bargaining. [Kwong & Shiun-Yi, 2017]

Customer loyalty that is ebbing:

"In this digital age, customers value commitment the most. Customers become more spoiled as you offer them more options. For clients, the maxim for success is "more is always better." Negative effects will undoubtedly follow for businesses that do not prioritize keeping their clientele. Clients are ecstatic when offered impetuses, supplementary gifts, and limited settings. You may gain your consumers' loyalty by making them feel unique.

Given that customers are becoming more and more demanding in this Covid-19 environment, it is much more difficult to achieve customer satisfaction. Foodpanda is the market leader, and as such, their reputation for delivering top-notch service complies with all current safety standards. [Seth Godin, 2020]

In terms of delivery transportation services, below is a comparison between Foodpanda and HungryNaki:

"Foodpanda is a well-known brand and a business hub for international food transportation. Contrarily, HungryNaki, a recent rival of Foodpanda, initially had trouble securing funding from financial institutions because there was no guarantee and because all transactions were made in cash, and later had trouble deciding whether to invest in arrangements for the administration of transportation, despite the fact that Foodpanda operated as an aggregator all over the world.

According to a report, Foodpanda will hold 40% of the market in 2020, compared to HungryNaki's 10% share. Foodpanda is constantly looking for ways to make their delivery service better, like better bundling and quicker delivery. [Market Investopedia, 2020]

It is more important to choose high-quality items:

"It is challenging to maintain the quality of meals that are delivered to customers' doorsteps. The quality of food sent in a crate for rapid home delivery cannot be compared to meals served on tables in restaurants. Despite the steps taken to deliver top-notch cuisine to its customers, food quality tends to deteriorate. Pizza will probably become cold, curry will probably pour, noodles will probably stick together, and sandwiches will certainly go soggy. The nature of café cuisine is compared by customers to that of transportation.

In order to maintain service levels and food quality, Foodpanda has a serious issue. In the Covid-19 scenario, everyone has a lot to lose. Foodpanda offers a range of items to satisfy customers. Offers, including exclusive coupons, rebates, other kinds of deals and packages, and so forth. [James, 2019]

Foodpanda's approach of decision-making:

"Data is used extensively in Foodpanda's decision-making process. Because Foodpanda provides information on profitable customer bases, changes in demand, strategic placement of services, and promotions, it can profit from historical data analysis and trend research. It is also interested in creating APIs, which will permanently enhance the user experience. Data fragments are connected through APIs (Application Programming Interfaces), which then employ machine learning to turn the data into useful business intelligence. This business has slashed its delivery times to under an hour, sometimes even less, with the aid of technology." [Chowdhury, 2018]

When The Bigwigs Show Up:

The environment is evolving swiftly. Ventures are evolving as a result of this to adapt to that. A few years ago, it was unthinkable for individuals to receive food, medication, clothing, and anything else they could think of delivered to their home in a matter of hours. Now that the tide has turned, food delivery is dominating the global on-demand market. Currently valued at $150 billion, the worldwide food ordering and delivery market represents 10% of the overall food market and 14% of the food sold in restaurants and fast-food chains.

The global market for online meal delivery services is anticipated to expand at a compound annual growth rate of 15.4% between 2019 and 2025. The food delivery industry is projected to earn $146,654 million in sales by 2022. Restaurant to shopper delivery is the largest submarket of the food delivery market, with a market volume of US$58,008 million. Online meal delivery has experienced enormous growth in recent years, and it is anticipated to continue growing quickly in the years to come. [Jungle Work, 2021]

3.2 Methodology

3.2.1 Process for collecting the data

The research is carried out using a quantitative data collection methodology. A structured design was used when creating the survey. Both the independent and dependent variables will be covered by the questionnaire. Each item will be scored using a Likert scale of 1 to 5, which ranges on a continuum from strongly agree to strongly disagree, and a straightforward Yes/No multiple-choice question. 60 Foodpanda Bangladesh Limited clients were randomly chosen for the study, which was done online. Google Forms was used on social media to conduct the survey.

Sample Size

There were 50 Foodpanda Bangladesh users included in the sample. At least once in their lives, every consumer has utilized the Foodpanda service.

Sources of Data

Both primary and secondary sources were employed in the data collection.

Primary Sources,

1. Responses of the customers
2. Questioners

Secondary Sources,

1. Multiple magazines and publications

2. Internal corporate data

3. Internet

4. Rocket Internet, Delivery Hero, and Foodpanda official websites.

Question No. 1

How often do you order food online?

I questioned the consumers about how frequently they place online orders. 65% of the time was not specified in any way. They simply randomly place meal orders through web sites. 25% of respondents indicated that they place at least one monthly internet food order. 8.3% of respondents claimed to regularly order food from online food websites.

Question No. 2

What is your overall opinion of Bangladesh's online meal delivery system?

We questioned our participants about their general experiences with online meal delivery services in Bangladesh. On a scale of 1 to 5, 63.3% of users gave it a rating of 4, and 11.7% said they were extremely satisfied. Regarding the overall effectiveness of Bangladesh's online meal delivery service as a whole, 16.7% of the participants chose 3 out of 5.

Question No. 3

Do you believe that the time it takes to bring food is efficient?

Depending on how far the delivery location is from the restaurant, Foodpanda riders bring food to customers in 50 to 70 minutes. To what extent is this timing effective, we wanted to discover. 48.3% of respondents gave Foodpanda's food delivery timing a 3 out of 5 rating, while 23.3% gave it a 2, and another 23.3% gave it a 4.

Question No. 4

Do you think there are enough number of restaurants in Foodpanda app?

Our fourth issue concerned the quantity of restaurant profiles that are accessible on the Foodpanda website. On a scale of 1 to 5, 70% of the respondents gave a response of 4. Another 13% scored it a 3, while 13.3% gave it a 5.

Question No. 5

What do you think of Foodpanda's web portal and app in terms of user friendliness?

The respondents were questioned about their opinion of the Foodpanda app and website in question number 5. On a scale from 1 to 5, 21.7% of the participants indicated 5. 51.7% of them gave them a rating of 4 out of 5.

Question No. 6

How do you feel about Foodpanda's delivery fee?

Foodpanda is a well-known internet food delivery service that provides restaurant food delivery to homes for a nominal delivery fee. People were questioned about their level of comfort with it. On a scale of 1 to 5, 46.7% of participants responded "3." 28.3% of respondents indicated that they would respond in the negative.

Question No. 7

Do you think Foodpanda service has improved over the last 2 years?

In the last two years of Foodpanda's brief existence, there have been numerous ups and downs. They service altered significantly, particularly during their rebranding process. If the respondents thought that Foodpanda's service had gotten better over the previous two years, we asked them. In the past two years, 75% of respondents think they have made progress, while 25% think they have not.

Question No. 8

Overall, on a scale of 1 to 5, what would you like to rate to evaluate Foodpanda?

In the final question, we asked respondents to rank the quality of the Foodpanda service on a scale of 1 to 5, with 5 representing the highest quality and 1 through 60 representing other ratings.

3.3 Findings

The following are the key points I learned from the questionnaire:

3.3.1 Survey results that are favorable

I carried out this survey to learn about the current consumer feedback for Foodpanda Bangladesh Limited. My options were varied by the outcome. The majority of survey respondents were largely content with Foodpanda Bangladesh Limited's services. Customers appeared to be generally satisfied with Bangladesh's meal delivery service, which is cause for tremendous optimism. Customers gave Bangladesh's overall online food delivery service a 4.33 out of 5 rating, or 63.3%. They are content with the situation as it stands, we can say. The Foodpanda website and app received positive reviews from users. On a scale of 1 to 5, where 1 represents a poor experience and 5, exceptional, 51.4% of the customers gave it a rating of 4. But 21.7% of users scored the Foodpanda website a perfect 5 for user friendliness, rating it as good. A favorable feedback was given regarding the amount of eateries available through Foodpanda. Currently, Foodpanda's web portal lists over 600 eateries that have signed up. The quantity of restaurants listed on the Foodpanda portal is effective, according to 53.3% of people. According to the responses of the survey participants, the meal that was given may make the consumer smile. On a scale of 1 to 5, the

dish received a 5 from 58.3% of the respondents. This indicates that the food is getting to the consumers safely. Foodpanda, a relatively new business in Bangladesh, is always enhancing its offering. Over the past two years, Foodpanda, according to 75% of respondents, has improved.

3.3.2 Survey's Unfavorable Findings

Despite the excellent service provided by Foodpanda Bangladesh Limited, I also received some unfavorable comments from the survey. When they are, the majority of respondents to Foodpanda Bangladesh Limited's survey don't order food frequently. According to our survey, 65% of participants reportedly place sporadic internet food orders. In other words, Foodpanda needs to be more careful about acquiring devoted clients who will place repeat orders from Foodpanda. Foodpanda's delivery timing is less effective than it ought to be. On a scale from 1 to 5, it received a 2 from 23.3% of the respondents and a 3 from 48.3%. Significant improvements must be made to this. Foodpanda's delivery fee is unsatisfactory given the quality of the service. According to my poll, 46.7% of participants are not entirely satisfied. They gave it a score of 3 out of 5. It received a 4 from 28.3% of respondents. Foodpanda has a small number of delivery locations. Even in the heart of Dhaka City, they are unable to reach many places. Customers, on the other hand, are not pleased. 51.7% of respondents think that Foodpanda's delivery area is not effective.

3.3.3 Findings from Internal Data

According to internal data, 53% of Foodpanda clients are male and 47% are female. That suggests that the service itself has a respectable demographic reach. Ages 18 to 30 make up

the majority of their customers. People between the ages of 15 and 45 make up Foodpanda's target demographic. Foodpanda Bangladesh is therefore headed in the right direction.

More than 600 restaurants are currently listed on the Foodpanda website. The total is steadily increasing. They have 119 new establishments that have signed up with them between January 2018 and March 2018, which is a staggering number. Foodpanda's number of orders received grew significantly following the rebranding and merging with Foodora. On the Foodpanda platform, 1200 orders were typically received each day. According to 2017 figures, it is currently 1700 per day. Foodpanda's revenue climbed by 25% throughout this period of time as well.

Chapter 4: Vision & Mission

4.1 How Bangladeshi deliveries appeared before the Covid-19:

In the online business industry, there were 60,000 deliveries made every day before the pandemic, which is more than twice as many as there were with traditional delivery. The division, which employed around 10,000 people, received approximately BDT 5 million in daily conveyance installments and was booming at a rate of 100% yearly. The online-based coordination sector in Bangladesh is broken down into three market segments: food delivery, internet business and f-trade, and self-conveyance.
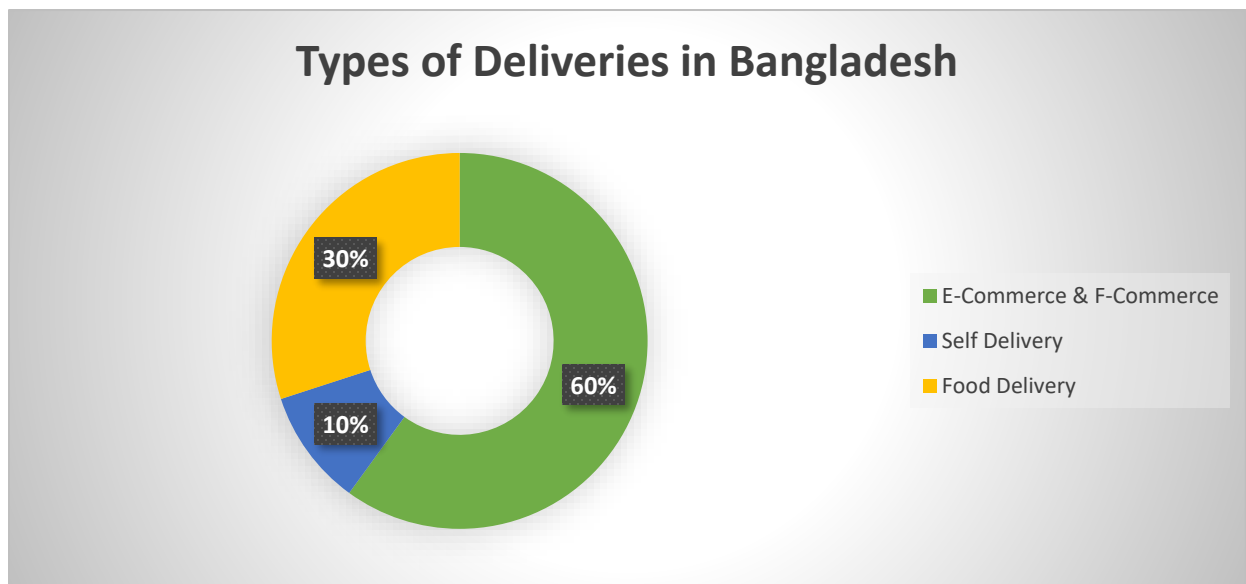

Figure 2: E-Commerce Associated of Bangladesh (e-CAB), June, 2020

4.2 Foodpanda's strategy to customers' satisfaction:

Foodpanda has been well-known among Bangladeshi consumers because to its user-friendly, high-quality, and practical interface. Customers can use the Foodpanda app or website to order their preferred food. To increase their internet traffic, Foodpanda has worked hard over the years to improve a number of services. Additionally - • delivering first-rate customer service in a prompt and effective manner.

• Emphasize customer satisfaction and loyalty by providing a wide variety of restaurants and cuisines.

• Ensure client satisfaction by offering the best possible service and upholding the highest standards of professionalism.

• Foodpanda equips its staff with thorough training and coaching to help them perform at their peak levels and realize their vision and mission.

4.3 Modifications in consumer purchasing patterns as a result of Covid-19 and a Foodpanda BD initiative:

In a short amount of time, especially for online meal delivery businesses, many norms and regulations have changed as a result of covid-19. More so than ever, consumers are focused on the caliber of the goods and services they receive. The industry of internet meal delivery has experienced some challenging times since the coronavirus epidemic. The first round of lockdowns caught everyone off guard. A prevalent misconception is that delivery businesses profit from

consumers making more online purchases. According to Foodpanda's restaurant industry evaluation of customer behaviors and emotions on February 10, 2021, consumers still wanted to eat food made by restaurants even though they were having trouble going out to dine. Foodpanda's business was seeing a little downturn in the first half of 2020. A number of restaurants shut down as staff members started to leave the city to go home to their families. Foodpanda's business suffered greatly from the lockout from March to May, falling by more than 50%.

Now, several key points will be explained, along with how client purchasing evolved during COVID-19 and the actions Foodpanda did in consequence.

Financial challenges:

As a result of job losses, business closures, and job loss during the pandemic, many consumers experienced financial challenges. In certain circumstances, Foodpanda made the lives of customers during the epidemic a little bit simpler. Foodpanda always had a variety of vouchers currently offered for customers' convenience.

Going out is barred:

Customers were forced to remain indoors due to the Pandemic and were unable to evacuate. Many of Foodpanda's zones were shut down, but with approval from the headquarters, Foodpanda gradually began opening its zones. Foodpanda then adds groceries and pharmacies for the clients because they were unable to leave the house and at that time, groceries and medical supplies were the most important commodities for them.

Online shopping is becoming more popular:

As Covid-19 spread among communities, consumers who previously bought their groceries at open markets started doing so online. Foodpanda started working with superstores like Shwapno,

Unimart, and Meena Bazaar when the food business started to deteriorate, launching its initial grocery delivery phase to favorable reviews from customers.

Opted to maintain own inventory for the customers:

Despite the fact that it required a major investment, Foodpanda chose to maintain their own inventory in order to better serve customers and maintain control over our stockpiles while guaranteeing quality. The idea for Pandamart originated from a discussion regarding quick e-commerce. Pandamart, which has evolved into one of the leading online grocery platforms, has celebrated its second anniversary after spending six months to start Foodpanda.

A result of the order flow, experienced riders were hired:

In addition to an established e-commerce infrastructure, Foodpanda already has a fleet of delivery bikes and cycles. The company hired and educated extra riders to meet the demand as employment in the unskilled sector were lost and they noticed a large spike in order requests. There were still issues, like the fact that the actual office was inactive and that all training had to be conducted electronically. Monitoring the work of the workforce became challenging, despite the fact that their information systems automatically generate reports on employee performance.

Riders are proactively advised about the prophylactic Covid-19:

Online grocery shopping and food delivery are complementary activities. Online delivery of "anything" is still a relatively new idea in Bangladesh, but it is catching on. Ambareen Reza, the CEO of Foodpanda, was questioned about the delivery drivers' will to continue working despite the pandemic. She said that they had been proactively warning riders about Covid-19 precautionary measures. Throughout Bangladesh, the entire rider service group received facemasks and hand sanitizers. As required by the law, while acquiring PPE. Furthermore, before

starting work, riders were exposed to daily temperature checks at the center workplaces; as a consequence, they feel more secure and are eager to collaborate with us.

Following April 2020, Foodpanda noticed a rise in orders for both food and groceries, and the pattern has largely been consistent since then. Once law enforcement officials helped ensure that goods were delivered to the general public, the difficulties that Foodpanda's riders had first experienced during the lockdown disappeared.

4.4 New Obstacles for Foodpanda BD

Foodpanda is still dealing with a number of severe and brand-new issues as a result of Covid-19, which is the most crucial issue to address. If these issues can be resolved, Foodpanda could succeed in many areas. Here are the latest difficulties facing Foodpanda:

Living Off the Strongest:

The Covid-19 problem has made clear how important leading a healthy lifestyle is. The hardest task for a food delivery service is therefore to be the best option out of all the options. As a result, Foodpanda must be able to show that they can provide the best food possible while maintaining the highest degree of safety. It is crucial given the situation right now.

Foodpanda offers homemade food delivery:

Home-cooked meals that are prepared at home means having homemade meals. Touch and air are two ways that the COVID-19 virus is spread. As a result, individuals are showing an increased interest in making their own food at home in order to avoid getting sick. People are making it a habit to only consume home-cooked meals in order to be safe. Even our Prime Minister Sheikh Hasina has made a home-cooked meal her choice amid this Covid-19 situation. Therefore, Foodpanda takes on the problems of integrating several handmade food restaurants during the

COVID-19, keeping in mind the health and safety of its customers. Over 600 home kitchens now exist, compared to 300 before the pandemic.

Rising of the revenues:

Foodpanda reports that few restaurants are having operational problems as a result of kitchen staff members going home during the downtime. Due to the epidemic, some people are experiencing stock problems and supply chain restrictions. Foodpanda works closely with each of our restaurant partners to assure their availability and to support them when they make changes to their business practices and menus in order to continue providing customers with the highest-quality food and service. Increasing its horizons is Foodpanda Bangladesh. They own a market share of more than 30% as measured by the quantity of orders delivered each day in Bangladesh. The primary problem facing Foodpanda right now is maintaining and growing income.

Beat the Opponent:

There must be some competitors in practically every company market who offer similar items or services, altering the market dynamics completely. There are other food delivery services available nowadays, however HungryNaki is the primary rival of Foodpanda. Recently, HungyNaki has made significant improvements and has attracted investment from foreign businesses. Foodpanda must do every effort to maintain its market share despite the strong brand value of the company. If Foodpanda completely concentrates on customer service, it might become an industry leader. With innovation, sufficient funding, and a focus on the needs of the client, Food Panda may outperform all of its rivals and make it difficult for them to remain in the market. Foodpanda will likely be the customer's first choice in this market, making it challenging for rivals to succeed. As a result, there will be high entry hurdles for new competitors. It would also be extremely

challenging to steal customers from Foodpanda. By using the customer-oriented strategy, Food Panda might be able to increase its leverage over potential competitors.

Sustain the loyalty of customers:

Customer loyalty refers to a concept of behavior in which devoted customers are those who make repeated purchases over an extended period of time. A customer's emotional motivation to make a second purchase or suggest a product to others is referred to as customer loyalty. The dependability and effectiveness of a delivery service, like Foodpanda, is advantageous, and the service must always perform well to keep client loyalty is of utmost importance. The delivery time must also be met, and the Foodpanda rider's attitude must be acceptable. Customers who are somewhat devoted to a certain brand are referred to as brand loyalists or customers.

4.5 Potential Possibilities for Foodpanda BD

A corporation can find an opportunity when certain conditions come together favorably as a result of a certain occurrence. For Foodpanda, Covid-19 brought up a great deal of difficulties, but they also opened up a great deal of new opportunities. Such as –

"Cloud Kitchen" Concept:

Foodpanda can utilise the current services and alter them so that they are suitable for a certain customer base, resulting in increased profits. "Cloud kitchens," for instance. A list of restaurants that just offer meal delivery and no dining services is available to customers at Cloud Kitchen. During the pandemic, Foodpanda introduced Cloud Kitchen. Some examples include Jackson's Fried Chicken, Lunchbox, Honest Bowl, Faasos, and Whatta Bowl. This cloud kitchen is also known as a panda kitchen, and it is run by a team of chefs who work exclusively for Foodpanda.

The growth of cloud kitchens that make food for delivery during the COVID-19 epidemic was facilitated by the rise toward internet purchasing.
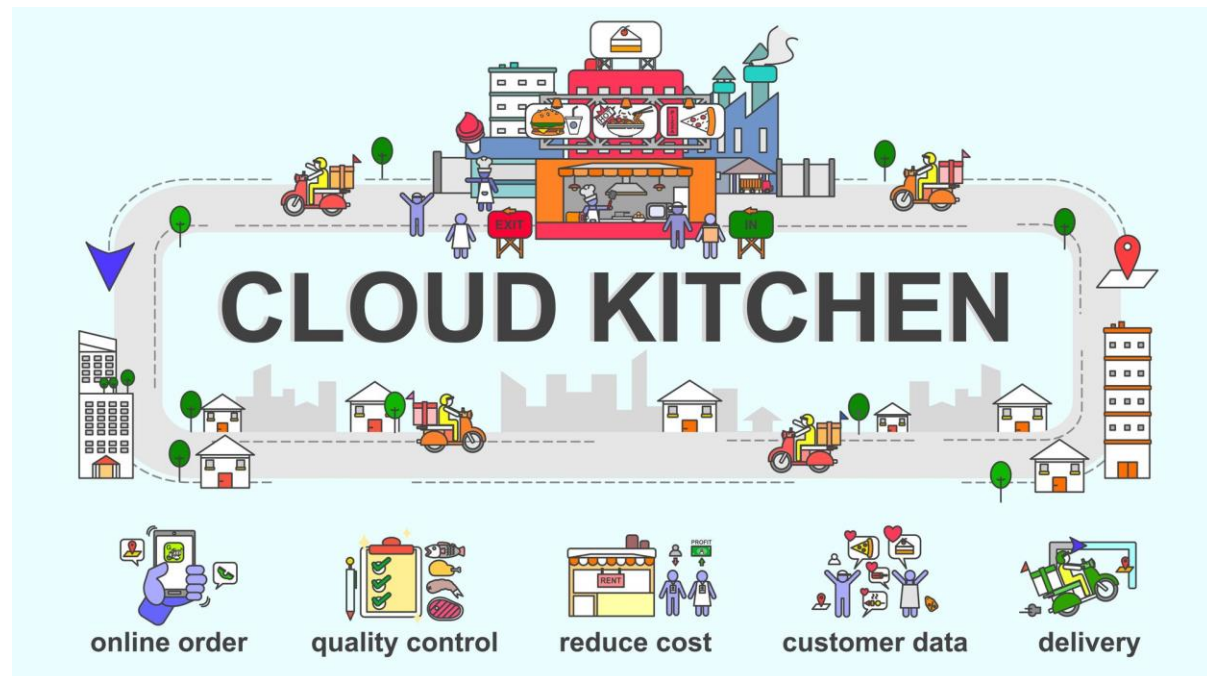

Figure 3: Cloud Kitchen Concept

Below are some benefits of using cloud kitchens:

- **Low-cost kitchens:** By utilizing cloud kitchen models, Foodpanda may considerably lower their capital requirements. To encourage customers to try their delicacies in a cloud kitchen, they don't need to run a fancy restaurant, and maintenance expenses are automatically decreased. During peak operating periods, a cloud kitchen can be readily rented based on customer requirements. A cloud kitchen also eliminates the need for customers to maintain a steady staff and pay them on a regular basis. As a result, Foodpanda can save money by using cloud kitchen.

- **Greater branch reach for less money:** Standard eateries need time to establish a reputation and increase their visibility to prospective clients. In contrast, for cloud kitchens

to attract customers, their presence on a meal delivery app and high-quality meals are sufficient. Even while marketers must pay to be seen or to enhance their presence on such apps, the expense is still considerably lower than what is needed to promote restaurants through conventional methods.

- **Operations for delivery:** Maintaining orderly operations is the main goal. It is best if receiving, processing, packaging, and shipping orders take as little time as possible. Foodpanda's websites and mobile apps are incredibly user-friendly, lightning-fast, and easy to use to draw customers.

"The purpose of these kitchens is not only to make food from beloved restaurants from different parts of the city available to customers in these areas, but also to allow our top performing restaurant partners, who are frequently small to medium-sized enterprises (SMEs) with limited access to funds, the opportunity to operate from foodpanda kitchens and rapidly expand their footprint across the city," says Ambareen Reza, managing director of Foodpanda Bangladesh.

Corporate Orders:

Corporate orders are the finest approach to capture the corporate market. With the intention of enabling businesses to streamline their ordering process, Foodpanda then just introduced Foodpanda Corporate Orders. The platform, designed for business clients, offers convenience ordering with special discounts, the ability to create limits, a streamlined payment process, and more. Pre-ordering and catering options are available on the platform. This service allows businesses to place food orders for conferences, business trips, press conferences, employee birthdays, and the day-to-day workday. To make ordering as easy and convenient as possible, Foodpanda for Business will provide exclusive discounts to all of its customers.

The following aspects are advantageous to business clients:

• Free delivery

• Monthly payments (optional)

• Place your order in advance for gatherings in the office.

• Promotional deals and discounts

Managers, department heads, and other relevant people will be able to simply create and set their daily allowances (their platform line of credit), update team access to the platform, and monitor order-related financial activities through the website. The inherent simplicity of Foodpanda for Business stems from the fact that complete order records and invoices are frequently created, streamlining and streamlining bookkeeping. By removing the need to preserve paper receipts, the program also contributes to the prevention of spending abuse while saving time for both employees and accounting. Because of the platform, employees are no longer need to submit expenditure reports or wait for reimbursement.

"We are pleased to launch a service that offers a convenient and straightforward ordering experience for employers and employees alike," said Zubair Siddiky, managing director and co-founder of Foodpanda Bangladesh. Foodpanda is working hard to expand their platform by utilizing their new opportunities.

Chapter 5: Conclusion

For all restaurant operators, online food ordering websites have proven to be a boom. People barely have time to cook for themselves in today's fast-paced, technologically advanced world because they are constantly on the go. Customers can take advantage of the ease of ordering food online while seated at their homes or workplaces. Due to the removal of obtrusive phone calls and pamphlet/brochure-based meal ordering, this brings comfort to both restaurant owners and their patrons. Because of this, these online food delivery services serve as the people's one-stop shop where they can view the entire menu of their favorite restaurants, select their favorite dish, and then just wait for their food to arrive while finishing up their tasks in the meantime. These online meal ordering platforms assist restaurants not only increase sales for themselves but also build and enhance their brand recognition. These online food ordering platforms not only sell themselves on social media and through other online and offline channels, but they also promote all of the vendors, or the restaurants that are listed under them, in tandem with themselves. To sum up, the online meal ordering system as a whole demonstrates a means for restaurant owners to take immediate action and dominate the fierce competition.

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