

Report on
Food Patrons contribution on online food and restaurant business of
Bangladesh

By
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18304093

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

Bachelor of Business Administration
BRAC Business School
BRAC University
May, 2024

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Jehad Sadek
18304093

Supervisor's Full Name & Signature:

Dr. Md Arif Hossain Mazumder
Assistant Professor
BRAC Business School

Letter of Transmittal

Dr. Md Arif Hossain Mazumdar
Assistant Professor
BBS, BRAC University.
66 Mohakhali, Dhaka-1212.

Subject: Submission of internship report on "The acceptance of FoodPatrons new innovation by restaurant goers in Bangladesh."

Dear Sir,

I am submitting my internship report, “. "The acceptance of FoodPatrons new innovation by restaurant goers in Bangladesh." As an essential part of my BBA curriculum, I have given my best output for making this report. The internship program has given me a chance to experience real-life jobs and work experience in the marketing and customer care dept of Food Patrons. I have found this experience interesting, challenging, and beneficial.

Lastly, I am submitting my internship report. I hope this internship report will fulfill all the purposes of the internship program.

Sincerely yours,

Jehad Sadek
ID: 18304093
BRAC Business School
BRAC University
Date: 7th May, 2024

Non-Disclosure Agreement

This agreement is made between Food Patrons and the BRAC University student, Jihad Sadek, who is signing below. By my declaration, I am Jihad Sadek, hereby state that Food Patrons won't be harmed by the disclosure of any confidential information or other significant facts in this report. This report will be created with the assistance of the office manager and also based on my regular procedures. As a result, my report won't be posted online; instead, it will be documented at BRAC University as part of the application process for my internship program. Finally, I certify that this report won't be detrimental to the company and that the information sources are acknowledged in the reference

Acknowledgement

First of all, I am thankful to Almighty that he has allowed me to experience such a wonderful job experience in a renowned company. As a mandatory and essential part of my BBA curriculum, I have done this report with my best effort.

I am very thankful to my internship program supervisor, Dr. Md Arif Hossain Mazumder, Assistant Professor, BRAC Business School, BRAC University. Under his supervision, I learned a lot. His every suggestion from the very first day to the last day of my internship program his every instruction made this report more valuable.

Then I am thankful to Md Ridwan Ahmed, Manager, Food Patrons. He is the first tutor of my corporate experience. He has taught me some real-life experiences I can apply to my job. He has allowed me to do something new, something to show, and this gives me more confidence to do better in the future. Furthermore, some other people help me to learn a lot. I would like to thank Jerald Gomez, Senior Marketing Executive of Food Patrons. With their valuable advice, giving day-to-day work has allowed me to learn, making me more confident. Also, I would like to thank Md. Iltemas Amin Adeed the founder of Food Patrons.

Lastly, I am very proud and happy to do my internship in a renowned company. I will always be thankful to those people. Without them making this report would not be easier for me. Also, I would like to thank BRAC University and Food Patrons for connecting me to the journey of the corporate world.

Executive summary:

This report is based on the last three months experience in Food Patrons. It is one of the emerging startup food chain and distribution company in Bangladesh. The company operated by an online app. The Online app helps this company for having restaurant management system, utility service in terms of food, also helps the new restaurant for promoting and rebranding the restaurant valuation. As a startup company they are trying to catchup the market. As they have lot of competitors, like food panda, pathao food. However, they are the first company in Bangladesh who give chance to people to book reservation in restaurant and make food friend via swapping pictures. Since they have included restaurant reservation, make food friend, they ensure that people can't feel alone or lonely when they go out for eating in restaurant. Moreover, they also ensure that their user get best restaurant all over Dhaka, Chittagong and Cox's bazar. However, they also ensure that their user also get best restaurant deals. Like 10-50% discounts on restaurant. They also give the importance of customer service care, that is why they ask user to rate their app, how they feel, what should improvement needed. They are involved in improving Bangladesh's online food service and restaurant reservation scenario. By using Food Patrons app people can reservation the restaurant they want at any time from any place. Before it was so much hectic to book a seat in a restaurant, sometime it shows that people go to a restaurant, but not getting a seat they left without eating food. However, for the first time in the Bangladesh Food Patrons give salvation people from these hectic. It saves time and cost people to go out book and then go again. Just using the app from home, office or anywhere else they can book wherever they want and making life easier for its users. From this the user and the restaurant owner both will benefit. I manage the customer care and engagement part. I visit restaurant to talk with the owner to know how they are beneficial by using our app. Furthermore, I also hear customer problem, what type of difficulties they are facing while using the app and also taking recommendation from them to how to improve the app. To do my everyday duties, I needed to understand Microsoft Excel professionally. I also how to present business proposal to restaurant owner. Apart from these skills I also developed non-cognitive skills, such as, like time management, punctuality, teamwork, critical thinking, and analytical ability. Furthermore, many obstacles taught me how to manage and give prioritize my job and learn to manage my time better. I have also learned to balance my personal and professional lives, which has been great. Internships help students to apply classroom knowledge in the real

world, develop leadership skills, and acquire a competitive advantage in the job market. To do well enough that the organization considers me for a long-term position.

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Chapter 1 Internship Overview

1.1.1 Student Information

Name: Jehad Sadek

ID: 18304093

Major: Marketing and Human Resource Management

Period: 3 Months

(10 November, 2022 to 10 February, 2022)

1.1.2 Internship Company Information

Food Patrons

Department: Customer care and Marketing

Address: 48/2 Bir Uttam Ziaur Rahman Rd, Dhaka 1215

Email: info@FoodPatrons.com

Website: www.FoodPatrons.com

1.1.3 Internship Company Supervisor's Information:

Name: Md. Ridwan Ahmed

Manager

Food Patrons

1.2 Job Scope

As an intern in the customer care and marketing department of Food Patrons, I have focused on marketing and customer care related tasks since joining the company. Thanks to this internship, I have gained valuable experience in my field in just three months. I learned a lot about the ins and outs of office life and corporate etiquette from my friendly and supportive supervisor and the senior employees. They welcomed me with open arms on the first day of my internship.

1.3 Job Activities

Job Activities are known as Work Action Sorts in Settings and are the steps you take to total each Work. These can incorporate deals, generation, and follow-up. Job activities ought to be exercises that get allotted to an individual on a specific day and can have statuses relegated to it. Keep in mind to shut Jobs, each Movement within the Work must be checked Total or Cancelled. If you find that you just have numerous Occupations with Exercises that never get scheduled or completed, that's a sign that you just do not require that Movement in your standard Work Layout. A job can be fair aiming to work to win a paycheck. A career could be a travel that incorporates all your occupations, encounters, and preparing within the same field or career cluster.

1 st Week	I started my internship on the 10th of November,2022. Within the first week, manager briefed me on the intern guidelines and policies. Moreover, please introduce me to some of the other seasoned employees here.
2 nd Week	At the beginning of my second week, my supervisor thoroughly introduced Food Patrons contributions. He instructed me on the fundamentals of our apps and future plan of the company
3 rd Week	Within my first three weeks on the job, my supervisor gave me the task of creating a list of restaurants all over the Dhaka which are not enlisted or partner with us in Dhaka.
4 th Week	As I entered my fourth week, my supervisor assigned me to work on field work, visits restaurant, give them business proposal and listen the problem with partner restaurant.
5 th Week	At that time, there was Investor Budget Meeting. So, I am engaged in that program like managing also, cooperate and helping everyone
6 th Week	In my 6 th week of the internship, I learn how to do backend of the app. Input the restaurant name, menu etc.
7 th Week	My seventh week was spent doing Excel-related work. Look at the restaurant that accepted our business proposal and that rejected our proposals.
8 th Week	In my eighth week, I listed restaurant outside Dhaka (Chittagong and Cox's bazar) and send them business proposal.
9 th Week	Communicate with manager, director, senior marketing executive and business model developer for Sales Information and marketing department current scenario ideas and future plan.
10 th Week	Updated the restaurant enlisted and all listing restaurant list in excel.
11 th Week	Project Report Writing for Internship.
12 th Week	Project Report Writing for Internship.

1.4 Internship Outcomes:

Start by summarizing your accomplishments and commitments amid the internship. What errands or ventures where you included in, and how did you exceed expectations in them? Highlight particular achievements, such as completing a extend ahead of plan or surpassing execution targets.

1.4.1 Student's contribution to the company

As an intern in marketing and customer care, I have helped in several company areas. As an intern, I have done my best to contribute to Food Patron's success.

Helps in day-to-day office tasks: During my time as an intern, my office manager and the other senior colleges were helpful and provided me with many opportunities and help learn new skills. As a result, I am in a position to assist my superiors and coworkers. Examples include apps backend work, categorizing Excel data files, and organizing partner singed document file according to area.

Communication:

I'm in charge of maintaining in touch with the marketing officers and area headdooing market res earch on raw materials, and getting estimates.

1.4.2 Benefits to the student

Real-life job experience: After done with all required coursework, this internship lay out the practical experience to help me put my classroom knowledge into real life experience and context. Moreover, I have learned a lot about proper business conduct in the workplace.

Monthly remuneration and other benefits: sometimes, interns are not paid for the time and work they give in as part of their internship. However, interns' efforts are greatly appreciating at Food Patrons. As a result, Food Patrons give its interns with a monthly remuneration and also provide free food and beverages.

1.4.3 Problems/Difficulties (During Internship)

Communication Problem: I was at the Head Office of Food Patrons. That is why it was hard for me to identify the seniors and managers of Food Patrons.

Transportation: As an intern, I was not allowed to take their transportation, so I had to use local transportation. Sometimes there were many movements on the road, so it was hard for me to come office on time.

Lack of Supervision by the employees: Because everyone was so engaging with their regular tasks, nobody could spare much time to discuss with me.

1.4.4 Recommendation

Transportation: To help interns go to the office without a hassle, as I have mentioned in the part of the problem, Food patrons Motors should set up transportation service.

Identity Card: Food patrons should give different color ID cards to interns and the permanent workers so we can quickly identify who is a permanent employee or intern.

Chapter 2 Company Overview

2.2 Food Patrons

FoodPatrons, an app that brings individuals together utilizing nourishment. The app opens up an outline which appears all the awesome eateries recorded adjacent, fair with many clicks make a reservation in your favorite eatery! Within the solicitations page and press or swipe to welcome individuals to connect you for breakfast, brunch, lunch or supper. Have a chat some time recently utilizing the app's chat window. Still lean toward having your supper alone? Discover the finest offers on the offer page.

2.2.1 Introduction

Food Patron is an application base new startup company in Bangladesh, under Arcaic global company. It launched in 2019, September. The idea of the app is making food friend. In addition, people can make new food friend by using this app. Moreover, this app also helps its user to book a reservation in a restaurant. The founder of Food Patrons realizes this problem and in the case of solving he create this app. Using this app people can book restaurant in Dhaka, Chittagong, Cox's Bazar. Furthermore, they will also get 10-50% discount on restaurant if they go to the restaurant by using our app. This will erase the hassle people face and also remove the loneliness from people, as they can make new friend, share their thought and other stuffs. Till now this app has 15 thousand users, and overall 450+ restaurant in Dhaka and outside Dhaka. As a startup they are trying to catch new people. So far, the company have arranged many programs so that people can know about the app. They held program in top rated public and private university, they also sponsored some of the program that held by many private university clubs. Regarding all of this, this company slowly getting its feet strong in the Bangladesh online chain food service community.

Mission and Vision of Food Patrons:

A mission explanation is ordinarily portion of your business arrange once you begin a trade. It identifies your company's reason and could be a way to freely share why your company exists.

A business vision is your objective for what your commerce will be within the future. It'll adjust together with your commerce objectives and yearnings. Your commerce vision is the formal way of communicating your commerce objectives and commitments to others.

2.2.2 Mission:

Make food friends

2.2.3 Vision:

Providing its user best deals from best restaurants all over Dhaka, Chittagong, Cox's Bazar.

2.2.4 Types of services under Food Patrons

Restaurant reservation: Food Patrons started its journey in 2019, from day one of their main mottoes was make people's life easier. So, they up with the idea that people can find restaurant nearby and book a reservation and later they can go out and spend quality time. As now a days it seen that people go in a restaurant and there is no seat available, so they came up with this idea. In addition, in this reservation service people can get discount and bonus. The partners restaurant will give them 10-50% discount if they go there via their app.



Figure 2: Restaurant Reservations

Customer review: Food Patrons also prove people to give rating and share their experience. As the they the suggestion of the user, how was the food, how was the service quality of the restaurant etc. so that they can tell their partner restaurant about this suggestion and develop their business.



Figure 3: Customer Care Services

Customer Service Care: Customer service care is one of the most important aspects of the business. As customer are everything to a company, without them a company cannot run successfully. In short customer are the money maker for any business, so taking care them is number one prospect. Food Patrons give importance in this matter, they take idea and suggestion from people of how they can improve more, what are the lacking's they have, what are the side they should improve in their app. As if people are not comfortable with the app this business will eventually fall. So, what they want the give importance. People can call us them and tell them the problem they face, like don't get the OTP when they install the app. Furthermore, not finding restaurant, didn't run in their device all these problems are listened and solved.

Features and benefits of Food Patrons App:

As Food Patrons is one of the emerging apps in our country's food chain business. It has its own Mobile app; people can use the app on their smartphones.

Features:

- People can make new friend, through swap option.
- Users can send friend request and chat with them.
- Users also can go on a restaurant and split the bill between them.

- People can book reservation on partner restaurant.
- People can will get discounts and bonuses.

Benefit of restaurants:

- They will get customer through Food Patrons app.
- Restaurant will also get free marketing as Food Patrons will post about them in social media and put their name in the app
- as they get more customer their sell will increase.

2.3 Management practices

Management practices envelop a wide extend of exercises and methodologies utilized by pioneers and directors to viably organize, facilitate, and direct their groups and organizations toward accomplishing their objectives. These hones can shift depending on the industry, company estimate, and particular destinations.

2.3.1 Organization Organogram

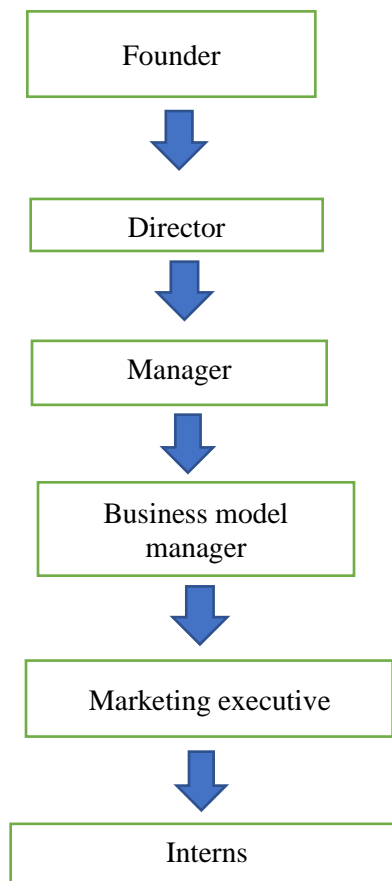


Figure 4: Organization Organogram

2.3.2 Departmental Activities

Departmental activities refer to the particular assignments and capacities carried out inside a specific division or unit of an organization. These exercises can change broadly depending on the department's reason and part but regularly include errands such as arranging, executing ventures, overseeing assets, and planning with other divisions to realize the department's targets. The exercises are adapted towards supporting the by and large objectives of the organization and contributing to its victory. Viable coordination and collaboration among divisions are fundamental for the smooth working of an organization.

The Administration department: Food Patrons as a startup company, its administration department run by its founder and director to make sure that a good office environment maintains in the workplace.

The Finance department is very important for a company. At Food Patrons the finance department were look after by its manager, as a startup they had small number of employees, so manager keep all the numbers in check. Its general focus is on following areas:

- Fund
- Investment
- Protection decision making and financial safety nets.
- Costing
- Budgeting for Credit
- Finances payable management
- Accounting in General
- Taxation

Commercial Department: The company's main functional and operational division is Food Patrons' commercial business. In particular, this site is in charge of all transactions and operations related to the supply chain. The team members in this division put in a lot of effort and dedication to cultivating good relationships with both current and potential new clients around the country.

They are negotiating for the lowest possible product costs while also protecting the amount of money their employees would save as a result of their negotiating position. It makes it simpler to spread knowledge and professionalism in business.

MIS department: The MIS department handles IT related issues. The Food Patrons IT related issues were look after by Daffodil Computers. It handles problems with the app, app's backend and the OTP problem, as well as the internet and local area network.

Distribution department: the distribution department work is receiving items from vendors that are order. In Food Patrons the distribution department work was receiving crest, banner, festoons, poster from vendor. Then they distribute it to its according department. In this department there were 3 people work on it, though the number small but they are highly skilled and talent. They sorted out the distribution problem of the company. Moreover, ensure that all orders and deliveries are completed on time is the responsibility of this department.

Training department: training is essential for any kind of organization, to get the best out of your employee you have to give them training, to give the knowledge and understand better of the company. As Food Patrons is a new startup company and its member were small number, so every time they hire new employee, they give him training for 2 weeks. By getting training employee can gain news skills and develop them. So, in the future they can be more innovative.

Finally, in the departmental activities, my proposal has been written about the organizations and relevant tasks on the particular project. Now, I am going to describe about the marketing practices and outcomes of the proposal.

2.4 Marketing Practices

Food Patrons has many marketing activities from its launch. Such as social media activates, held program etc. beside that they held campaign in various public and private universities in Dhaka city. In July 2022 they held campaign in AUST, where they give free soft drinks to the students who download the app. Furthermore, in august they held another campaign in UIU where they also run same campaign like AUST. Moreover, as time goes, they held similar type of campaign in

NSU, EWU and daffodil university. They also sponsor many programs in private university, they sponsored a club fair in NSU, they also sponsored a show in Daffodil university. However, they also arranged program, like “get to know each other” where they meet about people and by this activity they also marketing about their app. The main purpose of all these activities is to know people about their app. And by downloading the app they also want increase the number of users.

Moreover, to promote the marketing, they use word of mouth promotion from the customers. But with the traditional trend they use

- **Social Media:** in this generation social media is the best possible place for marketing, as now most of the people using social media sites and they spend number of hours in there. And Food Patrons is very active in that side. They had their over Facebook, Instagram and Tik-Tok account where they have huge number of follower.s.in those side they post they deals they get from partner restaurant and etc.
- **TVC:** though they didn’t do TVC. But they do a commercial video which they posted on YouTube.
- **Leaflet:** they give leaflet when they run a campaign. So that people can know more about the app.
- **Festoon:** they hung festoon in various roads and in front of the partner restaurant, so that people can about it.

Finally, Food Patrons has been effectively locked in in promoting exercises since its dispatch, counting social media campaigns, occasions, and college campaigns in Dhaka city. They disseminated free delicate drinks to understudies downloading the app at AUST in July 2022 and duplicated this campaign at UIU in Admirable. They expanded comparable campaigns to NSU, EWU, and Daffodil College. They moreover supported occasions like club fairs and appears in different private colleges. These exercises point to raise mindfulness almost their app and increment the client base. In expansion to conventional strategies, they utilize social media, YouTube recordings, flyers, and trims to advance their administrations.

2.5 Operations Management and Information System Practices

Operations Management and Information System (OMIS) practices are integral to the effective functioning of organizations. They involve the coordination of people, processes, technology, and information to ensure the efficient production and delivery of goods and services.

Operations Management

Food Patrons is currently working to provide the best restaurant reservation offer and best deals for its customer as well as best customer service. They are targeting the whole restaurant market of Bangladesh and providing the best support for each place. They also provide customers the best deals from its partner restaurants. All these are different service with different marketplaces, and serving all types of restaurants in Dhaka, Chittagong and Cox's Bazar is really tough it takes time to find a restaurant to make them our partner. They work in a large team and maintain the operations of all departments individually.

I have identified some of the significant operational challenges, which are-

- Maintaining hassle-free distribution.
- The outside Dhaka has a vast market where it is tough to cover all different types of restaurants.
- Satisfying restaurant owner is difficult in compare to app user.
- Not all places have a hassle-free transportation route to go there and marketing.
- Online promotions and activities are the best and most important ways to attract customer.
- Very few employees were working on customer care services.
- Food Patrons at the moment working on restaurant base, but they should try to add chain-fast-food restaurant.
- Food Patrons should focus on more online campaign, as this is a mobile app and people using internet more than anything.

2.6 Industry and Competitive Analysis

2.6.1 SWOT Analysis

An organization would benefit from conducting a SWOT analysis, which examines all of its factors, including its opportunities, threats, and weak points. This breakthrough will make it much easier for the corporation to raise its performance in the future in comparison to that of its rivals. An additional tool that a business can use to research its current situation is the S. W. O. T. study. Given all of these aspects, it is generally agreed that conducting a SWOT analysis is a necessary step to take before changing any aspect of a company's strategic management.

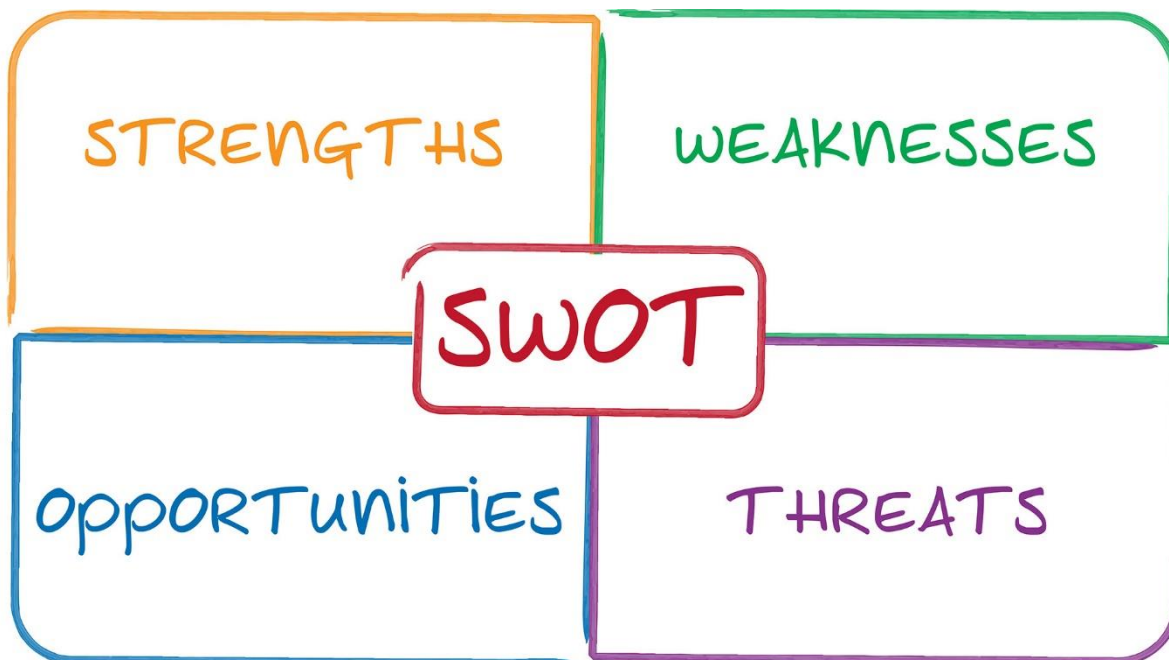


Figure 5: SWOT Analysis

Strength:

Strength basically introduces towards the strong zone of a particular company. It is basically a part of SWOT analysis for a company' mission and visions.

Different idea: Food Patrons is the 1st mobile app from which people can book a table on a restaurant. Moreover, from its swap option people can make food friend and chat with them. This

is the 1st time an app has been this sort of advantage. Which give Food Patrons edge over its rivals.

Strong employee bonding: employee is the real one who run the company and make money for company. Food Patrons also give importance in this sector, they create and employee bonding by proving an open table, where all the senior and juniors work together. By doing this there is a bond create between employees, which eventually helps the company.

Top Management: management is another important aspect of a company; without top class management and creative head a company cannot run smoothly. However, fortunately Food Patrons have very good management. The founder was the director as well, as he was studying in Malaysia and lived there so many years, he always thinks about that way and give us instruction. Which makes his idea different from anyone else. It also helps company to give step ahead from its rivals.

Weakness:

Weakness basically told us the disadvantage of a company. It illustrates the company's weak zone and lacking.

Technology lacking: Food Patrons is a mobile application base app. Their main business run through this app. However, one of the difficulties is their app needs to be developed a lot. There are lot of problem user face when they using this app. For example, sometime the map and restaurant name didn't show up, sometimes OTP code didn't come when a new user tries to open an account. Furthermore, some time the offer and deal page take to much time to reload and open.

Misunderstanding: sometime within the employees the misunderstanding happens. And that is one the biggest weakness of Food Patrons. Sometimes it happened that people didn't understand the command or the point which are providing him by fellow member. Sometime lack of communication happens, and the result stand that employee work alone and in the end result didn't

come full.

Opportunities:

Opportunity told us about new things branding and launching the product in a certain market. It will connect with the other part of SWOT analysis.

New concept: now a days it sees that any types of food related app capture the market faster than others. So, it is no doubt that Food Patrons also create the hype. As their app concept is totally new like make food friends and make a reservation restaurant and most importantly their 70% user are teenage people who's are love to go out on a restaurant and hung out. For all those matters it have high demand in the market.

High demand: in 2 years Food Patrons have gained high demand in online food industry. As within 2 years it has over 500 restaurant all over Dhaka and they have partner restaurant in Chittagong Cox's bazar so that people from outside Dhaka can also enjoy the facilities providing by Food Patrons.

Threats:

Threat basically illustrates about the term sheet and legal procedure for existing and available product whether the product is following the standard process or not.

Similar services from other: in this industry there are so many well-known established companies out there. So, it is a big threat for a new startup company FoodPatroons. So, it will be important for Food Patrons to create new idea and separate model from its rivals like Foodpanda, pathao food etc.

High cost: as a new startup company in the market at the moment they might have low cost. However, in the future when the company will be big and the number of employees increase the cost of the company will be increase. So, in that case they need investors.

2.6.2 Porter's five forces

A method for analyzing the operating environment in which a company's competitors operate is called Porter's Five Forces Framework. Porter's model can be connected to any section of the economy to get it the level of competition inside the industry and improve a company's long-term productivity. The Five Powers demonstrate is named after Harvard Commerce School teacher Michael E. Porter.



Figure 6: Porter's Five Force

In this study, industrial organization economics is used to identify five criteria that affect the level of competition in a given industry within a certain sector and, consequently, its profitability. These factors are:

The five forces affecting the Food-chain industry are as follows:

- **Suppliers' Bargaining Power:** in this food chain industry the suppliers are for our business are restaurant owner, so their power in terms of giving discount and collaboration with us is extreme.
- **Bargaining power of buyer:** customers are the real ones; without them a company cannot

run. So, the power of customer is also high.

- **Threat of substitute product:** every business has the threat of substitute product. And in this food chain industry and the model of fodpatroons like reservation also have substitute like customer can directly call the restaurants and book a seat.
- **Threats of new entrants:** there is also a chance of a new entry. Like other company also come up with same idea with better project.
- **Competitive rivalry:** its mean that there is a similar type of company and same size. So the company have to improve themselves to go edge over them.

- **2.6.3 Recommendation:**

Recommendation is necessarily important after this Porter Five factor. Some or the major recommendations are given below:

- They should focus on food delivery service also. As it is one the fastest growing business. As food panda capture the whole market by this idea. People are now a days like ordering food from home rather than going into a restaurant.
- They also should focus on outside Dhaka, as many of the users are from outside Dhaka. As their competitor like Foodpanda, Pathao food are covering overall Bangladesh.
- Build a strong and creative marketing team, who can give creative idea and that will help them to catch customer. People like to see new things and different things, so a strong marketing team can put this.
- Form a strong sell team, who can go every restaurant of the country and try to collaborate with them.
- Increase the promotional activities. As a new startup company, it is FoodPatroons priority that they promote their company more so that people can know more about that. As their market rivals Food panda, HungryNaki are promote their services more than anyone else, as a result they are the top two team in this sector.

Finally, this segment has given us the lesson about negotiation power and other suggestion that

relevant to the proposal. This section also reflects about the rivalry and competitor analysis about our proposal.

Chapter 3 Project Part

Food Patrons contribution on online food and restaurant business of Bangladesh

3.1.1 Introduction

Online food delivery or online restaurant reservation type business are emerging Bangladesh. Now a days it seems that people are order food from various restaurant and enjoy their food in their home. On the other hand, in this sector we can also see that people are going to various restaurant for their food. Sometimes they go with family or friends. Furthermore, going out in restaurant with their loved ones we can see this happens more in special occasions. Like Eid, puja etc. so it can see that in these busy days people sometimes go into the restaurant and can't have their food because of table shortage. So, the food patrons came step forward to solve this problem. They build an app where people can reserve the table before they go out to the restaurant to their preferred ones. In addition, user will also get 10-50% discount if they going to the restaurant by using the apps. These all will attract consumer to use the app. Moreover, this app not only for restaurant reservation, but also for making food friend. This is one the unique feature of this app. People can make new friends and hang out with them.

However, as a growing business sector, it is seen that in future people will more comfortable with these apps. They will be using Food Patrons to reserve and enjoy their meals is their favorite restaurant.

Restaurant table reservation concepts is also society friendly, by using the app people can get the best deals from their nearby restaurant. So that people can go far for taking their meals. Furthermore, in this app people will also can see the whole menu of the restaurant, this will save them time and help them to decide what they want to eat when they go to the restaurant.

This type of business concept not only help the customer but also it will help the restaurant owner. Giving out discounts on food will attracts customer, for that reason people will visit the restaurant. The more they will get the more they will earn and that will increase their revenue.

Furthermore, Food Patrons also helps the country's economy and also helps to remove

unemployment problems. As a startup company of Bangladesh, they need huge man power so they will give jobs to many people, but doing that it will help to decrease the unemployment rate.

Lastly Food Patrons contribute in various way to country's online food and restaurant table reservation business. It helps in economic way, social ways and job sector as always. With this sort of business model, the restaurant owner also getting benefits. To add, food patrons also engage with customers, they go to many universities to held program where they asked its user what kind application they should add in the app, how to improve. On the other hand, not only its user they also engaged with their partner restaurant, often they call and ask how many customers they are getting from the app, what should change and improve to their sites so they can do business easily. Food patrons thinks that its user and restaurant owner the ones who make profit for them so their ideas, thoughts and comments are more valuable than anything else to improve its app and service.

3.1.2 Objective

Project objectives are what you arrange to attain by the conclusion of your venture. This might incorporate deliverables and resources, or more intangible goals like expanding efficiency or inspiration. Your extend destinations ought to be attainable, time-bound, particular objectives you'll be able degree at the conclusion of your venture.

- to find out the impact of Food Patrons apps in restaurants and users.

3.1.3 Research Questions:

A research question is the most address that your consider sought or is looking for to reply. A clear inquire about address guides your term paper or proposal and states precisely what you need to discover out, giving your work a center and objective.

- what are the differences Food Patrons can make in restaurant goers?
- How they categorize their restaurants?

3.2 Methodology

To able to complete this report, I collect I have gathered relevant qualitative and quantitative information. Only a small percentage of the information is derived from primary sources, and the rest comes from secondary sources. The Foodpatrons company provided various information from their apps data collection which they called "Backend" for this report. In addition, for the importance of the report I also take information from online sources and many published reports from past.

Primary data

To collect primary data, I have taken interviews and talked with Foodpatrons founder, co-founder and manager who are there from the beginning of this company.

Secondary Data

For secondary data, I have gone through many online articles and published reports on same kind of topics. Furthermore, I also seen the websites, apps backend and their Facebook and Instagram pages and other material which they have share with general people.

3.3 Findings and Analysis

Food Patrons is going to be one of the prominent leaders in the food service chain market. It is the only platform where people can use and take a reservation or booking in the restaurants. Likewise, people sometimes planned to go to restaurants but for the limited seat capacity, they could not get their desire seat, as a consequence, they have to choose another restaurant. People could not have their desire food. On the other hand, Mere restaurants has given exclusive offer, but the accommodation of the places is so low. Business growth of those restaurant is sometimes reduced due to the capacity, but Food Patrons has reservation system so that restaurant owner could be well aware about the booking system and they can match the capacity limit. Then, the relation in between restaurant owners and our team become very well, and they can further go for next projection. The valid point about this is given below:

Reservation System:

- Unique platform for restaurant reservations and bookings.
- Solves the problem of limited seating capacity, ensuring customers get their desired seats.
- Increases restaurant revenue by optimizing seat capacity.
- Builds strong relationships between restaurant owners and our team for future collaborations.

Discount Range:

- Offers discounts ranging from 10% to 50% based on app usage.
- Outperforms most food chain systems and delivery apps that typically offer 10-20% discounts.
- Discounts are subject to the app's popularity and user engagement.

Demographic Categorization:

- Categorizes restaurants based on the demographic information of the area.
- Conducts ground analysis to determine the income status of specific areas.
- Classifies areas with incomes between 40,000-60,000 taka as higher income (e.g., Gulshan, Banani).
- Areas with incomes between 20,000-40,000 taka are considered middle-income (e.g., Mohakhali, Dhanmondi, Mirpur).
- Areas with incomes below 20,000 taka are classified as below average income.

Collaborates with restaurants to set discount prices and packages tailored to the income status of the area.

3.3.1 Contribution

The restaurant business basically getting over-crowded in holidays and weekends. In the meanwhile, other days mostly remaining the same but the reservation system will help us to get the exact number of people will be there in the particular restaurants. Also, people can track in which restaurant they can have a booking or reservation. More likely, there is a social impact in this regard. Unemployment is now-a-days a concerning topic. By this, many people will have employment and they can be economically affluent. Then, the overall food chain system will grow dynamically and people will aware about their best offers, packages and discount. Customer service system will develop gradually in this regard. Moreover, Feedback is more important for the development of this system. Food Patrons prioritizes customers' feedback so that they can develop their system according to the customers' needs. Basically, Food Patrons try to become a customer-friendly service system. Finally, it will help to contribute the whole country's economic

growth.

3.4 Conclusion

In Bangladesh, both food delivery apps and restaurant reservation apps offer valuable services, catering to different dining preferences and occasions. Food Patrons tries to fulfill all the demand of the customers and also try to give the best experiences of the customers' need. In this 21st century, Food chain system is becoming a prominent leader in terms of food consumption growth. As, population is increasing, food consumption is going to be the major issue, and the services increment in another sector is also gradually increasing. People cannot take home food, sometimes they cannot cook food due to time constraint. So, optionally they have to choose the food from this sort of food chain system. The main priority of this food chain system is credibility. Food Patrons tries to show this credibility towards their customers. Specially, the reservation systems help customer to avoid wasting their time, as they first book or reserve table and they can get their desire cuisine. So, this app helps consumers to have a proper time management in terms of food consumption during their busy office days. Integrity will be increase when the customer-our team's bonding will be compact.

3.5 Recommendations

Generally, Foodpatrons tries to follow all the standard process of food chain market. Still, with this running condition, I will propose some of the recommendation for this sort of proposal. The recommendation is there inside:

- Diverse Menu Alternatives:
 - Offer a different extend of menu things to cater to distinctive tastes and dietary inclinations, counting vegan and veggie lover alternatives.
- Quality Ingredients:
 - Guarantee the utilize of new and high-quality fixings to improve the taste and request of the dishes.
- Consistent Taste:
 - Keep up consistency in taste and parcel sizes over distinctive branches to construct client believe.

- Efficient Benefit:
 - Prioritize proficient and neighborly client benefit to make a positive feasting encounter.
- Online Presence:
 - Build up a solid online nearness with a user-friendly site and portable app for simple reservations and takeout orders.

Sustainability:

This section is going to be the major leader near future. So, sustainability is the key thing for this section. Research and development in this section will have to increase according to the needs and necessary of the consumers.

Marketing

Marketing section will have to improve more for this demanding food chain system so that people could aware about this system and get used to it. Moreover, people have the preferences to according to their convenience. Marketing of the products and packages will help them to choose the righteous way.

Evaluation

Performance evaluation is another way for being more credible in this section because people can go to the trustworthy place or services where they will get the best out of their capacity. Also, People can judge the right things if the evaluation portray the right results.

Branding and Operations

This section still is getting undervalued. So, Operations and branding of this section must be improved so that this will grow increasingly. Also, branding of this section will simultaneously elaborate the market cap and market availability of this eco-system.

Technological Intervention

Technological intervention is another major recommendation in this process, because technology helps this system to grow faster and help to increase in more efficient ways reducing the waste of the time. Also, it will help this section to grow significantly faster than any other system.

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