Biju Patnaik Institute of Information Technology & Management Studies

Estd. 1999

SUMMER INTERNSHIP REPORT

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FACULTY GUIDE

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A

PROJECT REPORT ON

"Working Capital

Management of Jolly Belly"

BY

MAHESH KUMAR SAHU

UNDER THE GUIDANCE OF

PROF. Dr. CHINMAYA KUMAR ROUT

SUBMITTED TO

BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

YEAR 2020 - 2022

Biju Patnaik Institute of Information Technology & Management Studies

Estd. 1999

<u>CERTIFICATE OF INTERNAL GUIDE</u>

This is to certify that the work incorporated in this project report " Working Capital Management In Jolly Belly " submitted by Mahesh Kumar Sahu is completed under my guidance and supervision during Academic session of 2020 – 2022 as a partial fulfilment of MBA from Biju Patnaik Institute Of IT & Management studies. Material obtained from other sources hadbeen duly acknowledged in the project report.

Date :-   **PROF. Dr CHINMAYA KUMAR ROUT**

Place :-   (Associate Professor – Finance)

<u>CERTIFICATE OF CORPORATE GUIDE</u>

This is to certify that Mahesh Kumar Sahu , a student of BIITM Bhubaneswar, Roll No. 2006258110 is a valued summer intern in our organization. He has successfully completed his project work on "Working Capital Management in JOLLY BELLY under my supervision and guidance and to the best of my satisfaction.

I would also like to place on record that this project will be beneficial to us from our organizational point of view. It has valued inputs for enhancing the productivity and to work out the future growth plan of our organization. I wish him all the best for his future endeavours.

Mr. Swadhin Kumar

Area Manager

JollyBelly , Odisha

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<u>ACKNOWLEDGEMENT</u>

The successful completion of this project report would not have been possible without the guidance of my faculties, colleagues and my Institute. I take this opportunity to thank them and all my well-wishers for their relentless encouragement and wholehearted support.

I would not have completed this project without the help, guidance of certain people who acted as guides and friends along way. I would like to express my deepest and sincere thanks to my corporate mentor **Mr. Swadhin Kumar** (Area Manager) for his constant encouragement and guidance throughout the course of the study.

Lastly, I would like to thank **Prof. Dr. Chinmaya Kumar Rout**, My mentor in BIITM for his invaluable guidance. He acted as a continuous source of inspiration and motivated me throughout the duration of the project helping me a lot in completing this project.

I am thankful to my college for giving me the opportunity to work and learn with JollyBelly. I owe my wholehearted thanks and appreciation to the entire staff of the organization for their cooperation and assistance during the course of my internship. I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the organization in coming future. Last but not the least I also thank my parents whose constant support and motivation has boosted me to work relentlessly and be successful in all my endeavours.

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DECLARATION

I Mahesh Kumar Sahu, of batch 2020-22, Biju Patnaik Institute Of IT And Management Studies, hereby declare that this project report titled " Working Capital Management in Jolly Belly " submitted by me to Jolly Belly under the guidance of Mr. Swadhin Kumar (Area Executive) , Sincerelyregret any unintended discrepancies in this report.

This summer internship report has the requisite standard for the partial fulfilment of the MBA program at BIITM, BPUT. To best of my knowledge and belief and the contents are based on live experiences that I faced during a period of 75 days.

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EXECUTIVE SUMMARY

The internship was aimed towards the launch of the Odisha's freshest online Food Ordering App, Jolly Belly. Jolly Belly is a online food and grocery delivery platform. Jolly Belly service model emphasize on empowering small and unorganised sectors like street food vendors. The service includes raw material supply to vendors , registering their shop online , helps them in packaging and delivering them to customer .

This report is based on my internship program with the company Jolly Belly under the guidance of Mr. Swadhin Kumar (AE, Jolly Belly) . The report is prepared as a part of fulfilment being required for the degree of Master of Business Administration.
This report is based on the project titled " **Working Capital Management in Jolly Belly".**

The report is basically related to how to manage working capital in the company. Cash is the lifeblood of the company , without this company cannot run successfully. In this we find out the shortfalls of working capital management and to find out the liquidity, profitability we use some tools to analyze the financial data of the company for some future plan. For this study, we collect both types of data primary data, as well as secondary data also. We use the descriptive method of research methodology.

INTRODUCTION

This report provides an analysis and evaluation of the Working Capital Management, the advantages and disadvantages of the system and how it would benefit Jolly Belly. Working capital management (WCM) refers to the managing of short-term finances. The basic idea is that assets should be allocated so that their optimal potential is realized and thus minimize waste. Larger-sized companies can, in general, more easily acquire financial support by external means, as they are likely to have higher credit ratings and have the ability to issue bonds. Because of this, one explanation shifts in attention towards working capital management is varying availability of liquidity, which affects the importance of working capital management and the impact it has on companies.

WORKING CAPITAL MANAGEMENT

Decisions related to working capital and short term financing are known as working capital management. It involves the relationship between a firm's short term and its short term liabilities.

The study of Working Capital Management(WCM) is to ensure that the firm is able to continue its operation and that it has sufficient cash flow to satisfy both maturing short term debt and upcoming operational expenses.

It refers to a company's managerial accounting strategy designed to monitor and utilize the two components of working capital, current assets and current liabilities, to ensure the most financially efficient operation of company. The primary purpose of working capital management is to make sure the company always sufficient cash flow to meet its short-term operating costs and short term debt obligations.

Working Capital Management is concerned with the problems that arise in attempting to manage the current assets the current liabilities and the inter relationship that exist between them. The term current assets refer to those assets which in the ordinary course of business can be or will be converted into cash within one year without undergoing a diminution in value and without disrupting the operation of the firm.

The goal of working Capital Management is to ensure that a firm is able to continue its operations and that it has sufficient ability to satisfy both maturing short term debt and upcoming operational expenses.

Working capital has been described as the lifeblood of any business which is applicable because it constitutes a cyclically flowing stream through the business.

According to Guinness Steinberg circulating capital means current assets of a company that are changed in the ordinary course of business from one form to another As for example from cash to inventories, inventories to receivables, receivable to cash.

The term working capital is commonly used for the capital required for day -to-day, working in a business concern. Such As for purchasing raw material for meeting day-to-day expenditure on salaries, wages, rent rates, advertising, etc. But there is much disagreement among various financial authorities as to the exact meaning of the term working capital.

For example. In Jolly belly the day to day expenses will be- petrol, hefty commission given to restaurant,   cloud kitchen maintenance charges etc.

RESEARCH METHODOLOGY

Research Methodology is the way to systematically solving the research problem. It is the science of studying how research is done scientifically. It is necessary for the researcher to know not only the research method or techniques but also the methodology.

Definition

According to Elifford Wood , research comprises defining the problem , formulating hypothesis , suggesting solution by collecting, organizing , and evaluating data by making deduction and researching conclusion and at last carefully testing the conclusion to determine whether they fit to formulating hypothesis.

Research specifies the information required to address these issues , design the methods for collecting information, manages and implements the data collection process, analyzes and communicates the findings and their implications.

RESEARCH PROCEDURE

Step – 1 Research Purpose

The first step in the procedure of market research is to define research purpose. The research purpose is typically developed as result of recognizing and understanding problem. It is also important to define reason of problem that where that problem occur.

Step - 2 Research Objectives

It understands problem statement more accurately and in more understandable way. Research objectives have three essential parts.

Research Question

The research question describes information required by organization accountable for decision making.

Hypothesis

Hypothesis is researcher's view of probable answer to a research question.

Scope of Research

Hypothesis development aids keeping research procedure more accurate and well-focused to serve research purpose.

Step - 3 Estimating the Value of Research information

After defining research purpose, objectives and scope it is also very significant to estimate value of information needed or the value of research problem that will possibly be replied in research question.

Step - 4 Research Design

Research design is in general structure or framework of research that is developed in order to conduct research.

Step - 5 Data Collection

After preparing questionnaire the next job is to practically get into filed and distribute questionnaires among group of respondents. It can also be done through

On line surveys, Face to Face interview etc

Step- 6 Data Analysis

After gathering of data it is then procedures to derived results in order to change them in conclusion, data analysis can be conducted with two methods manual or computer based data analysis. There can be different types of mathematical formulas can be used on data that is collected from questionnaires. It can also be checked for precision and soundness.

Step - 7 Reporting Results and Presentation

The Last and final part of research procedure is to write down in whole project findings and write report that replies that specific research question that was identified at initiation of research. This report should be in the form to be prepared for decision makers to be used in decision maker procedure.

PROJECT OBJECTIVE

The objective of the summer training is to ensure that I as a management student should develop a real-life experience for handling the specific project and also to develop an overall understanding of the various management activities related to the area of my specialization. The training gives a substantial corporate exposure and also serves as a useful tool of interaction with the corporate sector.

The project has been derived from the field of Operations is entitled " Working Capital Management."" The Main Objective of the study is ;

- To make cost effective
- To make easy availability of resources
- To identify the areas that require more cost

SCOPE OF THE STUDY

- It helps to understand company's present situation
- It helps to understand the bottlenecks in the current operation strategy hence it will able to give direction for effective operations
- The study also enables to analyse the company's performance that to the competitors hence able to provide a direction for gaining a competitive advantage
- The study will help to basis for a win win scenario for company , clients and customer

DATA COLLECTION METHOD

The Information required for my project was collected mainly from the primary sources and even from the secondary sources as well.

Primary data: It was collected by the means of structured questionnaire from the employees , Clients and the consumers. Some of the data was also collected by the means of interviewing method with the help of unstructured questions.

Secondary data: The data was gathered through sources like articles, company website, annual reports of the company, other websites.

RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research design is the conceptual structure within which the research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Exploratory research design: Exploratory research studies are also termed as formularize research studies. The main purpose of such studies is that of formulating a problem for more precise investigation of developing the working hypotheses from an operational point of view.

Casual or experimental research design: Causal research design deals with determining cause and effect relationship. It is typically in form of experiment. In causal research design, attempt is made to measure impact of manipulation on independent variables on dependent variables.

SAMPLING TECHNIQUE

Generally, a researcher employs sampling strategies in order to generate statistics and generalize findings to a larger population.

Convenience Sampling is ideal to test the entire population. It is the most common of all sampling techniques. Many researchers prefer this technique because it is fast , inexpensive , easy and subjects are readily available.

RESEARCH INSTRUMENT

The questionnaire which is the most common instrument used in collecting primary dats was used in the study. Keeping the objectives in the mind and type of information required the questionnaire was framed.

SAMPLE UNIT

The respondents who were asked to fill the questionnaire are the sampling units. This comprises of employees , Clients and Customers.

LIMITATION OF THE STUDY

- Due to time constraints detailed study could not be made.

- The data collected from employees may be biased.

- The study was constraint to only one city Bhubaneswar .

- Many customers are not interested in answering the questions.

COMPANY PROFILE

Jolly Belly is an online Start-Up (Start up Odisha And Start up India recognition) Platform to deliver street food , groceries , vegetables , meat products , flowers and much more across India. Jolly Belly is a Odisha based company founded by Biswajeet Mohanty , Rasmita Mohanty & fellow IIT alumni in the year 2019 . The parent company of Jolly Belly is Seternity Ceaseless Service .

The Service began in November 2020 . Currently Jolly Belly has it's operation in twin cities that is Cuttack and Bhubaneswar . Jolly Belly is planning to expand their business operations to 50 cities in India by 2023 . Our services include raw item supply to vendors, registering their shops online, packaging their products, and delivering them to the consumer. For this, we have developed a robust app that is available on the Google Play store.

We also have a cultivated delivery and customer support mechanism to ensure hassle-free and fast delivery of products to the consumer. We compel our vendors to follow the guidelines of FSSI to maintain the quality and safety of our services. Jollybelly is designed to help every street vendor / unorganized seller and it creates an eco system for them .
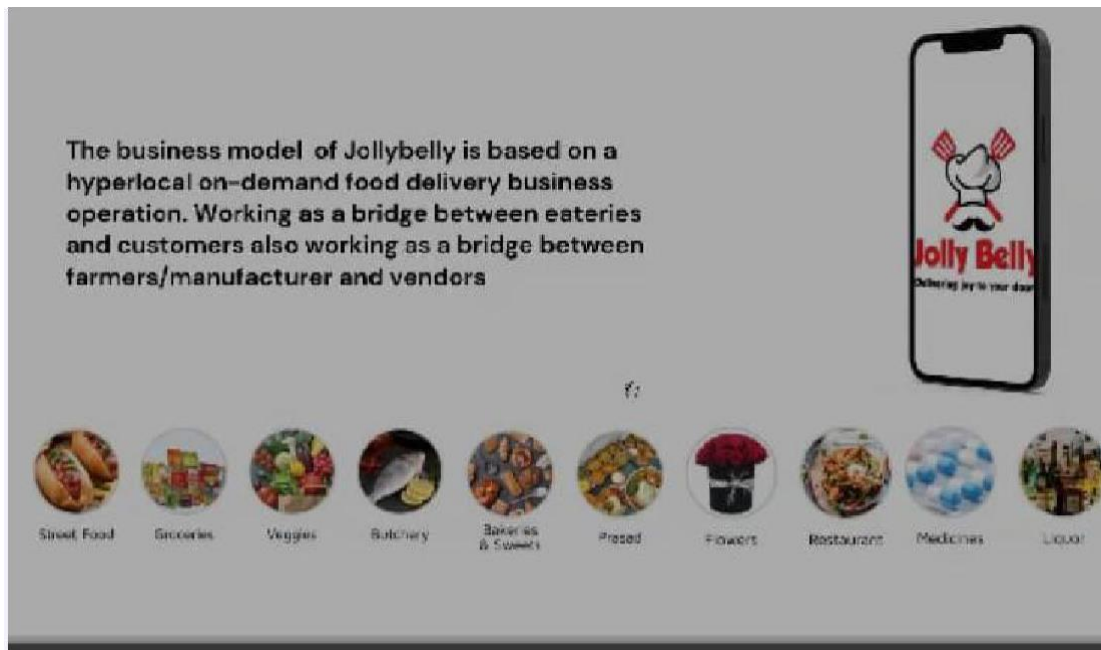
OUR JOURNEY

Jolly Belly is founded by Biswajeet Mohanty and Rasmita Mohanty with a motive to empower the small and unorganised sector of India like street food vendors and to promote the Odisha's Local Cousins across india.

Mission

Shaping the future

Of food

Our goal is to change what you eat . Changing

how you eat is just a means to an end.

- Improving quality of food

We are committed to nurturing a neutral platform and helping food establishments maintain high standards.

- Boosting accessibility for customers

Our delivery service is reaching more and more cities . We are actively growing our service – food at work for corporate catering and are continuing to power feeding India

- Focusing on Affordability
  We are leaving no stone unturned when it comes to making food more affordable without compromising on the profitability of a given restaurant.

OUR VALUES

- Resilience

  We push ourselves beyond our abilities when faced with tough times . When we see uncertainty we address it only with flexibility.

- Spark

  We believe in , stand for and are evangelists of our culture

- Humility

  It is always us over me in Jolly Belly. We don't lose ourselves in pride or confidence during individual successes, but focus on being our simple selves in every way

- Acceptance

  Feedback is never taken personally. We break it in to positive pieces and strive to work on each and every element even more effectively.
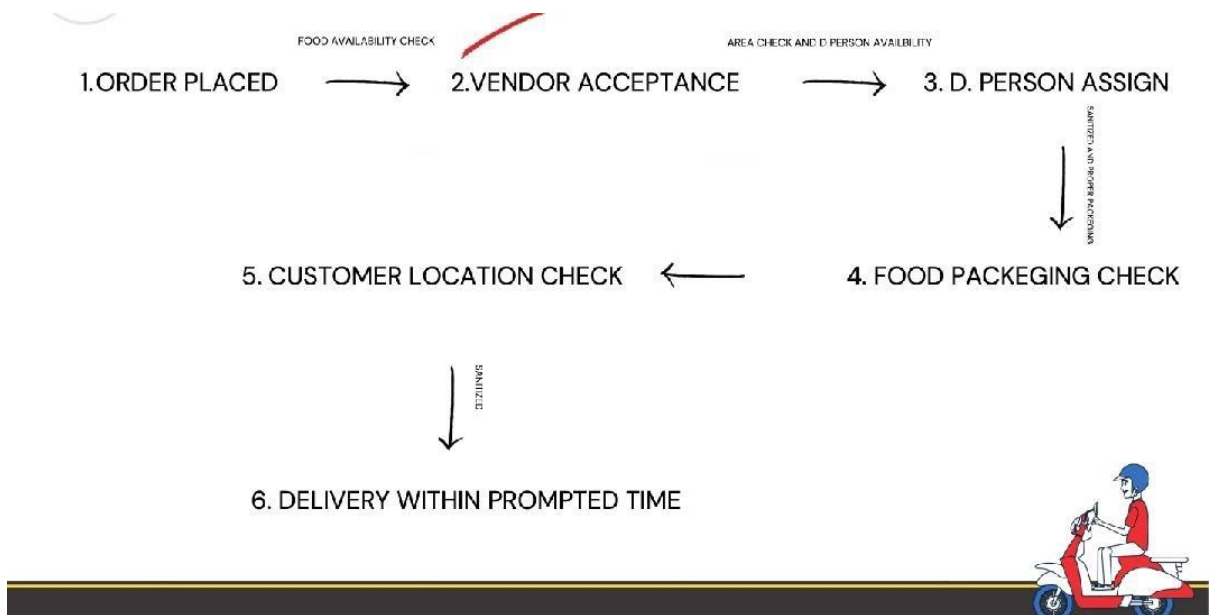
- Ownership

  People here don't work for Jolly Belly. They work with with Jolly Belly. We treat every problem as our own, take accountability and drive the change.

Features of the app

- Detects location of app user automatically.
- User can choose from more than 400 restaurants.
- Saves the order history and addresses.
- No extra fees charged from customers.

Jolly Belly would begin charging restaurants 10 – 20 percent commission per order this year

Budget

- Clans – Jolly Belly investor fund : 7 cr.
- Executive Investor Fund : 2 cr.
- Bootstrap : 1 cr.
- Start up Odisha Fund : 20k pm
- Start up India fund : 20k pm

Jolly Belly Business Model

During the initial phase of the company , Jolly Belly used to scan the menus of the restaurants, keep it on the site and the menu was received by people. It still follows the same formula but has also added other services to it's operation.

The business model is based on providing local restaurants search service and collecting data on food menus , contact and providing relevant information to their customers. The main channels for Jolly Belly is the mobile applications. The target audience of the company are the users who try to find local restaurants of various cousin and restaurants who want their name to reach a large number of people. The business model of Jolly Belly revolutionized the food business industries by incorporating various restaurants and making it convenient for people to find restaurants , provide feedback , check listings and availability according to the choice of the cousin.

- ### Food Delivery

Though the food delivery business Jolly Belly charges a commission to the restaurants on the basis of orders. The company earns through restaurants who pay a commission for each delivery, which is then split among the delivery partners and company.

- ### Subscription Program

The next major source of revenue for Jolly Belly is a subscription fee. Restaurants pay a certain amount of fee monthly and in return , Jolly Belly offers them the analytical tools. Jolly Belly has a huge amount of database that knows what a customer wants to eat , where he/she wants to eat , what the customer is searching for and knows all the information through the cookies.

- ### Cloud Kitchen

Jolly Belly works with select restaurant operators, thereby aiding in expanding their business to more locations at a minimal fixed cost, but with increased options for the user . In order to be able to provide kitchen infrastructure services to select restaurant operators, we operate Jolly Belly Kitchens.

STRATEGIC ANALYSIS OF THE COMPANY

SWOT analysis helps to utilise our strength while minimizing weaknesses and to neutralise the threat and to capitalise on opportunities.

Strength

- Funds From parent Company Clans
- Exclusive application
- Dedicated Team
- 400+ vendors on boarded
- Hassel free and fast delivery

Weakness

- Don't have highly skilled technical team
- Vendors are not prone to use smart phones.
- Don't have luxury for promotion in large

Opportunities

- Trend to buy food online
- Easy to reach target customers
- Govt. Lockdowns In covid
- 60 lakh street vendors in India

Threat

- Rising Fuel price
- Discounts From Competitors
- Mentality of people not to buy from street vendors

Introduction About The Sector

Food delivery market in India worth over 12.5 billion, Online food delivery is contributing more than 7% to this market. More than 50,000 restaurants in India provides home delivery, indicates a very high potential and untapped market in online food delivery space.

Players in the industry broadly classified into three categories---

- o Fully integrated: Those who process food and delivers (Dominos, KFC)
- o Delivery as a Service
- o Aggregators: Provides a platform for customers where they could discover restaurants, navigate through menus of different cuisines, and select the food. Delivery made by the restaurant. In short, aggregates information about food for customers and function as an order generating channel for restaurants. (Jolly Belly, Zomato, FoodPanda etc.)

Reasons for growth in online food delivery industry:

- o Increase in disposable income and deeper internet penetration of customers (web/mobile).
- o Restaurants tying up with online food delivery platforms claim to get a profit margin of more than 2 to 3% than dine-ins.

These days' people are prone to placing food orders online and capitalising this trend a lot of restaurants are yielding good returns by registering themselves on online ordering sites like Foodpanda, JustEat and many local ordering websites.

Driving factors

Greater awareness and disposable income along with deeper Internet penetration, availability of more payment options, long working hours and erratic lifestyle are contributing online food ordering business. At the same time, with more and more people wanting healthy food, or food similar to home cooked meals that too easy on the pockets is leading to the rise of online food business in the country. RohitChadda, MD and Founder Foodpanda, believes, "Online ordering is convenient giving the customers a broader option to choose from the restaurants listed on the website."

Future of the business

As per the industry experts, the overall food delivery business is more than USD 7 billion to which online food ordering contributes 5-7 percent and is growing 40 percent per year than dine-in culture. The margin is however two to three percent higher in deliveries. According to RiteshDwivedy, MD and CEO, JustEat, "The future seems bright for the online food business in India, as we are trying to catch up with developed markets where 30 percent of delivery takes place through online channels."

Major players

Online food ordering is at an exciting phase now. Many local and national players are joining the space. Some name of the big players in the industry are Zomato , Swiggy , Uber eats , Food Panda. Titbit and eatallnite are the emerging players in the online food delivery market which is estimated to grow at 40 percent annually.

Benefits

Placing food orders online benefits consumers, restaurants and the food delivery players. For consumers, it is not only an easy and convenient tool but it is also a great platform to avail good discounts.

Vasul Chauhan, Restaurant Manager, Smokeys Barbeque & Grill, said, "We have partnered with JustEat to explore new business opportunities and give a push to our already successful home delivery format but till now the response is not overwhelming." However, "The profit margin is 2-3 percent higher in deliveries as compared to dine-in these days"

Marketing strategies

Online food delivery platforms largely try to be present in all the channels that drive awareness. For example, newspapers, television, hoardings and billboards to the social networking sites like Facebook and Twitter, they advertise in all, "We give about 15-30 percent discounts on ordering through us. At the same time we have also organised several campaigns including the food gifting programmes and buy one get one free deals."

Objective of the Industry

- To analyze and forecast India online food ordering and delivery market size.
- To forecast India online food ordering and delivery market based on operation type, source, payment and regional distribution.
- To identify drivers and challenges for India online food ordering and delivery market.
- To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc. in India online food ordering and delivery market.
- To conduct the pricing analysis for India online food ordering and delivery market.
- To identify and analyze the profile of leading players operating in India online food ordering and delivery market

Online food-delivery platforms are expanding choice and convenience, allowing customers to order from a wide array of restaurants with a single tap of their mobile phone. The business of delivering restaurant meals to the home is undergoing rapid change as new online platforms race to capture markets and customers across country.
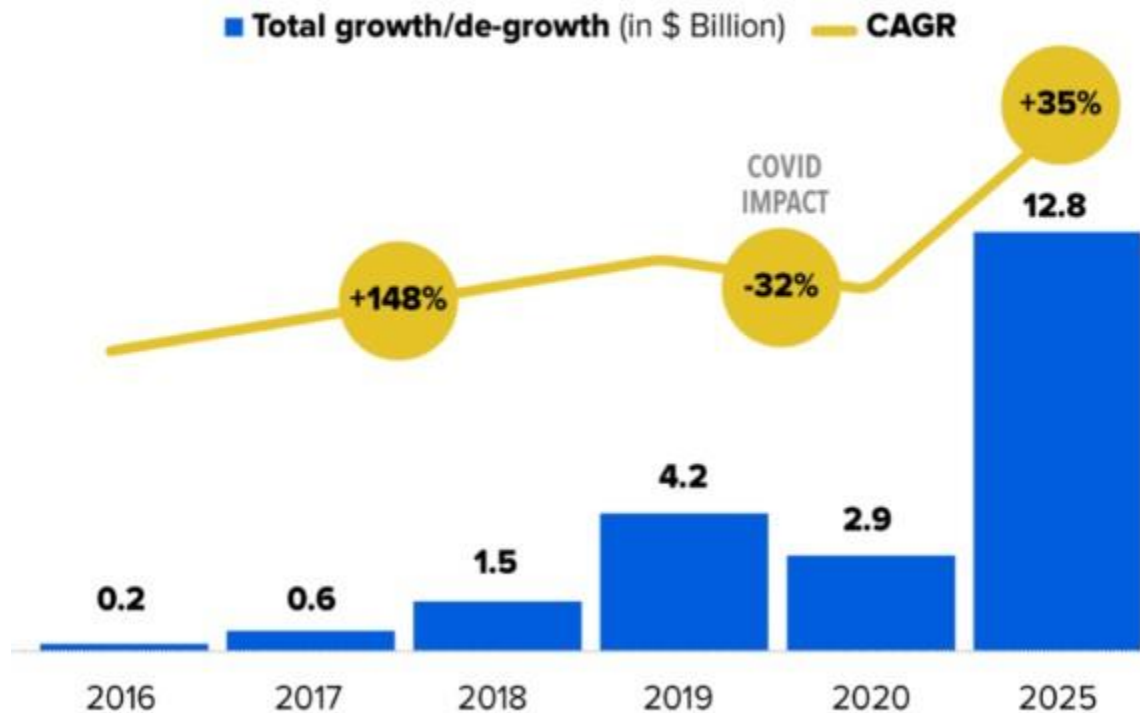
The shape of the market today

Worldwide, the market for food delivery stands at €83 billion, or 1 percent of the total food market and 4 percent of food sold through restaurants and fast-food chains. It has already matured in most countries, with an overall annual growth rate estimated at just 3.5 percent for the next five years.

By far, the most common form of delivery is the traditional model, in which the consumer places an order with the local pizza parlor or Chinese restaurant (although many other kinds of restaurants, particularly in urban areas, now offer delivery) and waits for the restaurant to bring the food to the door

.

However, as in so many other sectors, the rise of digital technology is reshaping the market. Consumers accustomed to shopping online through apps or websites, with maximum convenience and transparency, increasingly expect the same experience when it comes to ordering dinner. New-delivery players allow consumers to compare offerings and order meals from a group of restaurants through a single website or app. Crucially, the players in this category also provide the logistics for the restaurant. This allows them to open a new segment of the restaurant market to home delivery: higher-end restaurants that traditionally did not deliver.

Growth of online food services in India

With the right tailwinds, online penetration of food services in India will double by 2025

■ **Total growth/de-growth** (in $ Billion) — **CAGR**

+35%

COVID IMPACT

+148%

-32%

12.8

4.2

2.9

1.5

0.2

0.6

2016   2017   2018   2019   2020   2025

Source: Redseer

The online penetration of food services in India is set to double by 2025 — clocking a gross merchandise value of nearly $13 billion. GMV is the total value of goods sold over a given period of time before deduction of fees or expenses. It is a key performance metric for online businesses.

Although market was hit by the pandemic, it has also accelerated the pace of online adoption, Similar to many other markets, this market is also seeing a rising online growth, especially post pandemic, and it is gaining prominence in the overall share of the market.

PORTER'S 5 FORCE ANALYSIS
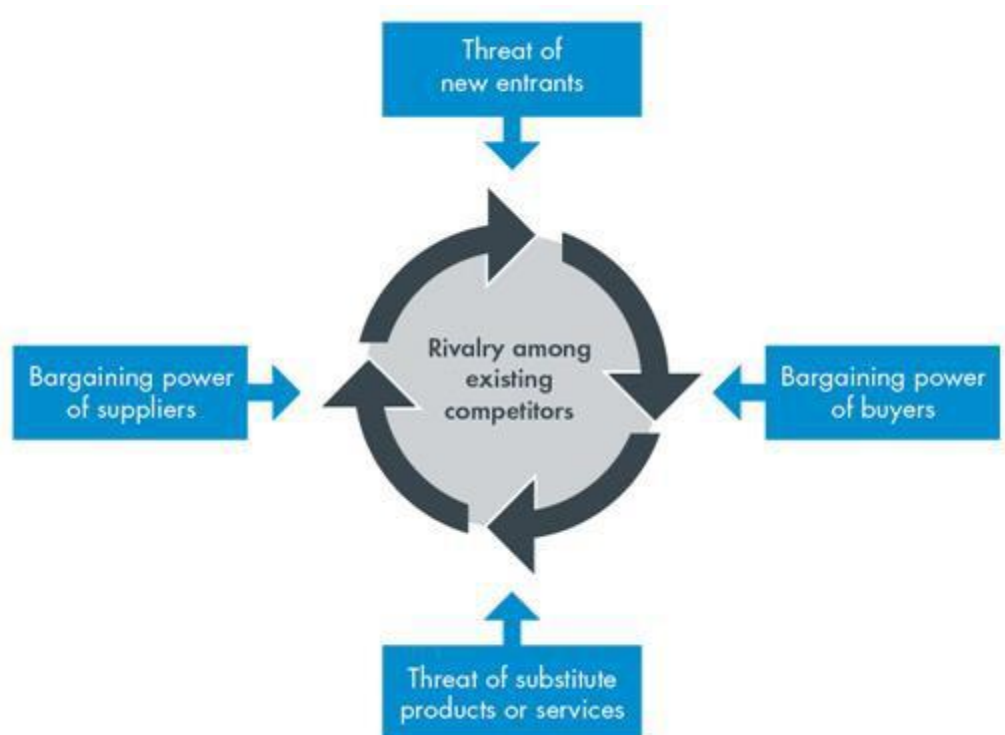
The state of competition in an industry depends on five basic competitive forces

1. Rivalry Among Existing Firm

Zomato and Swiggy are the biggest competitors of Jolly belly Present in the Same Market space. While there are other competitors as well like Food panda and Uber eats. But Jolly belly has not a strong brand image yet as compared to their competitors. So, rivalry among the existing firm is very high.

2. Threat of new entrants

There are new start ups are entering in to the same market. And they can be a threat to Jolly Belly. As the barriers to entry are fairly low due to the unsophisticated business model, the incumbents constantly face the threat of new competitors in the market which in turn puts pressure on the already wafer thin margins.

3. Threat of Substitutes

Jolly belly believes threat of substitutes comes in to picture if Jolly belly fails to make happy customers. So, to ensure hassle free pick up and fast delivery, 24 * 7 customer service , Studying Consumer insight and Make use of it can ensure a loyal consumer base.

4. Bargaining power of buyers

Presence of various competitor apps in the market means that it is easy for the buyers to switch to other apps like zomato ,swiggy just to eat . Since it is easy-to-use online platform, constraints related to distribution is eliminated. This removes a potential factor for bargaining of buyers.

5. Bargaining power of suppliers

The small vendors are the main suppliers of Jollybelly. And Jolly Belly service model emphasize to empower small and unorganized sector like street food vendors.

PORTER'S 5 FORCES	DEGREE	REMARK
Rivalry Among Existing Firm	HIGH	UNFAVOURABLE
Threat of new entrants	HIGH	UNFAVOURABLE
Threat of Substitutes	HIGH	UNFAVOURABLE
Bargaining power of buyers	HIGH	UNFAVOURABLE
Bargaining power of suppliers	LOW	FAVOURABLE

COMPETITOR ANALYSIS

There are more than 20 Indian start-ups in online food delivery space. Jolly Belly faces tough competition from FoodPanda, Zomato. Swiggy and Food Zo ,a prominent online food delivery start-up based in Bhubaneswar is assumed to be a competitor of Jolly Belly for its future expansion.

The Indian food delivery industry is going through a phase of consolidation to survive and stay competitive in the market. This consolidation is taking place because the smaller players in the market want to exit and the cash rich players want to continue on their growth trajectory.

As the barriers to entry are fairly low due to the unsophisticated business model, the incumbents constantly face the threat of new competitors in the market which in turn puts pressure on the already wafer thin margins. This can be gauged from the fact that between 2013 and 2016, there were 400 food delivery apps.

Newer entrants that are leveraging Artificial Intelligence are also garnering investor interest. The current big four of the food delivery industry-

- FoodPanda
- Zomato
- UberEats
- Swiggy

App downloads and Ratings on Android:

Zomato- 702,184 (4.3 stars)

UberEats- 488,822 (4.2 stars)

Swiggy — 342,133 (4.2 starts)

FoodPanda — 1,49,030 (3.3 stars)

SWIGGY

Swiggy is a popular online food ordering and delivery platform. The company was established during the year 2014 and is headquartered in Bangalore, India. The company is based out in Bangalore and is currently being operated in about 300 cities across India.

During the year 2019, Swiggy has expanded its business operations in to general product deliverables in the brand name of Swiggy stores.It also started instant pick upand drop service called Swiggy Go. This service picks up and drops many items that include document, laundry, or parcel deliveries to retail customers or business clients.

SWOT Analysis of Swiggy

STRENGTH

- Fast Delivery

Swiggy is famous for its quick delivery service.The customers would get the hotels that are near to them in their interface. With this model, Swiggy can efficiently process the orders for every customer.

- Neat User Interface

For customers to view comfortably, Swiggy has maintained an excellent interface to take their orders. Its user interface is neatly arranged in a way that the hotels are listed, and its menu and rates can be seen on clicking the hotel.

- Neat Packing

Swiggy delivers food to its customers with a neat pack. The hygiene part is also well-maintained.

WEAKNESS

- Targets Zonal Restaurants

Swiggy takes orders that are only from the restaurants located within the zone of the customers. Many competitors increase the customer's requirement and expand to more restaurants

- Delivery Charges

The brand incurs some delivery and packing charges from the customer wherein the total bill amount would increase. So, this is a great weakness for the brand because some customers might hesitate to order through the platform as it might cost an extra amount.

OPPORTUNITIES

- Innovator of this Idea

Swiggy was the first online platform for food delivery and the first to get this service to the market. They have shown new methods to deliver food and sees more opportunities to serve the customers.

- More Service

Swiggy should find ways to incorporate more service in its operations. It should also try ways to cut down on the delivery charges so that there would be more customers flowing in.

THREATS

- Increasing Competitors

Swiggy sees many competitors from a small scale. When new competitors arise, they will give new offers, and at times people might tend to switch to the new brand. So, this way, it is a significant threat to the brand

- Increase in Health-Conscious People

Nowadays, people are more health-conscious and prefer less of outside food. Not seeing the restaurant location and cleanliness of the place, people would hesitate to order food online. This is a big threat to the brand.

zomato

Zomato is an Indian multinational restaurant aggregator and food delivery company founded by Deepinder Goyal and Pankaj Chaddah in 2008, Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities.

Zomato is the restaurant discovery app and website by Infoedge. Because of its unique design and user-friendliness, Zomato is loved by its users. The brand has spread fast across the world.

Strengths in the SWOT analysis of Zomato

First mover advantage – One of the best competitive advantages of Zomato is that it is the first mover in many of the nations where it is establishing itself. Directories and other forms of restaurant ratings might exist. But as an app Zomato is excellent and many countries (like India) have loved the usability of the Zomato app.

Fast Expansion – It is appreciative that Zomato has expanded so fast. It is already in 24 countries and is expanding year on year.

Number of users – Zomato has a huge number of users using their app. At the same time, the site also has 90 million visitors a month approximately. With so many users following the app and site, there are more reviews and hence more chances to find better restaurants.

Excellent funding available – Zomato has picked multiple rounds of funding over the years and because it is now so well established in many countries, there is a lot of funding available for the app.

Weaknesses in the SWOT analysis of Zomato

Security issues for the app – A major issue for Zomato in the past has been some security issues due to which the app was hacked and at least 17 million users data was copied. Such security issues are a nightmare for internet companies.

Word of mouth and Facebook check-in – Besides such apps, in many places word of mouth still trumps apps and at the same time, Facebook check-ins are a strong competitor wherein people might not need Zomato. Thus, it is an app for early adopters but definitely not for laggards.

Opportunities in the SWOT analysis of Zomato

Further expansion – The number 1 opportunity for Zomato is to expand to more countries and establish its base faster. Service industry has a major problem that services can be copied very fast and very easily. As a result, it is critical for Zomato to establish and expand itself faster.

More acquisitions – There are and were many small players in this space. Zomato can acquire several of its competitors and at the same time, it has to keep an eye on the tech industry and acquire any tech innovation it can get its hands on to keep on rising.

Cloud restaurants – Zomato is coming up with the concept of Cloud restaurants wherein restaurants will not have to get a physical space to actually sell their food products. Instead, they can sell from Zomato.

Threats in the SWOT analysis of Zomato

Google's schema module – One of the major threats Zomato faces right now is the Schema module of Google wherein google locations itself is getting in restaurant recommendations. Even google homepage shows the google maps page where you can search for restaurants within your locality. Google being such a big brand, zomato faces huge competition from them.

Market followers and challengers – In the service industry, it is very easy to replicate the success of another service product or offering. Similarly, marketing followers and challengers can slowly take away the market share of Zomato.

CUSTOMER ANALYSIS

The global online food delivery market is driven by the development of user-friendly applications. The trend of online food ordering has gained momentum world over. One of the major factors influencing the industry growth is the increasing penetration of smartphones and internet connections globally, which has led to an upsurge in the opportunities for quick and convenient food delivery.

The global online food delivery market is driven by the convenience of ordering food by these applications, which offer an easy comparison between the menus of several restaurants. Also, these companies deliver food at the desired location at any time, which impacting the industry positively. The industry is finding an impetus for its growth in the ease of payment and the option to go cashless through these platforms as the consumers are increasingly seeking virtual payment options, which also offer them various discounts occasionally. The increasing penetration of smartphones all over the world has led to the upsurge of different online food delivery companies in the food industry as it is highly dependent upon the digital medium for its growth.

The global market is further being driven by the enormous variety of food items and different cuisines it offers at the customer's doorstep so that they can acquire the taste of several distinct dishes. These services help service providers extract detailed customer information toenhance their experience by developing and implementing promotional strategies. The global online food delivery industry is also driven by the hectic lifestyles and rapid urbanisation, leading customers to increasingly choose the service. The development of user-friendly food websites and applications and improved logistics are aiding the market growth further

Global Online Food Delivery Market

Historical Market and Forecast
USD Billion
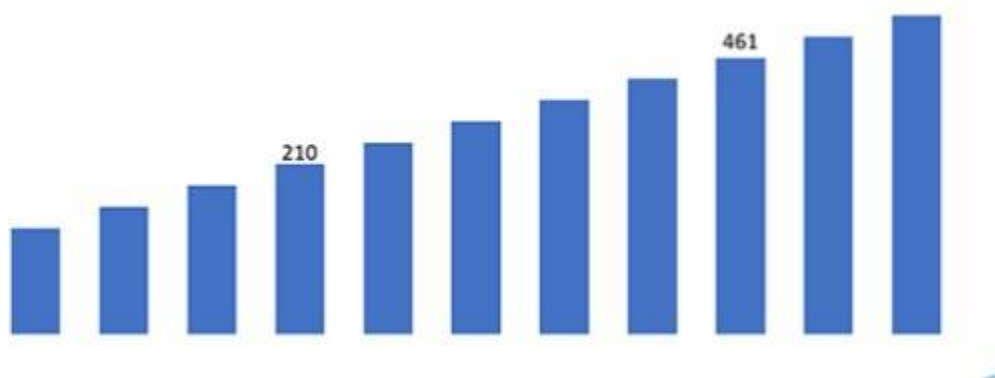
- Rapid digitalization coupled with a growing online consumer base and purchasing power of individuals has fostered the growth of Online Food Delivery Market in India

- College students, working couples and office goers are the key target audience of these food tech companies.

- Features that have contributed to the success of the online food delivery market in India are generating a code referral system, easy & user-friendly dashboard, social media integration, customer integration with push notification and cross-platform compatibility, etc

- Jolly Belly has two major customers, the restaurants from which it collects commission from and serving as a delivery partner and the other customers are the people who order food through the app. The main customer segments are the people who do not want to go out to eateries and restaurants to buy food.

Segmentation

- Jolly Belly under demographic segmentation mainly targets the younger generation. The segmentation ages include the teenagers, who would find it very convenient for food to deliver at their doorstep, the next target group are the college-going students and also the ones who work at the office and find it difficult to commute to their favorite restaurant.

- The focus, however, has been on the millennials customers and all the brand-building efforts have been made to make Jolly Belly their go-to-app when it comes to food delivery.

- Under behavioral segmentation, it has found a market segment who find look for convenience when it comes to food and prefers staying at home and having a quick meal

- The psychographic segmentation, it targets the customer who believes that it is better to have food delivered to them than go all the way to the restaurant and avoid all the traffic in the city. Jolly Belly targets people who want to live a convenient lifestyle.

Target

- Jolly Belly has been looking to cater to the huge target audience and these audiences have varied characteristics, ages, and behavior. Looking at India's market size, Jolly Belly has a great population to target but its main and ideal target audience is the ages of 18-35.

- These are the people who are college students, working professionals or entrepreneurs who have a good lifestyle and are living in posh localities.

- As Jolly Belly is currently operating in two cities. So, It's primary target is people of age group between 18 -35 , who are residents of Cuttack and Bhubaneswar and use mobiles and who have money to buy online / decision maker

Positioning

Jolly Belly has made the food delivery not just an extended arm of restaurants and has been trying to profited well out of this business. The main positioning strategy of Jolly Belly is an app that helped customers get the food they want, wherever they want.

All the marketing efforts that being made by Jolly Belly is towards to create an image that Jolly Belly makes life convenient and easy for its customers and promises best customer experience and aims to keep every customer both partner restaurants and the customers satisfied with the services.

It is positioned to revolutionize the way people eat their food. It has the motto that "Odisha's own food app" and helps customers connect with their favourite restaurants with a click of the button. The main strategy behind is to promote Odisha's Cousin around the country.

The service model of Jolly Belly is positioned to empower small and unorganised sector of the country like street food vendors.

FACTORS INFLUENCING CUSTOMERS TO ORDER THE FOOD ONLINE

- **Growing urban population and change of eating habits**

It seems that the urban population is growing than rural population that increases the income. Due to increasing income, people are bound to change the eating habits.

- **Shortage of time**

Due to busy schedule of working Indians, they decide it better to eat food from restaurants than cooking it themselves. But the traditional method of food ordering of finding a restaurant and eating there also takes time. To slash this time, people started to order food online.

- **Change of preferences**

The people today are showing interest in number of cuisines other than national cuisine. For example, Indians have started moving from Indian cuisine to Chinese and Italian cuisines.

- **Easier to get food**

Nowadays it's very easy to get readymade food than cooked food. Infact,restaurants are providing meals throughout the day. No need to now call up and struggle to get heard or rush to the nearest outlet. This way of ordering is most popular among youth generation.

- **The growth of the Smartphone culture**

The success of many online food delivery companies can be endorsed to the easy availability of smart phones loaded with high-speed processors, all at very affordable rates. Besides this, the rise of internet technology has further improved the user experience. Most telecom industries provide 4G technology which is superfast for data services.

- **Know-how Marketing**

The companies have spending thousands of dollars in getting their marketing privileges. TV advertisements, YouTube video ads are most popular nowadays.

- **Ever increasing restaurant options**

Especially attractive to millennial, is the option of choosing between various options. People love to experiment. They love trying out different restaurants, different cuisines, different locations, and all these filters are now built into these online ordering platforms.

- **Easy and flexible payment gateways**

The convenience of payment which these food delivery startups are offering cannot be ignored. Customers are enjoying the flexible modes of payment like cash or debit/credit cards, wallets.

- **Restaurant Reviews**

Every restaurant profile also has a star rating which shows how people have rated the restaurant. Also, customers like to add detailed descriptions about what they liked or disliked about an experience.

- **Increasing Income and Consumption**

The increasing number of youth Indians being profitably utilized in rewarding businesses, like IT sector and banking industry has raised their living standards and has increased their disposable income. Higher discretionary income is as well as a key driver for increasing the consumption level of India. Due to increasing income of youth, they enjoy more and more meals through online food ordering applications.

- **Positive Lifestyle Changes**

Increased income at home, dual income of both the partners, hectic schedule at workplace has changed the lifestyle and food habits of Indian consumers. The demand of fresh food at affordable price is increasing. Less time and desire to spend quality time with loved ones are creating a need for food delivered at the doorsteps of the people. The working class these days prefers to order food online to save their time and efforts that would go into cooking upa meal at home.

- **Rising Number of Working Women**

There has been a rapid increase in working women in India. Rising population, urbanization and increasing traffic on roads are some of the factors which have compelled the working women to spend most of their productive hours at work, therefore there is very less time to cook full meals at home. Working women spend a large amount of their disposable income on eating out and getting food delivered at home.

DATA ANALYSIS AND INTERPRETATION

Expenses and Income

Expenses

- ■ Petrol
- ■ Salary
- ■ Training of street vendors
- ■ Incentive per order
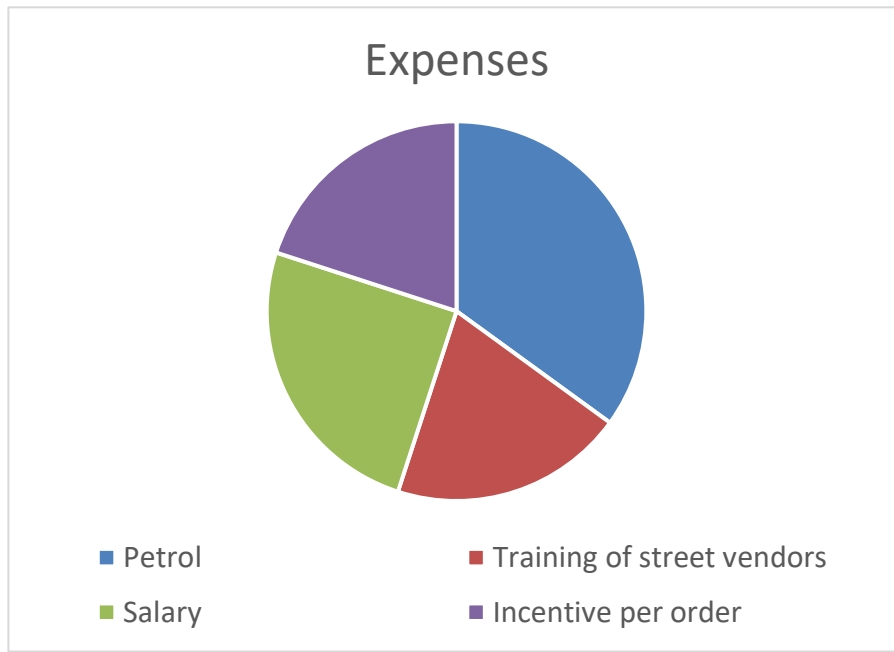
Interpretation

Above pie chart shows that 35% expenses which is a major portion that is incurred by petrol and the other expenses i.e salary expenses is about 25% and the other expenses are incentive given to employees on the number of orders delivered by them and another major expense is training of the street vendors.

INCOME

The company is currently in pre-revenue period. It does not have any profits right now.

CUSTOMER SATISFACTION

- In app experience
- payment gateway
- packaging
- in time order

INTERPRETATION

The pie chart shows that the satisfaction level of the people.   Only 50% people are satisfied with the   app experience and in payment gateway which is very poor. As people from both the cities are ordering so the delivery agents don't deliver it in time. The in app experience states that the company needs to upgrade its app constantly. So that there will be a smooth experience to the users.

1. How many customers are happy with the service quality ?

TOTAL RESPONSE	120
HIGHLY SATISFIED	60
SATISFIED	20
NEUTRAL	30
UNSATISFIED	10
HIGHLY UNSATISFIED	0

Customer Satisfaction

- Highly Satisfied
- Satisfied
- Neutral
- Unsatisfied
- HighlyUnsatisfied

50%, 17%, 25%, 8%, 0%
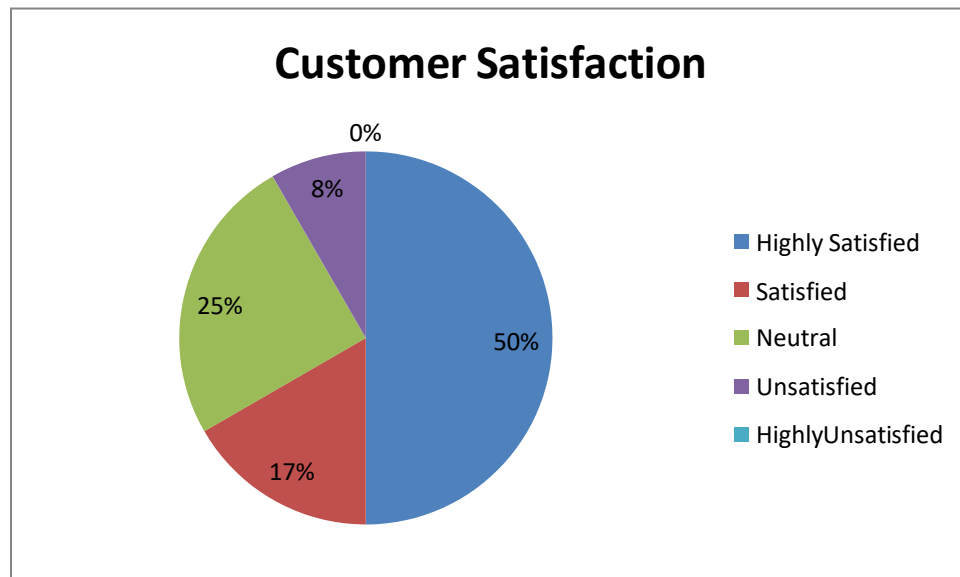
Interpretation

The above Pie chart represents that almost half that is 50 % of customers are highly satisfied with the service of Jolly Belly. And 17 % are satisfied , 25 % customers have neutral feelings and 8% customers are unsatisfied. And there is no customer who is highly unsatisfied. Thus It results as , maximum number of customers are happy with the service.

2.What is the revenue model of jolly belly ?

- Earns from commission from the restaurants

- Another commission given by the street vendor for listing them

- Commission from pharmacy

2. What are the ratings based on delivery ?
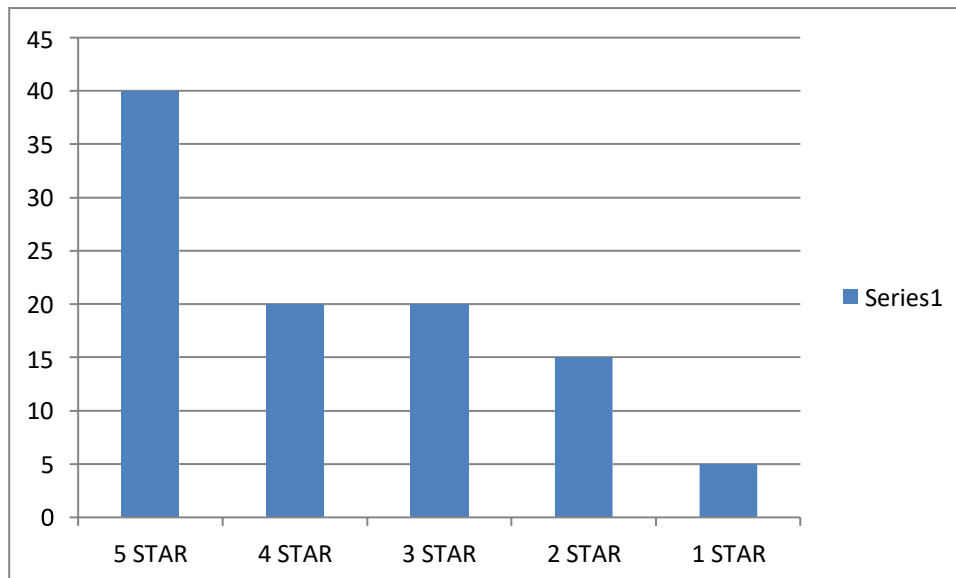
The above chart represents most of the times customer gave 5 star and 20% times customer give 4 star or 3 star , 15 % customer give 2 star but around 5 % of customer gave 1 star ratings.

3. What are the reason contributing to an unpleasant experience ?
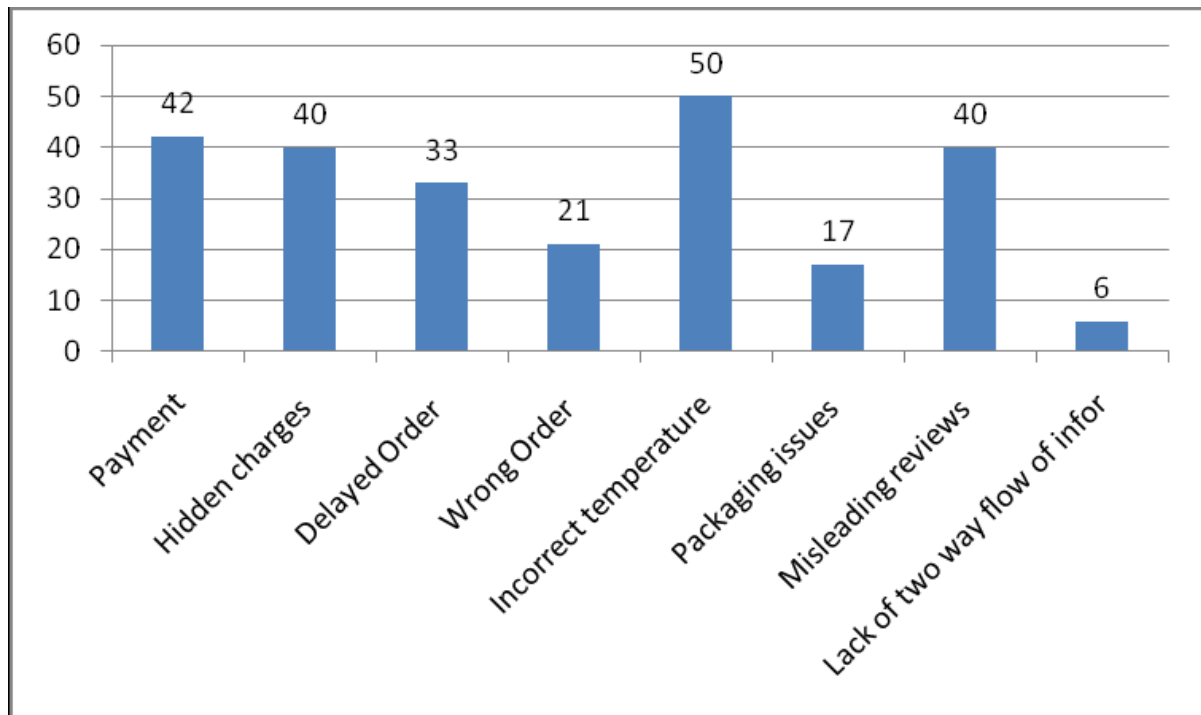
Interpretation

It was found that majority of the respondent users have faced an unpleasant experience. This signifies that majority of them have found the online channel of food delivery lacking in some way. The leading reason is food temperature being compromised. The next distinguishing reasons are problem with payment, charges quoted being misleading and reviews that did not match the product.

FINDINGS

- The primary data collected from the vendors by interviewing them and information collected by secondary sources led to the following key observations were made to meet objectives of the study.

- The expense caused due to the full time salaried workers is very high.

- The company needs investments for the upgradation of the app.

- Day-by-day the rapid increase of petrol price increases the expenses of the compny.

- Most of the customers are highly satisfied with the service . But they have some unpleasant experience also which should be seriously addressed. Incorrect temperature and delayed order is one of the major reason. Users also find difficulties in payment gateway also.

- Most of the delivery executives are not able to reach to the vendors on time. Which in turn delaying the entire service and food quality is being compromised also.

Day to Day Work

Now-a-days the Online delivery industry has a tremendous growth and there is a lot of scope for growth. Throughout the journey of my internship I found quite supportive people around me.

- In the initial days I was assigned with the task to gain knowledge about the industry and the various operational activities . Initially i got the task to know the 3C's that is Company , Customer and Competitors.

- After that I was assigned with Mr. Subhojit Mann (AE) who was very kind enough to give me insights of the each and every little thing. He also helped me in recording day-to-day expenses of jolly belly.

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- Then i had the role to work on the field , connecting with on boarded vendors and new vendors as well and collecting the necessary information and reporting it.
- Also i was assigned to help the FINANCE team in order to make decision regarding decrease of expenses..
- This project also helped me in analysing the data, Knowing major competitors, Learning about smooth operation of the service. The overall learning experience is quite good. Thanks to Mr. Subhojit Mann(AE) and Mr. Swadhin Kumar (AM) for the constant support.

LEARNING

- Abundant of learning with full of challenges around every corner. A sphere of exposure, which created full of opportunities in smaller cities is one of the great learning from the business point of view. Our motto was to sign up the maximum food joints and restaurants in the city to deliver food through our platform. Operations play a very crucial role in delivery and maintain delivery partners in the field to fulfill the orders. On time delivery gives the boost and satisfaction to both delivery partners and customers.

Communication Skills and Empathy

- Communicate effectively and build relations.
- Pay attention to emotions.

Convincing Power and Patience

- Convince people.
- Be patient and handle objections carefully.

Ownership and Teamwork

- Responsible for individual tasks.
- Collaborate with other teams to deliver results.

Adaptability and Time Management

- Open to opportunities and challenges.
- Deliver results on time basis.

A corporate world, everyone dreams. Working with the best organization and contributing to their success is a lot more an achievement for an individual. I would really say that working for Jolly Belly made me the happiest person after completion this internship .If in future given an opportunity, I would really want to start my career in that organization.

SUGGESTIONS

Based on the responses received from respondents, we have learnt, observed and analysed and on its basis made the following suggestions.

- The company needs an angel investor who will fund the company for the upgradation of the app and also for the purchase of electric vehicles. It will reduce the cost of petrol which will reduce the expenses.

- The company can reduce the cost of salary by hiring freelancers who can take salary on hourly basis.

- Petrol consuming vehicles can be replaced with electric vehicles.

- It can make profit by cost effective techniques.

- The market is new and is growing rapidly. Also, it is a competitive set-up. The companies need to constantly upgrade and optimize their apps for a smoother seamless and speedy experience.

- Distractions like pop up advertisements are distractive. Instead use of analytics to make the decision making process fast and effortless would be desired. Since it is a delivery channel, the distribution should be tackled from the software side and also from the human delivery side. Both together affect the overall experience.

- It should be more involved in the food ordering system. Because the vendors have complexity issues in the Application.

CONCLUSION

Although very few people do order through Jolly Belly but the number is increasing day by day. Because young generation are very techno freak as their target market. So it's a huge opportunity for Jolly Belly to attract them easily.

The urban lifestyle of the ordinary Indian is dramatic enough to be favourable for the food- on-the–go and home delivery models to grow at high rates. The ever-increasing population crowded metro cities and longer travel times are drivers for the convenient, ready-to eat and cheaper options of having food and groceries delivered at your doorstep.

Companies that are aware of the huge potential for growth may venture straight in,
but only the fittest will survive. Businesses who keep their value proposition and their brand active in consumer's minds, will take the biggest share of the Indian online food service pie.

As of now, Jolly Belly is currently serving in only 2 major cities, but seeing the interest of the customers in the app it is trying to expand its market to all over India gradually.

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