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“The case Study of Zomato and Swiggy”

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ABSTRACT :

Last night's leftovers or instant noodles? For what purpose? Food tech start-ups have undoubtedly changed how people eat in urban India. You only need to pull out your phone and place your preferred order from Swiggy or Zomato. The potential of a developing market in one of the world's biggest countries is examined in this case study. A significant INTRODUCTION

Instant noodles or last night's leftovers? What for? There's no doubt that food tech start-ups have transformed the way urban India eats. All you need to do is whip out your phone and order what you like from platforms like Swiggy, Zomato. In this case study, the potential of a growing market in the one of the largest economies in the world is analyzed. Grocery shopping, meal planning and cooking is now considered a chore by a good proportion of the growing Indian middleclass, causing a surge in demand for services that free them of such inconveniences. Upwards of 50,000 restaurants in India provide home delivery, and are often only able to see marginal profits from their take-away sectors. This indicates a high potential in a relatively untapped market segment of the expanding Indian middle class now views grocery shopping, meal planning, and cooking as chores, which has led to an increase in demand for services that relieve them of these hassles. In India, more than 50,000 eateries offer home delivery services, although they sometimes only make a small profit from their takeout business.

Introduction of Zomato and Swiggy

Necessity is the mother of Invention. Zomato was established due to the necessity of the customers. Zomato was founded by Deepinder Goyal and Pankaj Chaddah in the year 2008 in New Delhi. Deepinder Goyal and Pankaj Chaddah came up with the idea of starting the online delivery of food because they constantly observed their colleagues continuously demanding and searching for the menus of various restaurants and wanted to come out with a solution for the same. India is home to the startup food delivery service Swiggy. It was Nandan Reddy who founded Swiggy. Rahul Jaimini and Sriharsha Majety. In 2013, Nandan Reddy and Sriharsha Majety launched the website Bundl with the intention of conduct transportation and logistics in India.. After that, Bundl changed its name to Swiggy, the application for internet food delivery.

ZOMATO SWOT ANALYSIS:

Zomato's SWOT analysis looks at the company's strengths, weaknesses, opportunities, and threats. In the SWOT analysis of Zomato,

The internal components are the strengths and weaknesses.

In contrast, the external factors are threats or dangers and opportunities or openings.

A technology called SWOT analysis enables a company like Zomato to establish a standard. One of the leading companies in the IT and technology sector is Zomato.

Analysis of SWIGGY-SWOT: -

Swiggy's SWOT analysis highlights the brand's attributes. Strength emphasizes all of the positive aspects of the brand and its recognized practices that set it apart from its competitors;

Objective of the Study

Being aware of the various marketing approaches used by two significant Indian companies in the food technology aggregator business.

Utilizing high-quality instruments to identify the causes of these two certain businesses. Creating a plan of action in areas that have room for improvement. To investigate the actions that these businesses have taken. To examine both companies' SWOT analyses

RESEARCH METHODOLOGY

Primary data was collected from various people and their opinion and information for the specific purposes of study helped to run the analysis. In essence, the questions asked were tailored to elicit the data that will help for study. The data was collected through questionnaire to understand their experience and preference towards their loyal company.

Secondary data was collected from various sources such as different business websites and published papers. A variety of quality tools have been applied to the problem of interest. The study starts with a Marketing Insights of Both the Companies that outline the features of both the giant foodtech market in India. A comparison of business models is done qualitatively and the marketing mix strategies of both the companies are compared.

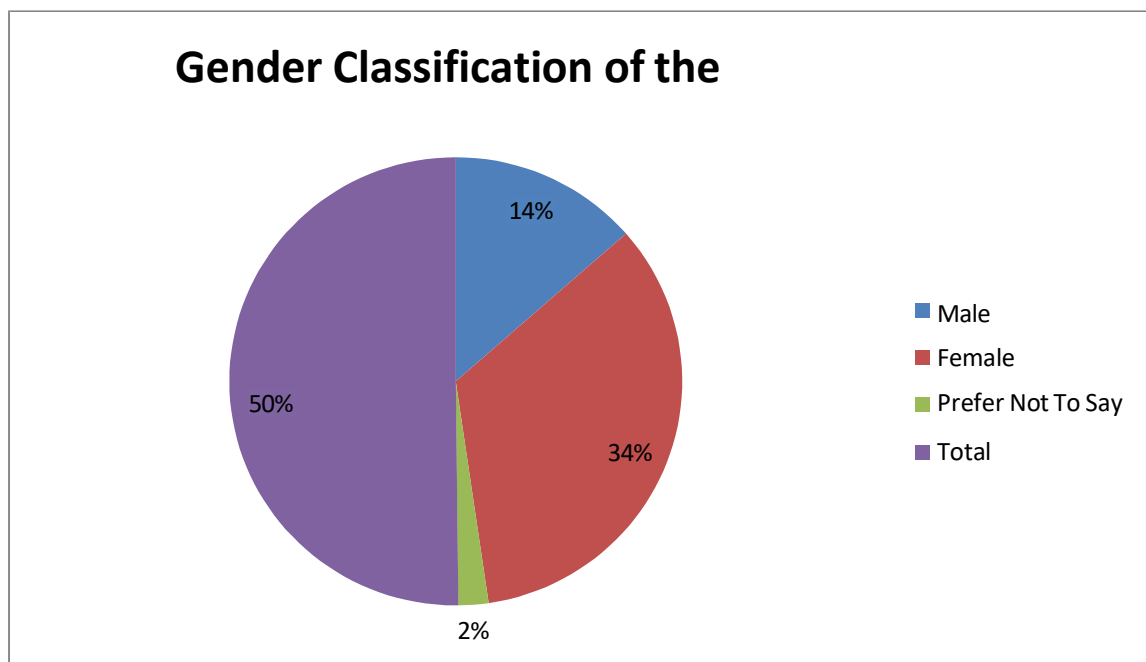
Product Differentiation

Swiggy is proposing a concept for surge pricing in which purchases purchased on holidays, festivals, or rainy days (when most delivery people are absent) will incur a delivery fee of \$220. In the US, Swiggy's competitors charge \$3–7 for each delivery (DoorDash). Thus, if a delivery costs \$250 and a fee of 10% is applied to a 2300 order, the business

There is a cash burn of just 230 (Sayan Chakraborty, May 2016). Therefore, businesses need to understand when to exit the customer acquisition phase. Swiggy's Cloud Kitchens: In a different model, kitchens are positioned in areas where Partner eateries are not physically present, but possess the ability to entice customers through the app (no dine-in option), Cloud kitchens significantly reduce operating expenses.

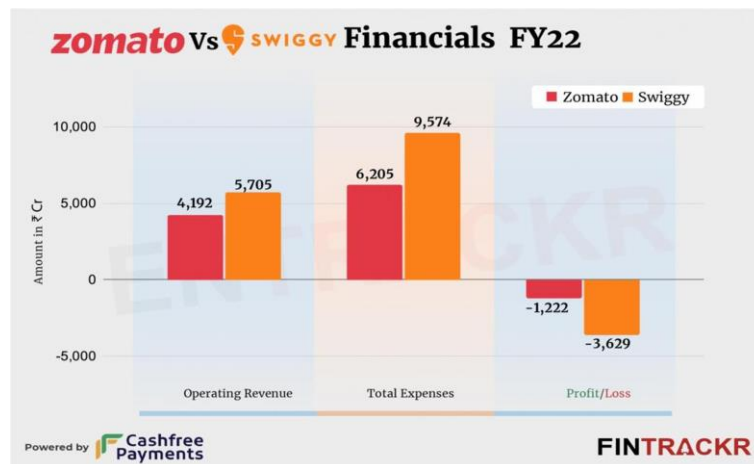
Product Differentiation

Reducing excessive hiring Despite laying off a significant number of workers, Zomato managed to maintain investor trust and avoid a hostile work climate. Over 90% of traffic came from 40% of Zomato's restaurants. The business "had to reconsider our procedures to ensure that the frequency of Their data updates for the top 40% of eateries increase by multiples. This resulted in a cut in around 60% of their worldwide content teams. Over-hire is a common money-pit in early



PIE CHART: Gender Classification of the Respondents:

Swiggy outpaces Zomato with higher revenue and scale in FY22



ZOMATO SWIGGY

Product

Swiggy is a well-known delivery service.

Businesses that provide ordered food and drink goods to its patrons. It has produced one window and included a variety of food parlors. and eateries that fall under its purview. A The consumer can now select from graphic menus for eateries in neighborhood and place an online order. The business has calculated 700 and fifty eateries on its platform, as well as gets close to seventy thousand orders. on a monthly basis.

Zomato offers its users information on restaurant searches and evaluations that allow one to make a well-informed choice regarding the selection of eatery. The menu pictures are provided to clients, particularly for those eateries that aren't operating their personal webpages. Generally speaking, their Among the services are POS systems, Dining establishment

Price

Swiggy: Swiggy is a well-known delivery service.

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Swiggy has a sizable workforce. Moreover, this adaptability leads it to give its clients a policy of no minimal order. This has gotten more its clientele significantly. Swiggy raised two million dollars. dollars in the Series Accel Partners as well as SAIF Partners. It increased during Series B. \$16.5 million in support from an unnamed financial company and NW Venture Partners. The Swiggy quick meetings with eateries that provide a minimum of 15%–25% commission, which has assisted it in expanding its distribution channel and generating higher profits.

Zomato:

Restaurants are not charged by Zomato to list their information on the Zomato page. But that doesn't imply that The eateries won't pay anything in the end. There are three fundamental channels or sources of revenue generation, specifically: advertising (both banner and sponsor ads), reservation for a restaurant and event tickets. Tickets are available on eventticketing. unique events are offered for sale on the website. primarily for big parties or gatherings. Booking a restaurant or placing an online order incurs fees. from 7.5% to 15% of revenue, depending on the restaurant's priority category.

Place

Swiggy:

Swiggy is now available in a select Indian cities, including Bengaluru, Gurgaon, Pune, Chennai, and Delhi.

Mumbai, Kolkata, and Hyderabad. It has Bengaluru as its headquarters. within Karnataka and has made its corporate headquarters in Hyderabad in Telangana and Haryana's Gurgaon. It is a well-known software that accepts orders for meal delivery from eateries that are listed on its entrance. Swiggy has established a robust and extensive distribution system to provide the best and fastest outcomes.

Zomato:

Native Windows Phone and Universal Windows users can access Zomato, an online search engine. System, such as Windows 10 and Android and Windows 10 Mobile users, iOS and watchOS. At the moment, it is accessible in over 23 countries such as Canada, Chile, India, United Arab Emirates, Malaysia, and New United Kingdom, Lebanon, and Ireland, the Czech Republic, the Kingdom, Poland, Turkey, Sri Lanka, Italy, Portugal, South Africa, Slovakia, and Qatar Australia, the United States, and Africa Among others. Today, the website gets an estimated 90 million people stuck in traffic monthly visits.

FINDINGS

Emotional branding is used by Zomato and Swiggy to attract more users.

On the merchant side, Swiggy holds a dominant position. Zomato had long disregarded the ordering feature because it didn't think it was very useful. Swiggy is in the lead in a few survey categories. About half of my kitchen's internet orders are currently placed on Swiggy, whereas Zomato performs roughly 20–25% of orders. Without a doubt, Swiggy and Zomato had a significant influence on consumers and won over devoted clients. Zomato and Swiggy both have highly creative and appealing advertising.

Conclusion

Online and offline marketing campaigns make up Swiggy's marketing strategy. It uses Instagram, Pinterest, YouTube, Facebook, and Twitter to advertise its campaigns. Among its campaigns are #DiwaliGhayAayi, Secondtomom,

#SingWithSwiggy and Recognize your neighborhood food walks and food series of photos. The business has effectively increased its audience engagement and brand recognition by these channels.

Instead than using traditional media, Zomato's marketing strategy emphasizes online media fact that they are among the few Indian businesses who have managed to maximize of this contemporary marketing channel. Employing non-traditional channels or messaging, utilizing low-cost marketing channels, Strong customer engagement and an emphasis on customer service and experience are some of the tactics the business employs.

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