

zomato

Better food for more people



RESTAURANT
REVIEWS
TEARDOWN

MARKET SPACE

zomato

ABOUT: Zomato operates a technology platform that provides customers with a convenient, on-demand solution to search and discover restaurants, order food, and have it delivered reliably and quickly. Orders placed on our platform are fulfilled by a last mile delivery fleet comprising of independent delivery partners who onboard themselves on our platform.

Note: We will only talk about food delivery business here not including quick commerce

GOAL: To increase the number of customer text reviews for food delivery vertical

MARKET LANDSCAPE:

CAGR(2023-2032) : 24%

REVENUE (2032):240B

ACTORS

1. Customers
2. Delivery Partners
3. Restaurants
4. Internal teams

COMPETITORS:

1. SWIGGY(45% Market share)



(Others have either left the market or have been acquired)

STATS:(BASE 2023)

REVENUE	MAU	VOLUME(ORDERS)	RESTAURANT PARTNERS	DELIVERY PARTNERS	AOV
61.5 B	17 M	647 M	210K	326K	407RS
(30% ↑YOY)	(16% ↑YOY)	(21% ↑YOY)	(17% ↑YOY)	(14% ↑YOY)	

BUSINESS MODEL:

1. Commission based sales from restaurants.
2. Delivery fees and platform fees from customers.
3. Advertising fees from restaurants.
4. Events tickets and analytics.
5. Zomato gold subscription fees
6. Quick commerce (Blinkit)
7. B2B Sales (Hyperpure)

Regulators:

1. **FSSAI Licence:** This restricts businesses from malpractices regarding the food business.
2. **Trade Licence**
3. **Tax Registration**

Competative analysis of text reviews

zomato

Search in reviews

Relevance Detailed Reviews Verified

Nikita 2★
0 Followers
Verified order

Dish Rating

Chocolate Momo (1 Pc) 1★
Chicken Himalayan Pan Fried Momo In Schezwan Sauce 5★

Overall Review
pan fried momos were 😊 good but than chocolate momo was worst. they did not add chocolate syrup to that and it was completely smashed and bitter in taste due to burning... did not expected this

My food was excellent
★★★★★ 😍

What impressed you?

Food quality Portion size
Packaging Value for money

Add detailed review
Write here

Write a review

Delivery Dining

4.4★ 592 RATED How are ratings calculated? ▶

Food 4.5
Service 4.3
Ambience 4.4
Washroom hygiene 4.5

Search in reviews

1 Filters Latest X Verified With Photos Det

Saikat 5★
2 Followers

This place served the best brunch experience we had in Goa and we ended up going for a quick dinner as well. Had Prawns Tempura, Shakshuka and Pulled Pork Croissant. Also tried the Chicken Burger for dinner. The menu is well planned and suited to div...see more

14 hours ago

Helpful Comment Share

Write a review

10:13 | 0.0KB/s

Preethi Udipi Restaurant 4.4★
1K+ ratings
20-25 mins • Margao
South Indian, Beverages
2.5 km | ₹40 Free Delivery on your order

Flat 10% off
USE PARTY | ABOVE ₹650 3/5

MENU

Search for dishes

Pure Veg Bestseller

Looking for "Pav bhaji" (2)

Bestseller
Patal Bhaji Pav ₹65
4.6 (52)

ADD

SWIGGY

At Zomato there are 2 types of reviews Delivery and Dining, and each review can be classified with above filter,one unique feature is the detailed review where each dish is reviewed seperately.

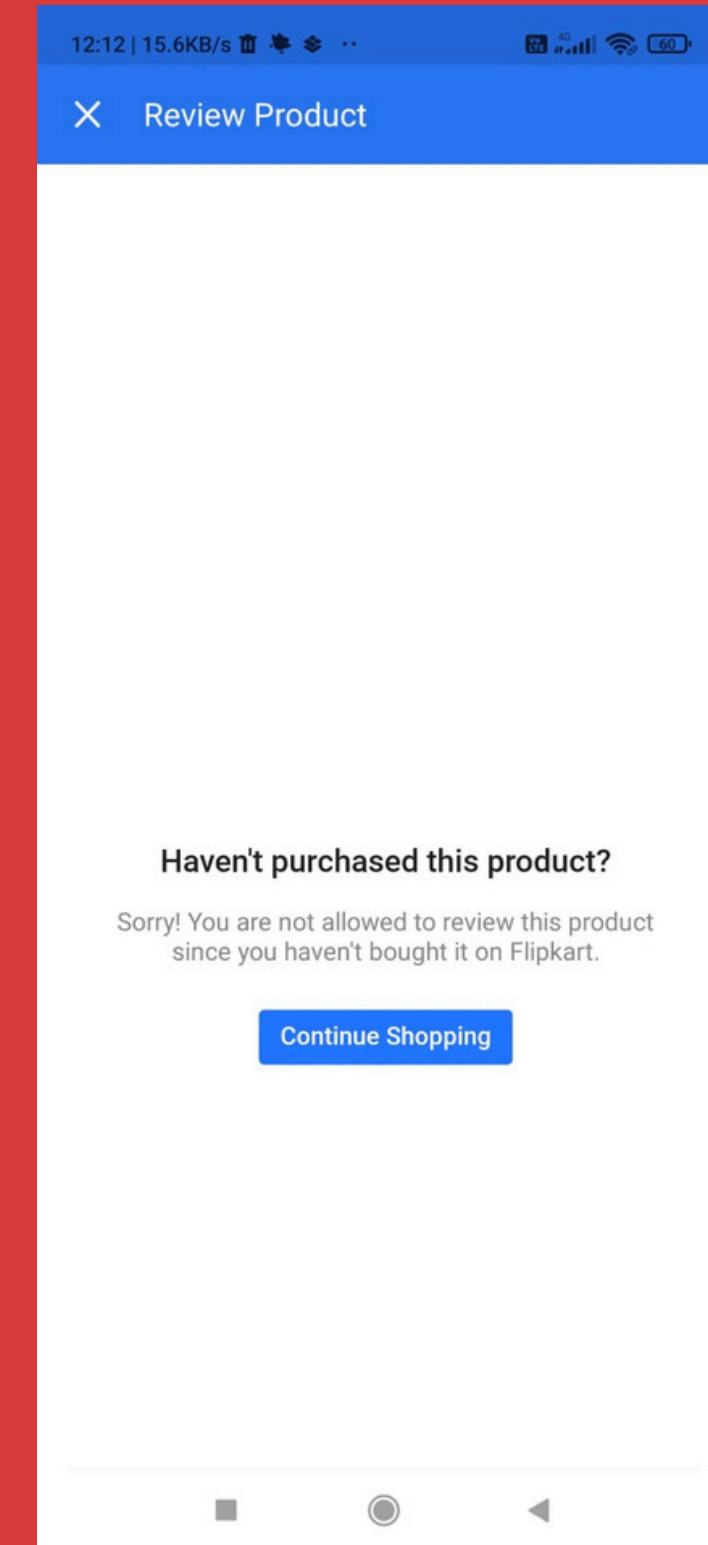
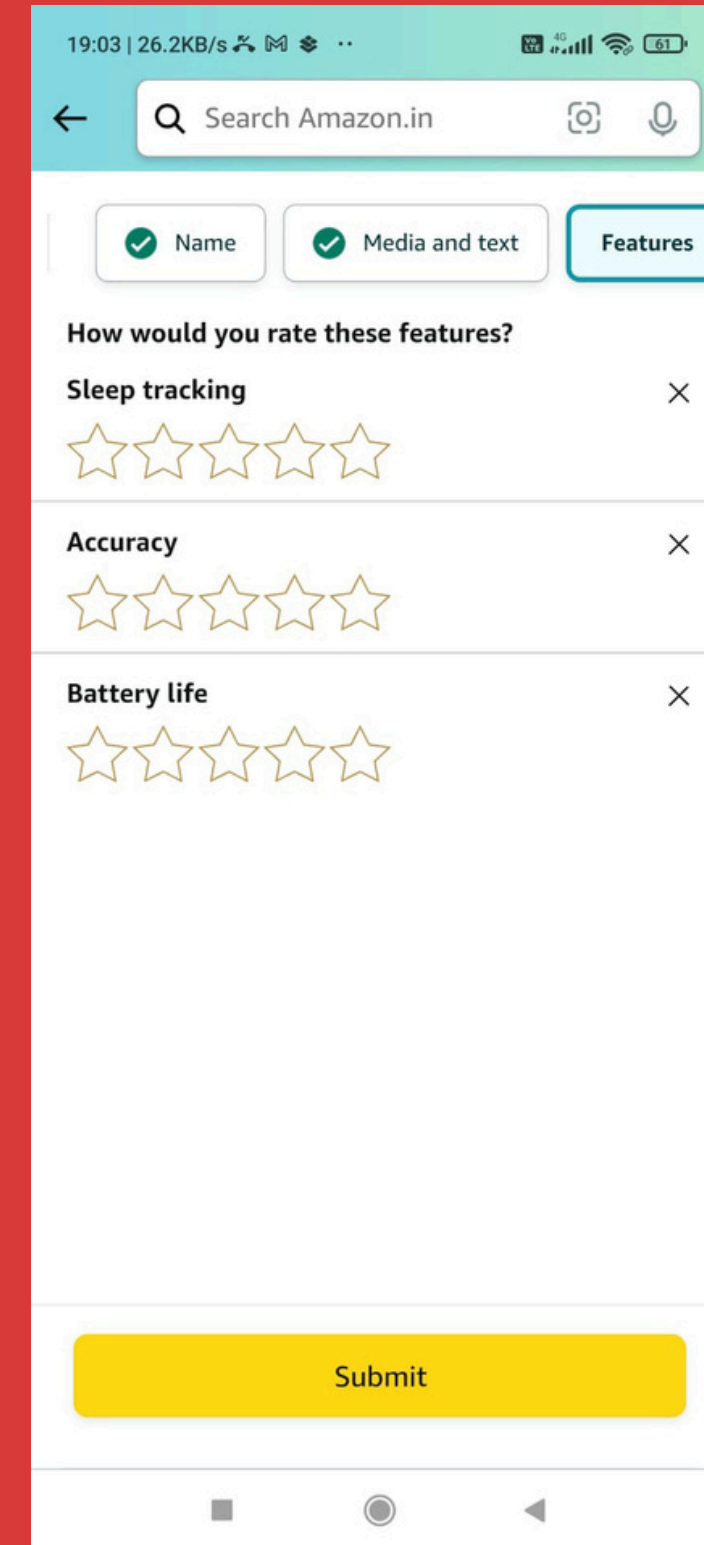
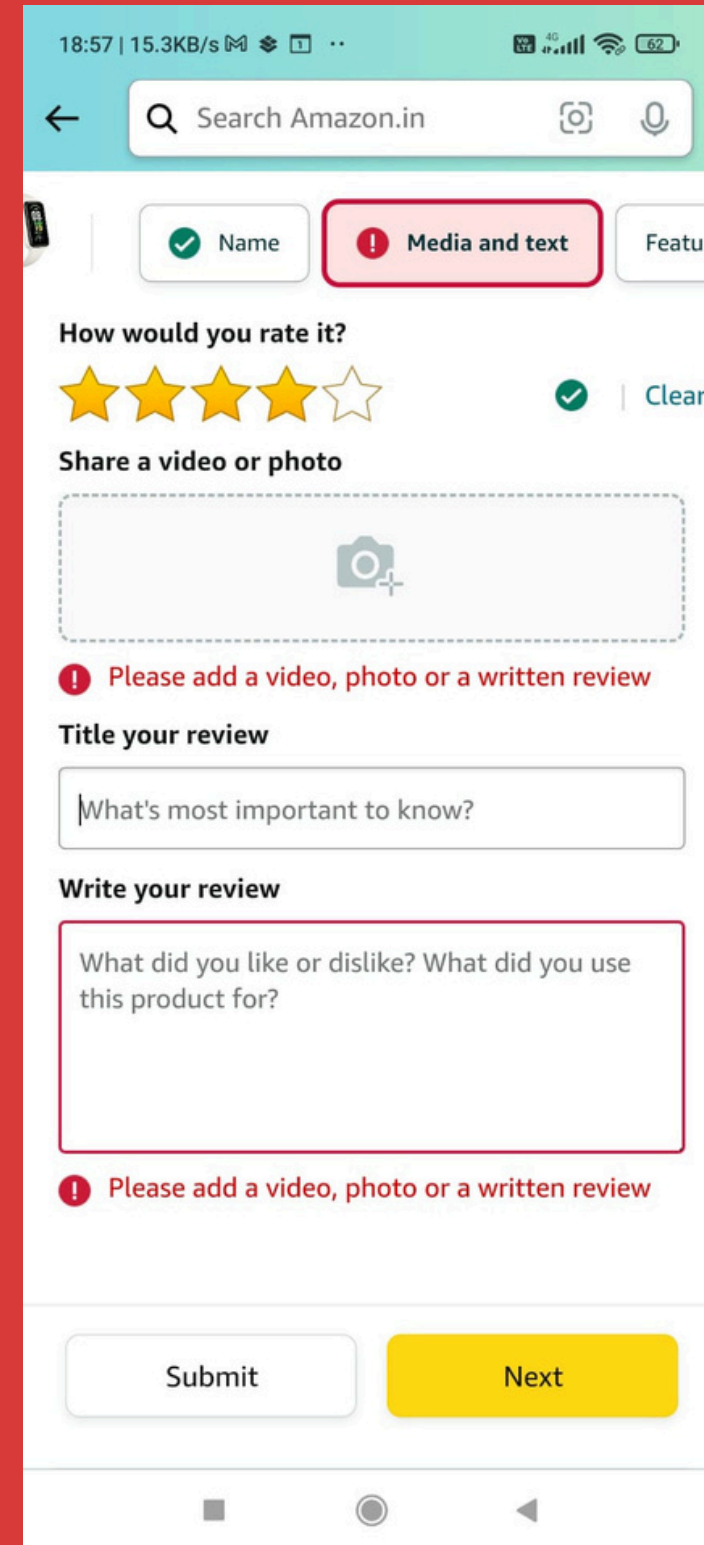
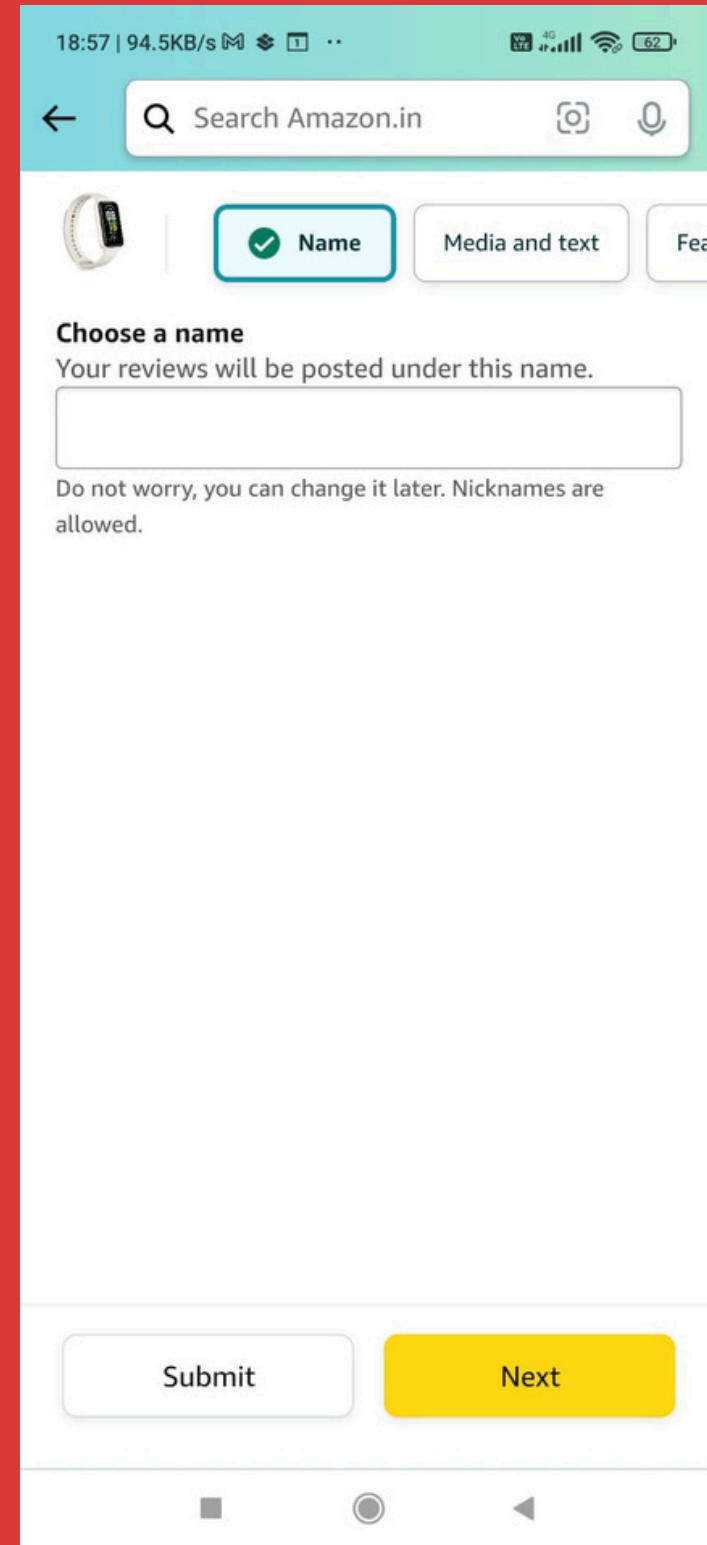
On zomato a verified order review is shown on top, we can also socially review on zomato without ordering and also have followers by using write a review prompt.

If you review you get levels and if you reach the top level you be a conneiseur, where you may get invited by zomato for events to taste food for free.

Swiggi doesnt have such a robust review system like zomato. You can't individually see any written reviews on swiggy, just star ratings are shown to the customers.

You have to order in order to review a restaurant.

Competative analysis of text reviews



On amazon any customer can write a review. On amazon you just can't rate with stars a written review with a title is compulsory (video & photo & feature reviews not compulsory).

They have filter for reviews which includes (verified purchases, photo & video review, positive and critical review)

Here reviews can be marked as helpful if some customer has found the review to be helpful.

Similar features are present on flipkart, but you can't review if it's not bought from flipkart

Why reviews matter and outlining the product outcomes

Why Reviews Matter

For Customers

1. Builds trust and a sense of community
2. Discover new places.

For restaurants

1. Building brand value and reputation
2. Valuable customer feedback

For Zomato

1. Data for personalized adds
2. More UGC more platform engagement.
3. Increased conversations and organic traffic as google indexes reviews which other users can discover

