

Report On
Bringing food to your doorstep - the foodpanda journey and
competitive analysis.

By

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

BRAC Business School
Brac University
September 2023

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Declaration

It is hereby declared that

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

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19104074

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Letter of Transmittal

Mr. Md. Shamim Ahmed
Senior Lecturer,
Brac Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship Report submission

Dear Sir,

I am glad to inform you that I have completed my internship report on “Bringing food to your doorstep - the foodpanda journey and competitive analysis” as a prerequisite for the Summer 2023.

The report provided me with a wealth of knowledge. It has aided me in communicating the lessons I have learned from working as an intern in the marketing sector. Additionally, it gave me a decent idea about the journey of foodpanda and how it sustained in the market.

I would like to thank you from the bottom of my heart for all of your support throughout the writing of this report. Your feedback on the report is greatly appreciated, taking into account its limits.

Sincerely yours,

Md. Samiul Azam Khan
19104074
BRAC Business School
BRAC University
Date: 21 October, 2023

Acknowledgement

Having the opportunity to work at Foodpanda for 4 months was an extraordinary experience for me. As a Marketing and Human Resource Management (HRM) major, it helped me connect the dots between classroom theory and actual practice in my field of study.

I am grateful to my supervisor, Mr. Md. Shamim Ahmed, for all the help and advices he gave me during my internship. His advices were essential in finishing this report.

I am also thankful to Adnan Faruqi, Head of Partnerships, for giving me the opportunity to work with him and guiding me throughout my internship period.

Finally, I'd want to express my gratitude to Brac University, specifically the Office of Career Service and Alumni Relations, for all their assistance over the course of my four years.

Executive Summary

With only a few clicks, clients can place orders from a broad variety of restaurants, shops, and grocery stores through foodpanda, which then delivers the food directly to their door. Foodpanda's success can be identified by its reliable delivery service and straightforward mobile app. Co-founders and current CEOs Ambareen Reza and Zubair B. A. Siddiky are responsible for many groups and decisions.

In the first section of my project, I provide an overview of my internship with Foodpanda Bangladesh, detailing my responsibilities and the lessons I took away from the experience. And in the second chapter, I've talked about the company's practices and divisions.

Lastly in the third chapter, I tried to discuss about the overall scenario of online food delivery service and the competitive advantage foodpanda having in the industry. Furthermore, I have also discussed the increasing dependency on food delivery services and the purchasing behavior of different age demographics.

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List of Acronyms

APAC = Asia and Pacific Regional Team

HR = Human Resource Department

KPI = Key Performance Indicators

B2B = Business-to-Business

B2C = Business-to-Consumer

HOD = Head of Department

CPG = Consumer packaged goods

FP = Foodpanda

Chapter 1 Overview of Internship

1.1 Student Information

My name is Md. Samiul Azam Khan. Currently I am a student in the BBA program at Brac University. My student ID number is 19104074. My major is both Marketing and Human Resource Management.

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

I have completed my 3-month internship from Foodpanda. My internship period was from June 7th to September 7th. During this period, I have worked with different companies like Grameenphone, Coca-cola and different financial institutes.

The foodpanda office is located in Navana Pristine Pavilion, 128, Gulshan Avenue, Block-CEN(H), Level-8, Gulshan 2, Dhaka-1212, Bangladesh.

1.2.2 Internship Company Supervisor's Information: Name and Position

During my internship tenure, my organization supervisor was Adnan Faruqi. He is currently the Head of advertising & Partnerships. This department mainly looks after the partnership and advertising sales of foodpanda.

1.2.3 Job Scope – Job Description/Duties/Responsibilities

As this department is responsible for the B2B (business-to-business) side of foodpanda, during my internship period, I had the privilege to work with different CPGs, Non-CPGs and financial institutes. I was responsible for planning, creating leads, assisting plans and campaigns with partners. I was assigned to conduct the market research, create new partnership opportunity for foodpanda. Furthermore, I was assigned in planning, creating leads, assisting in marketing plans and campaigns with partners. Also, I had to coordinate with the team and make sure everything

is aligned. Lastly, one of the main responsibilities was to negotiate with the clients and suggesting in the product improvements

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

I was able to support the business in a variety of ways. By helping them, I was able to reduce the workload of my seniors and free them up to work on other important tasks. Moreover, I used to help seniors to create pitch, prepare presentations. There were some clients, company has worked with. It is not possible to work with every company simultaneously. As a result, many companies miss out and the relationship become weak. I used to find those companies and worked on plans that how can we move to them with new approaches. Moreover, there were companies we did not work with. My responsibility was to tap in that market. Overall, I believe I was able to leave the team with a great impression, which is consistent with the compliments received from my workplace supervisor at the conclusion of my internship.

1.3.2 Benefits to the student

Finishing my internship at Foodpanda, was really beneficial to me. First of all, it provided me with practical experience on how companies deal with their clients a showcase their products which helped me to understand the business and methodologies. The real-work knowledge will make stand out as a contender for upcoming roles in the sector. Secondly, having the chance to gain knowledge about a variety of customers and sectors has allowed me to diversify my knowledge and skills. Working in the marketing department allowed me to have a greater understanding of the real market movements and different businesses. As a result of this exposure, my professional network may grow, which might open me new job possibilities. I can use this information in my future academic and professional activities. Additionally, the

insightful feedbacks and directions I received from my supervisor and seniors can help me advance both personally and professionally. To sum it up, I believe working for foodpanda has given me practical experience, exposure to different industries and clients.

1.3.3 Problems/Difficulties (faced during the internship period)

Even after it was my first-time experience in a business setting, I did not run into as many issues as I had anticipated. All required paperwork was completed quickly and without any issue. Additionally, my coworkers and seniors were also incredibly helpful. When they handed me a task, they also provided me with the necessary instructions on how to complete it. They also taught me how to use different software like PowerPoint or Excel and its advance features which I was unfamiliar with. After working there for a few days, everyone was really kind and my earlier anxieties got vanished.

1.3.4 Recommendations (to the company on future internships)

Although foodpanda is the leading food delivery company in Bangladesh, there is not much to recommend about the way they conduct business. Although, there are some minor adjustments I would like to see. Internship in foodpanda is not well organized, as a result interns do an executive level work. For example, as an intern I did not have any specific task to do. So, I had to work at the very core level to advance. On one hand I had to prepare meeting minutes and on the other hand I had to attend the meeting and participate on decision making. There were issues in the allowance as well. Normal employees of the company used to get their allowances within 27th-29th of the months. But as an intern I had to wait till the end the first week. Sometimes our team had to work in the off days as well which seems injustice to the employees.

Chapter 2

Organization Part: Foodpanda

2.1 Introduction

Delivery Hero, a company established in Berlin, is the owner of the online food and shopping delivery service Foodpanda. With its headquarters in Singapore, Foodpanda serves as Delivery Hero's primary brand in Asia. With operation in 12 markets across Asia, it is now the biggest food and grocery delivery platform in Asia. In other parts of the world, they are also known as hellofood. They function as a sort of intermediary between restaurant or eatery and the clients who place the order. It is a simple idea that has in fact worked wonderfully.

2.2 Overview of the Company

Foodpanda is a subsidiary of Delivery Hero. Delivery Hero is known worldwide as a pioneer in delivery with operations in 44+ countries. We operate across 12 markets in Asia, in more than 400 cities, providing online delivery services for food, groceries and more.

2.2.1 Vision

To establish ourselves as the world's quickest, most creative business in the good food industry. At foodpanda, we feel that the best stories are written with imagination, wit, and a clear understanding of local culinary culture. They also entertain a distinctive style of humor.

2.2.2 Mission

Foodpanda's mission," To not just deliver, we bring it, constantly going above to make your experience special". Foodpanda always tries to push its limit to make the best experience for its customers.

2.2.3 Target market

The typical age range of Foodpanda's target market is 18 to 45. They frequently, if not always, use their mobile phones, are involved and active on Facebook, are knowledgeable about using mobile applications, and are ardent supporters of online services.

2.2.4 Core Values of the company

As foodpanda is a concern of Delivery Hero, it follows all the values of the mother company.

These values, as per their company's website are given below.

- Fresh
- Fast
- Reliable

Foodpanda is known for delivering the food in the best possible condition. All the riders are strictly instructed to satisfy our customers with giving them the best quality service. The foods are instructed to deliver as soon as they are picked from the restaurants.

2.3 Management Practices

The company functions flawlessly because of its wonderful organizational structure, which assigns the founders to various teams and departments.

- Human Resource (HR).
- Operation
- Marketing
- Sales
- Finance

- Sales Operation
- Key Account Manager
- Partner Service
- Content Team
- Key Account Management

These departments work under the supervision of Ambareen Reza and Zubair Siddiky, the Co-Founders and Managing Directors.

Also, the line of command at Foodpanda is managed in accordance with the following organizational hierarchy.

- Managing Director
- Director
- Associate Director
- Assistant Director
- Head of Department
- Senior Manager
- Manager
- Assistant Manager
- Senior Executive
- Executive

This hierarchy explains the decisions making power of each designated employee. So, Managing Director is responsible for all major decisions.

2.4 Marketing Practices

2.4.1 Marketing Approach

Foodpanda expanded its clientele tremendously by expanding its company. Foodpanda promotes themselves on various platforms like YouTube, Facebook and many other social medias and other platforms. Additionally, they employ a number of marketing techniques to connect with their target audience.

- **Offline Marketing:** Through non-digital media, they promote their service and get clients' attention. For them, offline marketing is still a crucial instrument for reaching out to their target audiences and creating brand advertising. This includes their riders as well. Foodpanda riders roam around the city wearing foodpanda t-shirt and carrying a big foodpanda bag. This give foodpanda a very massive visibility in terms of branding.



Figure 1: Foodpanda rider bag

Partnership: Foodpanda runs many campaigns with different brands from different industries like CPG, Non-CPG and Financial Institutes. In this case FP do co funded campaigns with its partners. They give discounts through different types of vouchers like, EBL100, PBLFP150 etc. Many banks like EBL, Prime Bank, Standard Chartered and many other reputed banks run campaigns with Foodpanda. Foodpanda also try to push their new customer voucher to their

partners. In order to promote themselves, they also work with sponsors and affiliates. For instance, Triple Time Communications and Adventor Communications recently scheduled a performance by the Indian artist Anuv Jain in Dhaka.



Figure 2 : Foodpanda vpucher campaigns

2.4.2 Targeting and positioning strategy

They often target economically sound urban areas with lots of restaurants, a dense population, and a demand for meal delivery services. They target a huge number of establishments as well as potential customers using their marketing strategies. Foodpanda mainly target people who are fully packed and does not have the time to cook food also the professionals who have their lunch at office or have short time for lunch. There are also families who love to enjoy meals together and unwilling to cook are the main target for Foodpanda.

They promote themselves as a trustworthy and effective delivery service that offers a large selection of cuisine and easy-to-click grocery items. They also advertise themselves as an affordable, dependable service.

They offer three types of services: home delivery, dine in and pick up on an app and website which are very user friendly and easy to use. They have almost all the payment method available on market including Cash on Delivery, bKash, Nagad, Visa, Amex etc.

2.4.3 Marketing channel

Foodpanda promotes themselves in various ways. Such as

- **Social Media:** They are very much effective in various social media platforms like Facebook, Instagram, YouTube LinkedIn and many more. FP interacts with their consumers through these platforms.
- **Email:** Foodpanda sends emails frequently to their comers about different updates and food locations. Through emails they promote different campaigns, activities, deals and different brands as well.
- **Sponsorships:** They sponsor events as a way to advertise themselves and the activities. They sponsored the Dhaka team in BPL also the most recent concert of Anuv Jain, an Indian singer. Customers can only take part in their sponsorship if they make a certain number of transactions or join up for their PandaPro subscription. Both parties' profit from this arrangement, as foodpanda helps to organize the event in order to promote its brand and grow its clientele.

2.5 Financial Performance and Accounting Practices

Delivery Hero, Foodpanda's parent company, consolidates all of its subsidiaries' financial data into a single report. I'll be looking at Delivery Hero's financial report instead, as they don't publish their own report. The most recent financial report that is available on the Delivery Hero

website is the 2022 half-yearly report. I will use information from three years (2021, 2020, and 2019) for my analysis.

- **Gross Profit Margin:**



Figure 3: Gross Profit Margin

The gross profit margin for Foodpanda increased from 21.48% in 2021 to 26.02% in 2022, indicating rising profitability. In 2020 Foodpanda saw a slight change due to Covid and the margin was 19.99%. One measure of economic health is the gross profit margin. For a complete evaluation, more considerations must be taken into account.

- **Debt Ratio:**



Figure 4 : Debt Ratio

Foodpanda's debt ratio dropped from 0.80 in 2020 to 0.57 in 2021, then increased slightly to 0.71 in 2022. This is great news for the company's financial stability because it indicates that debt is being used to finance operations much less frequently. Having a lower debt-to-equity ratio makes Foodpanda more appealing to potential investors and customers.

- **Quick Ratio:**

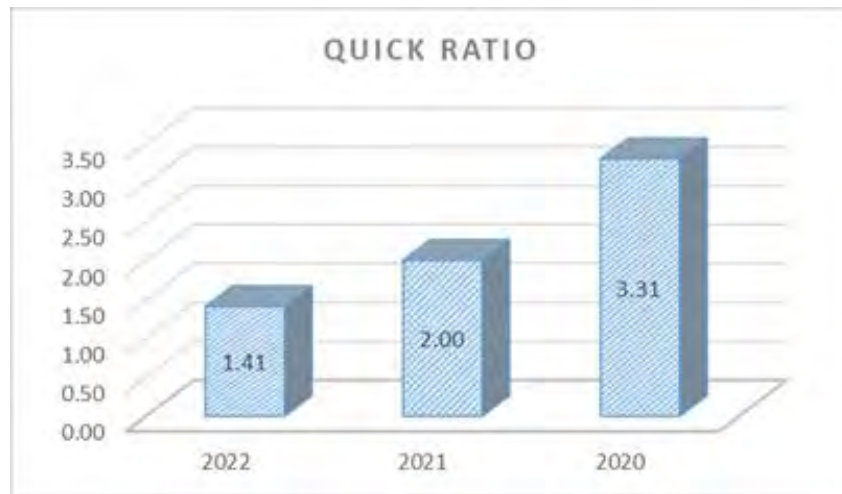


Figure 5 : Quick Ratio

Foodpanda's quick ratio dropped from 2.00 in 2021 to 1.41 in 2022, indicating a less strong capacity to cover current liabilities with liquid assets. In 2020, however, there was a shift, and the quick ratio increased to 3.31, and this was higher than in both of the subsequent years.

- **Net Profit Margin:**



Figure 6 : Net Profit Margin

Since 2021, Foodpanda's net income margin has grown from 18.73% to 34.69%, indicating increasing profitability and the potential to retain more profit per sale. In 2020, however, the online income margin surpassed the subsequent two years by increasing to 56.93%.

- **Return on Assets:**



Figure 7 : Return on Assets

The return on assets (ROA) for Foodpanda went from 8.63 percent in 2021 to 23.1 percent the following year, indicating greater efficiency in asset utilization. In contrast, the return on investment in 2020 was 24.40 percent, which was better than the prior two years. The downward trend is indicative of difficult conditions for real estate profit, possibly due to factors like less revenue or more expenses.

2.6 Operations Management and Information System Practices

2.6.1 Operation Management

Foodpanda Bangladesh has expanded beyond merely bringing food to consumers' doorsteps. Customers may now choose the restaurant they want to order from while using foodpanda,

pandamart, a platform for groceries delivery, was also established, and companies can now utilize their riders to deliver their goods through pandago, a dine-in alternative with added perks.

There is Rider Service Team for providing assistance to the riders. They can contact members of the live support team if they run into any problems while delivering. The Partner Service Team deals with problems affecting partners or vendors. It helps for current suppliers to contact the team when they have issues or need assistance. Additionally, the only method through which foodpanda engages in direct business-to-business (B2B) transactions is through pandamart. To handle the operations of the pandamart, they employ a specialist crew. They also have a distinct management team that is in charge of distribution, suppliers, imports, and transportation as well as supply chain management.

2..6.2 Information System Practice

Foodpanda is a data centric company and they are very much concerned about the privacy of its data. They use a range of programs since their data needs to be protected. Software is used in many businesses to protect data. Slack, Salesforce, Work Chat, Tableau, and other tools are used by departments. To assess the performance of their employees, they used software made especially for them. The corporation is prohibited from disclosing the identities of such software under its data protection policy.

2.7 Industry and Competitive Analysis

There are many businesses arose like the same idea as Foodpanda. COVID-19 has seen a dramatic shift in consumers' preference for using online delivery services, which has had an effect on online retail sales. Foodpanda also expanded their business during COVID covering

more than 50 districts in Bangladesh. According to Startup, Zubair Siddiky, co-founder of Foodpanda, estimated this food delivery industry generates somewhere between 175-200 crore BDT yearly (Startup, 2021). Though the industry in Bangladesh is yet to reach its original potential.

2.7.1 Porter's five forces analysis

1. **Threat of new entrants (Low):** There were few direct competitors of foodpanda. HungryNaki was one them and recently they closed their operations in Bangladesh. Many more companies shut down their business earlier as well like Uber Eats and Shohoz Food. It is challenging for startups to compete in this field for numerous reasons, including the requirement for significant capital, the development of a dependable and easy to use app or website, partnerships with restaurants, and many others. In addition, the former president of the Bangladesh Association of Software & Information Services (BASIS), Fahim Mashroor, said in an interview that small domestic enterprises struggle to flourish in the food delivery service industry because of a lack of capital.
2. **Threat of substitutes (Medium):** Foodpanda's home chef partners, obsolete order-taking methods, and offline eating options are all viable alternatives to the service it provides. For example, foodpanda facilitates the sale of home-cooked meals prepared by enthusiastic cooks. In addition, they initiate their Facebook profiles, where customers may place orders. Not everyone is comfortable placing an order online, therefore calling the restaurant may still be the preferred method for many clients.
3. **Bargaining power of suppliers (Medium):** The Foodpanda's main partners are restaurants and shops those are directly work with the company. The goal of Foodpanda's partner support team is to make sure their business is successful. It helps the company from negative consequences. Foodpanda charges a particular amount of

commission from its partners and it function in many ways. If partners refuse to pay this amount, the company may face loss financially. On the other hand, foodpanda is generating good amount of revenues for its partners, company is boosting their sales so it will not be a good idea for the partners to refuse paying to foodpanda.

- Bargaining power of buyers (High):** Since customers are the source of revenue, they are the most crucial and significant part of every company. As Pathao food is doing good in recent times and it is necessary to meet the client requirements first, customers can easily remove foodpanda from their bucket list as many restaurants so home delivery as well. Moreover, bad reviews and experiences might lead foodpanda to a great loss.

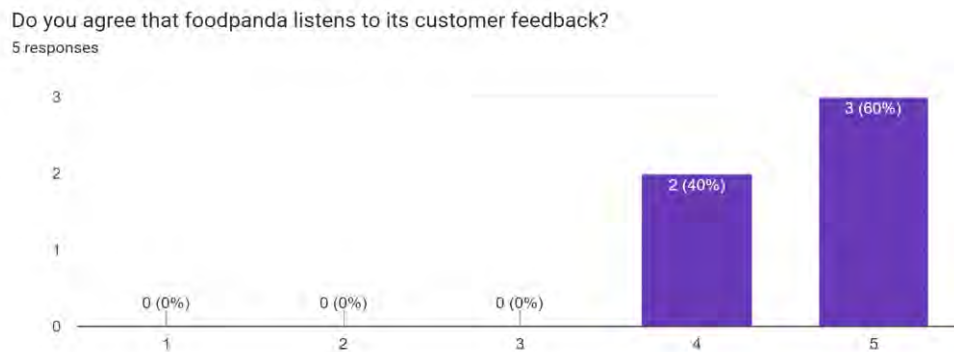


Figure 8 : Bargaining power of buyers

In this short survey a simple question was ask that if the customers believe that foodpanda listens to their feedback. Here 1 means strongly disagree and 5 means strongly agree. Out of 5 responses 3 respondents have given the rating 5 and 2 respondents have given rating 4. So we can clearly say that foodpanda listens to its customers' feedbacks.

- Rivalry among competitors (Medium):** Pathao Food is the main competitor of foodpanda in the current market. Pathao food got its investment form the ride sharing

app and it is expanding very rapidly. Foodpanda has recently launch some unique features like pick-up and dine in. These features make foodpanda stand out from its rivals.

2.7.2 SWOT analysis

<p>Strengths:</p> <ul style="list-style-type: none"> • A large number of good quality restaurants. • Provides services in a large area • Huge number of rider base. • Launched a new vertical called panda pro which separates the loyal customer base. • Launched a new feature called pick-up and dine-in. • Easy to use app and website. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Inefficiency of partners and not maintaining the quality. • Unavailable service or helpline • Riders' poor behavior
<p>Opportunities:</p> <ul style="list-style-type: none"> • The benefits the advancement of technology. • Reduce fees to encourage more vendors • Exploring and expanding to more rustic areas. 	<p>Threats:</p> <ul style="list-style-type: none"> • Companies who are delivering quality food with good service. • Customers who post directly to open social platforms and criticize the company. • Adding fake seller.

Table 1 : SWOT Aanalysis

- **Strength:** Large number of quality and renowned are integrated with Foodpanda which make it as a strong brand in the market. They also attract a significantly bigger number of regular users with their numerous numbers of riders. Also, the new features called pick-up and dine-in is one the biggest strengths of Foodpanda.
- **Weakness:** Poor service from drivers and poor meals from vendors can ruin an otherwise enjoyable visit. In addition, they don't have a phone number for customers to call; rather, issues can be resolved via email, live chat, or Facebook.

- **Opportunity:** Foodpanda's current strengths include its vast client base and the fact that it works with a big number of well-known restaurants as partners. And just like they did with things like food delivery and takeout, they could expand into other markets as well.
- **Threats:** There were many competitors of Foodpanda like HungryNaki, Shohoz Food, Pathao Food, Uber Eats. Most of them already shut down their business in Bangladesh market. But Pathao Food is giving a good competition to Foodpanda but they are lagging behind in terms of logistics.

2.8 Summary and conclusion

To give an overall summary, Foodpanda is doing quite well in Bangladesh. They've made a name for themselves here, and their influence can be felt in the way people order takeout and the most popular ways to enjoy international cuisine in the comfort of one's own home. Even if it is very less in numbers, they have competitors like Pathao Food and Munchies. Therefore, in order to create an influence in this field, they need to maintain a constant awareness of the risks and possibilities.

2.9 Recommendations/Implications

The following are suggestions I have based on my time spent working at Foodpanda and the results of a SWOT analysis.

- **Maintain good quality vendors:** Foodpanda must be selective in the businesses it collaborates with to ensure the happiness of its customers, or else it harms current and future clients.

- **Vendor satisfaction:** To prevent competitors from taking advantage, they need also ensure that their business partners are happy with the rewards and initiatives they receive.
- **Maintaining Professional Riders:** Riders need proper training to reduce customer complaints about the service they provide. Any negative treatment customers receive will have a direct impact on sales. To prevent such incidents, it is important to accurately track rider performance.

Chapter 3

Bringing food to your doorstep - the foodpanda journey and competitive analysis

3.1 Introduction

In today's fast-paced, digitally connected world, smart technology and mobile application software have integrated into daily life. Mobile apps are made to facilitate communication between users and creators of the app. It streamlines the process of reaching that one common goal for users and creators alike, without the need for a go-between. Foodpanda is the most popular food delivery service since it allows customers to order food online and have it delivered. Due to the rapid development of technology, they are rapidly extending their business as an online platform for meal delivery. Almost everything is shifting online as it is more convenient than doing it manually. Foodpanda is not only doing its business, it is also changing its business policies according to its consumers' preferences. Recently it has launched pick-up and dine-in features where its consumers can order beforehand and pick-up the product later on. Also, they can get discounts on dine-in as well. Furthermore, they try to make their customer journey smoother on their app and websites. It strengthens their customer attraction.

3.1.1 Background

Food delivery services have become increasingly popular in the Bangladeshi delivery market. Fast food lovers may now enjoy their favorite restaurants' offerings without leaving the comfort of their own homes, thanks to the ease of online food delivery. Online shopping is becoming increasingly popular in Bangladesh, and this has helped the country's rapid advancement in food technology. HungryNaki and Foodpanda, two 2013 startups that have now become industry leaders and serve millions of monthly customers, revolutionized meal delivery to the

doorstep. Pathao Foods, Uber Eats, and Shohoz Food are just a few of the companies that followed suit and drove the industry's rapid development. According to PRESSXPRESS, in 2019, the top firms accounted for 90% of the market and delivered 25,000 orders each day. Online food deliveries increased by tripled in the week following the Covid-19 lockout. Ten years after the industry's beginnings, Foodpanda, backed by Delivery Hero, dominates with a 65% revenue share as 2023 approaches, while HungryNaki has slipped from dominance (**Pressxpress, 2023**). During the height of the pandemic, once-dominant actors like Uber Eats and Shohoz Food shut down. Only Foodpanda and Pathao Food have done particularly well in attracting and keeping new customers in recent years. The meal delivery business in Bangladesh has expanded significantly since the start of the pandemic, when people started using these services more frequently. According to Statista, By 2023, the internet meal delivery market is expected to be worth \$987.70 million. To conclude, businesses in Bangladesh's dynamic food delivery market will encounter shifting market dynamics and will need to innovate to fulfill the various requirements of their customers.

3.1.2 Objectives

Broad objective: This research aims to investigate the overall scenario of online food delivery service and competitive analysis focusing on foodpanda.

Short objective:

1. Determine and quantify customer loyalty for mobile app-based services, with an emphasis on the foodpanda delivery service.
2. Online food purchasing behavior of different age demographics.

3.1.3 Significance

This report on "Bringing food to your doorstep - the foodpanda journey and competitive analysis" is crucial in the modern, technologically-driven business world. This study focuses on the online food buying behavior of different age demographics and the competitive advantages focusing on foodpanda delivering service. It is necessary to ensure the customer satisfaction through market research as customers' affiliation and enthusiasm could shift over time because of the dynamic nature of the industry. If the companies change their features according to customer demand, customers will also feel more connected towards the brand and it will eventually help to increase brand loyalty. The scope of this research can also be used to forecast how long clients will remain interested in and committed to this service.

3.2 Methodology

The study will take a mixed-method approach, applying qualitative and quantitative data to examine the trustworthiness of food delivery apps and the competitive advantages of foodpanda. Additionally, qualitative and quantitative data have been collected using both primary and secondary data gathering technique. The key sources are my professional experiences and the results of a Google form survey. The secondary sources I've used come primarily from published research papers and previously disclosed online sources.

3.3 Findings and Analysis

In order to produce an accurate study, 102 responses were collected from a diverse pool of respondents.

Age Demography:

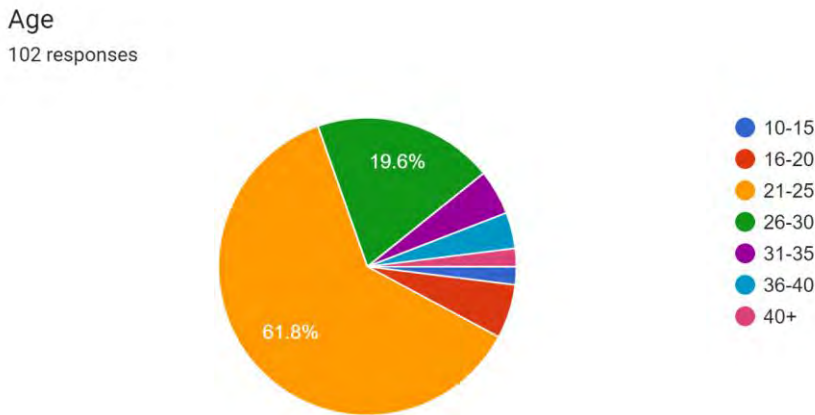


Figure 9 : Age Demography

This was included in the survey to get a better understanding for the age demographics. The vast majority of the respondents are in their 20s. 61.8% of the total respondents are from 21 to 25. The second highest group of respondents are from the age range of 26 to 30 which is 19.6%. The third highest group of respondents are from the age range of 16 to 20 which is 5.9%. The majority of the respondents are the young age group of people which shows a prediction that the young people of this country are tech savvy. 31 to 35 age group of the are 4.9% which in 5 in number. 36 to 40 age group of people are 3.9% in number which is very much close to the previous one. 10 to 15 and 40+ age group of people are the same in number which is 2% in number.

Usage of Online Food delivery service:

Do You Order food Online
102 responses

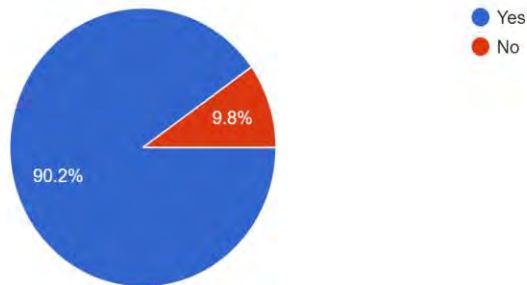


Figure 10 : Usage of online food delivery service

This survey shows that, majority of people order food online nowadays. According to the survey 90.2% people order food online on a regular basis. The amount is 92 out of 102 respondents. On the other hand, only 9.8% of the total respondents do not order food online.

Frequency on ordering food:

How many times a week you order food online
102 responses

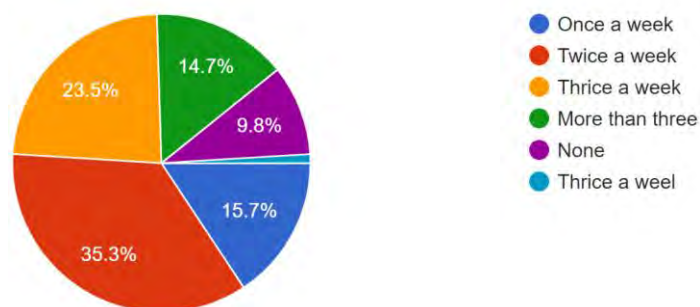


Figure 11 : Frequency on ordering food online

Out of 102 respondents, 36 of them order food twice a week, which is 35.3% of the total percentage of the total number. 23.5% of total respondents order food online three times a week. Majority of people order two to three times per week. 15.7% people order at least once a week online. 14.7% of total respondents order more than 3 times per week. 9.8% means only 10 people out of the total respondents do not order food online. Based on the survey, we can conclude the statement by saying that, most of the people order two to three times per week.

Use of Foodpanda:

Which Application do you use to order food online?

102 responses

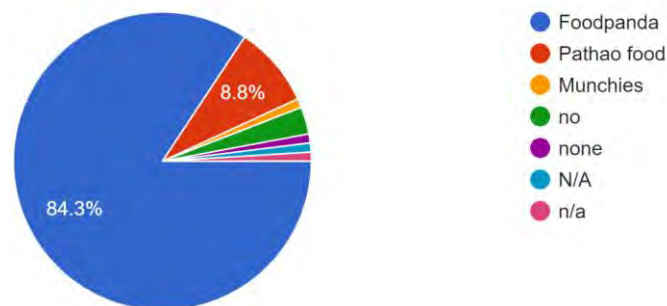


Figure 12 : Usage of Foodpanda Application

Usage of Foodpanda application over other applications: Based on the survey, use of foodpanda is way more than other competitors in Bangladesh market. 84.3% of the total respondents use foodpanda over other services. 86 of 102 respondents use foodpanda. The second most popular service is provided by Pathao Food. 8.8% respondents use Pathao Food which is 9 in numbers. There is another competitor named Munchies which is used by one respondent out of 102 respondents. And the rest of the people do not use any service from this sector.

Review of the service:

Are you satisfied with the service of foodpanda?

102 responses

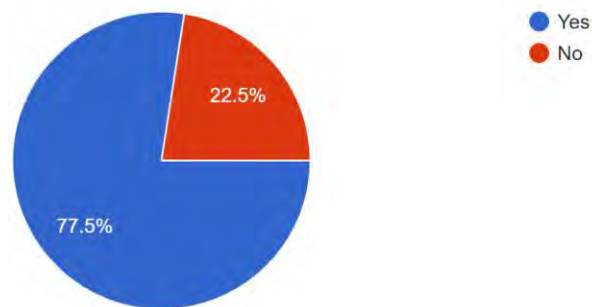


Figure 13 : Customer satisfaction

According to the survey 77.5% of the respondents are satisfied with the service of foodpanda. 79 out of 102 respondents are satisfied with the service of Foodpanad. 22.5% people are not satisfied with the service of foodpanda which is 23 in number. This number cannot be ignored. Foodpanda should look after the customer complaints.

Peoples' perception about Foodpanda:

Do you think foodpanda is better than other food delivery service in market?

102 responses

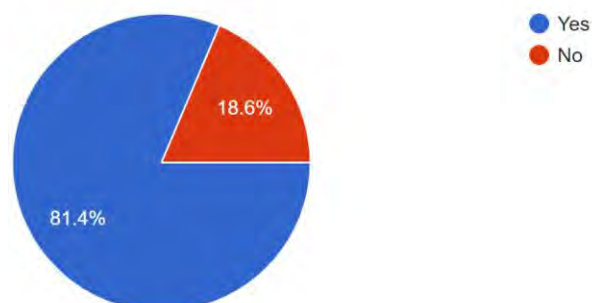


Figure 14 : Peoples' perception

81.4% respondents are satisfying with the service of foodpanda. 83 respondents think foodpanda is better than other food delivery services. On the other hand, 18.6%, 19 respondents do not think foodpanda is better than other services.

Which feature makes foodpanda different from other services?

102 responses

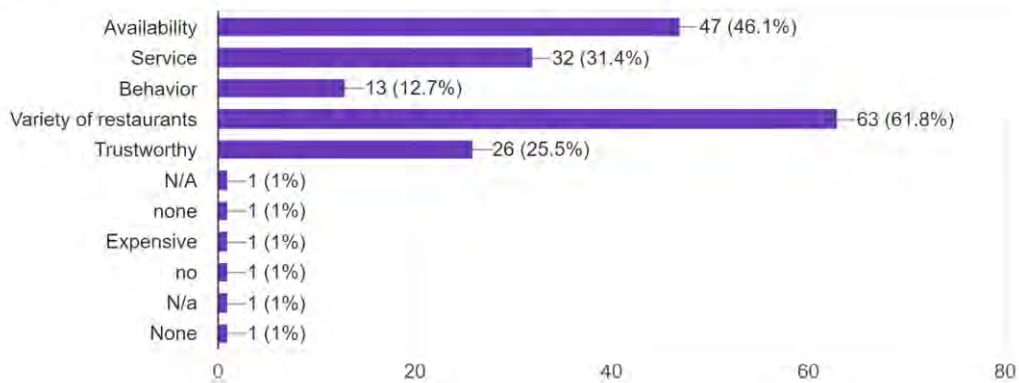


Figure 15 : Competitive advantages

Features those make foodpanda different from other services: There were checkboxes for this question. So, respondents provided multiple answers for this certain question with their own preferences. 61.8% of the respondents think that foodpanda has variety of restaurants option for their customers. Availability is also another advantage for foodpanda. Foodpanda delivers food until the restaurants are open. Also, in the challenging circumstances like bad weather, foodpanda delivers food. 46.1% of total number, 47 respondents believe that foodpanda is more available than their competitors. 31.4% respondents are satisfied with the service of foodpanda. 32 respondents believe that foodpanda serves better than other food delivery services. Over a quarter (25.5%) of people say they have faith in Foodpanda.

According to 13 respondents, behavior of riders and foodpanda employees are better than other food delivery services. On the contrary, 6 respondents believe that foodpanda does not have any feature that make foodpanda different from other food delivery services.

3.4 Summary and Conclusion

In conclusion, Businesses operating in Bangladesh's dynamic food delivery market will need to adapt to shifting market conditions and a wide range of customer tastes. Businesses in the food delivery industry that want to sustain can't rest on the convenience factor alone. There were many players in the market those could not survive. Companies need to add features to survive in the market. According to Preespress, the market size of grocery delivery is \$842.50 million, from which ready meal delivery is \$145.2 million. Here the grocery delivery market is way higher than the ready meal delivery. Foodpanda added a new section or vertical called Panda Mart where they deliver grocery products. Other competitors who had to shut down their company, were completely running based on ready meal delivery. Foodpanda constantly try to innovate and explore different feature to satisfy customer need. This is one of the reasons that they are still surviving in the Bangladesh market and making profits. Additionally, they are doing different types of marketing and partnership with different brands that give them huge exposure in the market which eventually makes them unique and gives them more exposure towards their targeted customers.

Furthermore, majority of people nowadays use online food delivery services. Among them, young age demographics, use this service more. Most of the people order food online at least once a week. Foodpanda is much more popular than other food delivery services those are available in the market. Some factors like availability, variety of restaurants, service, trustworthiness make foodpanda different from its competitors.

3.5 Recommendations

Based your experience what would you recommend foodpanda to improve?

5 responses

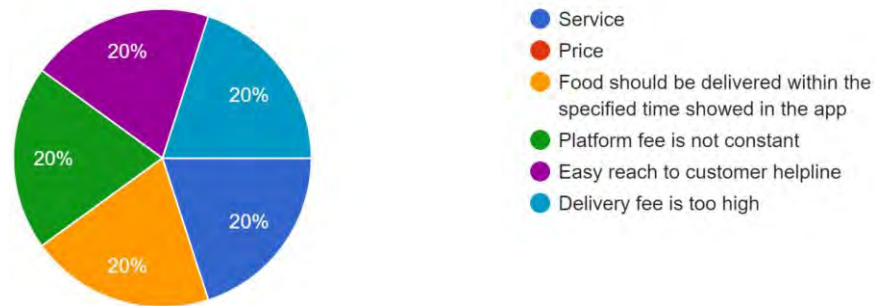


Figure 16 : Recommendations

A small survey was made to provide the recommendations based on real life experiences.

1. Additional funds may be put into coupons, sales, and discounts by Foodpanda. People are more likely to place an order with a business that offers discounts on the food they want to buy.
2. Sometimes a delivery takes a bit much time to deliver the food. Additionally, there might be a rough weather that causes the delivery man to reach the destination on time. Foodpanda can train their riders to deal with these kinds of situations.
3. As this service is completely application based, sometimes people face difficulties getting services like reaching towards the customer service. So, the application can be more user friendly and different campaigns can be run to aware the customers.
4. Sometimes delivery fees show much higher than the regular time and it fluctuates. Due to traffic or weather, it fluctuates. It causes customer dissatisfaction. Foodpanda can fix a rate and should continue with the same pricing.
5. Sometimes platform fees cost additional money for the consumers and it fluctuates over time. Foodpanda should fix a constant platform fee for everyone.

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