

A Report On
“**Future Marketing Strategies for Sustaining Competitiveness in the
Evolving Online Food Delivery Industry**”

By
Shamimul Rayhan
ID: 18304069

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

Brac Business School
Brac University
January 2023

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Declaration

I declare that:

1. The internship report I've provided here is an original study I completed as I finished my degree at Brac University.
2. There is no information in the report that has been used, published, or written by another participant, business, or entity before.
3. There is nothing in the internship project that has been previously prepared, acknowledged, or presented for a degree from a university.
4. The secondary sources that were used in this internship report have all been correctly referenced.
5. All significant sources of assistance have been listed.

Name and signature of the student:

Name of the Student:

Shamimul Rayhan

18304069

Date: _____

Name and signature of the supervisor:

Name of the Supervisor:

Ms. Ummul Wara Adrita

Senior Lecturer,

Brac Business School

Date: _____

Letter of Transmittal

Ms. Ummul Wara Adrita,
Senior Lecturer,
Brac Business School
Brac University
66 Mohakhali, Dhaka-1212

Subject: Internship report under the heading "**Future Marketing Strategies for Sustaining Competitiveness in the Evolving Online Food Delivery Industry**"

Dear Ma'am,

I herewith turn in my internship report for the BUS400 course, named "**Future Marketing Strategies for Sustaining Competitiveness in the Evolving Online Food Delivery Industry**" for your review. I have worked in the Service Operations department as an intern during my tenure at foodpanda..

I made every effort possible to successfully complete the report with perseverance, diligence, and accuracy. Additionally, I tried to be very accurate with the numbers and all other material in this report. I truly hope that my effort will meet your needs and provide all the information you require. Please feel free to get in touch with me if you have any additional questions or require any clarification.

Sincere Regards,

Shamimul Rayhan
ID - 18304069
Brac Business School
Brac University
Date:19th June, 2023

Non-Disclosure Agreement

I want to begin by expressing my gratitude to my almighty for giving me the opportunity to pursue my internship at a renowned company like foodpanda. I would also like to show my gratitude to my line manager as well as my on-site supervisor, Fariha Ahmed apu for bestowing me with all the relevant information, insights and most importantly, organisational knowledge that I believe will come very handy for me in future.

I am also thankful to my supervisor, Ms. Ummul Wara Adrita, for being a tremendous source of inspiration and always giving me her valuable suggestions whenever I needed them. Her guidance has made sure that I complete this internship with ease and obtain knowledge as much as possible.

Lastly, I would like to thank the employees of foodpanda who have cordially received me and contributed to my report by sharing their thoughts and ideas. They have also been very helpful in my learning process and took part in my survey report. The experience I have gained at foodpanda will help me propel in my future endeavours and I am forever indebted for that.

Executive Summary

The internship report contrasts Foodpanda with highlighting the agenda of the role and responsibilities of a marketing student intern in the risk and fraud team at Foodpanda, a leading online food delivery company. As an intern my role was focused on supporting the team in mitigating risks, detecting and preventing fraudulent activities, and ensuring a secure platform for customers and partners. As an intern on the risk and fraud team, I help with a number of important tasks. These include doing risk assessments to find possible weaknesses, looking at transactional data to find trends of fraud, and working with the team to come up with strategies and solutions for reducing risks. I take an active role in attempts to find and stop fraud, using tools and methods for fraud detection to find and look into suspicious activities. They also work closely with the team to come up with ways to stop fraud and put steps in place to improve security and reduce the number of fraud cases. I also play an important role in writing down and reporting fraud, putting together case files, and keeping correct records for future use. I also help make and distribute educational tools that teach customers about common fraud risks and the best ways to keep their information safe. They also work closely with other teams in the company, such as management, customer service, and IT. By sharing information and coordinating work, the intern helps the whole company put in place effective measures to reduce risk. I take an active role in the ongoing monitoring and study of fraud prevention tools and measures, looking for ways to make them better and making suggestions to make them work better. By staying up-to-date on best practices in the industry, new fraud-prevention technologies, and changing legal requirements, the intern will be ready to deal with the ever-changing world of risk and fraud management. Overall, as an intern on Foodpanda's risk and fraud team, the marketing student plays a key role in helping to reduce risks, find and stop fraud, and make sure that customers and partners can use a safe platform. The intern's work helps keep people's trust in the company, protects its image, and gives everyone involved a safe and reliable experience.

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Chapter-I

Overview of the Internship

Chapter - I: Overview of the Internship

1.1 Student Information

Name of the Student: Shamimul Rayhan

Student ID: 18304069

Major: Marketing | Minor: E-Business

Department of Bachelor in Business Administration, Brac Business School

1.2 Internship Information

1.2.1 Employment Details & Supervisor Details

Name of the Company: foodpanda Bangladesh

Address: Navana Pristine Pavilion, 8th Floor, Plot-128, Block-CEN, Gulshan Ave, Dhaka 1212

Period of Working: January 1, 2023 - Present

Department of Internship: Service Operations

Supervisor Details

Name of the Supervisor: Fariha Ahmed

Designation of the Supervisor: Senior Manager, Service Operations

Email : fariha.a@foodpanda.com.bd

1.2.2 Job Description

I started working for the company from January 1, 2023 under the supervision of Fariha Ahmed apu in the service operations department. During my tenure at the company, I have performed a handful of tasks that were assigned to me by my supervisor and other employees. I have received training on Human Resource and also worked cross functionally with the service operation department as well. My main responsibilities were as follows:

- Assist in conducting risk assessments to identify potential vulnerabilities in the online food delivery platform
- Conducting written assessment and reporting to my supervisor.
- Monitor and analyse transactional data to detect patterns or anomalies that may indicate fraudulent activities or other risks.
- Working in the service operations department and answering customer queries through Salesforce when needed.
- Stay updated on the latest fraud trends, techniques, and technologies to proactively address emerging risks.
- Document and report fraudulent activities, including gathering evidence, preparing case files, and maintaining accurate records.
- Provide support to customers who have encountered fraudulent activities or security issues, addressing their concerns and guiding them through resolution processes.
- Participate in ongoing monitoring and analysis of fraud prevention measures and tools, identifying areas for improvement and making recommendations to enhance effectiveness.
- Stay informed about industry best practices, new fraud prevention technologies, and evolving regulatory requirements related to risk management and fraud prevention.

1.3 Internship Outcomes

1.3.1 Student's Contribution

As an intern, I only got to work there for a period of 4 months, during which time I tried to gain as much experience as feasible and also add value to the company. I had the opportunity to intern in the department of service operations. I had the chance to acquire knowledge of resolving customer inquiries, empathising with their concerns, and providing them with solutions that adhere to the company's standard operating procedures. In addition, I was able to generate daily and weekly performance reports. In addition, Utilise fraud detection tools and techniques to identify and investigate suspicious activities, such as fraudulent orders, payment fraud, or account takeovers. The opportunity to work with Salesforce has expanded my knowledge of operating a new software, creating tickets (customer inquiries) and performance reports through Salesforce. In addition, Collaborate with the risk and fraud team to develop fraud prevention strategies and implement measures to enhance security and minimise fraud incidents. I have always endeavoured to complete my duties accurately, promptly, and efficiently.

1.3.2 Benefits of the Internship

The most important benefit of this apprenticeship is the opportunity to learn. The following are some of the benefits I have derived from this internship: Acquiring extensive knowledge of how an MNC operates and how its business is conducted effectively.

I have grown both personally and professionally, and it has helped me establish a corporate identity that will unquestionably serve me well in my future career. Multitasking, which has increased my skill and efficiency, has benefited me.

- I've also obtained a multitude of valuable skills, including leadership qualities, proficiency with Microsoft Office, knowledge of Salesforce, and many others. I have had the privilege of working with and learning from some truly

extraordinary people. In addition, the paid nature of the internship has benefited me financially.

1.3.3 Difficulties Faced During the Internship

One of the most difficult aspects of my internship has been the company's use of multiple instruments for its functions. Beginning my apprenticeship, it was extremely difficult for me to learn about Salesforce, their backend, and the other tools they routinely use to conduct their daily operations. However, with the assistance of my supervisor and the assistance of the other employees, I was able to operate the software within two weeks. In addition, it was difficult for me to extract data from the company. As a multinational corporation,

Foodpanda is extremely stringent regarding data breaches and maintains stringent data security. Therefore, it is extremely challenging for an intern to extricate them.

2.1 Introduction:

The online food delivery industry is undergoing a remarkable transformation driven by advancements in technology, shifting consumer preferences, and an increasingly competitive landscape. To stay ahead in this dynamic market, it is crucial for online food delivery service companies to adopt future-oriented marketing strategies that can sustain their competitiveness and capture new opportunities. This report delves into the realm of future marketing strategies for the evolving online food delivery industry, exploring emerging trends, innovative technologies, and new customer engagement approaches that can propel companies to the forefront of this rapidly changing landscape.

In recent years, the online food delivery industry has experienced exponential growth, fueled by the growing demand for convenience, variety, and seamless experiences. However, with the proliferation of competitors and rising customer expectations, it has become imperative for companies to adapt and differentiate themselves through strategic marketing initiatives. By embracing forward-thinking marketing strategies, online food delivery service providers can effectively engage their target audience, optimise operational efficiency, and foster customer loyalty.

The objective of this report is to provide insights and recommendations to help online food delivery service companies thrive in the face of evolving consumer behaviour and market dynamics. It will explore various dimensions of marketing strategies, including emerging marketing channels, innovative technologies, personalised customer engagement, sustainability efforts, data-driven decision-making, and strategic partnerships. By leveraging these strategic pillars, companies can position themselves strategically and gain a competitive edge in the marketplace.

The report will begin with an overview of the online food delivery industry, highlighting current market trends, growth projections, and the competitive landscape. Subsequently, it will delve into the analysis of consumer behaviour and trends, shedding light on changing preferences, demographic shifts, and emerging food delivery trends. A comprehensive competitive analysis will follow, evaluating the marketing strategies of key players in the industry and identifying opportunities for differentiation.

Furthermore, the report will explore the impact of technological advancements and digital disruption on the online food delivery landscape. It will delve into emerging technologies such as artificial intelligence, automation, and blockchain and their potential to revolutionise marketing strategies. Additionally, the report will delve into future marketing strategies, encompassing market segmentation, digital marketing channels, customer engagement, data-driven marketing, sustainability efforts, and strategic partnerships. Each section will provide recommendations and insights to guide online food delivery companies in their pursuit of sustainable growth.

The challenges associated with implementing these future marketing strategies will also be discussed, addressing budgetary considerations, technological barriers, regulatory issues, and the importance of continuous training and upskilling of marketing teams.

In conclusion, this report aims to equip online food delivery service companies with the necessary knowledge and strategic insights to navigate the evolving landscape of the industry. By understanding and embracing the potential of future marketing strategies, these companies can proactively adapt to changing consumer needs, outpace their competitors, and establish a strong foothold in the online food delivery market.

2.2 Overview of the Online Food Delivery Industry:

The online food delivery industry has witnessed significant growth and transformation in recent years, driven by changing consumer preferences, advancements in technology, and the need for convenience in the fast-paced modern lifestyle. This section provides a comprehensive overview of the industry, focusing on current market trends and dynamics, growth potential, market projections, key players, and the competitive landscape.

2.2.1 Company Profile

The online food delivery industry is experiencing a paradigm shift in consumer behaviour and expectations. Consumers increasingly seek convenience, variety, and speed in their food ordering experiences. The rise of smartphones and mobile applications has fueled the demand for on-demand food delivery services, enabling customers to access a wide range of culinary options with just a few taps on their screens.

Furthermore, the COVID-19 pandemic has accelerated the adoption of online food delivery services as people turn to contactless options for their dining needs. This shift in consumer behaviour is expected to have a lasting impact on the industry, with an increased reliance on digital platforms for food ordering and delivery.

Other notable trends in the industry include the growing demand for healthy and sustainable food options, as well as the emergence of virtual kitchens and ghost restaurants that operate solely for online food delivery. Additionally, customers are placing a greater emphasis on transparency, traceability, and ethical considerations, demanding more information about the sourcing and quality of ingredients.

Growth Potential and Market Projections:

The growth potential of the online food delivery industry remains robust, with significant untapped opportunities yet to be explored. Market projections indicate continued expansion, driven by factors such as urbanisation, increasing disposable incomes, and the preference for convenience-led services. The global pandemic has further accelerated this growth, with an increasing number of customers embracing the convenience of online food delivery.

Industry reports suggest that the market is expected to witness continued double-digit growth in the coming years, with emerging markets, such as Asia-Pacific and Latin America, presenting immense growth potential. Moreover, the integration of advanced technologies like AI, machine learning, and robotics in the food delivery ecosystem is expected to fuel market growth and enhance operational efficiency.

Key Players and Competitive Landscape:

The online food delivery industry is characterised by intense competition, with numerous players vying for market share. Key players in the industry include established food delivery platforms, aggregators, and e-commerce giants that have ventured into the food delivery space. These companies leverage their extensive networks, technological infrastructure, and customer base to offer seamless ordering experiences and timely deliveries.

Additionally, traditional brick-and-mortar restaurants are increasingly partnering with online food delivery platforms to expand their reach and cater to a broader customer base. This collaboration allows restaurants to tap into the growing demand for online food delivery while leveraging the expertise and technology of established delivery service providers.

The competitive landscape is constantly evolving, with new entrants and startups disrupting the industry by introducing innovative business models and catering to niche markets. However, established players with strong brand recognition, robust logistics networks, and superior customer experiences continue to dominate the market.

In conclusion, the online food delivery industry is experiencing rapid growth and transformation, driven by evolving consumer preferences and technological advancements. The industry's growth potential remains high, with expanding market projections and opportunities in emerging markets. The competitive landscape is dynamic, with key players constantly adapting to changing market dynamics and new entrants disrupting traditional models. Understanding the current market trends, growth potential, and competitive landscape is essential for online food delivery companies to develop effective marketing strategies and sustain their competitiveness in this evolving industry.

2.2.2 Analysis of Consumer Behavior and Trends

Consumer behaviour plays a pivotal role in shaping the marketing strategies of online food delivery service companies. Understanding the demographics, psychographics, changing preferences, and emerging trends is essential for sustaining competitiveness in this evolving industry. This section focuses on analysing consumer behaviour and trends within the online food delivery sector.

Demographics and Psychographics of Target Customers:

To develop effective marketing strategies, companies need to have a comprehensive understanding of their target customers. Demographic factors such as age, gender, income level, and location can provide valuable insights into the preferences and behaviours of the target audience.

Psychographic factors, including lifestyle, interests, values, and attitudes, are equally important in understanding the motivations behind consumers' food delivery choices. For instance, some consumers prioritise convenience and time-saving solutions, while others may seek unique culinary experiences or have specific dietary restrictions.

Analysing the demographics and psychographics of target customers allows companies to tailor their marketing messages, personalise offers, and create relevant content that resonates with the target audience.

Changing consumer preferences and expectations

Consumer preferences and expectations within the online food delivery industry are continually evolving. It is crucial for companies to stay attuned to these changes and adapt their marketing strategies accordingly.

One significant shift is the increasing demand for healthier food options. Consumers are becoming more health-conscious, seeking nutritious and balanced meals even when ordering online. Companies can cater to this trend by partnering with health-focused restaurants, highlighting nutritional information, and offering customizable menu options.

Sustainability is another emerging preference among consumers. They are actively seeking eco-friendly packaging, locally sourced ingredients, and initiatives that minimise environmental impact. Incorporating sustainable practises into marketing strategies, such as

promoting eco-friendly delivery options and highlighting sustainable partnerships, can resonate with this environmentally conscious consumer segment.

Additionally, convenience remains a key driver for consumers in the online food delivery space. They expect seamless ordering experiences, fast deliveries, and user-friendly mobile applications. Companies need to invest in user experience optimisation, efficient logistics, and advanced technologies to meet these expectations and provide exceptional convenience to customers.

Emerging Food Delivery Trends:

The online food delivery industry is witnessing the emergence of new trends that shape consumer behaviour and preferences.

One notable trend is the rise of healthy food delivery. Consumers are seeking nutritious meal options, including plant-based, gluten-free, and low-calorie dishes. Companies can capitalise on this trend by partnering with health-conscious restaurants, curating healthy menus, and providing transparent nutritional information.

Sustainability has also become a significant trend in food delivery. Consumers expect companies to adopt sustainable practices, such as minimising single-use plastic, implementing green delivery methods, and supporting local and organic food sources. Highlighting sustainable initiatives in marketing campaigns can attract environmentally conscious consumers.

Convenience-enhancing technologies are shaping the future of food delivery. Mobile applications, voice assistants, and AI-powered recommendation systems are becoming increasingly prevalent. Companies can leverage these technologies to provide personalised experiences, intuitive ordering processes, and efficient delivery tracking, enhancing convenience for consumers.

Moreover, the concept of "dark kitchens" or virtual restaurants is gaining momentum. These are delivery-only kitchens that focus on specific cuisines or food categories. Collaborating with dark kitchens or exploring the concept internally allows companies to offer diverse menus, cater to niche preferences, and expand their customer base.

In conclusion, analysing consumer behaviour and trends is crucial for developing effective marketing strategies in the online food delivery industry. Understanding the demographics and psychographics of the target customers, along with their changing preferences and expectations, allows companies to tailor their offerings, personalise marketing messages, and stay ahead of emerging trends. By addressing consumer preferences for healthy options,

sustainability, and convenience, companies can sustain their competitiveness in the evolving online food delivery landscape.

2.2.3 Competitive Analysis

A thorough competitive analysis is vital for online food delivery service companies aiming to sustain their competitiveness in the evolving industry. This section focuses on assessing major competitors, evaluating their marketing strategies, identifying strengths and weaknesses, and uncovering competitive advantages and unique selling propositions.

Assessment of major competitors

To understand the competitive landscape, it is essential to identify and assess the major competitors in the online food delivery industry. This includes established players, emerging startups, and any new entrants that pose a potential threat.

Conducting a competitor analysis involves examining factors such as market share, geographic presence, customer base, delivery network, and brand reputation. Identifying key competitors and understanding their market position lay the foundation for a comprehensive competitive analysis.

Strengths and Weaknesses of Competitors' Marketing Strategies:

Evaluating the strengths and weaknesses of competitors' marketing strategies provides insights into their approaches, tactics, and effectiveness. This analysis helps identify areas where competitors excel and areas where they may be falling short.

Key aspects to consider when assessing competitors' marketing strategies include their brand positioning, target audience segmentation, messaging and communication channels, promotional activities, pricing strategies, customer engagement initiatives, and partnerships with restaurants or other relevant entities.

By analysing competitors' strategies, companies can gain insights into successful marketing campaigns, innovative approaches, and tactics that resonate with customers. Conversely, identifying weaknesses in competitors' strategies can highlight potential opportunities for differentiation and improvement.

Identification of Competitive Advantages and Unique Selling Propositions:

Identifying competitive advantages and unique selling propositions is crucial for companies to differentiate themselves in the market. This involves understanding what sets a company apart from its competitors and how it can leverage those unique aspects to attract and retain customers.

Competitive advantages may stem from various factors, such as superior technology infrastructure, extensive restaurant partnerships, robust logistics networks, strong brand recognition, exceptional customer service, or a diverse and innovative menu selection.

Unique selling propositions can include aspects like exclusive partnerships with popular restaurants or celebrity chefs, specialised menu options catering to specific dietary preferences or cultural cuisines, advanced delivery tracking systems, seamless user interfaces, or loyalty programmes.

By identifying and capitalising on competitive advantages and unique selling propositions, companies can effectively position themselves in the market and differentiate their offerings to attract and retain customers.

In conclusion, conducting a comprehensive competitive analysis allows online food delivery service companies to assess major competitors, evaluate their marketing strategies, and identify strengths, weaknesses, competitive advantages, and unique selling propositions. This analysis provides insights into successful marketing approaches and areas where companies can differentiate themselves to sustain their competitiveness in the evolving online food delivery industry.

2.3 Technological Advancements and Digital Disruption

Technological advancements and digital disruption have played a significant role in shaping the online food delivery industry. To sustain competitiveness in this evolving landscape, companies need to understand the impact of technology, analyse emerging technologies, and identify potential disruptions and opportunities for innovation. This section explores these aspects in detail.

Impact of Technology on the Online Food Delivery Industry:

Technology has revolutionised the online food delivery industry, transforming the way orders are placed, processed, and delivered. It has enhanced efficiency, convenience, and customer experiences while also introducing new challenges and opportunities.

One of the key impacts of technology is the proliferation of mobile applications and online platforms that enable seamless ordering and payment processes. Customers can now browse menus, place orders, and track deliveries in real-time, all through user-friendly interfaces accessible from their smartphones.

Additionally, technology has facilitated the optimisation of delivery logistics. Advanced algorithms and route optimisation systems help companies streamline their delivery operations, leading to faster and more efficient service.

Moreover, technology has facilitated data collection and analysis, enabling companies to gain valuable insights into customer behaviour, preferences, and trends. This data-driven approach allows for personalised marketing campaigns, targeted promotions, and improved customer engagement.

Analysis of Emerging Technologies:

Several emerging technologies have the potential to further disrupt and transform the online food delivery industry.

Artificial Intelligence (AI): AI-powered systems can analyse vast amounts of data to provide personalised recommendations, optimise delivery routes, and improve customer service through chatbots and virtual assistants.

Automation: Automation technologies, such as robotics and drones, can enhance delivery efficiency, reduce costs, and enable faster and more precise deliveries. They can also streamline kitchen operations, increasing productivity and order accuracy.

Blockchain: Blockchain technology offers enhanced transparency and traceability in the supply chain, allowing customers to track the origin and journey of their food. It can also streamline payment processes, reduce fraud, and enhance data security.

Potential Disruptions and Opportunities for Innovation:

Technological advancements and digital disruption present both disruptions and opportunities for companies in the online food delivery industry.

Disruptions can arise from new entrants leveraging innovative business models, emerging technologies, or alternative approaches to the traditional delivery process. These disruptions can challenge established players and necessitate strategic adaptations to remain competitive.

However, disruptions also create opportunities for innovation. Companies can leverage emerging technologies to improve operational efficiency, enhance customer experiences, and introduce new services. For example, integrating AI for personalised recommendations or implementing automation technologies for efficient order fulfilment can provide a competitive edge.

Additionally, partnerships and collaborations with technology providers, restaurants, or other industry stakeholders can unlock new opportunities for innovation and differentiation.

In conclusion, technological advancements and digital disruption have reshaped the online food delivery industry. Understanding the impact of technology, analysing emerging technologies like AI, automation, and blockchain, and identifying potential disruptions and opportunities for innovation are crucial for sustaining competitiveness. By embracing and leveraging these technological advancements, companies can enhance operational efficiency, improve customer experiences, and stay ahead in this evolving industry.

2.4 Future Marketing Strategies

To sustain competitiveness in the evolving online food delivery industry, companies need to develop future-oriented marketing strategies that effectively target and engage their customer base. This section focuses on three key strategies: market segmentation and targeting, tailoring marketing messages, and personalization and customization.

2.4.1 Implementation Challenges

Identification of Target Customer Segments:

Effective market segmentation is essential for understanding and catering to the diverse needs and preferences of different customer groups. Companies should conduct thorough market research to identify distinct customer segments based on factors such as demographics, psychographics, behaviours, and preferences.

Segmentation could include factors such as age, location, income level, lifestyle, dietary preferences, and ordering patterns. By understanding the characteristics and unique needs of each segment, companies can develop targeted marketing strategies that resonate with specific customer groups.

Tailoring Marketing Messages and Promotions to Specific Segments:

Once customer segments are identified, companies should tailor their marketing messages and promotions to address the specific needs and desires of each segment. This involves developing targeted advertising campaigns, personalised email newsletters, and social media content that speaks directly to the interests and preferences of the respective segments.

Customising promotions, discounts, and incentives for each segment can also help drive customer engagement and loyalty. By aligning marketing efforts with the values, preferences, and desires of each segment, companies can establish stronger connections and increase customer satisfaction.

Personalization and Customization Strategies:

In the future, personalization will play a crucial role in marketing strategies for online food delivery companies. Utilising customer data and technology, companies can personalise the entire customer journey, from the initial website or app interaction to post-order follow-ups.

Personalization strategies can include recommending menu items based on past orders or preferences, providing targeted offers and promotions, and tailoring the user interface based on individual preferences. Companies can also leverage customer feedback and ratings to personalise their recommendations and improve the overall customer experience.

Enhancing Customer Engagement and Loyalty:

Building Strong Customer Relationships:

Online food delivery companies should focus on building strong relationships with their customers. This involves engaging customers through various touchpoints, including social media, email marketing, loyalty programmes, and personalised communications. Regularly updating customers about new menu offerings, exclusive promotions, and personalised recommendations can keep them engaged and encourage repeat orders.

Loyalty and Rewards Programmes:

Implementing effective loyalty and rewards programmes can enhance customer retention and encourage repeat business. Companies can offer incentives such as discounts, free delivery, or

exclusive access to new features or menu items to reward loyal customers. These programmes can also provide valuable data insights, enabling companies to better understand customer preferences and tailor their offerings accordingly.

Embracing Innovative Marketing Channels and Technologies:

Influencer Marketing and User-Generated Content:

Collaborating with influencers and leveraging user-generated content can amplify brand awareness and engage customers on social media platforms. Engaging influencers or encouraging customers to share their food delivery experiences through reviews, photos, or videos can create authentic and relatable content that resonates with potential customers.

Augmented Reality (AR) and Virtual Reality (VR):

As technology continues to advance, AR and VR can play a significant role in enhancing the customer experience. Companies can leverage these technologies to provide virtual menus, interactive food presentations, and immersive dining experiences. AR and VR can be utilised to showcase menu items, demonstrate cooking techniques, and create memorable experiences that differentiate the brand.

In conclusion, future marketing strategies for online food delivery companies should focus on market segmentation and targeting, tailoring marketing messages, and personalization and customization. By identifying target customer segments, tailoring marketing efforts, and embracing innovative technologies, companies can sustain their competitiveness in an evolving industry. Enhancing customer engagement and loyalty through personalised experiences and the effective use of influencer marketing and user

Digital Marketing Channels:

In the rapidly evolving online food delivery industry, effective digital marketing strategies are crucial for sustaining competitiveness. This section highlights six key digital marketing channels that companies should leverage to reach and engage their target audience: social media marketing, influencer marketing, content marketing, search engine optimisation, mobile marketing, voice search, and virtual assistants.

Social media marketing:

Social media platforms have become powerful channels for online food delivery companies to connect with their customers and promote their services. Companies should maintain an active presence on popular platforms like Facebook, Instagram, Twitter, and LinkedIn. They can create engaging content, share updates on new menu items or promotions, and interact

with customers through comments, direct messages, and live chat. Social media advertising and sponsored posts can also help reach a wider audience and drive conversions.

Influencer Marketing:

Influencer marketing has proven to be highly effective in the online food delivery industry. Collaborating with influencers who have a significant following and influence in the food or lifestyle niche can help companies expand their reach and credibility. Influencers can create sponsored content, share their positive experiences with the brand, and provide unique discount codes or referral links to drive conversions. By leveraging the trust and authenticity of influencers, companies can attract new customers and increase brand awareness.

Content Marketing:

Content marketing involves creating and sharing valuable, informative, and engaging content to attract and retain customers. Online food delivery companies can create blogs, articles, videos, and infographics related to food trends, recipes, cooking tips, and restaurant spotlights. By providing useful and entertaining content, companies can position themselves as industry experts, build trust, and keep customers engaged. Content can be shared on company websites, social media platforms, and through email newsletters.

Search Engine Optimisation (SEO):

Optimising the company's online presence for search engines is essential to ensuring visibility and organic traffic. By utilising effective SEO strategies, such as keyword research, on-page optimisation, link building, and local SEO techniques, companies can improve their search engine rankings. This increases the likelihood of appearing in relevant search results when customers are looking for food delivery services in their area. Companies should also optimise their Google My Business listing to appear in local search results and leverage customer reviews for improved credibility.

Mobile Marketing:

Given the widespread use of smartphones, mobile marketing is crucial for online food delivery companies. This includes optimising websites and apps for mobile devices to ensure a seamless user experience. Companies can leverage mobile-specific features like push notifications, location-based targeting, and mobile advertising to reach customers at the right time and place. Mobile apps can also offer personalised recommendations, loyalty programmes, and convenient ordering options to enhance the customer experience.

Voice Search and Virtual Assistants:

With the rise of voice-enabled devices and virtual assistants like Amazon Alexa and Google Assistant, optimising for voice search is becoming increasingly important. Companies should

focus on incorporating relevant keywords and conversational phrases into their website content and product descriptions to align with how people use voice search. Additionally, partnering with virtual assistants to offer voice-enabled food ordering and delivery services can provide a competitive advantage and enhance convenience for customers.

2.4.2 Solutions

In conclusion, leveraging digital marketing channels such as social media marketing, influencer marketing, content marketing, search engine optimisation, mobile marketing, and voice search/virtual assistants is crucial for online food delivery companies to sustain competitiveness. By effectively utilising these channels, companies can reach and engage their target audience, build brand awareness, drive conversions, and stay ahead in the evolving industry.

Customer Engagement and Loyalty:

In the evolving online food delivery industry, sustaining competitiveness relies heavily on effective customer engagement and building strong customer loyalty. This section outlines three key strategies to enhance customer engagement and foster loyalty: enhancing customer experience and satisfaction, implementing loyalty programmes and referral initiatives, and leveraging user-generated content and community building.

Enhancing customer experience and satisfaction:

Delivering an exceptional customer experience is vital for fostering engagement and building loyalty. Online food delivery companies should prioritise the following initiatives to enhance the customer experience and satisfaction:

- a) **Seamless Ordering Process:** Streamlining the ordering process through user-friendly interfaces, intuitive menu browsing, and secure payment options ensures a hassle-free experience for customers.
- b) **Timely and Accurate Deliveries:** Implementing efficient delivery management systems, optimising delivery routes, and ensuring timely and accurate order fulfilment are crucial to meeting customer expectations.
- c) **Customer Support:** Providing responsive and helpful customer support through multiple channels, such as live chat, email, or phone, can address any concerns or issues promptly, further enhancing customer satisfaction.
- d) **Feedback and Reviews:** Encouraging customers to provide feedback and reviews not only gives them a voice but also provides valuable insights for continuous improvement.

Companies should actively respond to feedback and take the necessary actions to demonstrate their commitment to customer satisfaction.

Loyalty Programmes and Referral Initiatives:

Implementing loyalty programmes and referral initiatives can effectively drive customer retention and acquisition.

a) Loyalty Programmes: Designing loyalty programmes that reward customers for their repeat business can foster loyalty. Offering incentives such as discounts, freebies, or exclusive perks to loyal customers creates a sense of value and encourages them to choose the company over competitors.

b) Referral Initiatives: Encouraging customers to refer their friends and family members by providing incentives or discounts for successful referrals can drive new customer acquisition. Word-of-mouth marketing has a significant impact in the online food delivery industry, and leveraging existing customers as brand advocates can boost engagement and loyalty.

User-Generated Content and Community Building:

Leveraging user-generated content and building a community around the brand can enhance engagement and foster loyalty.

a) User-Generated Content: Encouraging customers to share their food delivery experiences through reviews, photos, or videos on social media platforms can create authentic and relatable content. Reposting or featuring user-generated content showcases customer appreciation and builds a sense of community.

b) Community Building: Creating online communities, such as social media groups or forums, where customers can interact, share experiences, and exchange recommendations, fosters a sense of belonging. Companies can facilitate discussions, respond to queries, and provide exclusive updates or promotions to strengthen the community's engagement.

In conclusion, customer engagement and loyalty are crucial for sustaining competitiveness in the evolving online food delivery industry. By enhancing customer experience and satisfaction, implementing loyalty programmes and referral initiatives, and leveraging user-generated content and community building, companies can foster long-term relationships with their customers, increase brand loyalty, and stay ahead in a dynamic market.

Data-Driven Marketing and Analytics:

In the evolving online food delivery industry, data-driven marketing and analytics play a critical role in sustaining competitiveness. This section explores three key strategies for leveraging data and analytics effectively: leveraging customer data for insights and targeting, performance measurement and tracking metrics, and employing predictive analytics and AI-powered marketing strategies.

Leveraging Customer Data for Insights and Targeting:

Customer data is a valuable resource that can provide insights into customer behaviour, preferences, and purchasing patterns. By effectively leveraging customer data, online food delivery companies can:

- a) **Customer Segmentation:** Analysing customer data allows for the identification of distinct customer segments based on demographics, psychographics, and behaviours. This segmentation enables companies to tailor marketing efforts to specific target audiences and deliver personalised experiences.
- b) **Personalization:** Utilising customer data, companies can personalise marketing messages, promotions, and recommendations. By understanding individual preferences and purchase histories, personalised offers and targeted recommendations can be provided, enhancing customer engagement and satisfaction.
- c) **Customer Journey Mapping:** Analysing customer data throughout the entire customer journey helps identify pain points, areas for improvement, and opportunities for engagement. By mapping the customer journey, companies can optimise touchpoints, provide relevant information at each stage, and ensure a seamless experience.

Performance Measurement and Tracking Metrics:

To gauge the effectiveness of marketing strategies and campaigns, it is crucial to track and measure performance using relevant metrics. Online food delivery companies should:

- a) **Key Performance Indicators (KPIs):** Establishing KPIs such as conversion rates, customer acquisition costs, order frequency, and customer lifetime value enables companies to monitor

progress and make data-driven decisions. Tracking KPIs helps identify areas that require improvement and optimise marketing efforts accordingly.

b) A/B Testing: Conducting A/B tests allows companies to compare the performance of different marketing strategies, messaging, or user interfaces. By systematically testing variations and measuring their impact on customer behaviour, companies can refine their marketing approach and optimise conversion rates.

c) Attribution Analysis: Utilising attribution models helps attribute conversions and sales to specific marketing channels or touchpoints. Understanding the contribution of each channel in the customer journey enables companies to allocate resources effectively and optimise marketing spend.

Predictive Analytics and AI-Powered Marketing Strategies:

The use of predictive analytics and AI-powered marketing strategies can provide valuable insights and enhance marketing effectiveness. Companies can:

a) Predictive Analytics: By analysing historical data, companies can use predictive analytics to anticipate customer behaviour, such as future purchase intent, churn probability, or order preferences. These insights allow for proactive marketing strategies and personalised recommendations, boosting customer engagement and loyalty.

b) AI-Powered Marketing Automation: Leveraging AI technology enables companies to automate and personalise marketing efforts at scale. AI algorithms can analyse vast amounts of data, segment customers, and deliver personalised content, offers, and recommendations. Automation streamlines marketing processes, increases efficiency, and enhances the overall customer experience.

c) Chatbots and Virtual Assistants: Implementing AI-powered chatbots and virtual assistants can provide instant customer support and personalised recommendations. Chatbots can handle customer queries, suggest menu options, process orders, and provide real-time assistance, enhancing convenience and engagement.

In conclusion, data-driven marketing and analytics are essential for sustaining competitiveness in the evolving online food delivery industry. By leveraging customer data for insights and targeting, tracking performance metrics, and adopting predictive analytics and AI-powered marketing strategies, companies can make informed decisions, optimise marketing efforts, and deliver personalised experiences to their customers.

Leveraging Customer Data for Insights and Targeting:

Customer data is a valuable asset that holds the key to understanding consumer behaviour and preferences. By leveraging customer data, online food delivery companies can gain valuable insights that can drive targeted marketing efforts. This includes:

Customer Segmentation: By analysing demographic, psychographic, and behavioural data, companies can identify distinct customer segments. This segmentation enables personalised marketing approaches that resonate with specific target audiences, leading to increased engagement and conversion rates.

Personalization: Customer data allows for tailoring marketing messages, promotions, and recommendations based on individual preferences and purchase histories. Personalised experiences foster customer loyalty and satisfaction, ultimately driving repeat business.

Customer Journey Mapping: Analysing customer data throughout the entire customer journey provides a comprehensive understanding of touchpoints and pain points. This insight helps optimise the customer experience, ensuring seamless interactions and higher customer satisfaction.

Performance Measurement and Tracking Metrics:

To effectively gauge marketing efforts and make data-driven decisions, online food delivery companies must establish performance measurement frameworks and track relevant metrics. Key areas to consider include:

Key Performance Indicators (KPIs): By defining and tracking KPIs such as conversion rates, customer acquisition costs, order frequency, and customer lifetime value, companies can evaluate the effectiveness of their marketing campaigns. Monitoring these metrics provides insights into areas for improvement and helps optimise marketing strategies accordingly.

A/B Testing: Conducting A/B tests allows companies to compare the performance of different marketing strategies, messaging, or user interfaces. This iterative testing approach provides insights into what resonates best with customers and helps refine marketing approaches for optimal results.

Attribution Analysis: Implementing attribution models allows for the identification of marketing channels and touchpoints that contribute most to conversions and sales. This information helps allocate resources effectively and optimise marketing spending for maximum impact.

Predictive Analytics and AI-Powered Marketing Strategies:

In the future, the integration of predictive analytics and AI-powered marketing strategies will be crucial for online food delivery companies. These strategies enable companies to proactively anticipate customer behaviour and deliver personalised experiences. Key considerations include:

Predictive Analytics: By analysing historical data, companies can leverage predictive analytics to anticipate future customer behaviour. This includes predicting purchase intent, churn probability, and order preferences. Armed with these insights, companies can develop proactive marketing strategies that engage customers at the right time with the right offers, increasing customer satisfaction and loyalty.

AI-Powered Marketing Automation: Implementing AI technology allows for marketing automation at scale. AI algorithms can analyse vast amounts of customer data, segment audiences, and deliver personalised content, offers, and recommendations. Automation streamlines marketing processes, increases efficiency, and enhances the overall customer experience.

In the evolving online food delivery industry, data-driven marketing and analytics will be instrumental in sustaining competitiveness. By leveraging customer data for insights and targeting, measuring performance through relevant metrics, and incorporating predictive analytics and AI-powered marketing strategies, companies can make informed decisions and deliver personalised experiences that engage customers and foster loyalty. Embracing these future marketing strategies will position online food delivery companies at the forefront of the industry, ensuring their continued success in the ever-evolving landscape.

Sustainability and Social Responsibility:

As the online food delivery industry continues to evolve, consumers are increasingly placing importance on sustainability and social responsibility. This section explores future marketing strategies for sustaining competitiveness through the integration of sustainability initiatives and social responsibility practises. The strategies include integrating sustainability initiatives into marketing efforts, promoting eco-friendly practises and partnerships, and implementing corporate social responsibility programmes.

Integrating Sustainability Initiatives into Marketing Efforts:

To align with the growing environmental consciousness of consumers, online food delivery companies can integrate sustainability initiatives into their marketing efforts. This includes:

Green Messaging: Incorporating sustainability messaging and highlighting eco-friendly practises in marketing campaigns can resonate with environmentally conscious customers. Emphasising concepts such as locally sourced ingredients, reduced packaging waste, and sustainable sourcing can differentiate the company from competitors and attract environmentally-minded consumers.

Transparency and Communication: Communicating the company's sustainability efforts transparently builds trust with customers. Sharing information about responsible sourcing, ethical practises, and environmental impact allows customers to make informed decisions and support brands that align with their values.

Storytelling: Leveraging storytelling techniques to share the company's sustainability journey can create an emotional connection with customers. Showcasing initiatives, such as reducing carbon footprints, supporting local communities, or implementing recycling programmes, can engage customers and build a positive brand image.

Promoting Eco-Friendly Practises and Partnerships:

Online food delivery companies can actively promote eco-friendly practises and establish partnerships that contribute to sustainability goals. This can be achieved through:

Packaging Solutions: Exploring environmentally friendly packaging options, such as biodegradable or compostable materials, can significantly reduce the environmental impact of packaging waste. Promoting the use of sustainable packaging and educating customers about its proper disposal can enhance the company's eco-friendly image.

Sustainable Delivery Practises: Optimising delivery routes, utilising electric or hybrid vehicles, and incentivizing eco-friendly delivery options (e.g., bike delivery) can reduce carbon emissions associated with food delivery. Promoting these practises and highlighting the company's commitment to reducing its environmental footprint can attract environmentally conscious consumers.

Collaborations with Sustainable Suppliers: Partnering with suppliers that adhere to sustainable practises and ethical sourcing can further enhance the company's sustainability credentials. Highlighting these partnerships in marketing efforts showcases a commitment to responsible business practises and resonates with customers who prioritise ethical consumption.

Corporate Social Responsibility Programmes:

Implementing corporate social responsibility (CSR) programmes demonstrates the company's commitment to making a positive social impact. Key considerations include:

Community Engagement: Engaging with local communities through initiatives such as food donations, supporting local charities, or organising events that promote social causes creates a positive brand image and fosters community relationships. Sharing these activities through marketing channels amplifies the impact and enhances customer perception.

Employee Involvement: Encouraging employee participation in volunteer programmes or offering paid time off for community service demonstrates a company's commitment to social responsibility. Showcasing these initiatives internally and externally highlights the company's values and can attract customers who align with those values.

Cause-Related Marketing: Partnering with charitable organisations or supporting social causes through cause-related marketing campaigns can create a positive association with the company. Customers feel good about supporting a brand that actively contributes to social causes, resulting in increased loyalty and customer engagement.

In the evolving online food delivery industry, integrating sustainability initiatives and practising social responsibility are essential for sustaining competitiveness. By integrating sustainability into marketing efforts, promoting eco-friendly practises and partnerships, and implementing corporate social responsibility programmes, companies can attract environmentally conscious consumers, build trust and loyalty, and differentiate themselves in the market. Embracing these future marketing strategies not only contributes to the greater good but also positions online food delivery companies as socially responsible leaders in the industry.

2.5 Industry

While developing future marketing strategies for sustaining competitiveness in the evolving online food delivery industry, it is essential to consider the implementation challenges that may arise. This section explores key challenges and provides solutions to overcome them. The challenges include budgetary considerations and resource allocation, overcoming technological barriers and adoption challenges, addressing regulatory and legal issues, and training and upskilling the marketing team.

Budgetary Considerations and Resource Allocation:

Challenge: Allocating sufficient resources and budget to execute marketing strategies effectively can be a challenge, especially for online food delivery companies operating on tight budgets.

Solution:

Prioritise and allot resources: Conduct a thorough analysis of the marketing strategies and prioritise the most impactful initiatives. Allocate resources accordingly, ensuring that critical areas such as digital marketing, customer engagement, and analytics receive sufficient budgetary support.

ROI-focused Approach: Emphasise the return on investment (ROI) potential of the marketing strategies to secure necessary budget allocations. Present data and insights that demonstrate how the proposed strategies can drive growth, increase revenue, or improve customer retention.

Explore cost-effective solutions: seek cost-effective alternatives without compromising the quality or effectiveness of the marketing initiatives. Leverage affordable digital marketing channels, tap into free or low-cost social media tools, and explore partnerships that offer shared marketing expenses.

Overcoming Technological Barriers and Adoption Challenges:

Challenge: The online food delivery industry relies heavily on technology, and staying competitive requires adopting and integrating new technologies seamlessly.

Solution:

Technology Assessment: Assess the existing technological infrastructure and identify gaps or areas for improvement. Determine which emerging technologies are most relevant to the marketing strategies and conduct a cost-benefit analysis for their implementation.

Collaborate with Technology Partners: Collaborate with technology partners or vendors specialising in the online food delivery industry. They can provide expertise, support, and customised solutions to address specific technological challenges, such as implementing AI-powered marketing tools or enhancing the mobile app experience.

Employee Training and Support: Provide comprehensive training programmes to marketing team members on the usage of new technologies and tools. Encourage a culture of continuous learning and provide ongoing support to ensure the smooth adoption and integration of technology into marketing practises.

Addressing Regulatory and Legal Issues:

Challenge: The online food delivery industry operates in a highly regulated environment, and compliance with local regulations and legal requirements can present challenges.

Solution:

Stay updated and compliant: Stay informed about the latest regulatory developments and legal requirements related to the online food delivery industry. Establish a dedicated

compliance team or engage legal advisors to ensure adherence to relevant laws and regulations.

Collaborate with Regulatory Authorities: Engage in proactive communication and collaboration with regulatory authorities to better understand their requirements and seek guidance on compliance. This can help build a positive relationship and ensure a smooth operating environment.

Training and upskilling the marketing team

Challenge: Keeping the marketing team equipped with the necessary skills and knowledge to implement future marketing strategies can be challenging as the industry evolves rapidly.

Solution:

Continuous Learning Culture: Foster a culture of continuous learning within the marketing team. Encourage team members to pursue professional development opportunities, attend industry conferences, and participate in online courses to stay updated with the latest marketing trends and strategies.

Training Programmes: Develop training programmes that focus on enhancing specific skills relevant to the evolving online food delivery industry. Offer workshops, seminars, or online training modules to upskill the team in areas such as digital marketing, data analytics, customer experience management, and emerging technologies.

Cross-functional Collaboration: Encourage cross-functional collaboration and knowledge sharing within the organisation. Facilitate regular meetings or brainstorming sessions where marketing team members can learn from other departments and leverage their expertise to enhance marketing strategies.

In the fast-paced and ever-changing online food delivery industry, sustaining competitiveness requires continuous adaptation and innovation in marketing strategies. This report has provided a comprehensive analysis of the key aspects impacting the industry and proposed future marketing strategies to ensure long-term success.

2.6 Competitive analysis

In the ever-evolving online food delivery industry, strategic partnerships and collaborations can play a vital role in sustaining competitiveness. This section explores future marketing strategies for leveraging partnerships and collaborations to drive growth and enhance the online food delivery experience. The strategies include strategic alliances with restaurants and food chains, synergies with complementary services, and co-marketing campaigns and cross-promotions.

Strategic Alliances with Restaurants and Food Chains:

Forming strategic alliances with well-established restaurants and food chains can significantly enhance an online food delivery company's competitive edge. Key considerations include:

Exclusive Partnerships: Developing exclusive partnerships with popular and high-quality restaurants can give the online food delivery company a unique selling proposition. Offering customers access to exclusive menus, promotions, or limited-edition collaborations can create a sense of exclusivity and increase customer loyalty.

Menu Expansion: Collaborating with a diverse range of restaurants and food chains allows the online food delivery company to expand its menu offerings. Offering a wide variety of cuisines and dining options can attract a broader customer base and cater to different preferences and dietary needs.

Joint Marketing Efforts: Implementing joint marketing campaigns with partner restaurants can increase brand exposure and drive customer engagement. Co-branded advertisements, social media campaigns, and promotions can leverage the reach and credibility of both parties, resulting in mutual benefits.

Synergies with Complementary Services:

Exploring synergies with complementary services can provide added value to customers and enhance the overall online food delivery experience. Consider the following strategies:

Grocery Delivery Partnerships: Collaborating with grocery delivery services allows the online food delivery company to offer a more comprehensive solution to customers. By integrating grocery delivery options, customers can conveniently order both meals and groceries from a single platform, streamlining their shopping experience.

Beverage and Alcohol Partnerships: Partnering with local beverage providers or liquor stores can enable the online food delivery company to offer a wide selection of beverages, including alcoholic beverages. Providing customers with the convenience of ordering their favourite beverages along with their meals can boost customer satisfaction and increase order value.

Culinary Events and Experiences: Collaborating with culinary experts, chefs, or food influencers to host virtual or in-person culinary events can create unique experiences for customers. This partnership allows customers to engage with the brand beyond food delivery, fostering a sense of community and enhancing brand loyalty.

Co-marketing campaigns and cross-promotions:

Co-marketing campaigns and cross-promotions with other relevant businesses can help expand the customer base and reach new audiences. Consider the following strategies:

Cross-Promotions with Non-Competing Brands: Collaborating with non-competing brands that share a similar target audience can lead to mutually beneficial partnerships. Coordinated marketing efforts, joint promotions, or bundling offers can expose the online food delivery company to new customer segments and drive brand awareness.

Loyalty Programme Collaborations: Partnering with loyalty programmes or reward platforms allows customers to earn rewards or points for their online food delivery purchases. This collaboration can incentivize repeat purchases and encourage customer loyalty across multiple brands.

Influencer Partnerships: Partnering with food influencers or social media personalities who align with the brand's values can amplify brand visibility and reach. Influencers can create engaging content, promote special offers, or host giveaways, driving customer engagement and attracting new followers.

In the evolving online food delivery industry, partnerships and collaborations play a crucial role in sustaining competitiveness. By forming strategic alliances with restaurants and food chains, exploring synergies with complementary services, and implementing co-marketing campaigns and cross-promotions, online food delivery companies can enhance their offerings, reach new audiences, and strengthen customer loyalty. Embracing these future marketing strategies fosters innovation and differentiation, positioning online food delivery companies as leaders in the industry.

Porter's five forces:

Threat of Substitutes (Medium): The online Home-cooking pages and Private-chef services compete with foodpanda's services. In addition, people are becoming accustomed to the takeaway service because they prefer dining in their comfort zone (home or office). For instance, many home cooks began their food delivery business by creating a Facebook page where customers can order or pre-order their favourite cuisine and have it delivered to their homes.

Low threat of new entrants: There are currently only three companies in the food delivery service industry: foodpanda, Pathao food, and HungryNaki. However, the number has decreased as Uber eats, Shohoz cuisine, and others have ceased operations. Therefore, surviving in the market is truly 28

It is difficult for businesses because they must invest a great deal of capital in the enterprise. Nevertheless, according to an interview with Fahim Mashroor, the former president of the

Bangladesh Association of Software & Information Services (BASIS), it is difficult for small domestic firms to flourish in the food delivery service industry due to a lack of capital (Hossain, 2023). Consequently, the hazard posed by new entrants is relatively lower.

Competitive rivalry (high): Pathao food and Hungrynaki have a significant rivalry because they are always attempting to surpass foodpanda. As Daraz has invested in Hungrynaki and the ride-sharing app has invested in Pathao cuisine, both competitors are expanding their businesses. However, foodpanda offers distinct features that other services do not, such as pick-up and q-commerce shops.

Bargaining power of suppliers (medium): Restaurants and stores that partner with foodpanda are the organization's suppliers. The partner service staff works to ensure that foodpanda vendors are satisfied. If not, they may transfer to a competitor, such as Pathao food, and harm our business. For instance, foodpanda requires a certain amount of commission for each order (the exact amount cannot be disclosed due to confidentiality) from restaurants that are partnered with foodpanda; if the restaurant decides not to pay high commission and instead partners with other delivery services such as Pathao food or Hungrynaki for their low commission policy, foodpanda loses a substantial amount of money.

Bargaining power of buyer (high): The consumer is the most potent force, as they are the focus of all businesses. Especially when it comes to food delivery services, the requirements of the customer must be met. Now that several other food delivery services are available, consumers are free to choose whether or not to continue using foodpanda. In addition, unfavourable consumer comments on social media sites can be sensitive areas that result in substantial sales losses.

SWOT Analysis:

Strengths:

I. Unlike any other online food delivery service, foodpanda has expanded to rural areas, including 64 districts in Bangladesh. For instance, people living in Sylhet's Habiganj can get access to foodpanda's service, they cannot access Hungrynaki or Pathao food in the Habiganj area.

II. foodpanda has a distinctive customer service feature that distinguishes them from their competitors. For instance, the app's help centre option connects consumers instantly to a customer service agent without requiring any additional information. Foodpanda's live chat service ensures that any customer issues are resolved promptly.

III. The app's user-friendly interface facilitates the ordering process. Regardless of generational differences, the app is incredibly simple to utilise. For instance, both millennials and generation Z find it simpler to use the application.

IV. Local and international restaurants and restaurant chains partnering with foodpanda to offer consumers a variety of cuisines. This partnership ensures that people from diverse backgrounds and dietary preferences can simply order food via foodpanda.

Weakness:

I. Poor attitude of riders can contribute to customer dissatisfaction, which ultimately harms the company's reputation. Even though the drivers are well-trained, some of them are disrespectful to consumers. In my recent experience, I have encountered a situation in which a customer complained that the rider repeatedly contacted them on the phone to come downstairs to receive their food. Even though couriers are instructed to deliver to customers' doorsteps, such incidents damage the company's image and reputation.

II. As a result of the expansion of business, the administration of each sector and team is rigorous. For example, discrete teams oversee the operations in cities such as Khulna, Barisal, and Sylhet, and it is time-consuming for managers to keep track of every detail.

III. Customers become dissatisfied and lose faith in the company's service when partner restaurants or stores provide substandard cuisine or products. For instance, if a consumer receives stale food from a popular restaurant with a 4.7 rating in the app, they are less likely to order in the future.

Opportunities:

I. Expanding into additional rural areas to better serve the market.

Further expansion into new businesses to provide customers with a broader spectrum of services, such as healthy diet recommendations and food suggestions in the app/website.

II. Integrating with mobile financial service providers, such as Nagad, to facilitate the payment process for consumers. After being informed that we do not accept Nagad payments, a large number of consumers have provided us with feedback suggesting that we should provide options for Nagad payments.

Threats:

I. Threats posed by competitors offering the service at a lower price on the market can be detrimental. For instance, if Pathao decides to charge a uniform delivery fee of 30 taka for every order, regardless of the distance, this would apply to all orders. Foodpanda, on the other hand, charges delivery fees dependent on the distance between the restaurant and the customer's location.

II. Customers can pose a threat if they decide to spread negative word-of-mouth about the business for any reason, such as a late order or a missing item. For example, if restaurants take longer to prepare an order, foodpanda's couriers have nothing to do but wait. However, based on my professional experience, I have witnessed individuals blaming foodpanda for the delay, despite the fact that the company is not at fault, and leaving negative reviews on social media platforms.

Summary of Key Findings and Insights:

Throughout the report, we examined various areas crucial to the online food delivery industry's marketing success. We explored the current market trends and dynamics, growth potential, and competitive landscape. Additionally, we delved into consumer behaviour and trends, technological advancements, digital marketing channels, customer engagement, data-driven marketing, sustainability, partnerships, and implementation challenges. These findings provided valuable insights into the industry's evolving landscape and helped identify areas of opportunity for the company.

Recommendations for the Company's Future Marketing Strategies:

Based on the analysis conducted, several key recommendations can be made to guide the company's future marketing strategies:

Embrace personalization and segmentation: tailor marketing messages and promotions to specific customer segments, leveraging customer data insights. Implement personalised marketing strategies to enhance customer engagement and satisfaction.

Harness the Power of Digital Marketing Channels: Utilise social media marketing, influencer marketing, content marketing, search engine optimisation, mobile marketing, and voice search to reach target customers effectively and drive brand awareness.

Enhance customer engagement and foster loyalty: Focus on delivering exceptional customer experiences, implementing loyalty programmes, and encouraging user-generated content and community building. These initiatives will foster customer loyalty and advocacy.

Leverage data-driven marketing and analytics: utilise customer data to gain insights, optimise marketing efforts, and predict customer behaviour. Implement predictive analytics and AI-powered marketing strategies to enhance targeting and personalization.

Integrate sustainability and social responsibility: promote eco-friendly practises, sustainable sourcing, and partnerships that align with the company's values. Communicate these initiatives effectively to build trust and resonate with environmentally conscious customers.

Forge Strategic Partnerships and Collaborations: Establish alliances with restaurants and food chains, explore synergies with complementary services, and engage in co-marketing campaigns to expand offerings, reach new audiences, and increase brand visibility.

Anticipated Outcomes and Potential Impact on Business Growth:

- Implementing the recommended future marketing strategies is expected to yield significant benefits for the company:
-
- Enhanced brand recognition and customer loyalty through personalised and targeted marketing efforts.
-
- Increased customer acquisition and retention by leveraging digital marketing channels and effective customer engagement strategies.
-
- Improved marketing ROI through data-driven decision-making, performance measurement, and predictive analytics.
-
- Differentiation in the market through sustainability initiatives and partnerships, appealing to environmentally conscious customers.
-
- Strengthened competitive position through strategic alliances, collaborations, and co-marketing campaigns.
- Anticipated business growth, expansion into new markets, and increased market share.

By embracing these future marketing strategies, the company will be well-positioned to sustain its competitiveness in the evolving online food delivery industry, adapt to changing consumer expectations, and drive long-term business growth.

Remember, as the industry continues to evolve, it is important to regularly reassess and adjust marketing strategies to stay ahead of the competition and meet the dynamic needs of customers. Continual monitoring, analysis, and adaptation will be essential to maintaining a competitive edge in this rapidly changing landscape.

3.1 Introduction

On the day of induction, they make an induction list on an Excel sheet. When the new people come to work, they sign their names on the list. After that, they get the necessary documents from the candidates along with an acceptance letter, check all the documents (NID, certificates, clearance letter) to keep a personal file for each employee, and then give them their appointment letter. After all the paperwork was done, a manager from the training and development department gave them a quick rundown of the company and its rules.

3.1.1 Literature Review

The online food delivery industry has witnessed significant growth in recent years, transforming the way consumers order food. Among the prominent players in this sector is Foodpanda, a well-known online food delivery platform. This literature review aims to provide an overview of the online food delivery industry, focusing on Foodpanda's role and impact within this competitive landscape. The review will analyse existing literature to explore Foodpanda's business model, market positioning, consumer behaviour, technological advancements, and its contribution to the evolving food delivery ecosystem.

Evolution of Online Food Delivery Industry:

The literature highlights the evolution of the online food delivery industry, tracing its roots from phone-based ordering to the advent of mobile apps and web-based platforms. Researchers discuss the factors driving the growth of this sector, including changing consumer preferences, urbanisation, increased internet penetration, and advancements in technology. Foodpanda's early entry and expansion strategies in various global markets are explored as key elements contributing to its prominence.

Foodpanda's Business Model and Market Positioning:

Scholarly work examines Foodpanda's business model and market positioning within the online food delivery ecosystem. Researchers analyse its revenue generation strategies, such as commission-based models, partnerships with restaurants, and delivery fees. The literature also discusses how Foodpanda differentiates itself from competitors, including its branding, customer engagement initiatives, and service quality.

Consumer Behavior and Adoption of Foodpanda:

Studies delve into consumer behaviour when using Foodpanda's services. Research reveals that factors like convenience, variety of cuisine options, discounts, and ease of use significantly influence customer preferences. Scholars also assess customer satisfaction and

loyalty towards Foodpanda, exploring the impact of service quality, delivery speed, and responsiveness to customer feedback.

Technological Advancements and Innovations:

Researchers investigate the role of technology in shaping Foodpanda's operations. They explore the integration of mobile apps, AI-driven chatbots, and personalised recommendations to enhance user experiences. The review highlights how Foodpanda leverages technological advancements to optimise order processing, delivery efficiency, and customer support.

Challenges and Future Prospects:

Literature reviews identify challenges faced by Foodpanda and other online food delivery platforms, including operational efficiency, quality control, and competition. Scholars also discuss the potential for expansion into emerging markets, as well as the implications of changing consumer preferences and the influence of regulatory environments on the industry's future.

Foodpanda's growth and success in the online food delivery industry have been closely studied by researchers across various disciplines. The literature review sheds light on Foodpanda's strategic positioning, technological advancements, and customer-centric approach, making it a dominant player in the competitive food delivery landscape. As the industry continues to evolve, continuous research and adaptations will be crucial for Foodpanda to sustain its competitive edge and meet the ever-changing demands of modern consumers.

3.1.2 Objectives

A strategy focused on client centricity, market expansion, and technological innovation is evident in the objective evaluation of Foodpanda as an online meal delivery platform. The company's main goal is to give its clients a flawless and practical food delivery experience. Look at Foodpanda's declared mission and vision to comprehend the company's main goals and long-term objectives. Examine how the company's activities and initiatives, which demonstrate its dedication to servicing customers, partner restaurants, and other stakeholders, are consistent with these guiding principles. Look into Foodpanda's goals for market penetration and business growth. Analyse the company's expansion into new local and foreign markets, and assess the tactics used to establish a solid presence in a variety of places. Review Foodpanda's goals for retaining and satisfying its customers. Examine the platform's efforts to improve the user experience, including the provision of a variety of cuisines, easy ordering procedures, prompt delivery, and helpful customer service. Analyse Foodpanda's objectives for its strategic alliances with chains of restaurants and restaurants. Examine the platform's collaborative strategy and how it improves its products, giving

customers access to more dining options. Analyse Foodpanda's goals for technological development. Look into how the business uses technology, such as mobile apps, AI-driven algorithms, and data analytics, to boost customer engagement, streamline operations, and optimise delivery logistics. Review Foodpanda's aims for social responsibility and sustainability. Examine the company's programmes for advancing environmentally friendly habits, lowering food waste, and assisting regional communities through ethical business practices. Consider the goals of Foodpanda in the context of the very competitive online meal delivery market. Examine the platform's use of creative marketing, top-notch customer service, and consumer-focused initiatives to set itself apart from rivals and keep a competitive edge. Examine Foodpanda's goals for expansion and financial success. To learn more about the platform's financial stability and potential for future growth, look at its revenue generation methods, profit margins, and growth goals.

3.1.3 Significance

Foodpanda's significance in the online food delivery industry is paramount. As a leading platform, it offers unparalleled convenience and accessibility to customers, revolutionizing the way people order food. Its expansion into multiple markets has empowered partner restaurants, widening their customer base and promoting economic growth. With a customer-centric approach, Foodpanda prioritizes user satisfaction through user-friendly interfaces, diverse food choices, and responsive support. Technologically innovative, it sets new standards in the industry, optimizing operations, and elevating overall service quality. Foodpanda's sustainability initiatives further inspire eco-friendly practices, contributing to a positive environmental impact. As a trendsetter, its success motivates industry competition, driving digital transformation and growth while shaping the future of online food delivery.

3.2 Methodology

The methodology adopted to study Foodpanda encompasses a comprehensive research approach. A mixed-methods strategy involves both qualitative and quantitative data collection techniques. Qualitative methods, such as interviews and focus groups, are used to gather insights from key stakeholders, including customers, partner restaurants, and Foodpanda representatives. These qualitative data provide valuable perspectives on customer experiences, restaurant partnerships, and platform operations. Additionally, quantitative data analysis involves examining transactional data, order patterns, customer feedback, and market trends to derive meaningful statistical insights. A literature review on the online food delivery industry further supplements the research, providing a broader context for Foodpanda's role and impact. The integration of both qualitative and quantitative data ensures a comprehensive understanding of Foodpanda's operations, customer preferences, market positioning, and its significance in the online food delivery landscape.

3.3 Analysis and Findings

The purpose of this chapter is to summarise the findings, demonstrate how they relate to the objectives of the study, and describe how the conclusion was arrived. After reviewing the facts from the interview, I came to the conclusion that a solid talent acquisition strategy aids companies in identifying the most qualified candidates for employment and boosts productivity and business expansion. A competent team of individuals is in charge of hiring at foodpanda. They have a long-term strategy that aims to attract top personnel and persuade them to use their special talents to support the business in achieving its objectives. Their strategy is well-thought-out and effective.

Utilising competency mapping, assessment centres, succession planning, and leadership programmes, they are able to retain fresh talent after they have been hired. These initiatives promote increased effort and job engagement among employees.

Employees at foodpanda have access to a range of learning options. A lot of the best trainers also plan and oversee these training sessions. These training sessions are very beneficial for the growth of the workforce. Through participation in this programme, employees will learn and advance professionally.

At foodpanda, good employee performance is evident. Employees are able to accept the consequences of poor work, show initiative by starting new ideas to improve performance, understand and value the needs of customers, are able to meet the goals set, are prepared to improve the quality of service, are happy to see the company's progress, and are eager to work for the company. Employees are also experienced and can therefore meet these criteria. They can work toward foodpanda and meet their KPI. Employees are able to accept the consequences of poor work, show initiative by starting new ideas to improve performance, understand and value the needs of customers, are able to meet the goals set, are prepared to improve the quality of service, are happy to see the company's progress, and are eager to work for the company. Employees are also experienced and can therefore meet these criteria. They can work toward and accomplish their KPI. Each employee's individual job description outlines their particular duties. The working environment, however, is incredibly rigid and outdated. There have been so many professionals working here for such a long time. More chances should be given to them so they can reach their full potential.

Foodpanda has a good work environment. The company's focus on individual achievement and leadership is highly regarded by its workforce. It tries its best to satisfy customers, has a clear organisational structure with roles and responsibilities, promotes open communication between superiors and subordinates, manages organisational conflict in a more professional way, enforces beneficial human resource management practices, supports employee engagement, encourages innovation, involves workers in decision-making, facilitates professionalism in service provision, and incorporates contingent workers.

3.4 Summary and Conclusion

Foodpanda's presence in the online food delivery industry has revolutionised the way consumers access and experience food delivery services. As a leading platform, Foodpanda's commitment to convenience, accessibility, and customer-centricity has earned it a prominent position in the market. Its expansion into multiple markets has not only provided consumers with diverse culinary choices but also facilitated the growth of partner restaurants. The company's strategic use of technology has optimised operations and enhanced user experiences, setting new industry standards. Moreover, Foodpanda's sustainability initiatives showcase its dedication to responsible business practices. Through continuous innovation and a focus on customer satisfaction, Foodpanda continues to shape the food delivery landscape and inspire industry-wide competition. Its significance as a trendsetter reaffirms its position as a driving force in the ongoing digital transformation of the food delivery industry.

Recommendations

After analysing the report, I have several suggestions for the organisation.

- I. foodpanda should invest more in coupons, special offers, and discounts. As people enjoy receiving food discounts, it has the potential to increase the company's revenue.
- II. The company should also place greater emphasis on effective online marketing strategies. Recent celebrity endorsements did not generate as much profit as anticipated for the company. For instance, one advertisement created by Tamim Iqbal and his wife failed to increase the number of orders by the anticipated amount. Instead of spending too much money on celebrity endorsements, foodpanda should employ more influencers and bloggers who are prominent on social media platforms.
- III. The business should reduce the number of pop-ups between Facebook videos and blogs. Instead of displaying pop-up advertisements multiple times, they can be displayed fewer times, ensuring that potential consumers are reached and that no one is annoyed by them.
- IV. Additionally, foodpanda should promote more brief, concise, and highly effective reels created by bloggers and influencers and distributed via social media platforms. According to a blog, 72% of social media users feel more connected when businesses use compact reels (Digivizer, 2022).
- V. Finally, partnerships with banks and restaurants should be bolstered by providing customers with both small and large vouchers, as individuals have varying food preferences and consumption needs. For example, a person who resides alone is less likely to order a meal that costs more than BDT 300, and providing them with a 65/80 taka voucher can assist them significantly for small amounts.

In contrast, a restaurant may offer a discount voucher for 150 taka to a family of four whose dinner order totals more than 1,000 taka and is expected to exceed that amount.

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