

A MINI PROJECT REPORT
ON
“A STUDY ON EFFECT OF PANDEMIC ON E-
COMMERCE FOOD DELIVERY COMPANIES IN
BANGALORE CITY”

*MINI PROJECT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF*

MASTER OF BUSINESS ADMINISTRATION
FROM
BENGALURU CITY UNIVERSITY



SUBMITTED BY
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UNDER THE GUIDANCE OF
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AI-AMEEN INSTITUTE OF MANAGEMENT STUDIES
AFFILIATED TO BENGALURU CITY UNIVERSITY
(2021-2022)

CERTIFICATE OF INSTITUTION

This is to certify that this Project entitled **A Study on Effect of Pandemic on E-Commerce Food Delivery Companies in Bangalore City** has been successfully completed by **Asif Altaf** of Reg. No. **MB206208** during the year **2021-22** and the report is submitted in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Prof. Deepak Singh M.C.**

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This is to certify that this Mini Project Report is submitted by **Asif Altaf** is an original work of students and is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** of **Bengaluru City University** under the guidance of **Prof. Deepak Singh M.C.** This report has not submitted earlier either to this university/institution for the fulfilment of the requirement of the course study.

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STUDENT DECLARATION

I hereby declare that the Project Report entitled **A Study on Effect of Pandemic on E-Commerce Food Delivery Companies in Bangalore City** has been prepared by me under the supervision and guidance of **Prof. Deepak Singh M.C**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

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CHAPTER: 1

INTRODUCTION



CHAPTER 1: INTRODUCTION

INTRODUCTION ABOUT TOPIC:

➤ INTRODUCTION OF E-COMMERCE:

E-commerce means using the Internet and the web for business transactions and/or commercial transactions, which typically involve the exchange of value (e.g., money) across organizational or individual boundaries in return for products and services. Here we focus on digitally enabled commercial transactions among organizations and individuals. E-business applications turn into e-commerce precisely, when an exchange of value occurs. Digitally enabled transactions include all transactions mediated by digital technology and platform; that is, transactions that occur over the Internet and the web. Hence, e-tailing is a subset of e-commerce, which encapsulates all “commerce” conducted via the Internet. It refers to that part of e-commerce that entails the sale of product merchandise and does not include sale of services, namely railway tickets, airlines tickets and job portals. Originally, electronic commerce meant the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders or invoices electronically.

The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of E-commerce was the airline and railway reservation system. Online shopping, an important component of electronic commerce was invented by Michael Aldrich in the UK in 1979. The first recorded Business to consumer was Gateshead SIS/Tesco in 1984. During the 1980s, online shopping was also used extensively in the UK by auto manufacturers such as Ford, General Motors and Nissan. The systems used the switched public telephone network in dial-up and leased line modes. From the 1990s onwards, electronic commerce would additionally include enterprise resource planning systems (ERP), data mining and data warehousing. An early online information marketplace, including online consulting, was the American Information Exchange, another pre Internet online system introduced-in 1991.



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In 1990 Tim Berners-Lee invented the World Wide Web and transformed an academic telecommunication network into a worldwide everyman everyday communication system called internet/www(dot)Commercial enterprise on the Internet was strictly prohibited until 1991. Although the Internet became popular worldwide around 1994 when the first internet online shopping started, it took about five years to introduce security protocols and DSL allowing continual connection to the Internet. By the end of 2000, many European and American business companies offered their services through the World Wide Web. Since then people began to associate a word “E-commerce” with the ability of purchasing various goods through the Internet using secure protocols and electronic payment services.

The term electronic commerce or e-commerce refers to any sort of business transaction that involves the transfer of information through the internet. By definition it covers a variety of business activities which use internet as a platform for either information exchange or monetary transaction or both at times. For example, the numbers of consumer brand retail sites like Amazon(dot)com and Flipkart(dot)com which normally provides information about products and also allows monetary transactions to happen over the internet. On the contrary there are the auctions sites like Quicker(dot)com and Ebay(dot)com where the information about certain listed products and services are provided but the monetary transactions normally happen physically.

Apart from these two categories of e-commerce sites, there are some sites which enable businesses to exchange trading goods and also service between two or more companies. All of these forms of internet based business platforms are known as e-commerce. Over the last decade the advent of e-commerce has actually transformed the manner in which people used internet. People now are not only just using internet for gathering information, leisure or socializing online but also at the same time they are seeking measures to conduct business. Even popular social networking sites like Facebook(dot)com are allowing people to promote and sell products and services online and the introduction of computer and mobile based e-commerce application software like Shopify provides evidence of how e-commerce have boomed over the past 5 years.



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➤ OBJECTIVES OF E-COMMERCE:

- **Development of Business-Relationship:** The business development can be done through the e-commerce being the primary and the basic object. As their direct contact in between the company and the consumer, their business relationship will be enhanced. Hence the area of the market can be increased.
- **Better-Customer Service:** As it is done round the clock, the customer will always have online help regarding the products. As all the information is furnished to the customer, it becomes easy to him to choose the best product among all other alternatives. As even the service can also be done through the net immediately, the customer service will be ballooned.
- **Getting more Customers:** In these days it becomes the mandate of the companies to double its customers, and this can be done by rendering the value add service and maintaining the quality. Hence, it is also one of the primary objectives of the companies which supply impetus for the robust growth in sales and overall profit.

➤ FEATURES OF E-COMMERCE:

- **E-Commerce is Technology-Enabled:** Traditional commerce is taking place since times immemorial but E-commerce is result of integration of digital technology with business processes and commercial transactions. The technological foundations of E-commerce are internet, WWW and various protocols.
- **Technology Mediated:** In E-commerce buyers and sellers meet in cyber space rather than physical place. Hence E-commerce does not involve face to face contact.
- **Universality:** Buying and selling take place through websites in E-Commerce. The websites can be accessed from anywhere around the globe at any time therefore it possess the feature of universality.
- **Intercommunication:** E-commerce technology ensures two way communications between buyer and seller. On one hand by using E- commerce firms can communicate with customers through E-commerce enabled websites. On the other end, customers can also fill order forms, feedback forms and can communicate with business operating firms.



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- **Delivery of Information:** E-commerce serves as the best channel of communication. E-commerce technologies ensure speedy delivery of information at very low cost and considerably increase information density as well.
- **Electronic Completion of Business Processes:** By using E-commerce we can perform business transactions like accounting and inventory through computers at global level.
- **Virtual Communities:** Virtual Communities are online communities created by means such as chat rooms and specifically designed sites like, where people can interact with each other having common interest using the internet.
- **Inter-Disciplinary in Nature:** Implementation of E-Commerce needs a lot of knowledge of managerial, technological, social and legal issues. Besides this, understanding of consumer behaviour, marketing tools and financial aspects is as crucial as designing interactive E-Commerce websites.
- **Customization:** With the use of E-commerce technology, the world is moving from mass-production to mass-customization. Product customization ensures that goods are tailor made as per the requirements and preferences of customers.

➤ **TYPES OF E-COMMERCE:**

- **Business to Business (B2B):**
 1. Business to Business or B2B refers to E-Commerce activities between businesses.
 2. In E-Commerce B2B, transactions are usually carried out through Electronic Data Interchange or EDI. EDI is an automated format of exchanging information between businesses over private networks.
 3. EDI is composed of standards that enable businesses' computers to conduct transactions with each other, without human intervention.
 4. For Example- Manufacturers and wholesalers are B2B companies.
- **Business to Customer (B2C):**
 1. Business to Customer or B2C refers to E-Commerce activities that are focused on consumers rather than on businesses.
 2. For instance, a book retailer would be a B2C company such as Amazon.com.



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- **Customer to Business (C2B):**

1. Customer to Business or C2B refers to E-Commerce activities, which use reverse pricing models where the customer determines the price of the product or services.
2. For example – tele workers and online auctions are C2B processes.

- **Customer to Customer (C2C):**

1. Customer to Customer or C2C refers to E-Commerce activities, which uses an auction style model.
2. Customers are also the business and C2C enables customers to directly deal with each other. An example of this is peer auction giant, E Bay.

- **M-Commerce (Mobile Commerce):**

1. M-commerce (mobile commerce) is the buying and selling of goods and services through wireless technology i.e., handheld devices such as cellular telephones and personal digital assistants. Japan is seen as a global leader in m-commerce.
2. As content delivery over wireless devices becomes faster, more secure and scalable, some believe that m-commerce will surpass wire line e-commerce as the method of choice for digital commerce transactions.

➤ **INTRODUCTION TO FOOD DELIVERY:**

Food delivery is a courier service in which a restaurant, store, or independent food-delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or mobile app, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters. Recently, autonomous vehicles have also been used to complete deliveries. Customers can, depending on the delivery company, choose to pay online or in person, with cash or card. A flat rate delivery fee is often charged with what the customer has bought. Sometimes no delivery fees are charged depending upon the situation. Tips are often customary for food delivery service. Contactless delivery may also be an option. Other aspects of food delivery include catering and wholesale food service deliveries to restaurants, cafeterias, health care facilities, and caterers by foodservice distributors.



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➤ HISTORY:

The first food delivery service was for naengmyeon (cold noodle) in Korea, recorded in 1768. Haejang-guk (hangover soup) was also delivered for the yangban in the 1800s. Advertisement for food delivery and catering also appeared in the newspaper in 1906.

➤ MEAL DELIVERY:

A meal delivery service (MDS) is a service that sends customers fresh or frozen, prepared meals delivered to their homes and offices. These services individually package pre-portioned meals to assist with eating a healthy diet. These services cook and prepare meals for customers. Meals may come in small Tupperware containers and are often labeled with nutritional information. There are also many options for specific diet types like vegetarian and vegan. These services often operate on a subscription business model rather than by individual order as in pizza delivery or with the broader category of online food ordering. An alternate type of meal delivery service is a meal kit, which distributes ingredients and recipes that customers prepare themselves.

Meal delivery orders are typically on demand, intended to be eaten right away, and include hot, already-prepared food. While some service providers offer subscription services, ordering for delivery usually involves contacting a local restaurant or chain by telephone or online. Online ordering is available in many countries, where some stores offer online menus and ordering. Since 1995, companies such as Waiter.com have their own interfaces where customers order food from nearby restaurants that have partnered with the service. Meal delivery requires special technology and care, since the food items are already cooked and prepared, and can be easily damaged if dropped, tilted, or left out for long periods of time. Hotbags are often used to keep food warm. They are thermal bags, typically made of vinyl, nylon, or Cordura, that passively retain heat.

In Mumbai, dabbawalas deliver hundreds of thousands of lunches (*tiffin*) to paying subscribers every workday through a system of rail and bicycle links. The lunches are sent in tiffin carriers, and are prepared in the late morning by either a restaurant or family member (typically a wife for a working husband, since many families still follow traditional asymmetrical gender roles). The tiffins are then returned either in the afternoon or the next day by the same system.



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In the Philippines, most commonly delivered meals are from fast food chains like Jollibee, McDonald's, Pizza Hut, Shakey's, KFC, etc. Orders are being done through their delivery websites, mobile apps, or by phone. Time of delivery usually takes around 30 to 45 minutes. In China, consumers mainly place food delivery orders via smartphone apps, with the number of users approaching 500 million people as of 2020. The transaction scale of China's food delivery market is expected to eventually surpass US \$129.17 billion, an increase of 14.8% year-on-year.

➤ DELIVERY OF INGREDIENTS:

Community-supported agriculture schemes work on a subscription box model, where a box of vegetables, dairy product, fish, or meat is delivered periodically from a local vendor. Various meal kit delivery subscription services have started in Europe and North America since 2007. These typically have pre-measured ingredients designed for accompanying recipes.

➤ GROCERY DELIVERY:

Grocery delivery companies will deliver groceries, pre-prep or pre-made meals, and more to customers. The companies work with brick and mortar stores or their own line of grocery items. These orders are typically larger and more expensive than normal meal deliveries, and are often not meant to be eaten right away, rather they are to replace items someone has run out of, like flour or milk. They are almost always done online, and typically take at least one day to deliver, though some companies offer same-day delivery. Many delivery services are required to offer delivery within a couple hours because frozen and fresh foods have to be delivered before they spoil.

Grocery delivery differs greatly from meal delivery in the sense that its is usually sent as a parcel through common mailing services like USPS or FedEx, if it's only non-perishables. Since non-perishable items are normally packaged before arriving at grocery stores, they can easily be repackaged and delivered to customers without any special care. Sometimes, dry ice is added to keep perishable items fresh. Fresh and frozen foods complicate delivery which is done, usually by store/provider employees or third party services such as Instacart.



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According to Forbes, grocery stores should deliver their own groceries to help prevent third party, part-time, non-store deliverers from becoming the 'face' or brand image of their local grocer. Limitations of having to pick and deliver groceries within a short period of time need to be remedied to allow for more flexibility to enable more deliveries to be more efficiently routed. Frozen and fresh food refrigeration units inside the store and the delivery vehicle, as well as lockable, consumer refrigeration boxes at the consumers home will be a solution that allows the groceries to be delivered at any time, further relieving delivery issues.

➤ ASSOCIATED FEES:

In addition to paying for the food, customers will often have to pay a delivery fee. The delivery fee will cover the cost of gas or other transportation costs, but usually does not go to the delivery person. For meal delivery, it is common to give the deliverer an optional tip upon paying for the order. In Canada and the United States, tipping for delivery is customary. Opinions on appropriate amounts vary widely. In addition, grocery stores may charge more for the foods that are ordered online for delivery than they charge for the same items off-the-shelf. In restaurant delivery, if the delivery service is provided by a third party, such as Uber Eats or Deliveroo, the delivery fee, which can be as much as 25 or 30 percent of the value of the order, is paid by the restaurant to the service provider. In addition to the delivery fees, the service companies charge the restaurants a fee to set up the account, further cutting into the restaurants' margins.

➤ RESTAURANTS:

• Delivery services:

In the United States, the first restaurant food delivery service in the world began in 1995 with World Wide Waiter and still operates today as Waiter.com. The top three restaurant food delivery services are Door Dash, Grub Hub, and Uber Eats, which together account for some 80 percent of the sector's revenue. The remainder is accounted for by smaller services. In Europe, major restaurant delivery services include Deliveroo, Delivery Hero/Food Panda, Just Eat Takeaway (founded in Holland in 2000 as Thuisbezorgd.nl., operates in 11 countries, including Poland, Romania, Bulgaria and Israel), Uber Eats, and Wolt. In South America, food delivery services include Uber Eats, Door Dash, Grub hub, DiDi, the dominant ride-hailing company in China, and Rappi, based in Colombia.



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- **Delivery software services:**

As the number of restaurant food delivery systems has increased, so have the logistical challenges of tracking online orders—restaurants using delivery services usually must have each service's tablet or iPad to receive orders, which then must be transferred into the restaurant's own point-of-sales system. To streamline this, software-as-a-service (SaaS) companies have emerged to integrate the online ordering, billing and dispatching of restaurant food orders. In addition to providing online ordering software for restaurant chains (e.g. Applebee's, Cheesecake Factory, Chipotle, Shake Shack), these SaaS companies' digital platforms also provide data analysis that these restaurants use for medium- and long-term planning. The application created for food delivery have positive influences on the performance and profits of the restaurant. Besides, it also can help to save money and time for both restaurant and customers.

- **FOOD DELIVERY COMPANIES IN BANGALORE CITY:**

- **Oota Box:**

Craving home cooked food? Oota Box will have you sorted. The service acts as a mid point between chefs and consumers. Basically, the food is made by people living at home in their own kitchens, so its literally home cooked food! Largely offering South Indian, North Indian and Jain food (so you'll definitely find your favourite comfort meal there), they also take specific requests if a chef knows the recipe. You can choose the one time delivery option, or subscription pack if you know what you like. Servicing most parts of town, each area's "best dish" will differ.

- **Goodness! Beverages:**

Relaunching itself with cold coffees (made using the cold brew technique) and milkshakes, these guys have a selection of classic and flavoured beverages that are just what you need to cool down. Available in pairs and combos, their Coffiato Classic and Coffiato Hazelnut are what you must try. They also make smoothies and energy drinks, oat smoothies and yoghurt smoothies and you can opt to subscribe for periodic drink deliveries. Read more about their cold coffees here.



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- **Chefkraft:**

Skip the pricey mains here (though they do serve two-three people) in favour of their full-meal salads which range from the simple Greek or Teriyaki dressed ones to the more exotic Udon Noodle Soup which loads you up with Bulgarian mushrooms, garlic and noodles. If you're feeling moreish then the 'Minis' (think chicken wings, paper rolls, tacos and skewers) should do the trick. Those not counting calories must try the Chefkraft Fried Chicken with wasabi ketchup and potato wedges, or their Bento Boxes.

- **Fresh Menu:**

Shifting focus from the *ghar-ka-khana*, these guys are all about international cuisine ranging from sliders, crepes and steaks to Chinese combos and vegetarian options (complete with eggless dessert). While the options change daily, they cover Italian, Continental, Asian and Mexican fare. And the good news? They deliver nearly everywhere. Literally to the boondocks and back! That said, we're not as big fans as we used to be as the quality is a bit up and down.

- **Masala Box:**

Bringing the warriors of the kitchens under one roof, this app delivers grub straight from the heart and hearth to you. Home-chefs are the elves they depend on so nothing is impossible when it comes to the food they offer. If you fancy minestrone soup, or butter chicken with *makhani paratha* or perhaps some Szechuan fried rice with garlic chicken, then they're on it. a desk.

- **ReadyBowl:**

If you love meat and biryani, Ready Bowl has you covered with everything from Mutton Peppery Fry to Boneless Apollo Fish. For those who are happy with a spicy meal, you have to try their Chettinad Chicken or their Chicken 65. But hey don't miss out on their vegetarian options as well, like Paneer Butter Masala and Baby Corn Manchurian. And knowing how team lunches in the office go, they even deliver in bulk (by the kilo), so use them on those days when nobody can decide where to order from.



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- **PurpleBasil:**

For those of you who are looking to eat healthier, or have fitness goals to achieve, then PurpleBasil is for you. Asian, Italian, Mexican and Modern Indian fare is what they offer, but with the added benefit of being healthy. Refreshing the menu by the week, they replace unhealthy elements with healthy ones, and knowing that the prize is in the dressing and flavouring. Aglio Olio pasta, or any of the salads, and Satay options seem to be winners. They also have course meal options and subscription plans based on your diet!

- **Sushimen:**

Sushimen a delivery only platform that delivers, well, Sushi! So if you're feeling fancy but can't trek to some place that serves (close to) authentic sushi, this is one of our favourite places to order from. We love their salmon maki and crabstick nigiri. The soy ties all the elements in nicely (and comes in a cute pot). They also offer vegetarian and vegan meals, so this is for when you want to treat yourself.

- **The Bowl Company:**

Comfort food from across the globe in neat little bowls so your desk doesn't get messy. Sounds ideal, right? And that is exactly what The Bowl Company does. From rustic pastas and elaborate Texas BBQ Chicken, they have some delicious options from the Orient too. Or go desi with prawn curry and butter chicken. Check out our experience here.

- **Box8:**

Another food delivery service, Box8 covers Indian food, wraps, sandwiches, and salads. This one even promises delivery in 38 minutes from the delivery zone nearest to you . Box8 is ideal for a desk lunch or a quick fix without piling on the calories. What we most liked was Anti-Surge (mini meals at INR 88), Staples Box (think *Dal Chawal* and *Chole Chawal*) and All-In-One-Meals. They deliver until 1am so feel free to call these guys for a perfect midnight snack.



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- **ITC Hotels:**

If biryani and *pulao* are your jam, then indulge yourself in The Biryani & Pulao Collection by ITC Hotels. Cloud Kitchen By ITC Hotels have two locations in the city to cater to your cravings and you can place orders for *pulao* and biryani such as Chemmen Pulao, Konaseema Kodi Pulao, and Gosht Bohri Biryani. You can find ITC Hotels on the restaurant delivery aggregator, Swiggy.

- **Stock Up On Ready-To-Cook Meals From LBB:**

While beckoning food at a click on a button has made life happier, the wait, oh the wait for the food to arrive is an ordeal! So if you are someone who doesn't enjoy cooking, or are often lazy to cook and are impatient at that, why not stock up on a bunch of Ready-to-cook-and-eat meals from Shop On LBB? All you have to do is heat and eat or at the most add water to most of these dishes and boy do we have a whole range! From *mane type oota* like Ven Pongal to Rajma Chawal and Khichdi, we also have Churro, Pancake and Cake mixes and options like Chipotle Quinoa!



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STATEMENT OF THE PROBLEM:

Online food delivery companies are already providing an esteemed service to their customers with an excellent user interface to place an order and live tracking of delivery captains with the help of GPS. Also, it receives a detailed feedback through ratings and what the buyer liked the most from the service and in-turn help the service to improve a lot and provide the service based on user preference. But the service also has certain flaws which can hinder the customer satisfaction. The delivery captains rush very fast to get their deliveries completed in-time. This is because there is a stipulated time running in the buyer's phone and delivery captains get poor ratings plus decrement in pay if the orders are delivered post the scheduled time. This has created lot of employees to lose their jobs. Restaurants are an important stakeholder for the food delivery business, if the restaurant doesn't have the right quality or when it doesn't meet the expectations of customer the demand of using online food delivery service gets lower. These food delivery partners can take responsibility to check for the food quality and tampering in package to avoid downgrade of ratings due to such factors.

NEED AND RELEVANCE OF THE STUDY:

Food delivery service is a new wave of business which has become very valuable for the millennial generation. Initially these food services provided huge offers to get in the customers and there has been huge order demand from many regions. Mostly the people who work found it easy to order the food through app and have them rather than cooking their own meals. Orders were soaring in metropolitan cities and delivery captains were rushing on the road to fulfil their order on time. The service was improving day by day and the people who order food online were also increasing. There were many demand factors which aids the order rate especially the time of delivery and ratings of restaurant. The food delivery is highly prevailing in the metropolitan cities where delivery captains can be seen at a higher rate. These captains receive order request from the buyer and when they accept it the order process begins and end with the food being delivered to the customer.



CHAPTER: 2

METHODOLOGY



CHAPTER 2: METHODOLOGY

REVIEW OF LITERATURE:

Behavioural Intention (BI): Given the growing popularity of OFD services, customers tend to want to know more about the electronic order delivery system and try to use it. This behaviour is called behavioural intention. Behavioural intention refers to an individual's likelihood to act or a customer propensity to subscribe to the system in the future (Brown and Venkatesh, 2005; Dwivedi, 2005; Venkatesh and Brown, 2001). Behavioural intention can also be defined as a kind of purchase intention which can be used to predict customer purchase behaviour. This will affect an individual choice to adopt OFD or not to adopt OFD in the future. According to Yeo et al. (2017), a person's attitude can be highly predictable towards the person's intention to perform. The study pointed out that an individual's action will depend on the criterion of the behaviour which he or she will hold and a positive attitude will subsequently lead to the behaviour to adopt the product or technology. Based on the past research from Olorunniwo et. al. (2006) behavioural intention is related to customer experience. The more positive the experience was, the more customers will be willing to adopt OFD. For example, with the satisfaction of online takeaway system, customers who prefer to limit personal interaction with others may have high intention to adopt the online system, especially those customers who have had negative experience with frontline staff or sales personnel (Katawetawaraks & Wang, 2011; Collier & Kimes, 2013).

Perceived Ease of Use (PEOU): PEOU is the degree to which an innovation is perceived to be easy to understand, learn or operate (Rogers, 1962). Similarly, Zeithaml et al. (2002) stated that PEOU is the degree to which an innovation is not difficult to understand or use. Davis (1989) and Davis et al. (1989) reaffirmed that the degree to which the respondents believe that they could use the particular technology with minimum efforts could be considered as PEOU. PEOU according to Consult (2002) is the ability of respondents to experiment with innovative technology and where they could evaluate its benefits easily. It has been recognized as an important element to change the attitude and behavioural intention of consumers and establish the acceptance of technology usage among consumers (Cho & Sagynov, 2015).



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Time Saving Orientation (TSO): Time saving orientation is the most critical factor to influence customers' motivation to use the technology-based self-service (Meuter et al., 2003). When an individual find himself lack of time due to daily activities, such as work and leisure activities, this will lead the person to look for instances where they could save time (Bashir et al 2015, Settle & Alreck, 1991). In recent years due to the hectic lifestyle, many people dislike the effort to look for food and waiting for the food at restaurants. They would prefer that food comes to them without much effort and to be delivered as fast as possible (Yeo et al., 2017). Time saving is one of the major contributory factors that influence behavioural intention of people to purchase online (Khalil, 2014). Shopping online is considered time saving because shoppers do not need to physically leave the current place to purchase something. Based on the research from Sultan & Uddin (2011), time saving has a positive effect on behaviour intention toward online shopping.

Convenience Motivation (CM): The rapid urbanization has created a situation where urban dwellers find limited time especially during the weekdays for them to prepare their own meals or even to have their meals in the restaurants. Hence, they tend to consume more fast foods or just skip the meals entirely (Botchway et al, 2015). In order to satisfy the needs of the customers and to increase the business sales, many restaurants started to create new business models by offering OFD services to consumers. In OFD services context, convenience is defined as the perceived time, value and effort required to facilitate the use of OFD system. Research has shown that convenience was seen as an ongoing barrier that affect the future intention (Seiders et al, 2005). This means that the system needs to achieve a certain desired level of convenience before it could encourage future intention.

Privacy and Security (PS): Belanger et al (2002) defined privacy as the probability to access, copy, use, and destroy personal information of oneself. Example of personal information are name, phone number, mailing address, bank account, email address, password and so on. Due to the many highly publicized news on the breach of personal data by well-known companies, consumers are increasingly feeling insecure on how and where their personal information are used during online transaction (Flavian and Guinaliu, 2006). Security according to Kalakota and Winston (1997) is threat which created potential incidents related to security of payments and storing of information through online transactions.



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OBJECTIVES OF THE STUDY:

- To know the impact of pandemic on food delivery companies in Bangalore city.
- To know the strategies of food delivery companies in Bangalore city.

SCOPE OF THE STUDY:

The research of the present study covers the scope which is limited to the effect of pandemic on e-commerce food delivery companies in Bangalore city. The study enables the students to develop independent critical thinking skills and it can be utilized by the juniors as reference material for their relevant research study.

METHODOLOGY OF THE STUDY:

The study is descriptive in nature. It has been carried out with the help of secondary data taken from various journals, text books, newspapers, magazines, internet sources and online research reports.

SOURCES OF DATA:

➤ SECONDARY DATA:

Secondary data is a data which is readily available. The data for the present study covers the secondary sources such as magazines, websites, journals, newspapers, various books related to the topics and other references were made.

LIMITATIONS OF THE STUDY:

- Time constraint is one of the major limitation.
- In depth research was not made.
- There might be bias in the secondary information.



CHAPTER: 3

SWOC ANALYSIS



CHAPTER 3: SWOC ANALYSIS

STRENGTHS:

- Experienced staff & Strong delivery system: If you have an excellent cook that can produce tastes in the final product, good packing, and delivery system.
- Well Recognized Brand: If your brand is well recognized because you have in the hotel and restaurant business for a long time, then it would benefit you when you launch your business online.
- Cheaper Prices: If you are new in the market, then low prices would help you to attract price-conscious customers.
- Fresh Food: We all prefer freshly cooked food. When an online service that offers fresh meals to its customers.
- Modified Menu: Your menu list shouldn't comprise of few products. The items on the menu should have a variety, so that people would have options to choose.

WEAKNESSES:

- Limited Capital: Of course, starting an online takeaway and food delivery business is cheaper than building a real hotel. But it doesn't mean that it would be free.
- Costly Food: Food ingredients are becoming very costly, and after adding up the value-added cost. The final price of the product doesn't give you a much price competitive advantage.
- High Turnover: A food delivery service is a kind of job that people usually don't do for the rest of their lives. Only part-timers and in-between-jobs people do such jobs.
- Lack of Trust among the Public: Online food offering store is a kind of business that people can't see the operations going on in the kitchen.



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OPPORTUNITIES:

- Food Trucks and Wagons: Food trucks and wagons are a great option for the new online food delivery brands, because people have trust issues.
- Alliances with Bars: Bars and clubs offer only drinks if you make alliances with them to add an extra food service in their bars and clubs.
- Expansion across the Country: If you're already doing good business in one city, you have good reviews and enough capital.
- Improved Customer Service: Neat and clean service is a type of quality that people admire and they want it in their meal.
- COVID-19: The Coronavirus (COVID-19) has turned out to be deadly to all kinds of public gathering hotels and restaurants.

CHALLENGES:

- Cheaper Prices of Competitors: If any of your competitors have found some cheap suppliers, and he is offering the same items at a lower price.
- Restriction on the Food Truck: Some states, countries, residential, and public places don't allow food trucks to openly sell food items.
- Contaminated Food: If somehow your food is contaminated and it makes people sick at once, then it is not something that you want.
- Economic Downturn: Economies across the world are going through a very rough period because of the current pandemic circumstances.
- Competition: People don't have jobs and they are consuming their savings. The online takeaway and food delivery service market is comprised of many competitors.



CHAPTER: 4

OUTCOMES OF THE STUDY



CHAPTER 4: OUTCOMES OF THE STUDY

OUTCOMES:

The format of home delivery or the takeaways have gained plenty additional customers in locations like malls, offices and big-party orders for residential complexes. Individuals missing breakfast on the thanks to work, order-in. People, United Nations agency want a higher selection of company lunch or party, order in too. Everybody appears to be in awe of the net food order and delivery possibility for the convenience and immediate supply of food reception. Besides, the convenience of ordering groceries from your mobile app or application program has definitely alienated some market share from the trusty ‘kirana’ or the mom-n-pop stores. Asian country is that the sixth largest grocery market within the world, however the organized sector as travel by a number of the net businesses mentioned on top of makes up just for 5-8% market share of the grocery business. The overwhelming majority remains in hand by these native markets and also the mom-n-pop stores. This has some obvious impacts on the brick-and-mortar formats of in-dining restaurants as additional individuals opt to have restaurant-style cuisines right within the privacy of their homes or workplaces; however, the impact isn't such a lot because it could seem to be.

The nutrition business in Asian country is simply concerning a pair of decades recent, and remains mostly unorganized. Given the speed at that the organized sector is quickly growing, it's solely a matter of your time and a way larger chunk of world investments before a extremely massive impact is formed on in progress eating house businesses that will not have a delivery-focused format of their own. The demand of online ordering is real. It conveys to the customer base that you are a modern growing restaurant and very challenging to others that wants to be a convenient and accessible for all the guests who used to ordered regularly. The most important that which will always need to contact the quality of enhancing online food ordering ever is the only one that has to be maintain the customer as a regular customer, In the sense provides good qualities and quantities of food, time maintain, delivery asap. This will give you the perfect result for online food ordering system fulfilled.



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Offering online ordering lets your guests place an order more conveniently. Without feeling pressure to wrap up their order, customers are more inclined to explore all of their menu options, and even end up spending more than they would when ordering over the phone or in person. With no line behind them, the pressure for your guests to make speedy orders is gone, and they'll be more inclined to get that extra item. Most of the people knows about swiggy, zomatoetc , they are growing online food ordering apps now a days. they provide good servicing for the customers from different areas, places and clients along with fabulous taste.

A Research on the changing market for food delivery (Carsten Hirschberg et al 2016) indicates that online's penetration of the total food-delivery market broke 30 percent in 2016. We believe penetration rates willgrow further as the market matures, eventually reaching 65 percent per year. According to gloria food the advantage of online ordering and the reasons for the growth of food delivery app industry are Convenience, Simpler menu to manage, significant savings, no Hassels etc. Food Panda is an introduction to the newest food sensation that's here to stay (Shiyin Chan, 2015) Foodpanda is a global online food delivery marketplace headquartered in Berlin, Germany. Fun fact - they're also known as hellofood in other places in the world. Bhavna Singh (2015) said that Foodpanda has been present in the Indian market since May 2012. Foodpanda first major move was acquisition of TastyKhana, which was launched in the city of Pune in 2007. Together with TastyKhana and JUST EAT, it is now present in over 200 cities and partners with over 12,000 restaurants. She also talked about JUST EAT was launched in Denmark in 2001 and was traded publicly on the London Stock Exchange. Their Indian business was launched as Hungry Bangalore in 2006. It was renamed in 2011 when JUST EAT acquired a majority share in the business. Today, the company partners with over 2,000 restaurants. According to Deepinder Goyal, Zomato CEO and co-founder told TechCrunch that he expects to reach 10,000 restaurants in India in a few months. “We have a sales team of around 300 in India and 5,000-odd advertisers... these partners know the volume we bring to them so it is quite easy for us to launch this new service.



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SUGGESTIONS:

- Food delivery applications should assess the restaurant based on the ratings provided by the people and should set a criterion on ratings. If the ratings are below threshold, food delivery should cancel its tie.
- Application should measure the rating of delivery based on the politeness and number of calls made by the delivery person to give a fair rating.
- Food delivery partners should assign the delivery captain in the location which is familiar to them and that can help them to reach any part of the location at a faster rate.
- The study also revealed that bachelor people aren't much influenced by the time of delivery so when the user is non-married, restaurants which can deliver their food more than 45 minutes can be recommended to them.
- Food delivery partners have to come up with a strategy that if the time for delivery exceeds the estimated time, they should provide a concession in the price of delivery charges in the next order that customer is placing.
- Food delivery partners should have an internal rating system, when a food is being delivered faster before the estimated time, they should produce higher ratings for the delivery captain and vice versa when the food is delivered late.
- Food delivery partners should divide the region based on clusters and assign the delivery captain to a cluster where the demand at a higher rate.



CHAPTER: 5

LEARNING EXPERIENCES AND CONCLUSION



CHAPTER 5: LEARNING EXPERIENCES AND CONCLUSION

LEARNING EXPERIENCES:

- Opportunity to learn new concepts.
- Opportunity to get explore new insights.
- Added value to the learning.
- Learned professional communication.
- Learned to collect relevant information.
- Learned to be persistent to complete the task.
- Learned to create a balance between collaborative and individual work.
- Learned to work independently.
- learned about the methods and issues.
- Studied about online food delivery.
- Gave an insight on effect of pandemic on e-commerce food delivery companies.



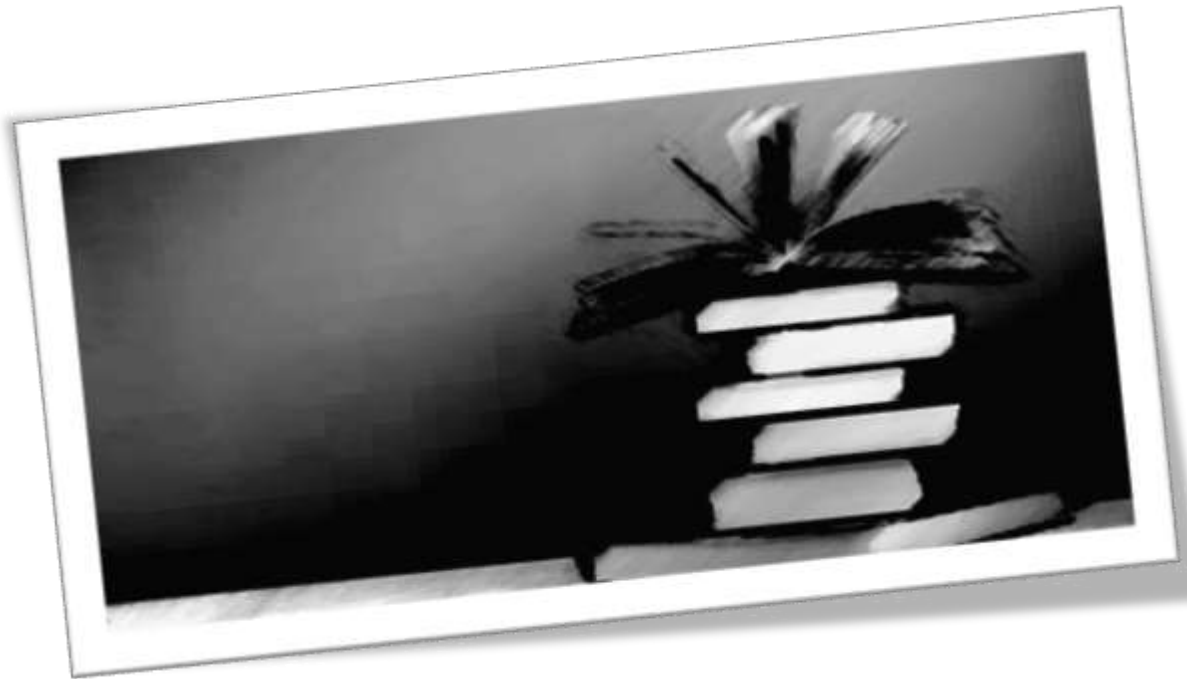
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CONCLUSION:

Food delivery has become one of the prominent services adopted by the restaurant industry. The metropolitan cities are getting busier and hooked up to work so the people prefer ordering food online as they seldom find time to buy groceries and cook food. Start-ups such as Swiggy, Zomato, Dunzo etc. are huge choice of medium for delivering food at their door steps. These start-ups become a medium to deliver food and restaurants become the place to prepare food demanded by the consumers. The food delivery is highly prevailing in the metropolitan cities where delivery captains can be seen at a higher rate. Food delivery apps have now become a serious hit in India. There are several food delivery apps in India that can be downloaded from the comfort of homes on smart phones to order food on the go. On analyzing the consumer perception of online food delivery applications in Bangalore and assessing what makes them order food, it can be concluded that online food ordering system has its benefits and limitations. The chief reason of electronic ordering is ease of convenience and less effort. Based on the research results, it is understood that online food delivery apps ease customer experience in ordering food soon. It gives every detail of the customer's order through payments, choices of food and order tracker, thereby providing the finest customer service. The tracking system is an added advantage for the users to help them identify where their order is also the tracking system provides the estimated time the order reaches the customer. Food ordering system maintains the service provider to keep a database and enhance the customer experience.



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16-Nov-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
25-Nov-2021	Discussion of e-commerce, food delivery companies in Bangalore city, and SWOC analysis.	
05-Dec-2021	Discussion of outcomes of the study, learning experiences and conclusion.	