

A Report On
**“foodpanda and Its Immense Impact on Corporate Social
Responsibilities”**

By

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

Brac Business School
Brac University
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Declaration

It is hereby declared that,

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

Student's Full Name & Signature:

Fatema Tuz Zahura
Date: 5 September 2022
Student ID: 18104075

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Jubairul Islam Shaown
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Letter of Transmittal

Jubairul Islam Shaown
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship report which is titled “foodpanda and its immense impact on Corporate Social Responsibilities”

Dear Sir,

I hereby submit my internship report for the BUS400 course, titled "foodpanda and its immense impact on Corporate Social Responsibilities," under your supervision. Throughout my internship period, I worked in the Service Operations team.

I made every effort possible to successfully complete the report with perseverance, dedication, and accuracy. Additionally, I made an effort to use the data and all other material in this report precisely. I truly hope that my effort will meet your needs and provide all the information you require. Kindly contact me if you have any additional questions or require any clarification.

Sincerely yours,

Fatema Tuz Zahura
Student ID: 18104075
BRAC Business School
BRAC University
Date: September 05, 2022

Acknowledgement

I want to start by thanking my Almighty for providing me the chance to work for a business that has my area of interest and friendly environment. Second, I want to express my gratitude to Jubairul Islam Shaown sir, my honorary supervisor, for his constant support and direction during my internship period.

Besides, I am grateful to foodpanda that they have provided me that opportunity to work and learn. My leads and colleagues have been one of the key parts where I have received guidance throughout the whole Internship period and to write the project. Moreover, my special gratitude to my supervisor Fariha Ahmed, who has helped me throughout the journey and provided me proper guidelines. The skills and knowledge I have gathered so far, I believe I will implement in my future as well.

Executive Summary

This report analyzes the certain points of Corporate Social Responsibilities by foodpanda. Primary objective includes the idea of focusing on how the young generation has been prioritized in the field of corporate environment before their graduation along with the needy young riders who are constantly delivering items with their hardship to provide service to the community. Apart from the core component, the broad objective includes how foodpanda has worked in female menstrual safety awareness, during the COVID-19 situation how they have balanced the employees by not reducing employments or decreasing of salary, how advertisement of television can create gender equality, helping to charity and how one can start earning money when that person is clueless. Besides, this report concentrates on my journey of Internship, my contributions, challenges and the recommendations I have for the company. This paper covers the value of foodpanda, objectives and how the internal and external practices; Management, Marketing, Finance and Accounting, work culture along with SWOT analysis and Porter's five forces of the company. The paper has both primary and secondary data even though the focus is on primary data (questionnaire and in person interviews), but the secondary data has been used as well with proper citation.

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Chapter 1: Overview of Internship

1.1 Student Information

Name of the Student: Fatema Tuz Zahura

Student ID: 18104075

Major: Human Resources Management | Minor: Marketing

Department of Bachelor in Business Administration, BRAC Business School

1.2 Internship Information

1.2.1 Company Details & Period

Company Name: foodpanda

Department in which the student worked: Service Operations

Headquarter: foodpanda HQ BD. Navana Pristine Pavilion, Plot-128, Block-CEN(H), Level-08, Gulshan-2, Dhaka

Period: June 1, 2022 to August 31, 2022.

1.2.2 Company Supervisor's Information

Name: Fariha Ahmed

Designation: Senior Manager, Service Operations.

1.2.3 Job Scope

- During the internship period, I was responsible for customer satisfaction and bringing out the best solution so that the service can be improved.

- I have been involved in making customers understand to build trust and reform the service.
- I have Identified fraud activities and created reports and handed them over. During the process of fraud checking, I was responsible for checking manually and taking decisions as per the conditions to meet the fraud criteria.
- I have tried to understand customers' core issues from the service end and as a customer and finding scope of betterment so that it can be raised to the regional authority for bringing out new standard operating procedure for the long run.
- I have learnt the in-depth implementation of different office tools and values, for example; JIRA, Slack, Google Analytics etc. which are commonly known and some unknown software for example: Playvox, Helpjuice, three types Dashboards, DigiGO which is a digitized Human resources related tool to track and create report of employees daily productive hour, live location during office and time of punch-in and out.
- I have been assigned to take a shadow session which is one of the parts of the onboarding process. There I had to teach newly recruited team members how the process and work is done, and the process of the session is that I am obliged to do my work as I do, and others will see my working process, the steps and office ethics that I follow so that they can have an idea before going to the next phase.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

- As an intern I have worked in three diversified teams whose purpose was similar but the task was different. In one team, I had to reply to customers through email which was a level 1 task, after that I was responsible for calling the loyal customers, understanding their issues and proceed to solve the issue and make survey of service and thirdly, I worked as a fraud specialist where I had to minimize the risk of the company so that any fraudulent tasks can be identified and strict actions can be taken. To elaborate in details:

- In one team, I have only listened to customers' issues and solved accordingly as per company policy which is standard operating procedure, company ethics and advice from the leads.
- foodpanda offers royal service to its loyal customers as well which means to call the special and in need customers and provide service from the core when the issue cannot be solved without verbal communication. In this team, I have been working for the regular customers.
- For the betterment of the service, I have been working for the management team as well where my initial job was to reduce fraudulent activities and create reports and take action against it.

1.3.2 Benefits to the Student

- I have learnt how to work in an office and the office environment, ethics and manners, how to communicate with people and an overall vision of office culture.
- I have gathered knowledge on how communication changes from person to place. For example, communication with colleagues, communication with senior colleagues, communication with customers, communication with guests in the office. Every scenario is different and the internship has taught me how to accept and change it.
- Apart from technical skills, I have adapted the major soft skills that employees have to maintain timely punch in or someone has to bear the consequences, attending meetings and responding, submitting reports on time, respecting others' opinion, obeying leads' suggestions and how to balance in personal life with the professional life etc.
- I have created a great network which will help me outside the office or in future.

1.3.3 Difficulties faced during Internship

- At the beginning, I faced difficulties in communication due to natural reasons but the department needs a lot of interactions with people so that I coped up with it and balanced it very well. Besides, the "long time commitment" was hard for me but I have been aligned with that as well. As time

goes, things have been easier. The Service Operations team requires various internal tools to operate to solve any issue. Balancing everything within a given allocated short period is tough.

It is always tough to teach the new members of the team. To teach someone, I had to have enough knowledge about the company policy and standards and the process of my tasks. Hence, I had to focus on my work here in such a way so that I could deliver my knowledge and working process to others.

1.3.4 Recommendations

I would recommend foodpanda to educate their employees properly about corporate social responsibility and their tasks so that they can be the representative on behalf of the organization and teach customers as well regarding the process and object of corporate social responsibilities. For example; there is a segment called “charity” which is offered by foodpanda along with a few renowned non-profit organizations in Bangladesh who are constantly working for poor people. Sometimes customers unwillingly order for charity and ask for refunds where the knowledge gap appears and it is shameful for both foodpanda and their customers which creates an awkward situation.

Besides, foodpanda should proudly encourage other organizations so that they also take part in eradicating early unemployment which might save many families from hunger. When other organizations see that foodpanda has taken initiative in different sectors to take part in the social activities, it might motivate them to take part to create a better community as well.

Furthermore, as foodpanda is working with female and transgender riders in their operations; they should highlight and promote it so that it can create significance to people and organizations in the community.

Chapter 2: Organization part

2.1 Introduction:



foodpanda is a subsidiary of Delivery Hero, a world leader in the food delivery sector, and it operates in more than 400 cities throughout 11 Asian regions. To date, foodpanda has collaborated with more than 115000 restaurants to connect customers with more than 80000 riders around worldwide. In Bangladesh, it operates their services in 64 cities. There are more than 7 thousand daily active riders delivering food and groceries to the doorsteps of customers and there are in total 15 thousand registered riders allocated for daily tasks.

Customers place orders and communicate them to associated restaurants via the company's websites and mobile applications. Using foodpanda, customers may locate nearby restaurants that deliver food. After inputting a delivery address, customers can browse the menus of the closest restaurants, place meal orders, and pay. According to consumer preferences and business policy, the payment mechanism may be either prepaid or postpaid, which is advantageous to both parties. Regarding the services, there are other possibilities where they can avail services.

2.2 Overview of the company

Mission: Bringing good food to you everyday.

Services that foodpanda offering:

- **Food delivery:**
 - **Look for places to order**

On the home page, enter your areas. Browse through our wide selection of restaurants, panda-kitchen, pick-up restaurants, dine-in options in your region that provide delivery or service. Choose an option you like, then look over the menu.
 - **What you wish to order**

Choose one of your favorite places to get delivery from, peruse the menu, and choose the dishes you want to order to build your meal/ delivery. You will be asked to choose an alternative when you click on an item that has one, such as if you are allergic to one option or want one as an add-on topping. Your items will appear in your cart, which will appear on the right. You can select the quantity, add your instructions, and then decide whether the order should be canceled, the item deleted from the order, or you should be notified if the item is not available. Customers can personalize the service thanks to these advantages. After that, one is given the anticipated delivery time and given the option of contacting or contactless delivery.
- **pandamart:** pandamart offers a wide range of items from perishable to non-perishable. For example: Meat. Fish, Fruits. Toys. Care products, Drinks etc. and they promise to deliver it to customers' doorsteps within 30 minutes.
- **Shops:** This segment is a collaboration of foodpanda and other shops where people can order as well and choose their desired products or brands and it gets delivered via foodpanda. The main difference between pandamart and shop is that pandamart has a huge warehouse where foodpanda stores its own items, riders go to the warehouse and pick the

products for the customers and in shops riders collect items from partnered shops and deliver them.

- **Dine-in:** It is a new addition to foodpanda platform where if someone registers for Pro subscriptions, they can use the voucher received to use in selected restaurants to get discounts on the overall menu.
- **Pickup:** Pickup is the same process as the food delivery system except for the part of delivering. In pickup, one can order food and after a designated time they can go to the restaurant to pick up the food. This feature helps people who are nearby a restaurant or will be in a short time can order food and pick up in 20 minutes without waiting at the restaurant.
- **Donation:** foodpanda also included several charitable organizations in the platform where people can donate money just like ordering foods. For example, Bidyanando, Shakti, Shajeda, ActionAid. Manobsheba.com etc.

Departments where young employees work:

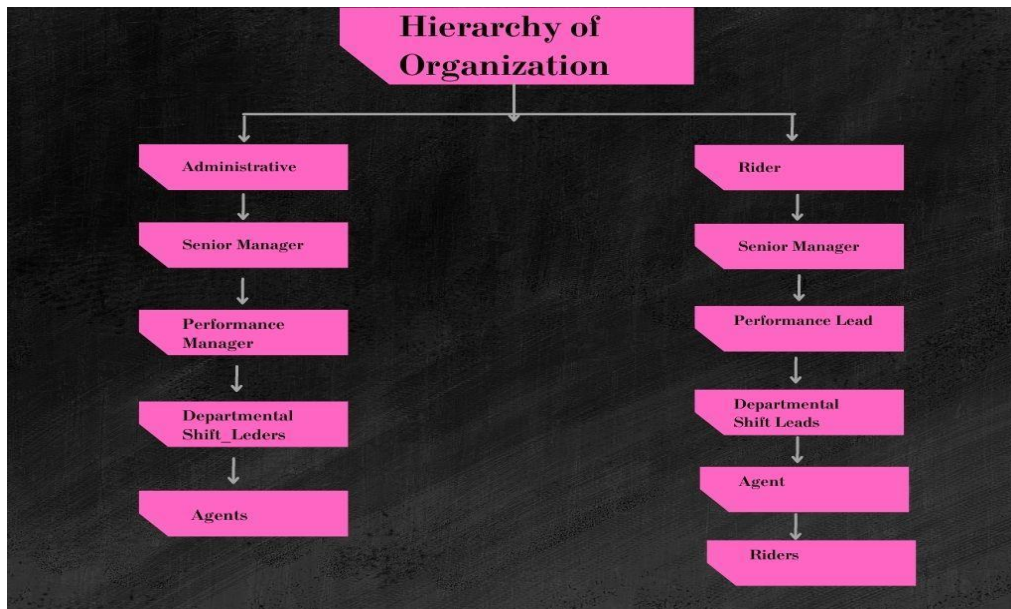
- **Administrative:** These tasks are done within the organization in their head and operations office.
 - **Customer service department:** this department has four sub departments which are an email team which is maintained by both in-house and third-party organizations. Customers get the direct facilities from this department. In the service recovery team, loyal and genuine customers are nurtured with care and get the highest facilities. In the risk and fraud management team, it's checked whether anyone is doing fraudulent things to the organization or not. For example, re-selling, or voucher seeking continuously or having multiple accounts and claiming issues constantly to get offers etc. Lastly, the escalation team calls every individual after solving a problem whose issue is critical or needs higher priority etc.

- **Rider service department:** this department works with riders. The overall rider process, when and how they are delivering, their live tracking, location sharing, issues they face during work, any discrepancy regarding work or any unethical tasks done by them are overlooked by this department.
 - **Vendor operations department:** this department manages the relationship between partners and maintains the timing, when to avail the service, if any unwanted situation appears or mismanagement occurs, payments and every feedback is processed by this department. Besides, when customers complain against any restaurant or partner; this department solves the issue by talking to them.
- **Field:**
 - **Rider:** Upon registering at foodpanda as riders they receive a kit which includes a uniform, a bag and other things. Riders are the key component in the whole food delivery system. They receive payment based on the distance traveled and the location of their work area. There is a very strong KPI system that motivates the riders to improve their work performance.

2.3 Management Practices:

Leadership:

foodpanda leadership practices are followed in a structured hierarchy which has multi-diverse segments. From top to bottom there are specific leaders to manage every team. For example, the Service operations department is responsible for customer service, Vendor service, Rider Service, Onboarding. Every department has one or two leads and these departments have sub departments for example; customer service department has service recovery team, email team, risk and fraud management team, escalation team and the teams are determined to work solely with customers and everyone from the team is part-time employee. Here, other teams have a similar scenario as well.



Recruitment and Selection Process:

- External Recruitment:** This process is more formal than the internal recruitment. foodpanda gives a recruitment announcement and candidates apply for the position. Then some software tests, interviews are conducted and after that verification and onboarding happens. On the other hand, to talk about riders, if anyone is interested in the position, they need to be present at the office with all the important documents and after verification and several questions sessions, they are selected for the post and ready to take the training.
- Internal Recruitment:** This happens during the promotion or when someone is done with the education and wants to shift to the full-time job, with proper reference to the lead or senior manager; that employee changes the department and gets recruited for the full-time post. Only in-house employees are allowed to take it into consideration.

Training and Development:

Administrative:

From the day of joining, employees get a one-month onboarding program which includes shadow session and live session. In the first phase, they are educated about everything regarding office tasks, culture and purpose. In the second phase, they are all set for work, leads monitor them, tenure employees help them and no evaluation is done for the period. After the shadow session and live session, the actual task starts. Besides, there are weekly meetings every week on specific dates where everyone's performance and gap are discussed, and a coaching session is set for the development. There are monthly calls and SOP update calls as well where every department's employees are present and all the updates, gaps and feedback are discussed.

Field:

The training method is different for riders. Each rider is under their specific regional office. After recruitment they are asked to attend ethics and behavioral training where they learn how to behave with customers, what attitudes customers accept and which they deny, as riders are the core person from foodpanda who meets the customer so that impression of the rider is very important. Besides, they get situational based training as well and if they make any mistake they need to go through the coaching period and penalty as well if the issue is severe.

Performance Evaluation and Appraisal:

Employees who work in the administrative department get the basic salary and KPI is added after evaluation. KPI has different criteria to meet for example, audits, quality, activeness, proper time utilizing etc. When someone meets the criteria of the KPI 95%, he gets the full KPI salary and if it gets below 85%, the employee fails to achieve the KPI. Besides, riders get the salary based on their delivery count, their allocated batch, the vehicle that person using, distance based and these all are followed to determine in one delivery. After delivering, the rider's balance is credited.

2.4 Marketing Practices

Marketing Strategy:

- **Cause Marketing:** foodpanda has collaborated with multiple non-profit organizations to make the wastage useful and if any customer is interested to help through foodpanda, they are also welcomed to do so by ordering food direct to those foundations. When people or other organizations get to know this, this boosts up the marketing
- **Influencer marketing:** foodpanda operates influencer marketing to reach different platforms where accessibility is hard. There are many partnerships with influences. They use different channels for marketing. Influencer marketing occurs when influencers get paid or willingly promoting or there is any partnership.
- **Paid or Advertising Marketing:** foodpanda has a common strategy of paid marketing. For example, it is very rare for someone who did not know about foodpanda while using YouTube or while watching any video on Facebook. Besides, there are campaigns on television, Facebook, YouTube etc.
- **Relationship Marketing:** foodpanda is totally focused on relationship marketing as it emphasizes customer satisfaction and feedback and the way customers are loyal to brand; everything is a part of foodpanda service operations. That's why it has a broad customer service department which has four sub departments; email team, service recovery team, risk & fraud management team, escalation team, and foodpanda collaborated with their party organization as well to respond to the customers instantly.

- **Diversity Marketing:** foodpanda believes in a diverse community both in office and as riders. They have a diverse target customer, different age group of customers and of course as many regions are part of Delivery Hero so that a diverse culture and it highlights their work. For example, recently a female rider delivered the food by cycling, which is a perfect example to motivate those females out there our society who want to do something and have cycling skill or can learn and start earning easily.

Target Customers:

foodpanda is operating its business in 64 cities. It is mainly targeted to the customers who like to get things delivered at home. Young generation who love to go outside has the tendency to get food delivered as well. Working people want to make their life more convenient by shopping from pandamart, shops etc. or get the food delivered at the office or anywhere to reduce the hassle of cooking and save time. Moreover, foodpanda has gathered the attention of all aged people in urban areas with smartphones or laptops so that they can order anything they want, and it is expanding to rural areas as well due to the digitalization of Bangladesh.

Value Proposition:

The logo of foodpanda is very acceptable and cute hence it works as a grabber to new customers, and it indicates a positive feeling to the customers so that people get interested to learn about the new thing. The color combination is lucrative and easy to catch so that once someone sees the color; people can recognize the brand. foodpanda offers a wider range of vouchers and good deals, hence customers are attracted to save money and shop. Moreover, customers get top notch customer service in foodpanda as foodpanda has a broad department just for solving issues of customers and taking feedbacks.

Marketing Channels:

Social media marketing is famous in foodpanda hence foodpanda offers pop-up advertisements in YouTube and Facebook. Besides, foodpanda recently launched a reality show “for the love of food season 2” which attracted many people. Besides, they organize many campaigns through famous

or influencers. For example, Facebook lives, foodpanda tastymonials etc. where they got thousands of views. foodpanda takes part in sponsorship as well as different in-house employees are highly prioritized as a marketing channel. For example, employees get gifts, benefits or festive-vibe and post it to social media and it spreads widely. Donating to charity is not for marketing but they are considered as part of marketing because they get positive feedback and love from people and people will donate more to foundations through the organization. Moreover, Billboard advertisements, Screen advertisements on road, the logo hanging in front of the partnered shops or restaurant is another channel of marketing because people get to see the logo whenever or wherever passing by. Furthermore, they have recently launched sanitary napkin facility in their female washroom, and it is highly appreciated by female employees, and they are posting it to their social medias, and it grabbed attention from people who work in other organizations.

2.5 Financial Performance and Accounting Practices:

Financial Performance:

Finance team works for customer refunds where they find any issue, salary for every employee, office expenses, marketing cost and other expenses all together. Finance team gets the report from leads of each department before sorting any financial matter. Generally, customers get the refund when they find an issue or they are compensated through vouchers or a refund account. Finance team needs to collect all the information about the transaction and manage with accountants. Moreover, leads of each department make a report of each employee and send it to the Human Resource department and they evaluate and calculate the salary and KPI and lastly, the financial team releases all the transactions through Eastern Bank LTD. which is officially partnered with foodpanda for the transaction. Every employee holds an EBL account and facilities for having a corporate account there.

Accounting Practices:

foodpanda follows a standard which is globally recognized as it is a subsidiary of Delivery Hero, it follows Sustainability Accounting Standards Board (SASB) for its accounting purpose which means to maintain the sustainable growth and high level of transparency throughout the world, environment, social and Government impact. foodpanda believes in the neutrality of carbon.

foodpanda believes in the neutrality of carbon. It has provided emissions of carbon-di-oxide in 2021 in two regions. Sustainability accounting is described as "the measurement, management, and reporting of corporate operations that maintain or increase the potential of the organization to create value over the long term" in the SASB Conceptual Framework. As more companies implement SASB standards for financial disclosure, the company can compare its performance to that of other businesses in the same sector. All businesses could see a big improvement in their risk management procedures as a result of this. foodpanda can operate this metrics even though it is more costly as this same metric is followed in other 10 regions as well apart from Bangladesh.

2.6 Operations Management and Information System Practices:

Each month needs to be scheduled beforehand of the month and finalize how timing will be operated and properly utilized and the schedule is divided among the specific employees. Major and important deadlines and a monthly notification is set and sent to the work emails and their calendars are updated as well so that none of the deadlines are missed out by any employee. Before conducting any meeting regarding any topic or training there are preparations needed and finalizing those from the senior manager and fixing everyone's schedule in terms of urgent meetings. During the meeting, presentation slides, feedback, and questions are discussed. After discussion, the upper management team goes for another meeting and fixes updated solutions and informs the relevant teams. Leads inform all other employees regarding the updates and turn on the follow up sessions; whether the update is effective or not, the impact of the new updates etc. After realizing the gaps, departmental leads, trainer and regional lead discuss any confusion and raise the issue for further check. It's mandatory to check daily performance, daily productivity after punching out of the employee.

2.7 Industry and Competitive Analysis:

Porter's Five Forces Analysis:

- **Threat of New Entrants:**

Depending on the type of goods, this factor ranges from low to high. Infrastructure becomes affordable when the cost is higher. Where the cost of operating is lower, it rises.

Due to the expanding e-commerce and start-up sectors, Bangladesh has a high risk of new competitors entering the food delivery sector. There are several competitors in the market at the moment. The town now has three well-known online food delivery services, namely hungryNaki, Pathao food and shohoz.com. When compared to other firms, foodpanda is well ahead in terms of coverage of the eateries in the city of Dhaka. Additionally, there is a lot of competition in the market as a whole.

- **Threat of Substitution:** Due to the characteristics of the product, the threat of substitution increases. It rises as the same kind of things are more readily available. On the other side, the presence of several goods with distinctive qualities can lessen the threat of substitution. The threat of a substitute is moderate in Bangladesh's food delivery sector. Given that the businesses in this sector are working hard to create a variety of prospective substitute products and are continuously attempting to advertise various strategies and discount programs. These promotional offers are the foundation for the development of replacement goods and brands.
- **Bargaining Power of Customer:** This element also ranges in intensity from medium to high. Because there is more market rivalry when there are more options available to purchasers, bargaining power rises. Discounts, special deals, and a wide selection of goods provide customers more choices, which boosts their negotiating power. In this sector, clients have a significant amount of negotiating power. Customers are receiving ever more promotional offers and discounts as a way to broaden their consumer base. However, the bulk of these clients prefer to quit the platform once the offers are over, demonstrating the customers' ability to barter. The lack of customer switching costs may be the cause of this.

All they have to do is add another app. Additionally, customers can continually contrast the platforms to find a better offer. In this instance, foodpanda is providing competitive pricing.

- **Bargaining power of supplier:** Suppliers include food kitchens, restaurants, cafes, bakeries, food joints, riders, and more in this online meal delivery industry. Due mostly to the cost of switching, suppliers' bargaining power can be characterized as poor. The switching costs for suppliers are substantial for foodpanda in the food delivery sector. To launch the company, they must set up the app and pay for legal fees. However, companies don't need to invest in the delivery networks because they instead get paid from the market. Suppliers' negotiating strength in the sector is limited when it comes to switching costs.
- **Competitive Rivalry:** In the industry, rivalry between businesses is moderately fierce. The e-commerce market in Bangladesh has the potential to grow and draw additional domestic and foreign competitors, but it will be difficult to compete with foodpanda given its established brand value. Once more, foodpanda benefits from being first to market because of Bangladesh's digitalization, and many people mistakenly refer to the service that delivers food as foodpanda, which is a strong selling point for the company. Due to the fact that young people are increasingly motivated to pursue careers in entrepreneurship and e-commerce, competitive competition is currently kept in check by a combination of factors, but it may increase in the future.

SWOT Analysis:

- **Strengths:** foodpanda has very minimal and easier features to operate so that customers do not get confused while using the app. Besides, the customer service department is a 24/7 service provider so customers can take help anytime they want. Since it is a software-based organization, everything is operated through technology and its convenient for people that they get proper education before using the application or website. Everything is monitored internationally and with the core team fixes every issue so that there is no less support in

terms of technology. Local support is mandatory to operate any business in any area. Riders, Partners everyone needs local support to be part of foodpanda and the rider and vendor service department work solely to minimize the gap.

- **Weaknesses:** Strengths are weaknesses for foodpanda for example, any mismanagement in the sectors and the system can collapse and create a huge loss. As every department is linked with one another and foodpanda works with live-time and issues appear as per live orders and solutions are required as per those issues; so that every employee needs to be active and must have creative mindset and strong technology to remove the weaknesses. Technology is a huge barrier for example; if any issue appears that time, foodpanda needs to rely on JIRA and IT support from the global sector. It takes time to reach major issues regional and get the solution. The model of foodpanda is not the same as the model of foodpanda Malaysia so that if any issue appears regarding the model in Bangladesh, it is not possible to provide solutions based on the Malaysian or based on any other region's SOP.
- **Opportunities:** foodpanda has a huge opportunity in the field of the delivery sector. As it is the first mover, it has higher brand value and people in Bangladesh are getting technologically advanced even in rural areas. Here foodpanda can target the rural people and restaurants to increase the size of the business. Foodpanda is offering and motivating students to work and earn money which was not a common scenario in past days that students are working in corporate offices and foodpanda has made the environment the way it should be so that they do not get bored while working. In previous days, people had a mindset that only needy young individuals work to support their families, but it is a great change from the old taboo so that foodpanda can focus more on this sector and create opportunities.
- **Threats:** Due to price hike, everything became expensive, and the sudden movement increased all the costs of the company where customers have the mindset that foodpanda is trying to offer something with great deals. Here, if foodpanda wants to increase their pricing to maintain the profit margin, there will be a question among people that foodpanda

started to do business with wrong intentions. Besides, the market size and for the strong business model, foodpanda gets the highest benefit whereas rivals are observing and researching foodpanda from the core to implement the same business or to compete with foodpanda.

2.8 Summary:

foodpanda has a broad model of strategies as it needs to operate in different regions but for Bangladesh and Pakistan, they have local implications along with the main model as the nature and environment is different in terms of social, cultural, behavioral and geographic sectors. foodpanda have always tried to modify their business strategy into corporate social responsibilities as they are very lenient to their employees even in the toughest times. For example; during COVID-19, foodpanda did not pressurize any employee or rider to quit the job to minimize the cost whereas foodpanda appointed more employees so that they can bear the stress of livelihood operation. foodpanda was strict about their model, strategies and ethics so that people around the globe do not get hopeless as well as the business can maintain the profit margin. foodpanda became one of the successful role models in terms of balancing the community help and profit margin.

2.9 Recommendations:

Customers, Riders, Partners, Media for promotions, Accounting and finance and high-tech system are the core components of foodpanda where they need to implement in-depth and closure management to balance their system. Here, to have proper satisfaction of customers, the operations department needs to have an aligned and systematic response team so that any issue that one customer faces can be solved without any delay which brings customer retention and customer branding on behalf of the organization.

Multiple software which are inter-linked and mandatory to operate the business should have proper maintenance and in terms of any emergency appears the Information Technology department

should be faster so that any discrepancies in delivery or customer feedback can be solved as soon as possible.

A huge part is social media part where people can post anything about or against foodpanda so that the social media team should be more focused so that any customer reaches through social media or tries to express feedback against foodpanda; their issue should be solved faster.

Apart from the sectors where foodpanda is working, foodpanda can expand their responsibilities for example, a portion from the charity work can be allocated for child education or empowering them to learn new skills which might be useful for their future even if they fail to continue the study.

Chapter 3: Project Part

“foodpanda and its immense impact on corporate social responsibilities”

3.1 Introduction:

3.1.1 Background:

foodpanda started their journey as a food delivery service but now they are offering food delivery, dine-in, pick-up, groceries, medicines etc. deliveries as well.

foodpanda worked as a bridge during the COVID-19 lockdown as every party had to be safe and find opportunities in the crisis. Customers were unable to dine-in hence foodpanda even in rural areas in Bangladesh were alive hence the restaurants faced less loss that it had to bear. People who were fired during that period started working as riders with their cycle or motor-bike to deliver food or groceries across the country and earned enough money to bear their expenses. People received their daily necessary goods delivered at their doorsteps. Even after lockdown, the process remained constant to the people who found comfort in that process and service.

foodpanda is motivating females with cycling skills to be riders so that they can facilitate themselves as well, which is already a big deal in our society and not acceptable widely.

Moreover, foodpanda has collaborated with Shakti, ActionAid, Bidyanondo, Manobsheba, Footsteps etc. foundations so that when people order food from there it goes for charity through foodpanda.

Research Question:

The primary question that the project aims to seek answers to is “whether foodpanda has the capability to maintain the corporate social responsibilities or is it difficult for them to balance the responsibilities?”

3.1.2. Research Objectives:

foodpanda came to have a wider fame during lockdown due to covid-19 as it was delivering foods and groceries to customer's doors. It was foodpanda's big step regarding humanity that someone

can enjoy food late at night by not going outside of the home. Though foodpanda has been operating for the past 10 years but during the covid-19 situation it showed its biggest move that lockdown and leisure time made the young generation think about self-made earning. After studying the report, one will be able to understand the areas where foodpanda has brought changes and successfully maintained responsibilities that became inspiration to the community and the reactions of the community about the initiative taken by foodpanda.

3.1.3 Significance of the study:

“Corporate Social Responsibility” aims to make the world a better place by directly benefiting people, the environment, and the neighborhood where a business operates. Additionally, the projects may have positive effects on a company's internal operations. Employee satisfaction may rise and staff retention may be boosted if they know their employer supports worthwhile causes. For instance, people may be more inclined to prefer to do business with organizations who are making conscious efforts to have a beneficial influence outside of their core industry. Here, any organization can gather financial or promotional or propositional or social validation by offering any social responsibility. The purpose of foodpanda in the field of Corporate Social responsibility is to create a positive impact where they are creating opportunities, inspiring people to work and earn money and motivating others to take initiatives and the whole scenario is part of their business model but it created positive significance.

3.2 Methodology:

A set of 10 questions has been given to respondents and assured that their opinions will be used only for research purposes and assured the privacy issue. The questionnaire has been the medium of the data collection which followed the primary sources of data. The questionnaire has a mixture of direct and analytical questions to understand the better outcome and compare. Among 10 questions, 9 of those are used for comparison and analysis and the last question was a general question for knowing more about the respondents' individual viewpoint.

To preserve the participants' privacy, primary data was gathered via an anonymous Google form, and a significant amount of data was gathered. The hypothesis was given direction through the

analysis and processing of the data. Besides, direct discussion with manager and other departmental team leads are the sources of data.

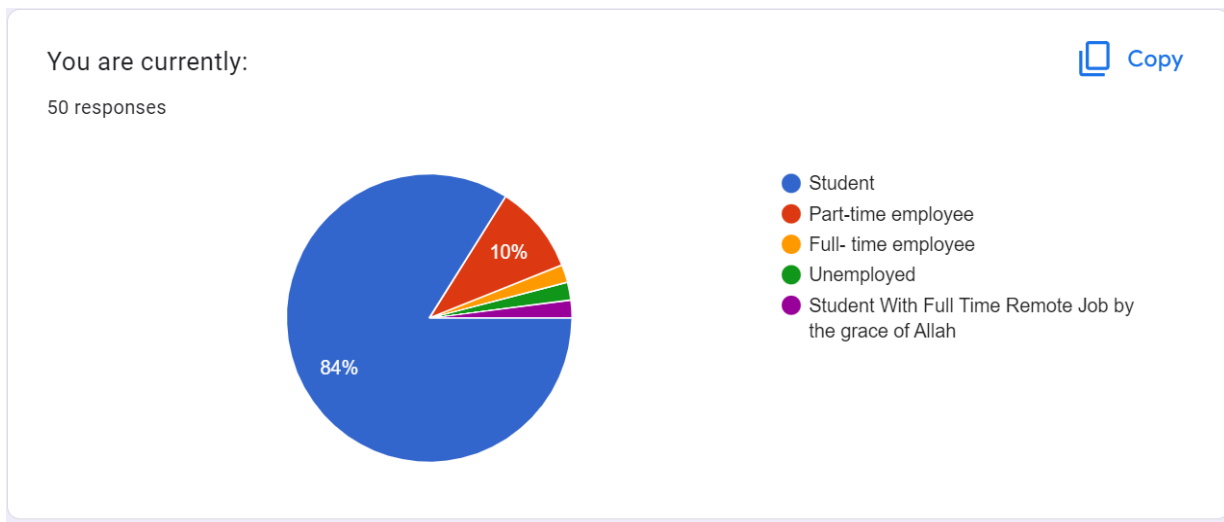
The secondary method is different articles and websites where relevant topics are discussed and compared. The main viewpoint is how the respondents' perceptions differ at a similar targeted group.

3.3. Findings and Analysis

Findings:

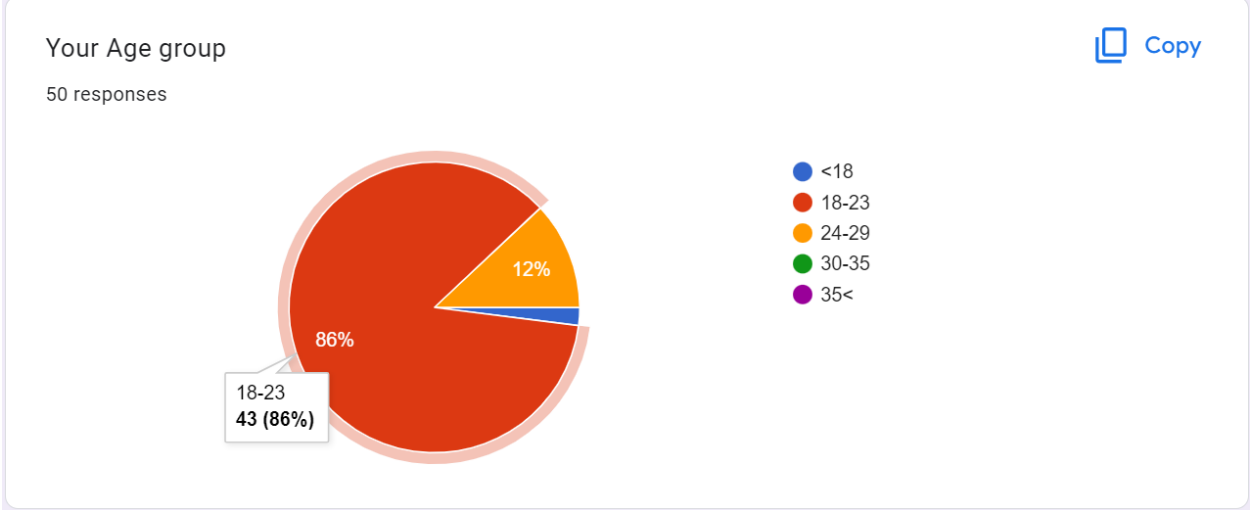
State of Employment:

The first question in the questionnaire is about the current situation of the respondents. Here, the visibility shows that 84% respondents are complete students and 10% of them are related to part-time employment. Full-time employment, unemployment and students with full-time employment consecutively are 2%. The acknowledgement we gather is that 10% of students are related to self-earning beside their studies.



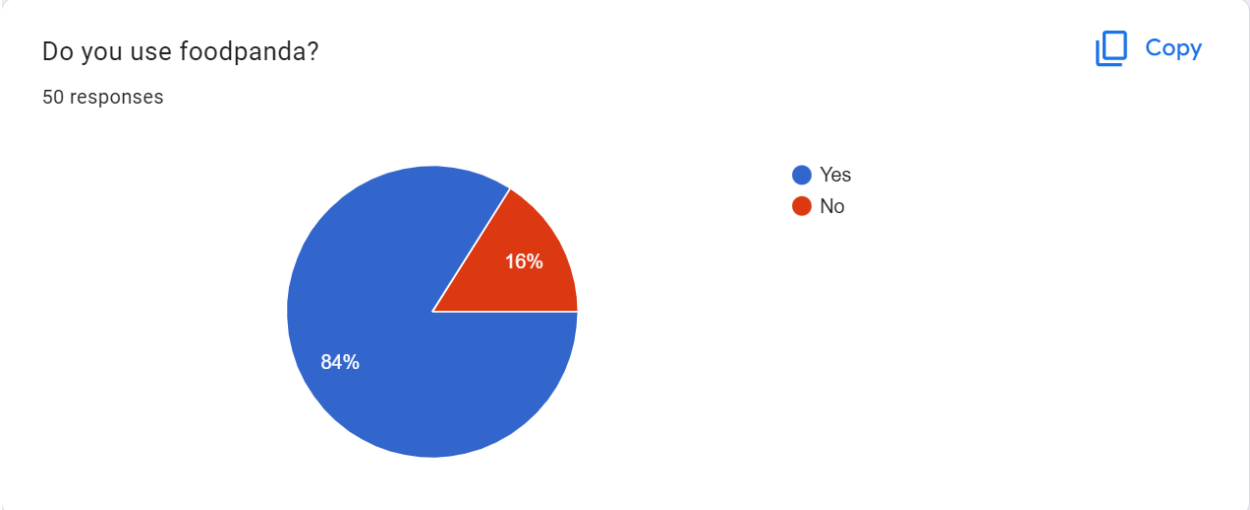
Age Group:

Second question was a demographic question to match the study and find out the relevance of the first question. Here, the visibility says that 86% respondents are from the age group 18-23 and 12% are from the group of 24-29. From the ratio, it will be easier to analyze the outcome of the demographic perception of the respondents.



Usage rate of foodpanda:

As this study is about foodpanda, this direct question is asked so that the ratio of usage rate of foodpanda could be understood. In the report, 84% respondents use foodpanda and the rest of 16% do not use it.



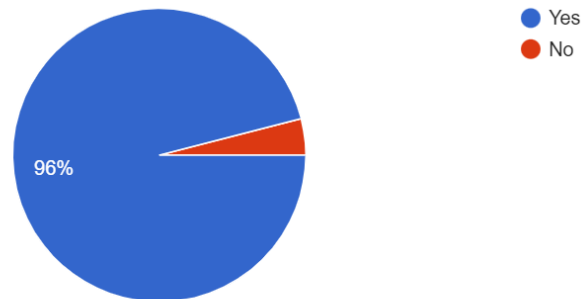
Perception about CSR:

Here, perceptions of the respondents are taken regarding the responsibilities of any organization that holds towards its country, people, culture, employee and overall, the world. In this section 96% believe that organization has basic responsibilities and the rest of 4% did not force upon the statement.

Do you believe every organization has responsibilities to its society, employee and environment?



50 responses



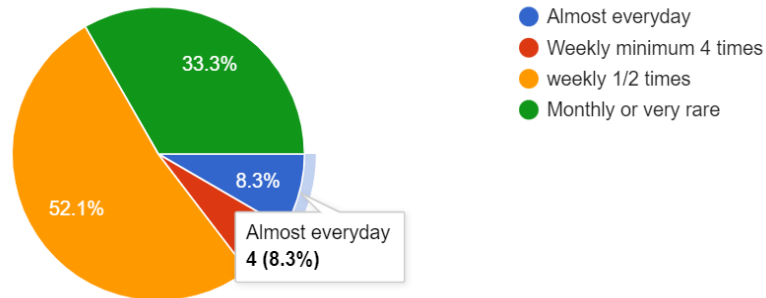
Order Rate of foodpanda:

This question has brought up the diversity among respondents. 52.1% which means more than half of the respondents use foodpanda weekly one or two times. Besides, 33% people use it rarely or monthly which means they do not rely on foodpanda that much. 8.3% people use it almost every day and 6.2% of people use it weekly minimum 4 times so that these two segments can be considered as regular users of foodpanda.

How often do you order from foodpanda?

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48 responses



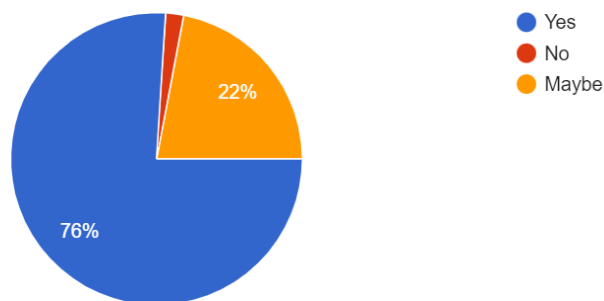
Perception about part-time jobs:

It is appreciated that 76% of people believe that the decision of creating opportunities for potential university students as part-time employees motivates others and it creates more value for the company. 22% of people think it might motivate others and 2% of people think it does not motivate others or create more values.

"foodpanda offers part-time jobs to potential university students in office"- do you think it adds more values and motivate others?

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50 responses



Perceptions about the riders:

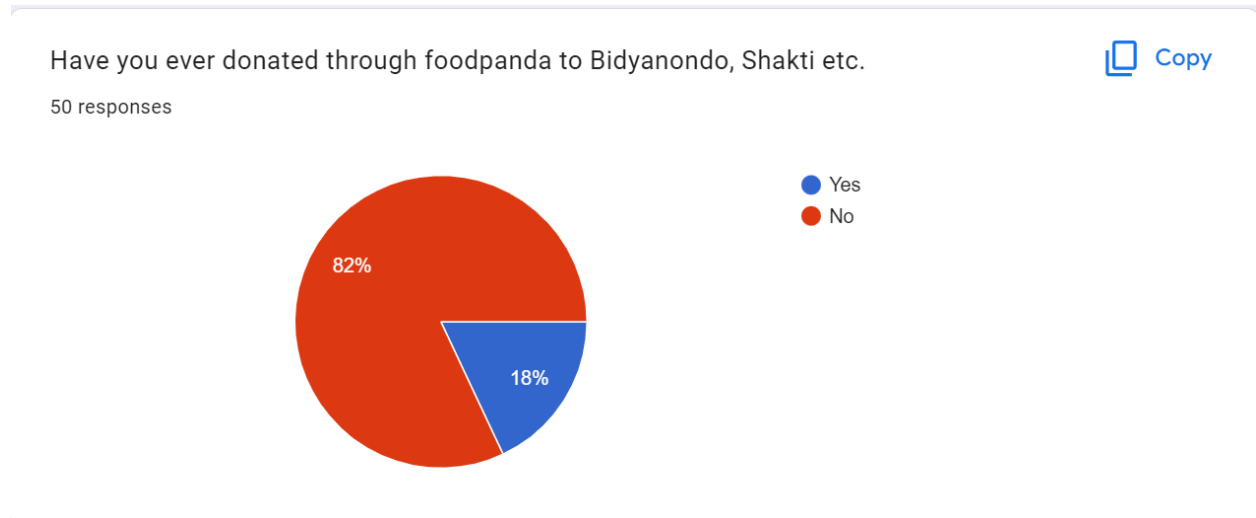
Regarding riders, there are multiple and different perceptions. Majority of the respondents said they feel motivated and inspired when they see them working. Besides, the hard work makes them

self-independent and praiseworthy. In contrast, few mentioned about the hardship they go through when the weather is not friendly and the traffic jam of Dhaka city. In contrast, one mentioned that they should get higher salaries according to their work loads and the social and environmental pressure they get for survival.



Donating through foodpanda:

As foodpanda has an option to donate through foodpanda to other non-profit organizations, it is asked if they have donated or not. 82% of people donated which is very high in number and 18% never donated which is very low in number.



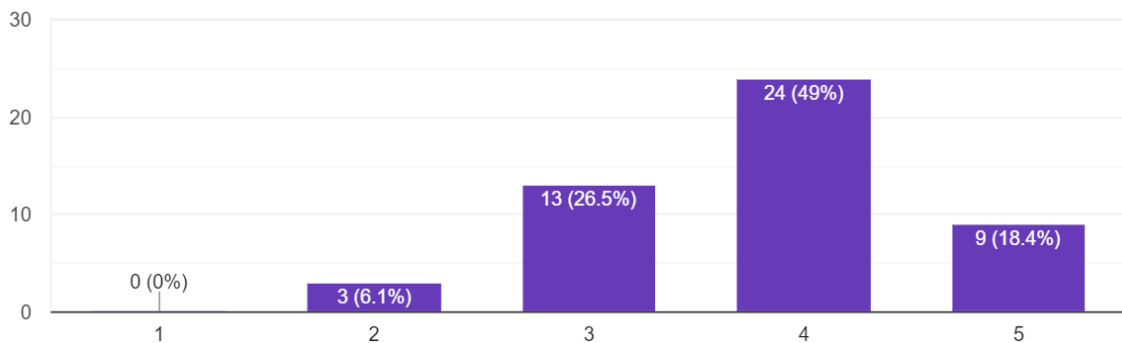
Rating on foodpanda's contribution in CSR:

Here is the survey rating scale; 0= Very unsatisfactory, 1= Unsatisfactory, 3= Neutral, 4= Satisfactory, 5= Very satisfactory. Nobody chose very unsatisfactory, 6.1% think unsatisfactory. 26.5% respondents are neutral about their opinion, 49% people think the root level work is satisfactory and left 18.4% are very satisfied with their work.

Rate on how foodpanda is working with the root level of people and helping students, customers, environment, employees and overall society.



49 responses



Feedbacks or Comments for better expression:

Respondents provided and pointed out some major suggestions and gaps that foodpanda can adapt and bring out solutions on overall service. Here are some important feedbacks: area management should be improved regarding the findings of restaurants, regarding the price difference between dine-in any restaurant or ordering from foodpanda, the system of the live chat, the transparency and detailed calculation while ordering any food, some suggestions regarding the donation etc.

Analysis:

From the analysis, it can be easily acknowledged that people who are currently studying in university are supporting foodpanda's every action towards the responsibilities that they have regarding the riders, potential students, environment and unprivileged people. In Bangladesh, during and after COVID-19 everyone has become self-centered to do something or to bring additional and positive changes to the society. Now, the younger generation helps unprivileged

people and think about them. Besides, the study shows, the majority of the people think that riders are working hard, and they are the right example of motivation that someone can praise and start their work.

From the report, it can be denoted that respondents use foodpanda comfortably and they want minor changes in the field of donating. The charity could modify their ways of helping; for example: food festivals for people, support for unprivileged children etc. On the other hand, foodpanda is partnered with multiple foundations and their motivation and missions are different and a portion of the profit and direct ordering from customers' go to those foundations. Furthermore, everyday many orders are marked as delivered or slightly spilled or customers deny receiving the foods after placing or due to other issues. At that time, those foods or orders are sent to the regional hub and distributed to foundations so that they can provide those to the unprivileged people and the ratio of such scenarios are quite high.

The feedback section has brought up many diversified topics related to the changes that foodpanda can bring to increase the satisfaction level. As seven thousand active riders work daily in foodpanda throughout Bangladesh and they have their area managers, their work pressure and the service they are providing should be evaluated once again and salary range should be considered and after the sudden price hike and economic crisis everyone's life has become difficult.

The modern generation believes in helping each other and appreciates when they get help or watch someone creating opportunities for others. Hence, foodpanda is showing a big role towards the movement to uplift unprivileged and self-determined students, young people with skills, females and transgenders by creating opportunities. For example, foodpanda could hire a fresh graduate for the operations department and their salary range could be same as a part-timer gets as per their working hours but here foodpanda created opportunities for students who are 2nd or 3rd year university students so that they can learn the corporate culture and show their experience in future. Here, foodpanda has again shown how the business model could take part in corporate social responsibilities.

3.4 Summary and Conclusion:

foodpanda has already brought up many changes in the society by promoting gender equality not for female but also for transgenders, breaking the taboo by not considering any work less valuable or any person is less capable, promoting a young and skillful mindset to bring out new ideas so that the cloud workstation and the root level employees can work at the same time to deliver the best outcome. In return, foodpanda has gained trust, love and a positive social value in Bangladesh. Moreover, foodpanda has added some new features and entered into different industries. For example; delivering groceries, skin care, medicines, cosmetics, toys etc. are from different industries and by expanding and innovating foodpanda is creating more values, bringing out new opportunities. This area has created more working opportunities. In addition, foodpanda has a business goal and the main purpose of the business is producing profit but foodpanda has left no opportunities behind that could be useful for the community and are being wasted. They have tried to grab all the possible right set of circumstances which might serve the people for the betterment.

3.5 Recommendations:

It took 10 years till date to bring out the changes and different implications of the strategies which might help people by foodpanda. Now, to sustain and maintain the areas where foodpanda is successfully delivering the corporate social responsibilities; foodpanda should proceed with few steps:

- foodpanda should work on the education sector which means educating people more about social barriers and showing the solutions to how to break them. Even though foodpanda is trying, they should promote it to the higher level and to the rural areas so that the social stereotypes can be broken, and females can earn their own money and be independent. Besides, transgenders are not allowed in every office. foodpanda has a positive belief towards them so that they do not need to beg from people here and there, rather they can be skilled and start working by themselves.
- foodpanda is already working on having a fresh and healthy environment. Since they want to reduce the use of Carbon-Dioxide, in this scenario they can promote

riders to deliver by riding cycle for nearest areas and give extra facilities to them as they are not harming the environment where bikes pollute the weather.

- foodpanda can promote the COVID-19 period as a model of kindness and empathy so that companies can learn about the employees' demand during a mass disaster or any pandemic.
- In addition, they should be transparent about how and where the wasted foods are used so that it can deliver positive and friendly reminders to the community and help them to gain more trust.
- Installing some additional features where customers can drop their generalized feedback so that foodpanda can discuss the demand of customers and consider those as a scope of opportunity to expand the business as well as increase corporate social responsibilities.

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Appendix:

1. You are currently:

- Student
- Part-time employee
- Full- time employee
- Unemployed
- Other____

2. Your Age group:

- <18
- 18-23
- 24-29
- 30-35
- 35<

3. Do you use foodpanda?

- Yes
- No

4. Do you believe every organization has responsibilities to its society, employee and environment?

- Yes
- No

5. How often do you order from foodpanda?

- Almost everyday
- Weekly minimum 4 times
- weekly 1/2 times
- Monthly or very rare

6. "foodpanda offers part-time jobs to potential university students in office"- do you think it adds more values and motivate others?

- Yes
- No
- Maybe

7. "When you see that young riders are trying hard to earn their livelihood", how does it feel?

- Your Answer____

8. Have you ever donated through foodpanda to Bidyanondo, Shakti etc.

- Yes
- No

9. Rate on how foodpanda is working with the root level of people and helping students, customers, environment, employees and overall society.

- 1
- 2
- 3
- 4
- 5

10. Any feedback here foodpanda can work on relevant to their corporate social responsibilities-

- Your Answer_____