

Report On
**Analysis of sustainability and competition of Munchies in
Bangladesh**

By

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21204242

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

Brac Business School
Brac University
December, 2022

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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:

_____ **Avishek Mozumder** _____

21204242

Supervisor's Full Name & Signature:

_____ **Md. Shamim Ahmed** _____

Lecturer, Brac Business School
Brac University

Letter of Transmittal

Md. Shamim Ahmed Designation,
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

I would like to take this opportunity to thank you for the guidance and support you have provided me throughout this report. It would not have been possible to complete without your assistance. This is my great pleasure to submit my internship report entitled “Analysis of sustainability and competition of Munchies in Bangladesh”, which I was appointed by your direction.

I was appointed to the Marketing Department of Munchies. I worked with utmost dedication during the three months under the supervision of my Supervisor, Anit Kumar Das, Co-founder & Chief Operating Officer. I have concentrated my best effort to achieve the purpose of this report. The practical knowledge and experience I have gathered during my internship period in addition to the experience of this report writing will help me in my professional life in the future.

I request you to pardon my mistakes that may occur despite my best effort and would appreciate your thoughts and views regarding the report. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I trust that the report will meet the desires.

Sincerely yours,

Avishek Mozumder

21204242

BRAC Business School

BRAC University

Date: 17 December, 2022

Non-Disclosure Agreement

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

Student's Full Name & Signature:

_____ **Avishek Mozumder** _____
21204242

Supervisor's Full Name & Signature:

_____ **Anit Kumar Das** _____

Co-founder & Chief Operating Officer,
Munchies

Acknowledgement

It is my pleasure to acknowledge that, preparing this report on “Analysis of sustainability and competition of Munchies in Bangladesh” was a very insightful journey for me which also helped me to learn many things.

As a part of the completion of my degree in Bachelors of Business Administration, I was assigned by my internship instructor of BUS400 to prepare a report on “Analysis of sustainability and competition of Munchies in Bangladesh”. I would like to extend my utmost gratitude to my honorable faculty Md. Shamim Ahmed, Lecturer, at BRAC Business School, BRAC University for his treasured guidance and support throughout my internship period. With utmost respect, I'd want to emphasize that his sincere commitment to provide his pupils with the necessary skill sets and proficiencies extends far beyond his responsibilities as a faculty.

Also, I would like to express my appreciation towards my supervisor, Anit Kumar Das and all my colleagues who have supported and assisted me during my time in the organization. The team I worked with was really kind and eager to point me in the correct way as I learned about the company's numerous divisions and activities. I truly feel that without their generous support, I would not have been able to complete my internship program at Munchies.

Executive Summary

All BRAC Business School graduates are permitted to put the theoretical information they have learned via the structured courses they have taken to good use. The different interactive tasks and term papers are used to apply the theoretical knowledge initially, followed by a semester-long internship. After an internship is over, we receive a thorough report that details the duties we undertook throughout the internship.

The internship report is a reflection of my 3 months internship journey at the Marketing Department of Munchies. The report titled “Analysis of sustainability and competition of Munchies in Bangladesh” has been prepared by performing SWOT analysis, Porter’s Five Forces model and PESTLE Analysis. Firstly, this report portrays my job roles and experience as a Marketing intern of Munchies. Next there is an organizational overview of Munchies which affiliates of vision, mission and how it operates. Then comes the part where I discuss about the sustainability and competition of the company in the market of Bangladesh. Finally, some recommendation from an intern’s point of view which may help the company to perform better. This paper is made to increase one’s knowledge about how a startup operates and can sustain in the competitive market.



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Chapter 1: Overview of the Internship

1.1 Student information:

Name: Avishek Mozumder

ID: 21204242

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information:

Company name: Munchies

Department: Marketing

Supervisor's name: Anit Kumar Das

Designation: Co-founder & COO

Website: www.munchies.com.bd

Address: Niketan. Block – D, Road #5, Dhaka – 1212

1.3 Job role:

I was assigned to do marketing research about how to grow and reach people through online as this is an e-commerce based platform. I had to build the brand guideline as well as make a roadmap for proper digital communication. Moreover, I also had the opportunity to attend meetings with new and existing clients. As the company is a startup, I had to make collaboration with other departments like the tech team, the accounts department and also the client relationship management. Every week I had to come up with unique marketing ideas which includes digital promotions and eventually I had to make social posters and banners.

1.4 Contribution and benefits:

While working for Munchies, I had to work under a lot as it is a startup company. The main platform of communication was WhatsApp and for this many briefs and works were unstructured. I pointed out the problem and thus we started to maintain Asana which is a platform that helps you to stay on the track. The activities that I was allocated throughout my internship term aided me in a variety of ways, both personally and professionally. Professionally, I knew how startup businesses operate. I was able to master several technical tasks in Microsoft Excel, PowerPoint, Word, and so on. Also, as I had previous knowledge of designing, I could also make social banners and posters for the social platforms. Aside from this, I could learn and grow as a person. I had to work in many teams and learned

cooperation, collaboration, and other skills. Furthermore, I was able to improve my interpersonal abilities such as organizing, structuring, strategic decision making, time management, stress management, multitasking, and so on.

Chapter 2: Overview of the Company

2.1 Introduction:

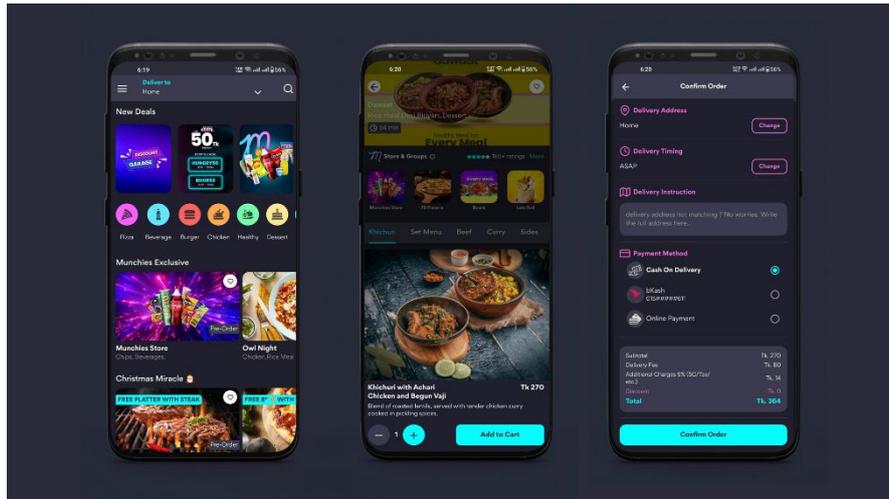
Munchies is an e-commerce platform which delivers food and essentials within an hour, from 8pm to 6am covering the whole Dhaka City. It is now one of the fastest growing startup of Bangladesh as there no other company which delivers foods and essentials covering whole Dhaka in the middle of the night. Mr. Anit Kumar Das, COO of Munchies took the initiative to make a positive difference in the country. There are also other food delivery companies like Foodpanda which delivers till 11pm and Buy Here Now delivers in the midnight but in some specific areas of Dhaka. But what about the others who lives outside of those specific area and wants to have pizza or burger or other essentials. To solve this, Mr. Anit came up with Munchies. Munchies have more than 50 bike deliverymen and 200+ restaurants for the service. Their unique selling point is they delivers all types of cigarette, condom, pills, chips, coke, ice-cream and disposable vape in the middle of the night which can not be found in any other company's delivery services. Famous restaurants like Crimson Cup, Ibiza Bistro, Chocolate Room, Fat Boy Pies, Dumplings of Fury and many others can be found in Munchies. It recently launched Uttara and Mirpur hub so that all the favourite restaurants of Uttara and Mirpur can be found in this platform.

Vision: Midnight cravings delivered to your doorstep.

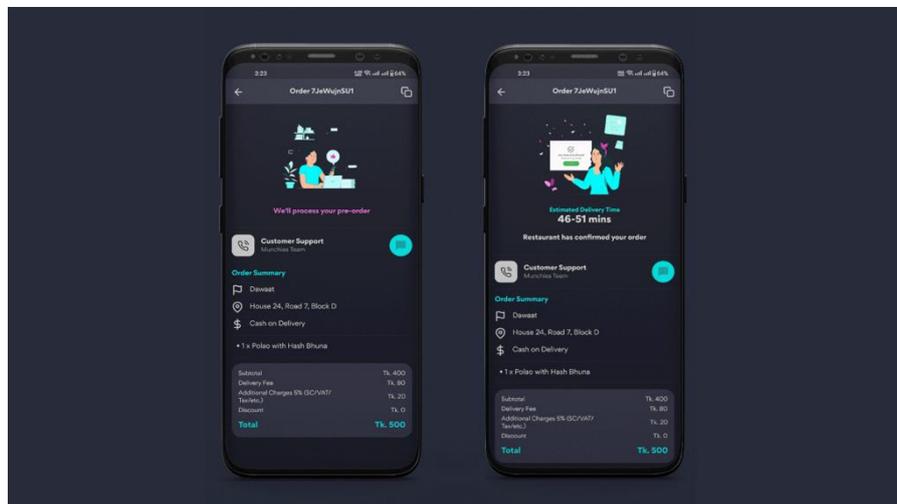
Mission: Munchies delivers foods all over Dhaka city, so whether you are at Azimpur or Azampur, Pallabi or Bashabo, Munchies will reach you with your order any time of the night.

2.2 How it works:

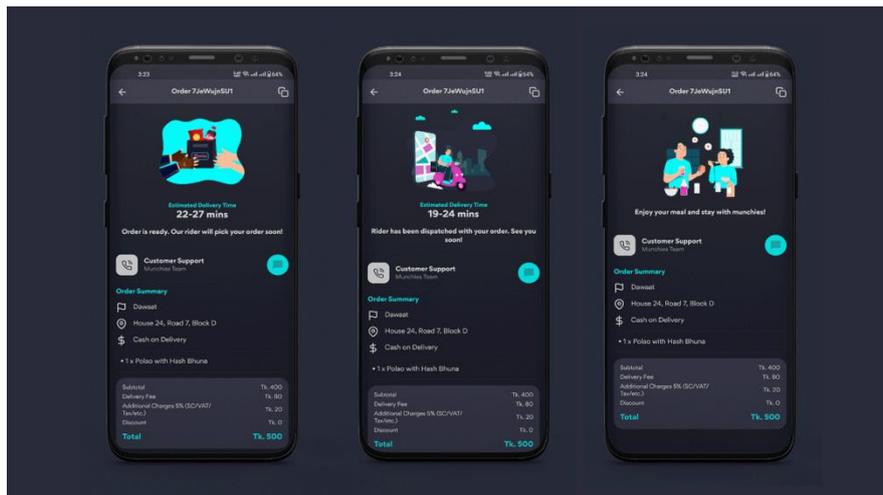
Customers can order from Munchies app which can be found on Google Play Store or App Store and also from the website. To order 18+ items like cigarettes or disposable vape, customers have to order it through website as these items can not be put in the app because of the restrictions from App Store and Google Play Store. Customer have to simply make an account with his/her phone number and select the area and he/she will find all the available restaurants in that area. After placing the order he/she will get her items delivered within an hour to his/her doorstep.



1. How To Order



2. Order Processing



3. Order Delivered

Figure 1: Delivery process overview

2.3 Financial performance and growth:

Like any other startup company, Munchies also faced some ups and downs in 2021 but gradually its business model helped it to grow more and more with time and now it generates handsome amount of revenue.

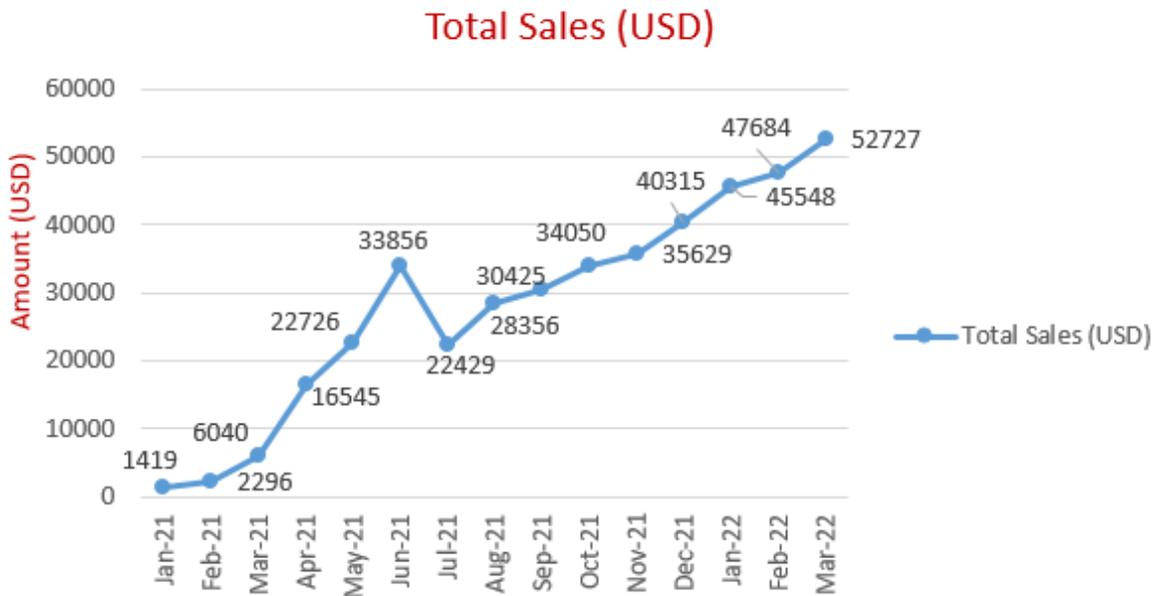


Figure 2: Total Sales of Munchies (January, 2021 - March, 2022)

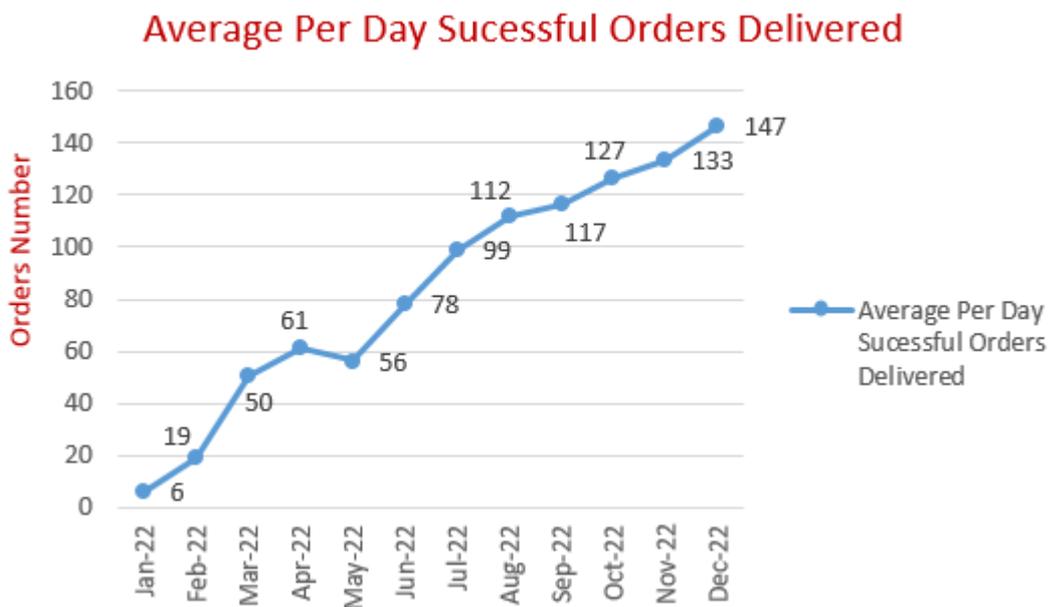


Figure 3: Average per Day Successful Orders Delivered (January, 2021 - March, 2022)

Chapter 3: Sustainability & Competitive Analysis

Munchies is the only one company which delivers food and essentials in the mid-night all over Dhaka City so there isn't any risk of competitors in the market, at least for now. But if companies like FoodPanda and Buy Here Now starts their service at night covering the whole Dhaka then it might become a problem for Munchies when it comes to sustainability. Unlike Munchies, FoodPanda and Buy Here Now have been operating in our country for a while and also well known. Till this day they have collected numerous customers' data and have access to advance technology which make them serious competitors for Munchies.

3.1 Methodology:

I mostly placed primary data to prepare this report. The resources were:

Primary Data: For primary data collection, I interviewed my supervisor Anit Kumar Das, COO of Munchies and Sakbir Khan, Head of Accounts. I also added information which I gained from working here.

Secondary Data: I went through the official social media page and website to gain secondary data for my report.

3.2 SWOT Analysis:

Strength - Unique brand name with quality service. Also the main USPs are 18+ items and essentials.

Weakness – Not taking higher commissions from the restaurant owners like FoodPanda which takes 20% - 30% and increase them after some time depending on the restaurant and order values whereas Munchies takes only 15%. Also as a startup it lacks of adequate customer data which makes it difficult for them to design new marketing strategies. Also the waiting time for delivery is longer which is minimum an hour.

Opportunities - As it launched during pandemic, there was a rapid growth of potential customers during that time and new customers are registering because of many new deals from restaurants and various campaigns.

Threats – As there isn't any competitor in the market, the threat level is low to none.

3.3 Porter's five forces analysis:

Threat of new entrants: Yes, if the current food delivery service companies starts to deliver during night and covering the whole Dhaka City.

Suppliers bargaining power: No, because before onboarding any restaurant the restaurant owner have to sign a contract which includes the commission rate.

Customers bargaining power: No, because the can see the amount of the product before ordering.

Competition in the industry: No, because currently there is no company which delivers food and essentials during midnight covering whole Dhaka City.

Threat of substitute: No, because there are no alternatives to get food or essentials during mid-night.

3.4 PESTLE Analysis:

Political: Munchies has completed all the paperwork and licensed its company name and logo by following all the government policies. Also they are planning to license in Singapore so that they can improve their foreign trade and import exclusive product directly. Also Munchies maintain the labor law strictly when it comes to their employees. As delivering during night-time is risky, Munchies have made legal documents for the riders if anything happens to them during the delivery time.

Economic: Products in Munchies are moderately affordable. Most of the products here starts with 300 BDT and after that there is service charge, VAT & delivery charge which varies from area to area and are in between 80 BDT to 100 BDT.

Social: Munchies targets the customers who are basically the night owls. People who tend to work during night-time or those who usually stay awake to gossip or watch movies, Munchies is meant for them. During the pandemic, people started working from home and some of them stay awake at night to get the work done and some of them became habituated to this. Later that habit became a lifestyle for them. Also through social platforms various types of designs and banners of the products are made to communicate with the customers.

Technology: Customer can place orders from the website as well as from the mobile app. Also there is a live chat option in the app. Customers can also use the hotline number for any queries. Also, to keep track of every order, the data entry for every order is automated.

Environment: Eating food, especially fast foods like burger or pizza can be harmful for health. For this, Munchies might not be beneficial for the health conscious people.

Legal: Follows labor law and strict about the deliveryman's safety as they deliver product during midnight.

3.5 Future Competitors:

As I have already said that there is no other food delivery company that is delivering during midnight covering whole Dhaka, but if the other food delivery company like FoodPanda, Buy Here Now, Hungry Naki or Pathao Food starts to deliver food covering Dhaka City then FoodPanda will take the crown in the market.

When the pandemic happened, FoodPanda saw an opportunity and grabbed it. They partnered with major groceries and started PandaMart in 2020. Eventually, they reduced the delivery time of food and grocery items between 20-30 minutes. 24000-25000 restaurants signed up with FoodPanda and got tablets which process the orders. As FoodPanda is the immediate threat to Munchies in near future if they happens to start their service during night time, we can differentiate the service between these two rivals:

Type	Munchies	FoodPanda
Product's price range	Starts from 250-300 BDT	Starts from 50 BDT
Delivery Time	Minimum 1hour	20-30 minutes
Product type	Fast food, dinner items, cigarettes, vape, packaged food etc.	Fast food, both light and heavy food, cigarettes, grocery items, packaged food etc.
Delivery area	Customer can order from any restaurant around Dhaka city	Customer can only order from those restaurants available in his/her area
Charge	Delivery charge can be differs from 20-40 BDT depends on the location and service charge.	Delivery charge differs from 80-100 BDT depends on the location and service charge.
Total Restaurants	200+ and increasing	Over 2000 restaurants in Dhaka
Time of Service	From 6am to 12am (depends on the availability of restaurants in that particular zone)	From 8pm to 6am

Figure 4: Comparison between Munchies & FoodPanda

As we can see from the table, FoodPanda has the upper hand when it comes to delivery time, product's price range and service charge rate.

3.6 Recommendation:

If FoodPanda starts their service during midnight, Munchies have to reduce their price range, delivery time and service charge rate. Else customers will avoid Munchies because people will always try to get their desired product as soon as possible with less price. Also Munchies should onboard more restaurants to provide its customers with varieties of food items.

3.7 Conclusion

Currently, food business is one of the most profitable business in the market and Munchies has become a pioneer of food delivery service in the mid-night of Dhaka City. Being a startup, Munchies always tries to deliver quality product as soon as possible to the customer's doorstep. As the food business is booming, now is the high time to grow larger with proper advance technology, less waiting time for the arrival and adequate customer data so that in the future no other companies can sustain against Munchies.

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