

A COMPARITIVE STUDY ON FOOD DELIVERY COMPANIES WITH REFERENCE TO ZOMATO COMPANY

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Abstract

A website called Online Food Delivery System was created primarily for use in the food delivery sector. By lowering labour costs, this method will enable hotels and restaurants to expand their businesses. Additionally, the system enables quick and simple management of an online menu that clients can explore and use to submit orders with just a few clicks. Then, for effective processing, restaurant staff members use these orders using a simple graphical interface. Our suggested solution is an easy-to-use online meal ordering platform for customers. It eliminates the drawbacks of the conventional queuing mechanism.

Introduction

Online meal delivery services are one of the booming industries nowadays. The swift movement living, ordering meals Startups and major international companies that are interested in the food delivery business are making enormous profits, and their company valuation is steadily increasing. Buying food online. An online order that promises to be delivered to the customer's door within a certain amount of time is also referred to as a service. E-commerce companies have been creating online enterprises and satisfying clients for more than ten years. Online food ordering services are a growing industry in India. Prior to the widespread availability of the internet, businesses like Papa John's, Pizza Hut, McDonald's, and others that are still present globally were delivering fast food to customers' doorsteps. However, as a result of this gap in the market, many entrepreneurs have started online companies that deliver food to customers' doorsteps. Instead of calling the restaurant during lunch and supper, people are using the internet to place their orders. This industry has a great deal of potential and is already producing a lot of jobs. Kotler (2005) says that perception is basically a process through which information is received, selected, organized and interpreted by an individual. Understanding local customer, their culture and applying business practices is very important for restaurants to survive in this cut throat competition. One of the main reasons for the growth of the online food ordering sector is the purchasing power of customer which is growing drastically from last 4 to 5 years.

OBJECTIVES OF THE STUDY:

1. To understand the online food ordering industry.
2. To compare the top companies in the online food ordering industry.
3. To depict ZOAMTO'S business model.
4. To analyze ZOAMTO'S business with other companies.
5. To provide findings based on research.

LIMITATIONS OF THE STUDY:

1. Can be biased from the publications.
2. Could have missed some imperative factors.
3. Wrong calculations from the authors /publications.
4. Mismatch of the data interpretations.

RESEARCH DESIGN:

To carry out this research study, explanatory research design has been implemented for their entire work. Explanatory research is a type of research methodology which exists already available information or data, published by previous researchers, author, print media and survey firms. Which gives particular information in the form of data analysis and data interpretation.

RESEARCH METHODOLOGY:

This study is fully based on secondary data covering from financial years 2019-2022. The data has been collected from official websites of all the selected broking firms. As well as from various all the available research reports like magazines, journals and published books.

SAMPLE SIZE:

To perform this study, we have taken sample of some edtech companies and they are:

1. ZOMATO
2. SWIGGY

These two companies are sample size for the complete study to meet our goal of this research study.

COMPARISON OF THE SAMPLES UNDER THESE AREAS FOR THE PERIOD OF FINANCIAL YEAR 2023:

1. Net worth of the firms.
2. Total active clients.
3. Market share.

DATA ANALYSIS AND INTERPRETATION:**1.REVENUE GENEATION OF THE INDUSTRY: from 2018 to 2021**

Year	Revenue (in Rs)	Profit/loss rate
2019	24.35 billion	15%
2020	51.2 billion	115%
2021	45.4 billion	11%
2022	42.2 billion	7.4%

INTERPRETATION:

From the above data we can clearly see the trends are highly volatile in terms of growth rate. Especially from the year 2020-2022 the growth was highly expeditious from 15% to 12%. Now in this financial year experts are anticipated the growth rate up to 120.3% which is huge percentage of increase from the last year.

TOP CITIES WITH MOST ACTIVE CUSTOMERS:

City	Customers
Bangalore	35%
Delhi	16%
Kochi	10.5%
Mumbai	7.5%
Hyderabad	10.0%

INTERPRETATION:

The above data depicts the total number of customers belongs to which city, as from the table we can easily understand that majority of the customers are from Bangalore city followed by Delhi, Kochi, Hyderabad and finally Mumbai.

CURRENT NETWORTH OF THE COMPANIES AS PER 2023:

YEAR	COMPANY	NET WORTH (IN \$)
2023	ZOMATO	5.7 billion
2023	SWIGGY	10 billion

INTERPRETATION:

In the financial year 2023 the high-net-worth company is SWIGGY with a value of 5.7 billion \$ followed by ZOMATO with a value of 10 billion \$.

TOTAL ACTIVE CUSTOMERS AS PER 2023:

COMPANY	TOTAL ACTIVE CUSTOMERS
ZOMATO	32 million
SWIGGY	20 million

INTERPRETATION:

Active customers refer to those learners who studies daily. From the data we can understand that ZOMATO has the maximum active customers as compared to other companies followed by SWIGGY.

MARKET SHARE AS PER 2023:

YEAR	COMPANY	MARKET SHARE
2022-23	ZOMATO	54%
2022-23	SWIGGY	46%

INTERPRETATION:

Market share is the percentage of total revenue done by one individual company in business world. The percentage/portion of market controlled by a one particular company is called as market share. From the data we can easily identify that ZOMATO has maximum market share value as compared to other companies in this financial year 2023.

FINDINGS:

- ✓ The whole study is completely based on comparisons of online food delivery companies.
- ✓ The majority number of customers handled by ZOMATO.
- ✓ The maximum market share owns by ZOMATO only.
- ✓ SWIGGY has good market capital value compared ZOMATO.

CONCLUSION:

One of the largest internet platforms has evolved into a lockdown, specifically in the food delivery sector. With food technology businesses like Swiggy, Zomato, and many more, the market's structure is changing at a fast pace. As the decade comes to a conclusion, we are beginning to notice some indications of market consolidation after multiple changes to operating principles and tactics. The two leading startups in the industry, Swiggy and Zomato, unquestionably owned the decade. Case studies frequently illuminate the particulars of an individual, group, or event's work and conduct. There is no question that it is an invaluable and significant type of research for everyone who is, in some way, connected to the brand.

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