
Internship Report
on
**Quality of content and services increase customer satisfaction and repeat
purchase.**

By
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ID: 18304089

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

BRAC Business School
BRAC University
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Declaration

I hereby affirm the following:

1. The internship report I am submitting is the result of my own independent work during my academic pursuit at BRAC University.
2. The report does not incorporate any pre-existing published or written material from external sources, unless duly acknowledged with complete and accurate references. Additionally, it does not include any content that has been previously accepted or submitted for a different degree or diploma at any educational institution.
3. I have acknowledged all substantial sources of assistance utilized in the preparation of this report.

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Ferdousi Akhter

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Letter of Transmittal

21/05/23

Ms.Tania Akter

Senior Lecturer

BRAC Business School

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Subject: Submission of Internship Report on “Quality of content and services increase customer satisfaction and repeat purchase”

Dear Ma'am,

It is my privilege to present my internship report on the subject of " Quality of content and services increase customer satisfaction and repeat purchase." This report provides a comprehensive account of the experience and knowledge acquired during the Internship program. My work placement was assigned at the corporate office of Foodpanda Bangladesh Limited situated in Banani, Dhaka. I have followed the directions given to me by my supervisor in order to prepare this report for my internship. In doing so, I have poured my time, talents, and effort into it, and I have satisfied all of the criteria for this course. I would like to appreciate you for the opportunity to work on this topic.

I'd be delighted if the report could serve its intended purpose, and I'm willing to clarify anything if you deem it necessary. Consequently, I express my earnest desire and optimism that my diligent efforts will be duly acknowledged. I extend my sincere gratitude to you for the invaluable assistance and mentorship extended to me throughout the duration of this programme.

Sincerely yours,

Ferdousi Akhter

ID: 18304089

BRAC Business School

Non-Disclosure Agreement

This document represents a formal agreement between foodpanda Bangladesh and Ferdousi Akhter, a student presently studying at BRAC Business School, BRAC University. The objective of this agreement is to define clear and stringent protocols concerning the sharing of confidential information pertaining to the aforementioned company.

Ferdousi Akhter

Student ID: 18304089

BRAC Business School

BRAC University

Acknowledgement:

I would like to begin by expressing my utmost gratitude to the divine guidance of Allah Almighty.

I am sincerely thankful to my respected faculty and internship advisor, Ms. Tania Akter from BRAC Business School, BRAC University, for her invaluable support and guidance.

Furthermore, I would like to extend my heartfelt appreciation to Mr. Nazmus Sakib, Tonmoy who served as my line manager at Foodpanda Bangladesh. His provision of essential information and mentorship during my internship has been instrumental in my learning and professional growth.

I am deeply grateful to the management of Foodpanda Bangladesh, as well as the dedicated content and onboarding team, for their unwavering support throughout this entire journey. Their assistance has been instrumental in helping me overcome challenges and accomplish my goals.

I would also like to express my special gratitude to my parents for their unconditional love, constant support, and encouragement to strive for excellence. Their guidance and presence in my life have been an immense blessing.

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Executive Summary

The technology industry's rapid advancements have fueled significant progress in online meal ordering systems in recent years. People have become increasingly accustomed to ordering meals from a diverse range of establishments, ranging from homemade food to gourmet dining experiences. The convenience of utilizing an online meal ordering system has become indispensable. Now, customers can easily order not only essential goods and items but also their favorite foods from the comfort of their homes, ensuring complete safety. The ordered items are promptly delivered to their doorstep through dedicated delivery platforms. Despite the ongoing pandemic, businesses offering online ordering services are flourishing. It's widely known that the advancement of technology has greatly simplified and transformed our lives, making them more futuristic. In this modern era, people are highly tech-savvy and prefer methods that streamline their daily routines. The widespread integration of digital technology has immensely simplified and expedited various aspects of our lives. Given the current COVID-19 situation, individuals find it safer to order meals online rather than visiting restaurants, where they could be exposed to crowded environments and physical contact with menus that have been handled by previous customers

Foodpanda, an organization established in Germany, commenced its operations in Bangladesh in December 2013 and has since evolved into one of the prominent online platforms for food delivery in the country. Although Foodpanda's headquarters are situated in Germany, it is currently under the ownership of Delivery Hero. foodpanda has implemented an efficient method for placing food orders, enabling customers to effortlessly track the progress of their orders and provide feedback after each purchase made on the website. As soon as a customer's order is confirmed and prepared for pickup by a delivery rider, the customer is promptly notified.

In this research paper on 'content and onboarding department of Foodpanda Bangladesh,' the main purpose was to explore the quality of services and content that has impact on customer's perception and involvement towards by Foodpanda Bangladesh Limited, The key goal of this study was to gain insights and give justification regarding customers satisfaction that turn them into loyal customers for Foodpanda Bangladesh Limited

Chapter 1: Overview of Internship

1.1. Information of the student

My name is Ferdousi Akhter, and I am now pursuing a Bachelor of Business Administration (BBA) degree at BBS, which is part of BRAC University. My student ID number is 18304089, and I began my undergraduate studies in the summer of 2018 and I started my undergraduate studies in the summer of 2018. My intended year of graduation is 2023, and my field of study is Marketing, with a minor in Human Resource management (HRM).

1.2. Information of Internship

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

I have been given the chance to participate in an internship at foodpanda Bangladesh Ltd. for six months, beginning on the 10th October 2022 and ending on 20th March 2023. During this period, I will be working in the Sales Operations department as part of the Content and Onboarding team. The main office of foodpanda Bangladesh Ltd. is to be located at the following address: Navana Pristine Pavilion, Plot-128, Block-CEN(H), Level-8, Gulshan 2, Dhaka-1212, Bangladesh.

1.2.2. Supervisor's Information of the company regarding Internship

During my time as an intern at foodpanda Bangladesh Ltd., I reported to Mr. Nazmus Sakib Tonmoy, who currently serves as the Sales Operations Team Lead for the company. I was directly accountable to him and was required to report to him on a regular basis.

1.2.3. Job Scope

My typical work schedule at foodpanda Bangladesh Ltd. is from Sunday to Thursday, from 10:00 a.m. to 7:00 p.m., which is almost nine hours a day. In the initial few weeks of my internship, my supervisor and mentor conducted a meeting session with me. During this period, I gained knowledge on updating vendor menus in the system, cross-checking them with back-end contexts whenever necessary. I also acquired skills in handling vendor queries, data management procedures, internal communication protocols, and various other tasks.

1.2.4. Regular Responsibilities

- Handle customer inquiries and offer resolutions in compliance with the standard operating procedures (SOP).
- Develop and update vendor product menus on a regular basis.
- Maintain the quality of the content displayed on the platform.
- Review back-end contexts and update if required.
- Identify potential fraud claims by conducting a proper fraud investigation.
- Track task progress and take necessary follow-up from concerned responsible persons.

1.3. Internship Outcome

1.3.1. Student's Contribution to the Company

During my internship, I was responsible for several important and time-sensitive tasks. I believe that I was able to contribute to the company's increased efficiency by completing these duties effectively. Working in the Sales Operations department, I had direct interactions with various clients of foodpanda Bangladesh Ltd. I played a significant role in developing the organization's live online platform and ensured that it did not contain any erroneous information, which could cause financial harm to the company. I handled vendor-related matters professionally and investigated potential fraud claims. My input and progress updates on assigned tasks helped the organization to take necessary steps forward.

1.3.2. Benefits to the student

Throughout my internship, I gained extensive knowledge on various data management tools, particularly Microsoft Office applications, as I lacked sufficient expertise in this area beforehand. I learned different MS Excel formulas for calculation-related tasks, discovered how to create effective presentations, and explored other functionalities available in MS PowerPoint.

Additionally, I learned how to communicate professionally with people from various departments and clients through email, including how to handle difficult situations. I am confident that this experience will enable me to enhance my skills and achieve success in my future career endeavors.

1.3.3. Problems/Difficulties faced during the internship period.

My internship at foodpanda Bangladesh Ltd. provided me with numerous educational opportunities and proved to be a beneficial experience. However, there were some obstacles that I had to overcome. One of them was my lack of expertise in Microsoft Office 365 software, particularly in MS Excel. I found it challenging to use complicated formulas for data management purposes at the beginning. Additionally, for internal task management, foodpanda utilizes "Salesforce," which contains comprehensive information about every vendor. At times, it was difficult to navigate the functionalities of such a large software.

1.3.4. Suggestions to the company on future Internship

To start with, internships provide an opportunity for recent graduates and graduate students to gain practical experience and knowledge. Therefore, it is important for interns to work in departments other than their own, perhaps through work rotation, in order to gain experience across all departments. Additionally, seminars or workshops on various topics could be arranged for interns to learn from high-ranking officials. It would also be beneficial if managers and leaders could enhance their motivational sessions for interns, which could lead to increased competition and motivation, resulting in improved productivity, general knowledge, and specific skills for the intern

Chapter 2: Organization Information

2.1 Food delivery industry

Bangladesh, as a developing country, holds immense potential for future opportunities. The country is progressing in line with global development trends, leveraging the significant advancements in internet connectivity to enhance communication speed. This rapid connectivity has greatly benefited established business sectors and has given rise to the emergence of e-commerce as a new industry. While e-commerce is not a new concept, its expansion was previously limited to developed countries. However, with the maturity of the industry, globalization, and widespread internet access, e-commerce has now made its way into Bangladesh. The market for online food delivery services in Bangladesh is experiencing rapid growth, driven

by the increasing demand for convenience and time-saving features, a trend further accelerated by the pandemic. Experts in the sector (Bhattacharjee, 2021), estimate the market size for the food delivery business in Bangladesh to be between BDT 30 and BDT 50 million. Among the key players in the online food delivery sector, Foodpanda holds a significant market share of approximately 65% and operates in 64 districts with a workforce of around 40,000 delivery personnel (Hossain, 2022). While there are a few other well-known businesses exists, Foodpanda Bangladesh stands out as one of the pioneering companies in the industry

2.2 The State of Online Food Delivery in Bangladesh

Before the onset of the pandemic, specifically in 2019, the food delivery industry in Bangladesh was dominated by four major players: the local companies HungryNaki, Shohoz Food, and Pathao Food, along with the international giant Foodpanda.

2.2.1 Shohoz

Shohoz made its entry into the food delivery market in October 2018 with the introduction of Shohoz Food. Initially, they implemented a model that targeted a specific area within Dhaka and gradually expanded their services to cover the entire city (Hossain, 2022). The company remains focused on strengthening its presence in the food industry and emphasizes the remarkable growth of its food delivery business.

2.2.2 HungryNaki

To streamline operations and reduce costs, HungryNaki, the first indigenous food delivery company in Bangladesh, has decided to narrow down its service coverage from 30 areas to 17, primarily focusing on the cities of Dhaka and Chattogram. Despite ambitious goals, this strategic move presented a considerable challenge for the company. HungryNaki originally launched in 2013 as an online food ordering platform, HungryNaki was acquired by Daraz, a major e-commerce platform controlled by Alibaba, in 2021 (Hossain, 2022).

2.2.3 Pathao Food

Out of all the food delivery businesses in Bangladesh, Pathao stands out as the only profitable one. However, similar to Pathao's overall business, the profitability of its food delivery segment, known as Pathao Food, has decreased significantly, dropping to just 20% since 2019 (Hossain, 2022).

2.2.4 Foodpanda

With an impressive market share of approximately 65%, Foodpanda has emerged as the dominant player in Bangladesh's food delivery service industry. According to projections by Hossain (2022), the food delivery sector is expected to surpass \$43 million by the beginning of 2021. Currently, Foodpanda holds a substantial market share, accounting for nearly 65% of the industry in the country. Over the past seven years, Foodpanda has attracted over 4 million users, and its platform boasts partnerships with over 35,000 restaurants and shops (Khan, 2021)

2.2 Company overview:

Foodpanda is an internationally recognized customer-facing web platform that connects users with a wide selection of restaurants for food delivery services. Originally established in Berlin, Germany in 2012, the company has expanded its operations to numerous countries worldwide, including Malaysia, Singapore, Thailand, the Philippines, and Bangladesh, where it made its debut in December 2013 (Hassan, M. 2018). Serving as the primary brand for Delivery Hero in Asia, Foodpanda has its headquarters in Singapore and was founded in Germany. Notably, Foodpanda holds the distinction of being the largest food and grocery delivery platform in Asia, excluding China, as stated by (Wikipedia, n.d.). The company's presence in Bangladesh has contributed to the creation of over twenty thousand new job opportunities (Hasan, A. A. T. 2022).

Foodpanda operates on the foundation of e-commerce and online food delivery services. The core of its business model revolves around connecting users with nearby stores and restaurants. Through Foodpanda's website or mobile app, customers can easily browse menus, place orders, and enjoy a wide variety of dining options. Foodpanda maintains commercial partnerships with a diverse range of establishments, spanning from small family-owned eateries to large known and popular restaurants. Once an order is placed, foodpanda handles the logistics by coordinating a fleet of delivery partners to ensure prompt and efficient delivery to customers. As highlighted by

(Wikipedia, n.d.), foodpanda generates revenue by collecting commissions from restaurants and shops for each order facilitated through its website.

foodpanda employs a diverse range of marketing techniques, encompassing aspects such as information related to products, advertising space, auctions, stock, and more. The company has also embarked on rebranding initiatives aimed at enhancing customer satisfaction (Hassan, M. 2018). In response to the heightened demand during the COVID-19 pandemic in Bangladesh, foodpanda expedited its expansion efforts to establish a presence throughout the entire nation. By the second week of December 2020, the platform had successfully commenced operations in all 64 districts of the country. Despite not having visited all these locations, foodpanda utilized phone calls to onboard restaurants and enlisted remote workers to form teams. The widespread necessity for people to work, study, and seek enjoyment from the confines of their homes amid the economic crisis contributed not only to the growth of foodpanda but also to the entire food delivery sector in the country (Hasan, 2022). While foodpanda primarily focuses on food delivery, the company has also ventured into grocery delivery services in certain regions. This allows customers to conveniently purchase groceries alongside their restaurant orders, relieving them of an additional concern.

2.2.1 Platforms:

Foodpanda provides customers with the convenience of finding suitable restaurants on their website and placing food orders according to their preferences. Alternatively, customers can utilize the mobile app by installing it on their mobile devices. Both the website and the app offer features such as reviewing restaurants, rating them, and reporting any issues with orders. This ensures that customers have a seamless experience and can provide feedback or seek assistance through the platform of their choice.

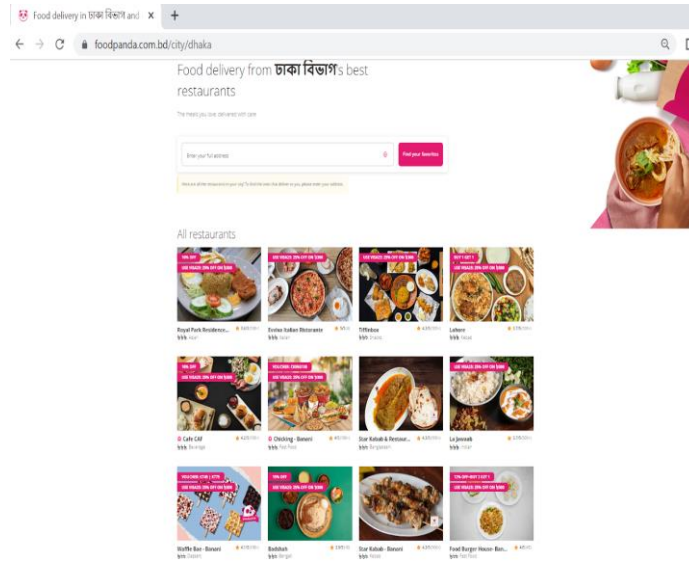


Figure 1 Website platform of foodpanda

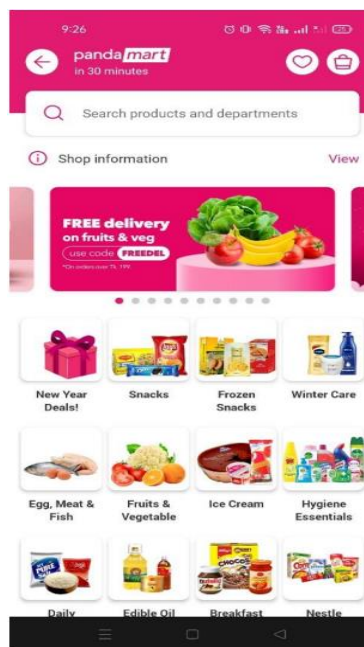


Figure 2 Mobile app of foodpanda Bangladesh

2.2.2 Locations:

(Company Profile, 2023) Foodpanda is active in a number of cities around Bangladesh.

Find us in these cities and many more!

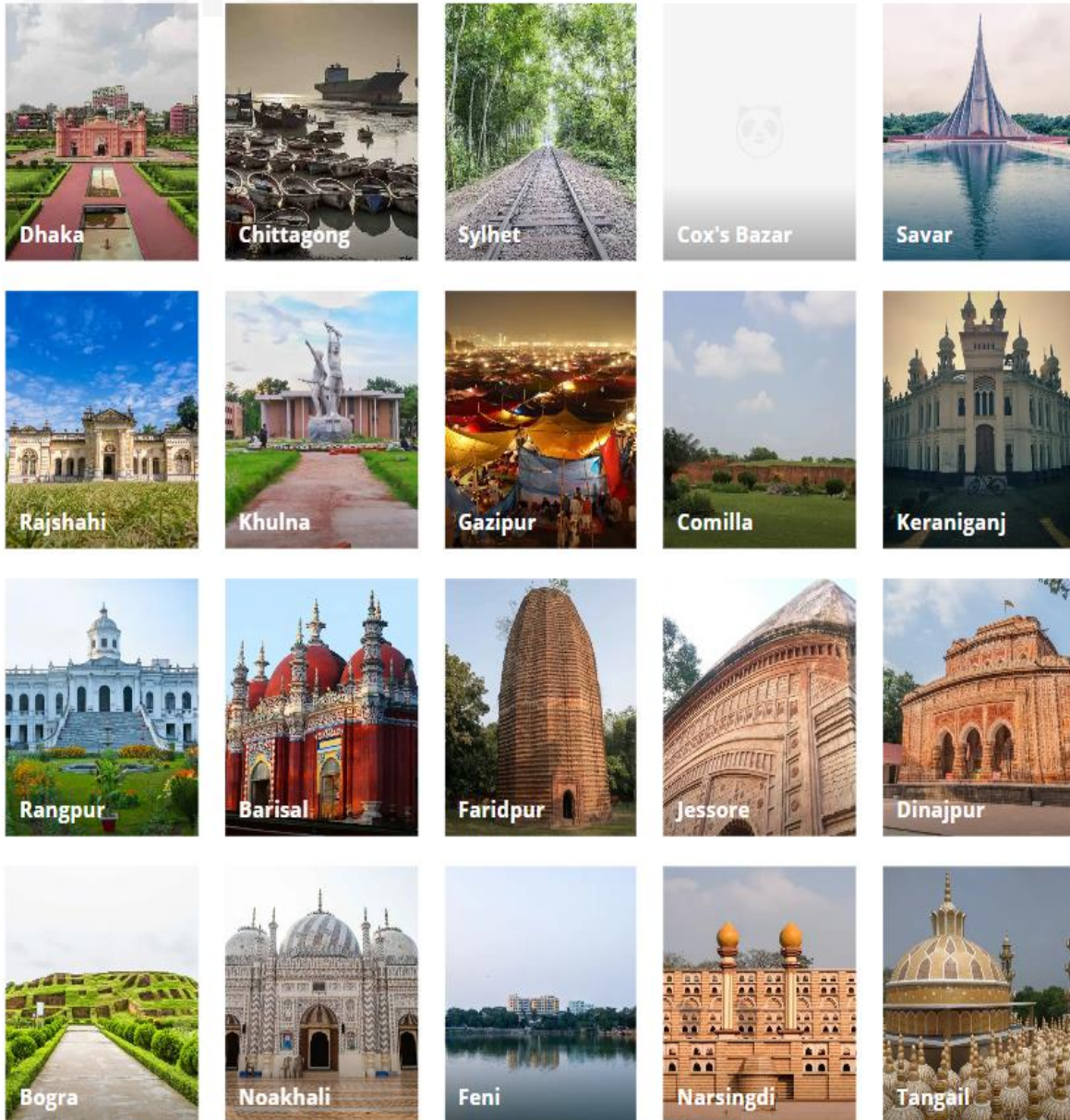


Figure 3 Food delivery locations of foodpanda In Bangladesh

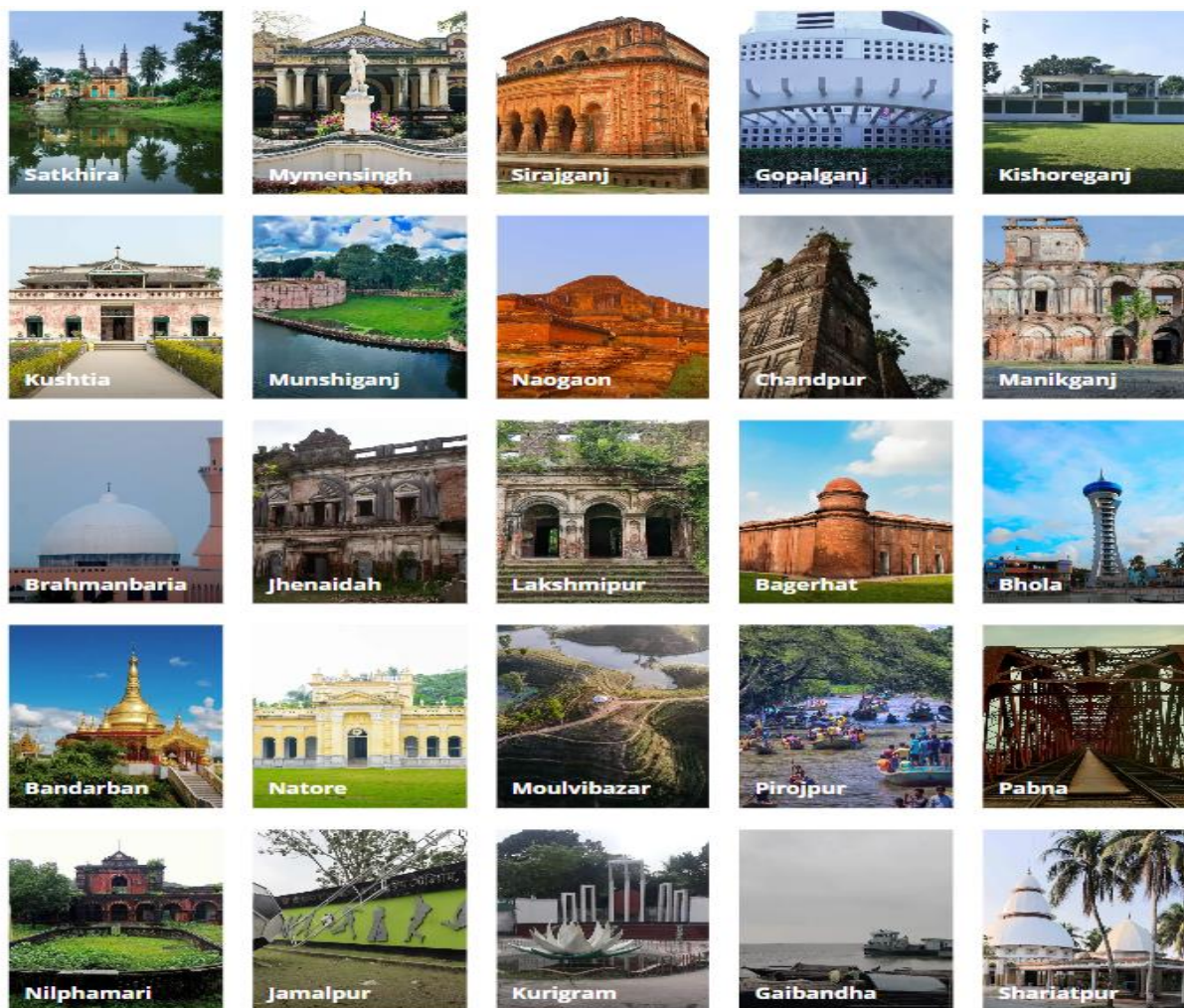


Figure 4 Food delivery locations of foodpanda In Bangladesh

2.3 Foodpanda Mission

The mission statement "Bringing good food into your everyday life" sums up Food Panda's purpose.

This indicates that food Panda does more than merely deliver the order; rather, it always goes the extra mile to make your experience one to remember. And this means that you may indulge in these delectable foods on a daily basis, whether it be a fresh salad for a light lunch at the workplace, a family-sized pizza for a night in with your significant other, or even some sushi. Whatever it is that their clients are looking for, they are always there to deliver the greatest services.

2.4 Service offered

Foodpanda is meeting the needs of tech-savvy people across Bangladesh who are looking for ways to simplify their lives and save the precious minutes and hours that they have available. They made it incredibly simple for customers to take use of their service by developing both a mobile application and a website, which can be accessed at **www.foodpanda.com.bd**. This app and website connect customers with the restaurants and shops in their area. The clients are able to view the names of the vendors as well as their menus and may place their orders appropriately. They also have the option of leaving a review after the service has been completed. When they come across any type of issue, consumers, riders, and suppliers alike are all able to seek assistance from the service operations team.

2.5 Core values

Foodpanda Bangladesh's goal, vision, and beliefs are reflected in the company's fundamental principles, which in turn represent the company's core values. These principles help the company and its workers decide what to do and how to act. They are an important part of the company's growth. The following are some of Foodpanda Bangladesh's fundamental principles and values:

- **Customer focus:** Foodpanda Bangladesh puts an extensive amount of emphasis on client satisfaction and works hard to give its customers the best experience possible. The company thinks that the customer comes first and works to improve its products and services so that they meet the needs of its customers.
- **Innovation:** Foodpanda Bangladesh is an organization that is committed to the concept that technological advancement and creative problem solving can be used to fuel business expansion and enhance customer satisfaction. The corporation is always looking for new methods to improve both its products and the procedures that go into making them in order to stay one step ahead of the competition.
- **Sustainability:** Foodpanda Bangladesh is dedicated to maintaining a sustainable business model and minimizing any negative effects on the surrounding environment. Through its day-to-day business practices and the projects, it has undertaken, the company is making

concerted efforts to cut down on waste, advance environmentally friendly packaging, and provide assistance to the areas in which it operates.

- **Accountability:** Foodpanda Bangladesh values accountability and responsibility. The business is open and honest about its dealings, and it makes every effort to uphold the highest ethical standards in all aspects of its operations.
- **Collaboration:** Foodpanda Bangladesh places a high priority on working together and being part of a team, both internally and with the companies that it collaborates with externally. In order to foster value creation and development, the firm maintains tight relationships with the restaurants that it partners with, as well as its consumers and other stakeholders.

2.6 Management Practices

Management is considered to be one of the most important aspects of a business or organization since it is directly responsible for achieving primary objectives and ensuring proper operation. Foodpanda adopts management practices that are based on Berlin but are changed so that they are appropriate for the situation in Bangladesh.

2.6.1 Top management:

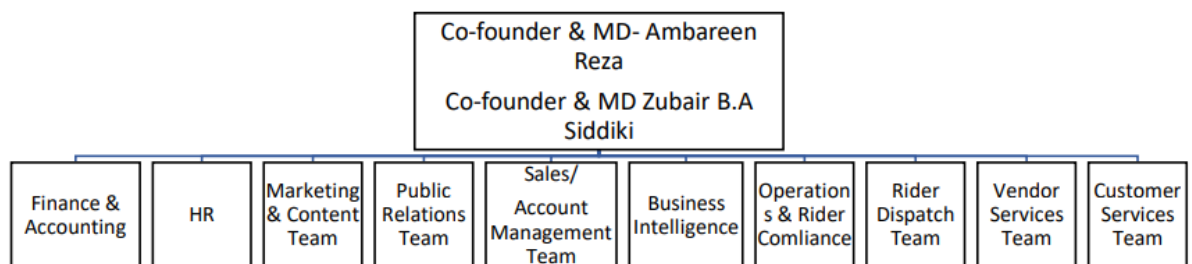


Figure 5 Organizational hierarchy of foodpanda Bangladesh

2.6.2 External Management:

This is another extremely essential aspect in which careful management of all parties, suppliers, and consumers—is required since these are delicate matters that have a big impact on the operation of Foodpanda’s company. Customers of Foodpanda are often between the ages of 18 and 45, and

they are well versed in technology. In today's world, any unfavorable element may quickly be brought to light on social media. Because of this, foodpanda has separate teams dedicated to public relations and customer support in order to give its users the highest level of service possible. The accounts of the suppliers are also managed by sales representatives who have been assigned to them. In addition, there is a partner service team that works to improve the quality of service provided to vendors and to resolve any issues that may arise.

2.7 Marketing Practices

When it comes to marketing strategies, Foodpanda is one of the most successful companies in the online food delivery industry. They use a variety of marketing strategies in an effort to win the loyalty of their clientele and raise awareness of their brand. They put a significant amount of investment and effort into promoting themselves on social media.

- **Social Media Marketing:** Social media is where Foodpanda puts the majority of their marketing efforts. The most popular ones are YouTube and Facebook. They promote themselves via several mediums. Usually, the ads show mini-ads and short clips from videos of their ads and promotions.
- **Email Marketing:** Customers who have signed up with foodpanda get regular emails including information about new specials, discounts, and other offerings from the company. However, most of the time, these emails are considered to be spam by the customer, and they do not reach out to the consumers since the customers themselves do not read these emails.
- **Mobile Marketing:** Among Foodpanda's advertising channels, this one is Foodpanda's least popular advertising channel. Text messages with promotional offers and a variety of coupons are sent to customers by this company. Some customers find this practice very bothersome.

2.7.1 Marketing Mix of Foodpanda Bangladesh

Before introducing a brand-new product or service to the market, a business must first settle on a series of choices known as the "marketing mix." In the world of marketing, these concepts are commonly referred to as the "4 Ps." The following components of the marketing mix are discussed:



Figure 6: 4P's of marketing

- **Product:** Foodpanda's online meal delivery service is the company's bread-and-butter offering in Bangladesh. The firm collaborates with local restaurants to provide consumers with a varied menu from a variety of cuisines. Foodpanda Bangladesh now delivers groceries and offers subscription services like Foodpanda Plus.
- **Price:** Foodpanda in Bangladesh uses a pricing strategy that is dynamic and adapts to several criteria, including the distance of the delivery, the time of day, and the demand for the service. The business allows customers to pay for their purchases using a variety of methods, such as cash on delivery, internet payments, and mobile wallets. Foodpanda Bangladesh also gives its customers deals and special offers through its website, mobile app, and social media pages.
- **Place:** Foodpanda Bangladesh is now active in major cities all throughout the country of Bangladesh, such as Dhaka, Chittagong, Sylhet, and Khulna. consumers are able to make orders using either the company's website or its mobile app, which acts as the principal

location for making purchases for these consumers. Foodpanda Bangladesh provides its consumers with access to a broad range of cuisines and meals through building partnerships with a wide variety of restaurants, ranging from tiny independent enterprises to bigger chains.

- **Promotion:** Foodpanda Bangladesh engages in a wide array of promotional activities in order to successfully communicate and engage with the target audience. When it comes to promoting its services and providing customers with special deals and discounts, the firm relies on e-commerce platforms such as social media and email marketing. Foodpanda Bangladesh also works with local restaurants to run collaborative marketing campaigns and promotions, and the company takes part in important events and festivals in order to raise awareness of its brand.

2.8 Industry and Competitive Analysis

I have done Porter's Five Forces and SWOT analysis as well as industry and competitive analysis for this internship report, which is given below:

2.8.1 SWOT Analysis:

There are different ways to analyze the business environment. One of them is known as a SWOT analysis. It is compatible with the four distinct sorts of environments. They are an organization's Strengths, Weaknesses, Opportunities, and Threats, respectively. A company's internal environment has both good and bad aspects, which are referred to as the strength and weakness of the company. It implies the organization must work to overcome the shortcomings it now has by making its strengths even stronger and focusing more attention on them. In contrast, opportunities and threats represent, respectively, the advantageous and disadvantageous aspects of an organization's external business environment. Since the organization has no control over these aspects of the environment, it is up to the company to make the most of the opportunities available to it and either work to eliminate the dangers or take the appropriate precautions to deal with them. The food Panda Bangladesh SWOT analysis is broken down and detailed below, along with a SWOT matrix.

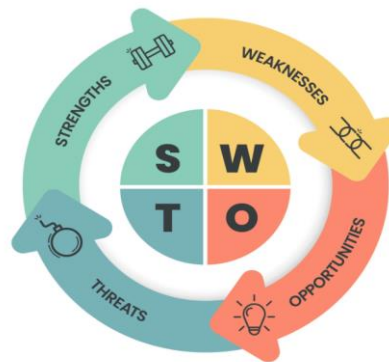


Figure 7: SWOT Analysis

Strength

- Foodpanda has established itself as a renowned brand in Bangladesh's meal delivery market, boasting a substantial customer base and a vast network of restaurant partners. This has significantly contributed to Foodpanda's strong brand recognition.
- The user-friendly nature of Foodpanda's mobile app and website enhances the overall customer experience, making it easy for customers to navigate and use the platform. This seamless interface fosters customer loyalty towards the brand.
- Foodpanda has ability to attract a large customer base by its extensive menu, offering a diverse range of cuisines and food options. This sets the company apart from its competitors and helps it stand out in the market.
- With a robust and efficient delivery fleet, Foodpanda ensures swift and reliable delivery services for its customers, further enhancing customer satisfaction.

Weakness

- Foodpanda's services are now restricted to the main cities in Bangladesh as a result, the company's reach and the number of people who would be interested in using its platform are both constrained.
- In order to offer delivery services, foodpanda depends on third-party logistics providers, which presents a challenge in terms of maintaining quality control and ensuring that customers are satisfied.

- foodpanda only takes a limited number of payment alternatives, which may dissuade some prospective clients from making use of the company's services.
- foodpanda does not have full control over the quality of food and service offered by its restaurant partners, which might have an effect on the level of satisfaction experienced by its customers.

Opportunity

- Foodpanda has the potential to grow its client base and revenue by offering its delivery service in other cities and areas across Bangladesh.
- Foodpanda should give more consideration to expanding its offerings to include services other than the delivery of meals, such as the delivery of groceries; this would enable the firm to attract a greater number of customers and would result in an increase in income.
- Foodpanda may expand its marketing and promotional efforts in order to win over new clients and strengthen its existing relationships with existing ones.
- Foodpanda has a way to combine its services with those of other platforms, such as ride-hailing applications or e-commerce platforms, which has the potential to expand the company's market presence as well as its client base.

Threats

- The sector of food delivery in Bangladesh is very competitive, with a variety of delivery companies such as HungryNaki, Pathao food, Shohoz food who are fighting for a portion of the market. Because of this, it may be challenging for Foodpanda to continue to hold its position as the dominant player.
- The tastes of customers and the trends that they follow might change rapidly, which can have an impact on the demand for the services that Foodpanda provides.
- Any changes to labor laws or food safety rules might have a negative impact on Foodpanda's bottom line and affect business as usual.
- The state of the economy in Bangladesh may have an impact on the purchasing behaviors of consumers, which in turn can have an impact on the demand for Foodpanda's services.

Summary and Conclusion:

Overall, Foodpanda is one of the most successful food delivery companies in Bangladesh; it has a powerful brand and an effective delivery network. Despite this, the firm is confronted with obstacles such as restricted geographic coverage and tough rivalries. The organization may explore opportunities like expanding to new cities and broadening its services, respond swiftly to the changing market, and adapt to the evolving demands of their clients, all while managing challenges such as changing consumer preferences and regulatory obstacles.

Recommendations:

Currently, the foodpanda Bangladesh platform does not provide a customer loyalty program, despite its availability for clients worldwide. Loyalty programs are crucial for retaining customers and addressing issues that have led to Foodpanda's unfavorable reputation. Additionally, foodpanda should focus on improving its delivery time by reducing delays in order fulfillment.

2.9 Porter's five forces

Marketers use Porter's five forces to analyze and track the macro environmental (external marketing environment) factors that have a great influence on an organization.

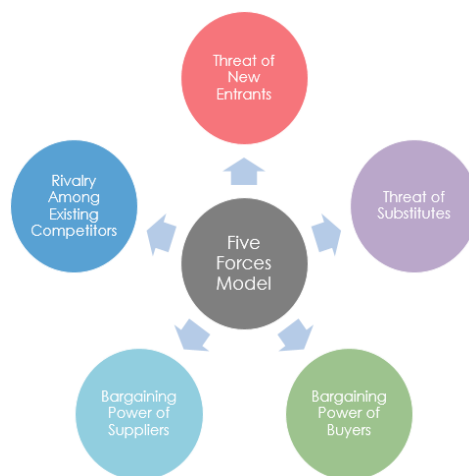


Figure 8: Porter's Five Forces

- **Rivalry Among Competitors:** There is a lot of competition amongst different competitors including HungryNaki, Shohoz, Pathao, and Uber Eats, even though Uber Eats is currently not functioning. The rival companies provide customers with unique discounts and exclusive offers while also ensuring a higher level of efficiency.
- **Threats of New Entrants:** The risk is minimal since it would need a substantial investment to establish a distribution network consisting of a fleet of delivery vehicles and the personnel necessary to make the deliveries. The new competitors will not be able to compete with the existing market's pricing offering since it has already been established. Uber Eats entered the market in this manner but was unable to sustain its presence for an extended period of time.
- **Threat of Substitution:** On the market, one may find a great deal of alternative options. All of the alternatives provide about the same level of service and access to the same suppliers. If a customer is dissatisfied with Food Panda for whatever reason, they have numerous other options to pick from.
- **Bargaining power of buyers:** Because clients have a wide variety of alternatives to choose from, buyer power is quite strong. There are other companies, such as Shohoz and Pathao, as well as HungryNaki, that provide the same service. Customers are only able to maintain their loyalty if they are provided with consistent discounts and promotional offers.
- **Bargaining power of supplier:** The well-known restaurants and stores have a significant amount of influence on foodpanda. However, in the vast majority of situations, Foodpanda's supplier leverage is not very strong. The home cooks and restaurants that are not well known do not have a lot of opportunities to sell their dishes and wares since there are not that many customers who know about them. In this case, Foodpanda is in charge of determining the prices of the products and foods that they sell in the form of a commission.

Summary and Conclusion

Foodpanda is a dominant food delivery service in Bangladesh. Foodpanda has to respond quickly to the changing market conditions and adjust to the evolving needs of its customers. If they do not remain competitive, they may experience a decline in consumer loyalty and ultimately lose them.

Recommendations

Foodpanda in Bangladesh faces a notable disadvantage as it does not currently offer a loyalty program, unlike its global counterparts. To retain existing customers, address concerns, and overcome any misconceptions, it is crucial for Foodpanda to introduce a loyalty program. Additionally, Foodpanda needs to prioritize improving order delivery speed to enhance customer satisfaction and reduce waiting times.

Chapter 3: The Project Part

3.1 Introduction:

Foodpanda is a global online food delivery service that serves as a bridge between customers and a diverse array of restaurants and food establishments. With a wide variety of cuisines available, ranging from local specialties to international dishes, Foodpanda aims to cater to different tastes and preferences. The online food delivery industry has witnessed substantial growth, particularly in its early stages, thanks to the convenience and speed it offers to customers. The COVID-19 pandemic has further accelerated this trend, leading to significant changes in consumer behavior and influencing strategic decisions made by businesses. In today's marketing landscape, marketers are constantly exploring avenues to enhance consumer engagement, recognizing that the quality of services plays a substantial role in shaping brand sentiments. (Saad, A. T. 2021)

Foodpanda's operations in Bangladesh heavily rely on content and onboarding department. To facilitate customer decision-making during the purchase process, it is crucial to establish standard operating procedures (SOPs) for maintaining high-quality content. An efficient onboarding process ensures that newly hired employees receive proper training and seamlessly integrate into the organization's operations. Both the onboarding team and the restaurant content team play significant roles in expanding coverage and implementing effective improvements to enhance the overall customer experience. Therefore, the functionality and features of the Foodpanda app not only impact the brand image but also contribute to the perception of the app itself. Continuous innovation is emphasized to cater to the needs of the app users. Advertising efforts are also crucial to maintain customer interest in the app. Foodpanda utilizes various platforms, including their social media accounts, to promote campaigns and raise consumer awareness. For instance, the "**Foodpanda User Community Bangladesh**" Facebook group serves as a space where users can express concerns, ask questions, and seek clarification. The Foodpanda staff diligently works to promptly address these issues and provide solutions. Overall, a combination of content quality, effective onboarding, continuous innovation, and strategic advertising is employed to enhance the app's user experience and expand its consumer reach in Bangladesh.

Every organization operates based on its unique system, consisting of a set of rules and regulations, along with various departments, wings, and branches. Within this organizational structure, there

are several departments, including sales operations. During my internship, I had the opportunity to work with the assistant manager of the content and onboarding team, which falls under the sales operations department. My responsibilities included updating restaurant information on the website, such as adding or removing products, adjusting prices, and updating product photos. Accuracy in the content is crucial to avoid order cancellations, as a high rate of cancellations can significantly impact Foodpanda's revenue. Foodpanda maintains business relationships with a diverse range of suppliers, primarily restaurants of varying sizes and popularity. Pricing plays a crucial role in generating sales for these sellers, and any pricing errors can lead to voided transactions. Moreover, I was responsible for various tasks, including regularly updating product menus for different vendors, ensuring the quality of content on the website, and fulfilling vendor requests to update or upload product images using the official Foodpanda website. This allows better visualization of the items, enabling customers to understand the nature of their purchase process. Additionally, I had to develop and update vendor product menus on a regular basis. Maintain the quality of the content displayed on the platform. Also, vendors sometimes need to change the picture of the items then I have to change it through food pandas official image portal. This image portal is used to add any new item picture when vendors want it to be changed or add any completely new item. This helps the customer to see a clear picture of the item and by that customer understand what kind of item that is. Review back-end contexts and update if required also Identify potential fraud claims by conducting a proper fraud investigation. Track task progress and take necessary follow-up from concerned responsible persons. In this era, coping up with the consumer demand is crucial and that is why app engagement is also necessary. With the help of app, consumers have a great view of products.

Overall, meeting customer needs and ensuring app engagement are of utmost importance in the organization's operations

3.1.1 Literature review:

In order to satisfy the needs of their customers, businesses are always developing new app interfaces and adding new features to existing app designs. The website and mobile app for Foodpanda should provide a smooth ordering experience by being user-friendly, intuitive, and optimized for performance. Easy browsing, clear menu details, and safe payment choices increase comfort and reduce delay. This gives customers a good user experience and makes them more likely to use the app. A blog ("7 Hacks to Effectively Onboard Your Food Delivery App Users," 2021), suggests that companies should keep their message straightforward and succinct in order to properly communicate the advantages of their app to users. Because of this, it may be simpler for new users to understand the details about items and to grasp the features of the app, which may encourage them to start using it.

Having an effective plan is crucial for a company to enhance customer engagement. When it comes to online food purchases, people are always on the lookout for deals and freebies. Therefore, offering price reductions on specific meals during certain periods like holidays or special events presents a great opportunity to attract potential customers. By providing enticing offers, businesses can not only attract new customers but also foster a connection with them as they get to explore new services while saving money. To retain loyal customers, offering regular discounts is an effective strategy to keep them coming back. As mentioned in the article ("12 Ways to Increase Sales in Foodpanda", 2023), businesses can leverage QR codes to digitize promotional discount deals, thereby simplifying the process for customers. By combining awareness campaigns, discount offers, and in-person interactions, customers can fully experience the added features and value of the platform. This improved convenience fosters a greater sense of reliance on the platform, as highlighted in a study (Writer, 2022)

Both content and onboarding play crucial roles in a company's operations. A well-executed onboarding process ensures that new staff members, consumers, and vendors receive proper training and seamlessly integrate into the business. Additionally, clear and concise marketing is vital for effectively communicating the benefits of using Foodpanda's services. To facilitate informed decision-making during the purchase process, it is important for Foodpanda to establish standardized operating procedures for content quality. When Foodpanda maintains high-quality content on its platforms, such as detailed restaurant descriptions, appetizing food images, and

accurate menu information, customers are empowered to make informed choices. The blog (“12 Ways to Increase Sales in Foodpanda,” 2023) highlights the significance of providing comprehensive and up-to-date information, including reviews and ratings, so that customers can select options that align with their preferences and have a better overall experience. Therefore, the online menu should be clear, concise, uncomplicated, and easily comprehensible, conveying all the necessary details

3.1.2 Objectives:

Broad objectives: The broad objective of this study is to learn quality of content and services increase customer engagement and repeat purchase

Specific objectives:

- To find out the behaviors of online consumers.
- To analyze Foodpanda's comprehensive online strategy and how they deliver services.
- To find out how content and service influence customer experience.

3.1.3 Significance:

This research is being carried out in order to gain a better understanding of foodpanda's content management. Additionally, it will assist in gaining a better understanding of how the service is offered to the client in order to boost levels of customer satisfaction and how it may be enhanced. This study also has the potential to generate a scope for understanding the future possibilities and market.

3.2 Methodology

To conduct a comprehensive analysis and draw valid conclusions, data for this research was obtained from various sources and through diverse approaches. The research project involved collecting two distinct types of information in order to delve deep into the subject matter and gather relevant insights.

Primary Sources: The vast majority of the information was gathered by members of the foodpanda team. Interviews with members of the support team, marketing team and also discussed with the supervisor and so on all contributed information

- For the purpose of gathering primary data, a questionnaire in the form of a survey was created and distributed using Google Forms.

Secondary source: include journals, newspapers, blogs and reports on foodpanda that are available online. This information was gathered from these secondary sources.

3.3 Limitations

This research has a few shortcomings, including the following:

- It was unable to supply all of the information on the companies since corporate policy acted as a barrier.
- Due to the limitations imposed by time, we were unable to do more in-depth research.
- Merely analyzing the responses of 56 people does not provide an accurate picture of the market. On the other hand, because there was a shortage of both time and opportunity, it was not possible to work with a larger sample size.
- Each and every suggestion was based on information found in books as well as the practical knowledge I've gained from working at the organization. In addition, the survey was only administered to the section of the population that had access to high-tech and high-speed internet; I was unable to contact the other individuals since I lack these facilities. Therefore, their decisions might be very different.

3.4 Questionnaires were used for the survey

- How frequently do you utilize services that bring food to your home online?
- Have you ever ordered from Foodpanda?
- How frequently do you order food from foodpanda?
- Are you a happy and satisfied customer? On a scale of 1 to 5 how satisfied are you with your experience?
- Are you satisfied with the discounts that foodpanda offers through their promotions?
- Do you think food panda provide better services than other companies?
- Do you receive an appropriate response from the company's customer service?
- What are some ways that food Panda may enhance the quality of its service?

3.5 Findings and analysis:

The following sections explain the research results and analyses for all of the three objectives:

3.5.1 Campaign of foodpanda on social media page

Foodpanda utilizes its social media channels to share campaign content, aiming to reach a wider audience and enhance customer awareness. As customer awareness increases, their level of engagement also tends to rise. Such as, you can see mother's day post below.



Figure 9 Facebook post

Also, Foodpanda creates captivating ideas during these special occasions to entice consumers to check out more details within the app.

3.5.2 Offers and discounts to engage more customers

Another idea to encourage more people to use the app is offers and new deals. By offering promotions, food panda captures the attention of potential consumers, simultaneously it raises awareness about your brand and the products or services. Eye-catching deals, discounts, or special offers have the potential to spark customers' interest and motivate them to explore other offerings. This turn customers into repeat purchase.

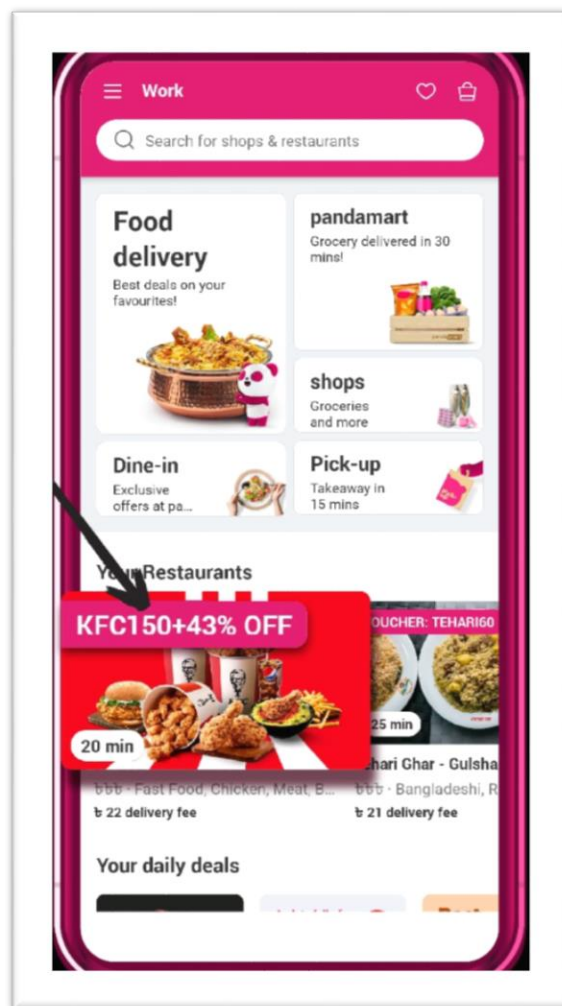


Figure 10: Offerings and deals of Foodpanda on the app

3.5.3 Strategy to maintain transparency in pricing:

Salesforce picture that is attached below, is a part of my internship work. There are many instances where a few fraudulent vendors attempt to raise prices on the Food Panda menu as a result there is a price discrepancy between in-house menu and food panda menu. Whereas the requirement for menu prices is to align with foodpanda menu. So, I conducted a thorough investigation to identify any instances of fraud and track the progress and take necessary follow-up from concerned responsible persons so that foodpanda can maintain price transparency and gain customers loyalty. Foodpanda maintains transparency in its pricing structure by clearly communicating any additional fees, delivery costs, or taxes to customers in advance and in a concise manner. This transparent

approach manages customer expectations and prevents any unpleasant surprises at the checkout stage. Pricing that is easy to comprehend fosters customer confidence and enhances overall satisfaction.

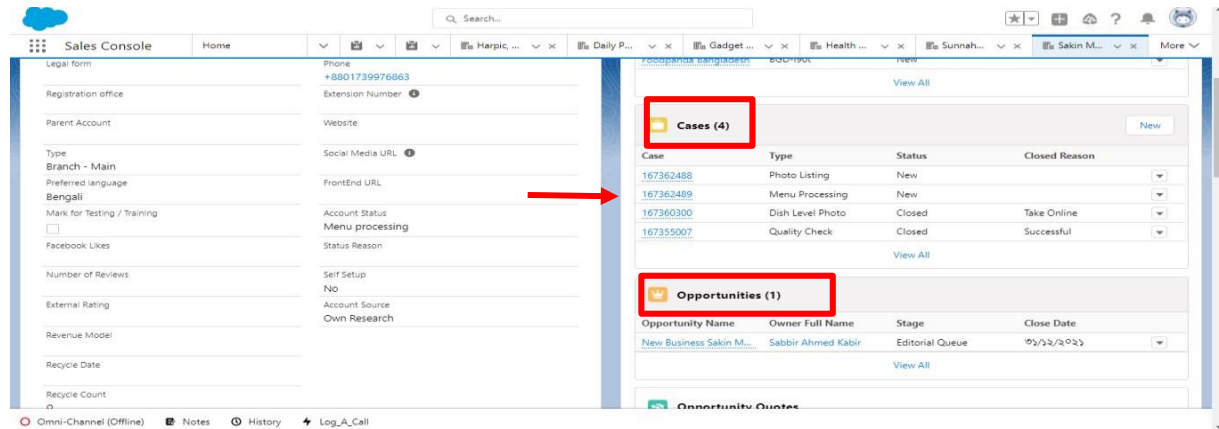


Figure 11Salesforce

3.5.4 Survey outcomes

Consumer Perception Analysis

I conducted a quick online survey in order to obtain an idea of the perspectives held by people of all ages. I applied basic random sampling to get unbiased data and give everyone an equal chance to participate. After creating a Google form, I shared the link to it in a number of different Facebook groups. In the process of this survey, I have collected information from a wide range of individuals who took part in filling out the form of their own volition. Due to time constraints and the impending due date of my report, I was only able to collect information from a total of 55 people. Therefore, in this section, I will be reviewing the findings from the survey in order to provide a picture of how consumers in Bangladesh see Foodpanda Bangladesh

- **Age group**

The majority of respondents in the survey were between the ages of 21 and 25. The biggest percentage of people who use the internet are in this age range. They have access to a variety of internet buying options. However, the quality of the service they receive and the accessibility of their preferred grocery items and restaurants are typically their highest priorities.

Your Age?

55 responses

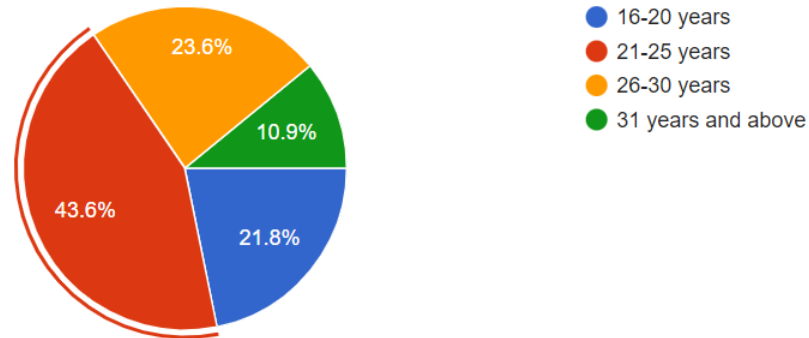


Figure 12 Pie Chart of Age Groups

This age range represents a massive opportunity for growth in the internet shopping industry. Therefore, businesses have a responsibility to concentrate their efforts on satisfying their customers by providing services of a high standard.

- **Gender:**

It is necessary for an organization to have a solid understanding of who their primary customers are in order to conduct effective consumer base targeting. So, there is a significant impact that gender has here.

Gender

55 responses

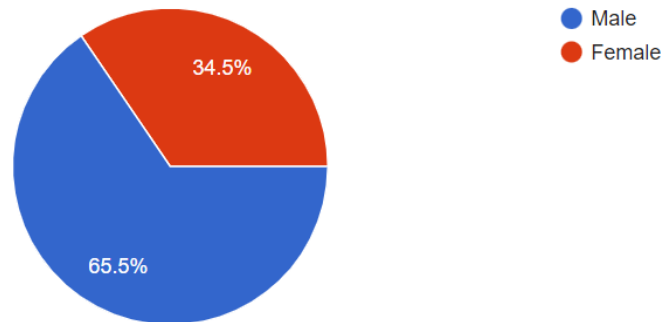


Figure 13 Gender Ratio

Based on the survey shown above, there is a significant difference between male and female consumers in terms of the level to which they are involved with online purchasing. While the number of male participants is 65.5% and the number of female participants is 34.5%, there is a discrepancy of about 31%. Therefore, it is clear that even if the males are participating more, the women are not slipping further behind. Therefore, foodpanda has to keep their focus on both male and female customers as their clients.

- **Percentage of Customers Who Purchase Online:**

In this regard, I wanted to figure out the percentage of people who really engage in online purchasing.

How often do you use online services that deliver food?

55 responses

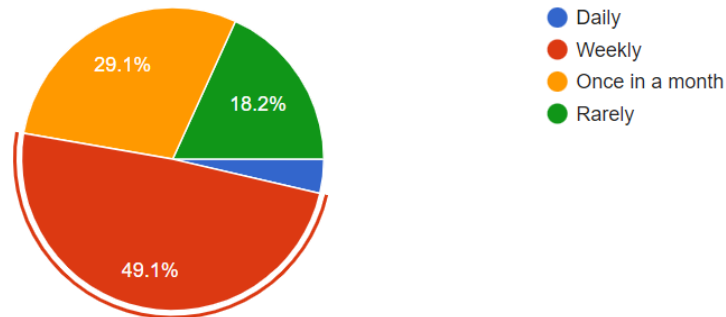


Figure 14 Actual online food delivery users

The percentage of people who use food delivery services is increasing on a daily basis. Almost 29.1% of individuals place an order at least once every month, and 49% of people have ordered online at least once per week. This is a positive indicator, since it indicates that a growing number of individuals are engaging in the practice of purchasing online; hence, organizations should place a greater emphasis on this industry.

- **food panda's actual potential consumers:**

Considering that the majority of people voted food Panda to be the best website. I wanted to determine how many of them really make purchases from Foodpanda.

Have you ever ordered from foodpanda?

54 responses

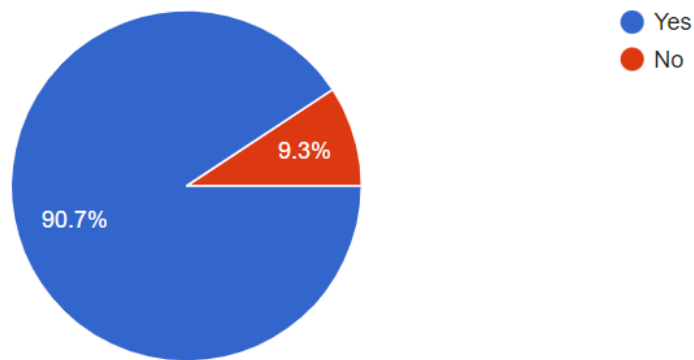


Figure 15 Foodpanda's potential customers

We may draw the conclusion that the majority of consumers consider food panda to be the leading e-commerce and truly have buying intentions from food panda because almost 90 percent of the sample population has purchased from food panda.

- **Intentions of customers to order from food panda**

How frequently do you order food from foodpanda?

53 responses

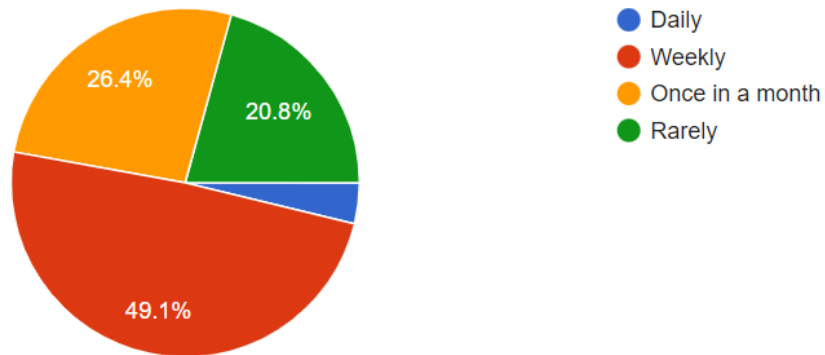


Figure 16 percentage of ordering food from foodpanda

The majority of customers now choose to do their shopping online since it is more convenient. It is preferable to avoid the hassle of driving to traditional restaurants and dealing with traffic jams instead of that consumers can place order from food panda and save time. People choose to order food from Foodpanda in order to save time on a weekly basis, as shown by the fact that 49.1% of people do so, and 26.4% of people order food at least once a week and almost 20.8% people voted rarely order from Foodpanda.

- **Features of food panda**

Companies have a responsibility to ensure that they provide items in accordance with the promises they make. Fancy ads may not always guarantee on-time delivery service, which is why they need to guarantee their devotion to the delight of their customers. So here I wanted to know the feature that people liked about food panda

Which feature do you like the most of food panda?

53 responses

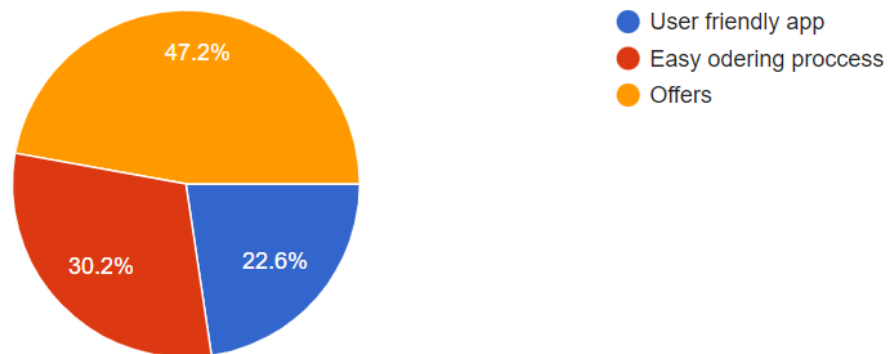


Figure 17 Pie chart of Most likeable features of foodpanda

Most of the time customers want to avoid complexity, whenever they place an order for meals over the internet; yet, there are many companies that fail to do this. Nearly 22.6% of individuals had the opinion that the food panda app is extremely easy to use. In addition, over 30.2% of individuals in the survey said that they use food Panda because the ordering procedure is simple, and finally, 42.7% of people prefer to use food Panda because of the attractive offers that they receive from Food Panda. so people trust food panda as they are providing better services which helps food panda to gain customers' trust.

- **Satisfaction level of customers:**

I was looking at understanding the level of contentment that customers had with food Panda as well as their perspective on the company. In order to answer this question, I utilized the Likert Scale. A question is posed here in which a reply is required to indicate a degree of agreement or disagreement using a structure similar to that of multiple choice questions. The Likert Scale is a helpful tool since it is the approach for data collecting that is used the most often, and as a result, it is straightforward and simple to comprehend.

Are you a happy and satisfied customer? On a scale of 1 to 5 how satisfied are you with your experience?



53 responses

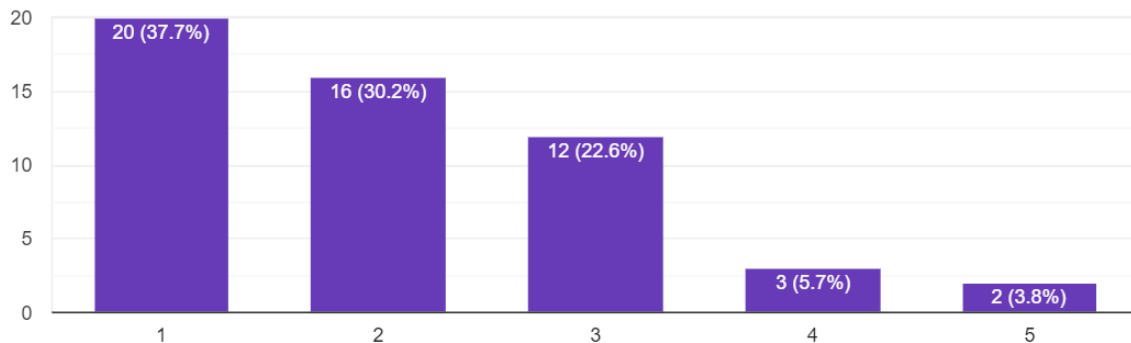


Figure 18 Satisfaction level of customers

According to the findings of this investigation, it is very evident that more than 37.7% of customers believe that Food Panda's performance is adequate and even exceeds their expectations. And since no organization is perfect, so almost 3.8% was claiming to have had undesirable experiences with Food Panda. Therefore, Food Panda have to keep working to enhance their customer service in order to alleviate a little discontent among the few lucky clients who have given it a negative rating.

- **Satisfied customers**

Are you satisfied with the discounts that foodpanda offers through their promotions?

53 responses

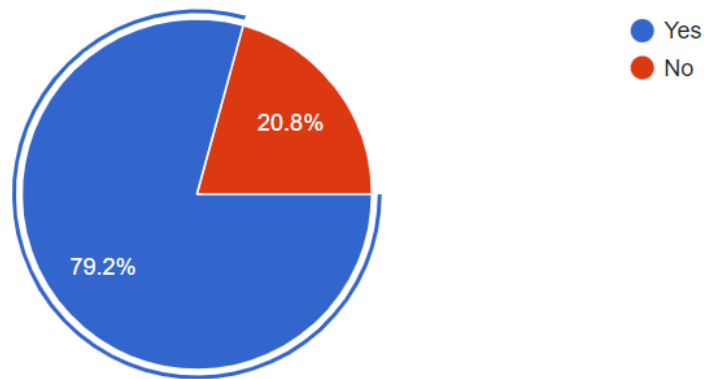


Figure 19 Customers satisfaction regarding discounts and promotions

When it comes to the promotional offers made by foodpanda, 79.2% of consumers are pleased with the company's offerings, while just 20.8% of customers are unhappy with the company's promotions.

- **Provide better services than other companies.**

Do you think food panda provide better services than other companies?

54 responses

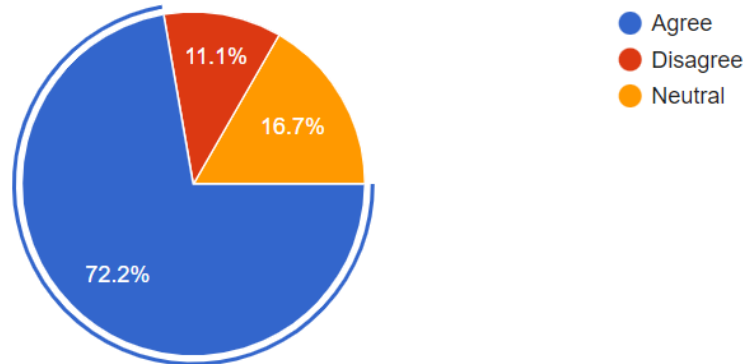


Figure 20 Percentage of better services compared to other company

72.2% of the 54 respondents strongly agreed that they would choose food Panda over other companies. This indicates that they are satisfied customers and loyal customers of Food Panda. As a result, this will help to grab more people as "word of mouth" plays a large role here, so they will recommend other people to use food Panda. Only 11.1% of the respondents disagreed with this and think that other companies provide better services. Despite the fact that 16.7% of voters chose neutral.

- **Customers services:**

Do you receive an appropriate response from the company's customer service?

53 responses

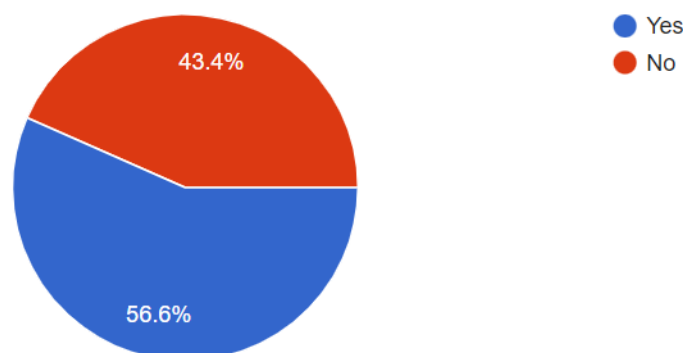


Figure 21 Percentage of customers service response

The Customer Service team provides an appropriate reply to a total of 56.6% of its customers, while the remaining 43.4% of its customers are not provided with an appropriate response by the team.

Analysis:

By carrying out the study, we were able to get information on the degree of customer satisfaction with the appropriate content management of foodpanda in Bangladesh. The respondents provided their responses to the questions which were connected to foodpanda and online food delivery firms. There were 49.1% of respondents who use online food delivery services, and 90.7% of those respondents have used foodpanda at some point. This demonstrates that foodpanda is successful and the most competitive firm in this industry. In addition, 49.1% of people use Foodpanda once per week, and 26.4% use it at least once per month. This demonstrates not just the behavior of the customers but also the demand that foodpanda has. Foodpanda has been able to keep its dedicated client base by successfully managing its contents and delivering the high-quality service that its customers have come to expect from the company. In addition to that, there is a Service team who help consumers via social media, email, and live chat. In order to provide the greatest possible service to the client, the problem must first be comprehended, and then appropriate actions must be made to resolve the issues so that they do not reoccur in the future. It has been determined that

56.6% of respondents believe that they are getting proper assistance whenever they need. This indicates that the service team is doing a good job by maintaining the customers and the issues that they have. The majority of respondents' customers are pleased with the service that foodpanda offers, and 72.2% of respondents believe that foodpanda is superior to its other rivals, such as HungryNaki, Pathao food, and Shohoz food. This kind of popularity has the potential to become a sustainable element for foodpanda in Bangladesh. Foodpanda needs a solid business plan in order to maintain its position as a market leader and remain profitable. They offer their consumers a variety of discounts and promotional deals. A total of 79.2% of the people surveyed are pleased with the deals that foodpanda provides. Every single firm has to diversify in order to survive in the market and the future competition. In addition, Foodpanda has launched its very own retail location known as Pandamart.

3.6 Summary and conclusion:

Foodpanda is able to maintain a high level of customer's satisfaction because to the exceptional service that it provides. Foodpanda is committed to maintaining a positive connection not just with its customers but also with the companies with whom it works. This service is a wonderful and incredibly handy alternative for those who want to save time but are unable to find the chance to go out after a hard day of work. Those people will discover that this service meets all of their needs. Foodpanda Bangladesh is one of the most important food ordering platforms in Bangladesh, and it has earned the reputation of being the best site in the country to visit in order to place an order for food over the internet. They are constantly on the lookout for novel and original approaches to the expansion of existing businesses. They never stop bringing out new products for their clients and upgraded bundles for their partners in the market.

3.7 Recommendations:

Foodpanda will need to continue to broaden the scope of their activity if they want to maintain their position as a competitive player in the Bangladeshi market. A rival like Pathao that provides a range of services, such as online food delivery, is able to compensate for losses sustained in one market by growing into another. As a consequence of this, Pathao is able to compete successfully.

They need to give far better training for their riders so that rider worries do not emerge, and they need to hire more riders so that Foodpanda can keep up with the promise despite the increasing

amount of orders that are received each year. If a partner is not performing up to the standards set by foodpanda, the firm has two options: either they may educate the partner on how quality standards work, or they can cancel their affiliation with the partner. It is necessary for the content team to keep becoming better in order to provide the highest possible level of service.

Appendix:

foodpanda

online food and grocery delivery platform

Your Age?

- 16-20 years
- 21-25 years
- 26-30 years
- 31 years and above

Gender

- Male
- Female

How often do you use online services that deliver food?

- Daily
- Weekly
- Once in a month
- Rarely

Have you ever ordered from foodpanda?

- Yes
- No

How frequently do you order food from foodpanda?

- Daily
- Weekly
- Once in a month
- Rarely

Which feature do you like the most of food panda?

- User friendly app
- Easy ordering process
- Offers

Are you a happy and satisfied customer? On a scale of 1 to 5 how satisfied are you with your experience?

	1	2	3	4	5	
Very satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unsatisfied

Are you satisfied with the discounts that foodpanda offers through their promotions?

- Yes
- No



Do you think food panda provide better services than other companies?

- Agree
 - Disagree
 - Neutral
-

Do you receive an appropriate response from the company's customer service?

- Yes
 - No
-

Will you recommend food panda to your friends and family members?

- Yes
- No
- Maybe

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