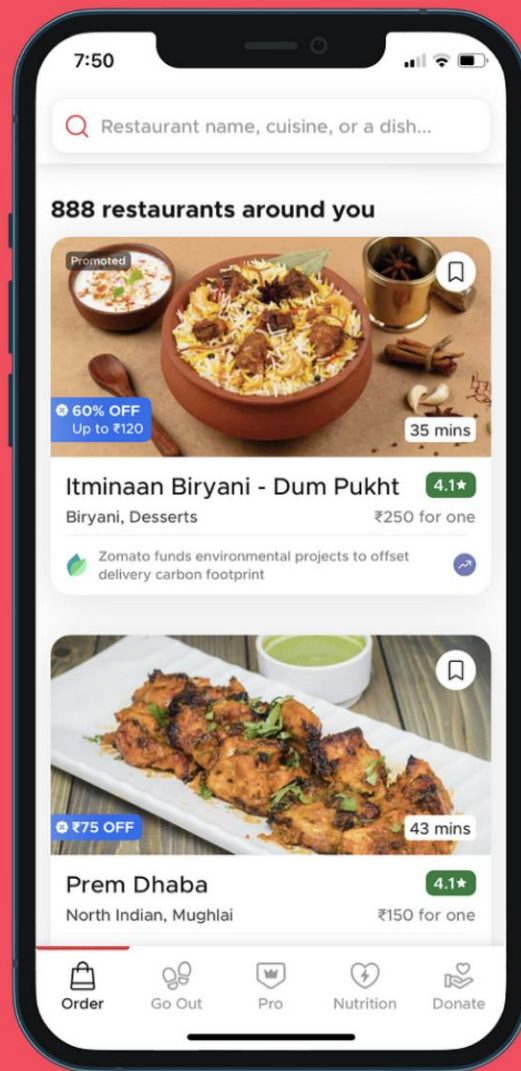
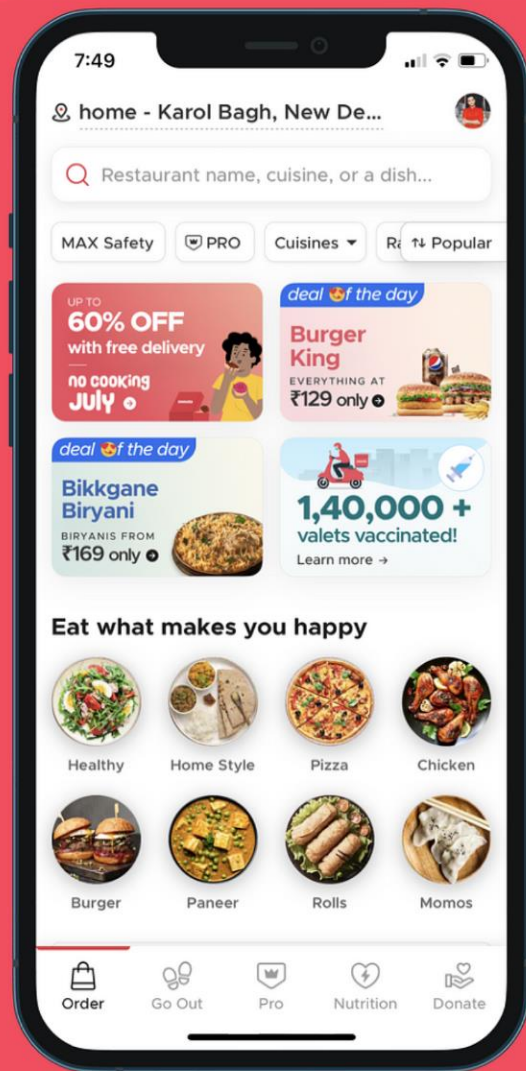




zomato

X

**next
Leap**

PROBLEM STATEMENT:

**To Increase the number of
Customer Text Reviews For
Food Delivery Vertical**



MILESTONE: 1/4

INTRODUCTION



Company Statistics



**100M +
MAU**



**₹ 13000 Cr.
revenue**



**10 Cr.+ App
Downloads**



**24+
Countries**

Revenue Streams

- From **Delivery Charges**
- **Commission**
- Through Sponsored **Advertisement**
- **Gold Membership** 
- **Platform Fees**

Key Partners

- Restaurant Owners
- Delivery Partners
- Retail Grocery Store

Competitors

- Swiggy 
- Dominos 
- EatSure 
- Scootsy 
- RunnrTastes2Plate 
- Railofy 

Value Proposition

- Smooth Food Delivery with updated Cancel Policy
- Smooth & Secure Online Payment System
- Multiple Payment Option
- No Minimum Order Restriction
- Bridging the gap between customer & Restaurant through a digital platform/App

zomato

Subsidiaries

- Zomato 
- Blinkit 
- Hyperpure 

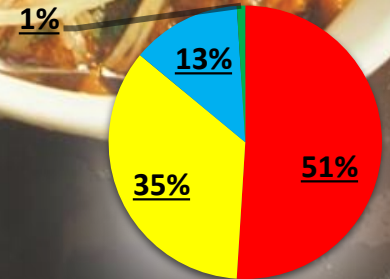
About ZOMATO



Deepinder
Goyal &
Pankaj
Chaddah

- **Founded** in 2008
- Indian multinational **food delivery company**.
- **Acquired UberEats** in 2021 

Market Share



■ Zomato ■ Swiggy
■ Dominos ■ Others

Actors Involved



Users (Client)



Delivery Team



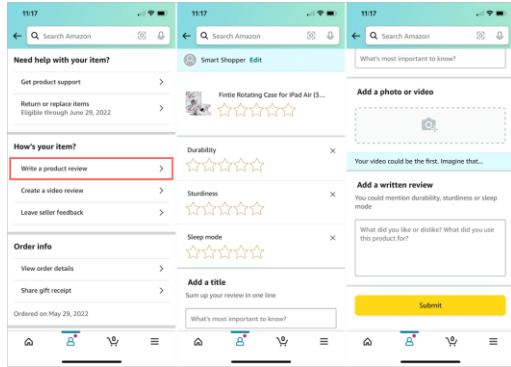
Zomato Team



Key Partners

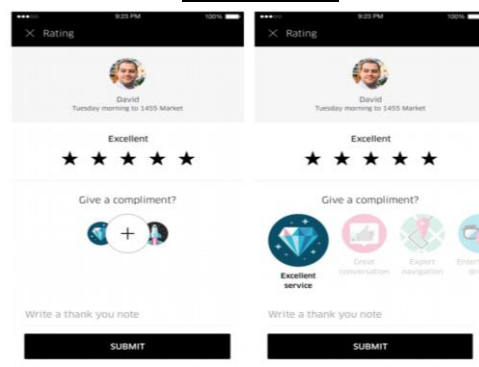
PRODUCT OVERVIEW

amazon



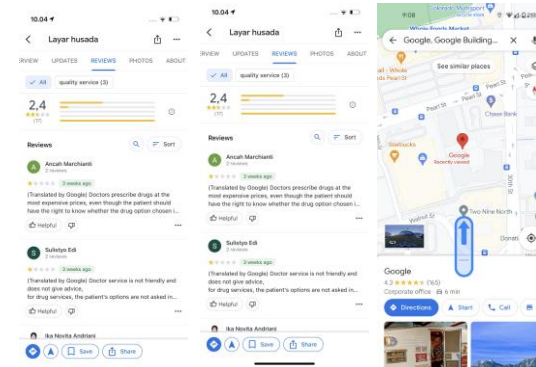
- User Can Review any Product Irrespective of He/she bought it or not.
- In addition to Text, user can upload Pic & Video to enhance experience sharing.
- Reviews must include title and a concise description of more than 18 words

UBER



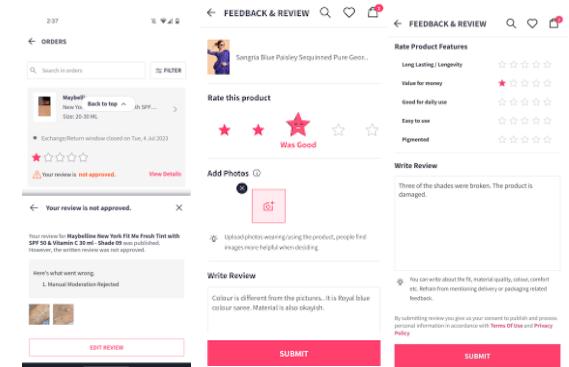
- The Uber platform features a 2-way rating system in which drivers & riders give each other ratings, rating is an average of the last 500 ratings
- User can review how his/her ride was only after the ride is completed

Google Maps



- Your review, score & details about place show up in Google Maps, on your profile until you take them off.
- After your review is published, you can edit it or change the rating and pictures you included.

Myntra



- User can review product after the purchase.
- In addition to Text, user can upload Pic & Video to enhance experience sharing, Giving Star to the product adds icing to the cake

ADVANTAGES

- Reviews in Amazon help people to choose the right product
- By seeing picture and video, users can check & have a review that does the original product looks the same as shown in pic, helping user to build trust
- Boost the brand's conversion, credibility, and overall ecommerce presence

- Reviews in uber helps the customer to know a background of the driver Makes the user feel safe & comfortable during ride
- A higher average rating can mean more rides, fares and tips, as well as the possibility of earning higher rewards.

- Reviews in Google maps helps user to get an idea of the place.
- It helps user to know if the place is safe or not.
- You can get to know better timings availability of accessories like wheeler chair, washroom, food court, etc.
- By seeing the photo of the store, makes user to locate it easily

- Reviews in Myntra help customers to choose the perfect outfit they want to.
- Helps user to see how the does the cloth looks on them.
- Helps them to choose the perfect size needed & also the customer to know the quality of material used to make the cloth



Why review matter for Zomato?

- Excellent reviews tend to drive greater footfall thereby increasing the revenue.
- A restaurant with a greater number of positive reviews compels visitors to pay a visit to the page.
- This is how excellent reviews on Zomato can lead to increased business.

How does review Help?



CUSTOMER

- To compare various restaurants
- To choose the best food
- Avoid Bad Choices
- Discover hidden gems



RESTAURANT

- To improve their Dine In Experience
- To improve their Food Quality
- Attract the customer & build reputation among them



DELIVERY BOY

- To gain the Trust of the customers
- To improve & increase the moral.



- To increase user involvement
- To increase the customer thereby increasing the revenue
- To find the Gap in the company
- Increase Content & Platform Credibility

The Product Outcomes & KTree



WHY REVIEWS MATTER & THE PRODUCT OUTOMES

