

Internship completion Certificate



Office number 424,
Phase 1 cloud 9 tower,
Vaishali Ghaziabad -201019
CIN- U74999UP2021PTC155863

Work Completion Certificate

To whom it may concern

This is to certify that **Aadarsh Agrawal (BIITM University)** has summer internship In the Sales and Marketing Department.

The work is completed on **06.06.2022** successfully.

Thanking you and assuring you for our best services always.

Name of Work/Project: **Summer Internship**

Work Period: **27.04.2022 to 06.06.2022**

Regards,

Mona
Manager, Dealsquard India



This is to certify that all works mentioned above have been physically completed in accordance with the specifications, provision, and conditions of the contract.

Certificate from Internal Guide

This is to certify that Aadarsh Agrawal, a student of IMBA of BIITM, Bhubaneswar has successfully completed his/her summer Internship Project on the topic of “Growth of consumer oriented relative business with restaurant sector: with special reference to Dealsquad”.

He / She has worked on the Summer Internship Project from 15th April, 2022 to 30th May, 2022 his/her performance during the project was extremely satisfactory.

Mr. Kamesh Chivukula
Asst. Prof. Marketing
BIITM, Bhubaneswar, Odisha

Declaration

I, Aadarsh Agrawal, hereby declare that the presented report of internship titled “Growth of consumer oriented relative business with restaurant sector: with special reference to Dealsquad” is uniquely prepared by me after the completion of 45 days of work at online platform (Hotel tie-up).

I also confirm that, the report is only prepared for my academic requirement not for any other purpose. It might not be used with the interest of other party of the corporation.

Aadarsh Agrawal

ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this Summer Internship Programme. I am thankful for their guidance, invaluable constructive criticism and friendly advice during the training period. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

I express my warm thanks to Ms. Mona and the team for their support, guidance and motivate me at work.

I would also like to thanks my internal guide Mr. Kamesh Chivukula

Thank You!

Aadarsh Agrawal

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INTRODUCTION

This study aims to find factors which influence the outside eating behavior of population of Delhi aged between 15 to 60 years. Further, the study also comprises of analysis of factors which determine the choice of restaurants in the research population.

OBJECTIVES

- To provide a Dine out facility at minimal cost.
- To keep connecting diners which is best in the city (restaurant) discounts & best Deal.
- To provide cashless payment experience across restaurants & an opportunity to earn cash back on every payment.

LITERATURE REVIEW

A study conducted by on factors affecting consumers eating out choices in India concluded holidays, festivals, and special occasions to be most influential factors which determine the dining out behavior of Population of India. Moreover, the study concluded majority respondents preferred to dine with their family and friends. Moreover, fast food was the top choice when dining out. Respondents also preferred prior arrangements of service staff in restaurants. Below are the seven most important factors which influence the choice of restaurants, found by the study:

1. Ambience and services
2. Convenience
3. Food quality and safety
4. Time and security

5. Additional facility

6. Food variety

7. Value for money

Finally, the study concluded, consumers' preferences for eating out were significantly more prominent in those individuals who were young, educated, employed, having more than one earners in the family, and belonging to higher income groups of households (Indian rupees higher than 15,000 per month). Another study conducted on influential factors affecting food choices of consumers when eating outside the household in Trinidad, West Indies found the following factors to be influences in eating out decision of the population.

Factor	Influence
Special occasion	60.8
Gathering of Friends	50.8
Mood	44.2
Distance	42.5

Further, important factors which determine food choices were:

1. Health and nutritional benefits of a meal
2. Safety and sanitation
3. Price of menu

Finally, the study found restaurant type choices in the following order:

1. Fast food outlets, 73.3% of the times
2. Restaurants, 65% of the times
3. Pizza houses, 55.8% of the times

RESEARCH METHODOLOGY

The research methodology comprised of survey questionnaire followed by a pilot study. People from Delhi were chosen based on convenience sample, aged between 15 to 60 years, to participate in the pilot study. The questionnaire, attached to the appendix of this report had two main sections. The first section dealt with the study of behavior patterns essential in decision making about dining out. Further, the second section aimed to study factors which influence the choice of restaurants. The questionnaire was comprised of multiple choice and Likert scale questions. Sample size for the study is 100. Male population size is 59 and female population size is 39. Sample population of Delhi was divided into the following different divisions.

Sample size analysis is developed in the appendix of this report. Multiple Regression analysis has been primarily used on the data to test the significance of the following factors:

1. Gender
2. Age
3. Marital status
4. Qualifications
5. Personal Income
6. Household size
7. Area of residence

8. Profession

These variables have been regressed on the frequency of dining out in the research population. RESEARCH FINDINGS Factors affecting dining out behavior in people of Delhi Among eight variables tested for significance in decision of dining out for the target population, only two variables were significant: Qualifications and Personal Income,

Chapter - 2

Company Profile



DealSquard Private Limited is a 7 months 2 days old Private Company incorporated on 24 Nov 2021. Its registered office is in Ghaziabad, Uttar Pradesh, India.

The Company's status is Active. It's a company limited by shares having an authorized capital of Rs 1.00 lakh and a paid-up capital of Rs 1.00 lakh as per MCA.

2 Directors are associated with the organization. Sushil Kumar Puri and Shobhit Maheshwari are presently associated as directors.

CIN/LLPIN/FCRN U74999UP2021PTC155863

Company Legal Name DEAL SQUARD PRIVATE
LIMITED

ROC Code RoC-Kanpur

Company No. 155863

Company Category Company limited by Shares

Company Sub Category	Non-govt company
Company Class	Private
Authorised Capital	₹ 1.00 lakh
Paid up Capital	₹ 1.00 lakh
Incorporation Date	24 Nov 2021
Date of AGM	Unreported
Date of Balance Sheet	Unreported
Listing Status	
Industry	Other Business Activities
Company Size	Unreported

REGISTERED DETAILS - DEAL SQUARD PRIVATE LIMITED

CIN: U74999UP2021PTC155863

Incorporation Date / Age: 24 November, 2021 / 1 yrs

Last Reported AGM Date: Not Available

Authorized Capital: INR 1.0 Lacs

Paidup Capital: INR 1.0 Lacs

industry*: Business Services

Type: Unlisted Private Company

Category: Company limited by Shares

Subcategory: Non-govt company

Registered Address

FLAT NO 504 IVORY TOWER RAJ NAGAR EXTENSION GHAZIABAD

Ghaziabad

Uttar Pradesh - 201001

India

Chapter - 3

Competitor Analysis

Competitive analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats.



Swiggy is an Indian online food ordering and delivery platform. Founded in July 2014, Swiggy is based in Bangalore and operates in 500 Indian cities as of September 2021. Besides food delivery, Swiggy also provides on-demand grocery deliveries under the name Instamart, and an same-day package delivery service called "Swiggy Genie".

History

In 2013, the two founders, Sriharsha Majety and Nandan Reddy, designed an e-commerce website called Bundl to facilitate courier service and shipping within India. Bundl was halted and rebranded to enter the food delivery market. At the time, the food delivery sector was in turmoil as several notable startups, such as Foodpanda (later acquired by Ola Cabs), TinyOwl (later acquired by Zomato) and Ola Cafe (later closed) were struggling. Majety and Reddy approached Rahul

Jaimini, formerly with Myntra, and founded Swiggy and parent holding company Bundl Technologies in 2013.

In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores, sourcing items from local stores. In August 2020, the company launched its instant grocery delivery service called Instamart using a network of dark stores. In early 2021, Swiggy closed Swiggy Stores and expanded its operations under Instamart.

In September 2019, Swiggy launched instant pickup/dropoff service Swiggy Go. The service is used for a diverse array of items, including laundry and document or parcel deliveries to business clients and retail customers. In April 2020, it rebranded Swiggy Go as Swiggy Genie.

In May 2020, Swiggy laid off 1100 employees during the COVID-19 pandemic. In 2021, the company announced that it would cover the vaccination cost for its delivery partners.

Financial

Year	Revenue (In crores)	Profits/Loss (In crores)
FY 2015	▲ 0.11	▼ -2.1
aFY 2016	▲ 20.01	▼ -137
FY 2017	▲ 132.2	▼ -205.1
FY 2018	▲ 442	▼ -393

FY 2019	▲ 1,128.3	▼ -2,361.8
FY 2020	▲ 2,693	▼ -3,908.5
FY 2021	▼ 2,145	▲ -1,314

Investments and acquisitions

In 2015, received a \$2 million investment from Accel and SAIF Partners, along with additional investment from Norwest Venture Partners. The next year, Swiggy raised \$15 million from both previous and new investors, including Bessemer Venture Partners and Harmony Partners.

In 2017, Naspers led an \$80 million funding round into Swiggy. By September 2018, Swiggy was valued around \$3.3 billion, and in April 2020, Swiggy was valued around \$3.6 billion.

Swiggy acquired Bangalore-based Asian food start-up *48East* in 2017. Swiggy later acquired Mumbai-based *Scootsy Logistics*, a food and fashion delivery service,^[23] and ultimately shut it down. In September 2018, it acquired Mumbai-based milk delivery startup SuprDaily. In 2019, the company invested 31 crore rupees in Mumbai-based ready-to-eat food brand Fingerlix.

Partnerships

Swiggy has partnered with Burger King to provide delivery services. It has also partnered with Google Local Guide to facilitate customer reviews, and with Sodexo to let customers pay through meal cards. Swiggy launched a digital wallet, *Swiggy Money*, in partnership with ICICI Bank, an Indian private sector

bank. In January 2022, Swiggy and drone company ANRA Technologies began trialing drone deliveries.

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	
zomato	
Type	Public
Traded as	BSE: 543320 NSE: ZOMATO
ISIN	INE758T01015
Industry	Online food ordering

Founded	July 2008; 13 years ago
Founders	Deepinder Goyal Pankaj Chaddah
Headquarters	Gurgaon, Haryana , India
Area served	Worldwide
Key people	Deepinder Goyal (CEO)
Services	Food delivery Table reservation
Revenue	 ₹4,192 crore (US\$550 million) (FY22) ^[1]
Net income	 ₹-1,222 crore (US\$-160 million) (FY22) ^[1]
Owner	Info Edge (18.6%) Uber (9.1%) Alipay Singapore (8.3%) Antfin Singapore (8.2%) ^[2]
Number of employees	5,000+ ^[3]
Website	zomato.com

History

Zomato was founded as FoodieBay in 2008 by Deepinder Goyal and Pankaj Chaddah who worked for Bain & Company. They renamed the company Zomato in 2010 as they were unsure if they would "just stick to food" and also to avoid a potential naming conflict with eBay.

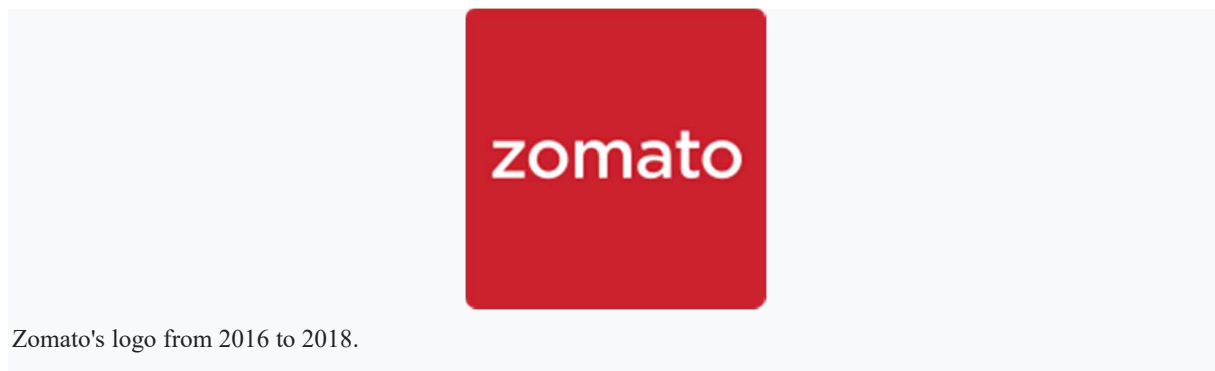
In 2011, it expanded across India to Delhi NCR, Mumbai, Bangalore, Chennai, Pune, Ahmedabad and Hyderabad. In 2012, it expanded operations internationally in several countries, including the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa. In 2013, expanded to in New Zealand, Turkey, Brazil and Indonesia, with website and apps available in Turkish, Portuguese, Indonesian and English languages. In April 2014, it

launched in Portugal, which was followed by launches in Canada, Lebanon and Ireland in 2015.

With the introduction of .xxx domains in 2011, Zomato also launched zomato.xxx, a site dedicated to food porn. In May 2012, it launched a print version of the website named "Citibank Zomato Restaurant Guide," in collaboration with Citibank, but it has since been discontinued.

In January 2015, Zomato acquired Seattle-based restaurant discovery portal Urbanspoon, which led to the firm's entry into the United States and Australia.^[24] This U.S.-expansion brought Zomato into direct competition with similar models such as Yelp and Foursquare. Later that month, it acquired the Turkish restaurant discovery platform Mekanist. In an effort to expand its business beyond restaurant listing, Zomato piloted an online payments facility in partnered restaurants in Dubai called Zomato Cashless in February 2015. This was discontinued a few months later.

Zomato started its food delivery service in India in 2015, initially partnering with companies such as Delhivery and Grab to fulfill deliveries from restaurants that did not have its own delivery service. In April 2015, Zomato acquired the American online table reservation platform NexTable, which was subsequently renamed as Zomato Book. In January 2016, it launched Zomato Book's table reservation facility on its application in India.



In February 2017, the firm announced plans to launch Zomato Infrastructure Services, a cloud kitchen infrastructure service to help partner restaurants expand their presence without incurring any fixed costs. Later that year, it introduced a paid membership program called Zomato Gold using which subscribers could get offers and discounts on dining and food delivery at Zomato's partner restaurants. In September 2017, Zomato claimed it had "turned profitable" in all 24 countries where it operated and introduced a "zero-commission model" for partner restaurants.

In February 2018, Zomato became a unicorn startup after raising US\$200 million from Ant Financial at a valuation of US\$1.1 billion. Later that year, it shut down operations of Zomato Infrastructure Services.¹ In 2018, it acquired WOTU and rebranded it as Hyperpure to supply food ingredients such as grains, vegetables and meat to restaurants from its warehouses.

In September 2019, the firm laid off almost 10% of its workforce (540 people) tending to back-end activities like customer service, merchant and delivery partner support functions.

In April 2020, due to a fall in food delivery and a rising demand for online grocery ordering amid the COVID-19 pandemic, the firm began delivering groceries and essentials under a service named Zomato Market in 80+ cities across India. In April 2020, Zomato introduced contactless dining at its partner restaurants. In May 2020, Zomato also began delivering alcohol in West Bengal, Jharkhand and Odisha after obtaining the permission of the governments in these states. In May 2020, Zomato further laid off 520 employees due to the COVID-19 pandemic.

Zomato closed operations of Zomato Market in June 2020 as demand for food delivery recovered and grocery delivery business "was not scalable". In April 2021, it pulled out of alcohol delivery service citing poor unit economics and scalability.

In July 2021, Zomato went public, opening its Initial public offering at a valuation of over US\$8 billion.

Zomato reentered grocery delivery space with a pilot launch in July 2021, allowing users to place orders from neighbourhood stores under a marketplace model.¹ It shut down the service in September 2021.

In April 2022, Zomato launched a pilot of 10-minute food delivery in Gurgaon called *Zomato Instant*.

Finance

Year	Revenue (In crores)	Profits/Loss (In crores)	Total Assets (In crores)	Sources
FY 2011	0	-1.09	Not revealed	
FY 2012	▲ 2	▼ -7.6		
FY 2013	▲ 12	▼ -10		
FY 2014	▲ 36	▼ -37		
FY 2015	▲ 96.7	▼ -136		
FY 2016	▲ 185	▼ -492		

FY 2017	▲ 332.3	▲ -389		1
FY 2018	▲ 466	▲ -103.68	▲ 1,374	1
FY 2019	▲ 1313	▼ -965.23	▲ 3,413	
FY 2020	▲ 2605	▼ -2367.16	▼ 2,900	
FY 2021	▼ 1994	▲ -812.82	▲ 8,704	
FY 2022	▲ 4,192	▼ -1,209	▲ 17,327	

Challenges faces in Pendemic by Zomato and Swiggy

Even in a sluggish economy, startups helped spawn the gig economy that created jobs and new ways of working and sharing. However, the gig economy is seeing challenges because of the Covid-19 scare — especially as delivery personnel are highly exposed to the environment.

In a “response note”, online grocer BigBasket said warehouse employees handling fruits and vegetables use disposable masks and gloves. Workers are being scanned for any symptoms and offices have been equipped with sanitisers and delivery staff with disposable gloves that are changed after every delivery.

Coworking spaces face a more daunting task as it has to monitor gig workers from multiple companies. Smartworks has made masks and sanitisers available at its centres and is scanning people coming to its sites with infrared thermometer. Neetish Sarda, founder, says, “We believe that collective responsibility will make a great deal of difference in handling the situation.” It is encouraging virtual meetings as well as collaboration tools.

Bengaluru-based Hiver, which offers an email collaboration platform, has seen an increase in interest for its services, says cofounder & CEO Niraj Ranjan Rout.

Restaurant aggregator and food delivery company Zomato is using apps and SMS services to broadcast WHO best practices on Covid-19 as well as information about testing labs’ locations to its partners. A spokesperson says, “Our efforts are aimed at ensuring everyone is aware, calm and focussed on their well-being.” Swiggy has made its employees aware of self-quarantine practices in case they show any symptoms. It is training employees on “proper method and frequency of washing hands”.

The gig economy has not seen any layoffs yet, says Rituparna Chakraborty, executive vice-president of TeamLease Services, which provides 2.30 lakh workers for client organisations. “Q4 is usually a damp period for hiring. So far no one has lowered manpower projections for the next fiscal year. We do see higher demand for app-based companies as more people stay at home and order more.”

However, if the virus persists, it could affect the sharing economy and the jobs of gig workers.

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Dineout



Food is both a serotonin boost as well as an excellent source for socializing and bonding. Who doesn't love to dine out and enjoy some scrumptious dishes, be it in solitary after an exhausting day or to catch up with friends for lunch on a much-awaited weekend!

Since dining out projects this much importance, aspects like the ambiance of the location, the quality of the food, and the overall dining experience become elements that need to be impeccably sketched out. Yet quite often we end up revisiting the same dining outlets on every new occasion, largely to avoid the

hassle and fuss involved in searching for new outlets, which ends up with us missing out on a plethora of adept dining options flooding our neighborhoods.

Yet another hindrance encountered when it comes to dining out is the effort involved in reserving a table at our preferred restaurants owing to them being booked full in advance or the failure to coordinate with the restaurant on time as well as the long waiting time involved. Churning out a solution to these problems is **Dineout**, a platform that aims to simplify the whole process so that booking and selecting restaurants is no longer a complication when it comes to dining out.

This blog will provide you a gist about **Dineout, its founders, its business model, its funding, its success story, its origin, its growth as well as its revenue model.**

About Dineout

Dineout is an online table booking platform that has been established with the purpose of aiding its users in discovering the best and most suitable restaurants near them and to help them in easily booking reservations.

The platform had been established in **2012** by Ankit Mehrotra, Nikhil Bakshi, Sahil Jain, and Vivek Kapoor. Following the years of its establishment, Dineout has consistently upgraded its offered services. Alongside helping their users in discovering suitable restaurants, the platform also facilitates various more services that effectively attract users. The users of the platform receive access to special offers across over **40,000** restaurants in the nation.

Dineout joins its users with the best cafes and restaurants in the city. They also facilitate a cashless payment experience across eateries, rewarding their users with an opportunity of gaining cashback on every bill. Via these services, the users can save over 30 per cent more in contrast with the regular restaurant consumers. The platform also facilitates an exclusive program termed the Gourmet Passport, which provides a great degree of perks for all foodies.

One factor that makes the platform stand out in the industry is how it applies data in order to comprehend what the user requires and then supply them with suitable recommendations. A number of aspects which include the chosen cuisine, size of dish ordered, the time of day/week/month the user ventures out to dine, offers extended by the restaurant and reservations are all taken into account.

“It’s a really difficult and time-consuming journey where a consumer reviews multiple restaurants at various platforms, checks with friends or family and then finally where to go. That is a key problem that we are looking to solve at the Dineout.”

Dineout Founders

Dineout has been founded by Ankit Mehrotra, Vivek Kapoor, Nikhil Bakshi, and Sahil Jain.

- The primary founder and CEO of the platform is **Ankit Mehrotra** who founded the company in early 2012. Ankit launched his career at BNP Paribas where he worked as an analyst. He also has a bachelor's degree from the University of Essex in Computers and Telecommunications Engineering in 2011. Following this, he concluded his education at CFA Institute.

- The co-founder of Dineout is **Vivek Kapoor** who was previously a chief officer. Prior to this, he was the chief officer at British Petroleum for 4 years. In 2002, he had concluded his schooling at Modern School.
- The co-founder of Dineout is **Nikhil Bakshi**. Prior to joining Dineout, he had been the manager at DSP BlackRock Mutual Fund. He graduated in B.Com from Delhi University.
- Another one of the founders of Dineout is **Sahil Jain**. He began his career as a Software Engineer in Sasken Communication Technologies Ltd. He was also a Senior Business Analyst and Associate Manager at Mu Sigma. He had also been the Senior Market Analyst at Nextag for a period of less than a year.

The Origin of Dineout

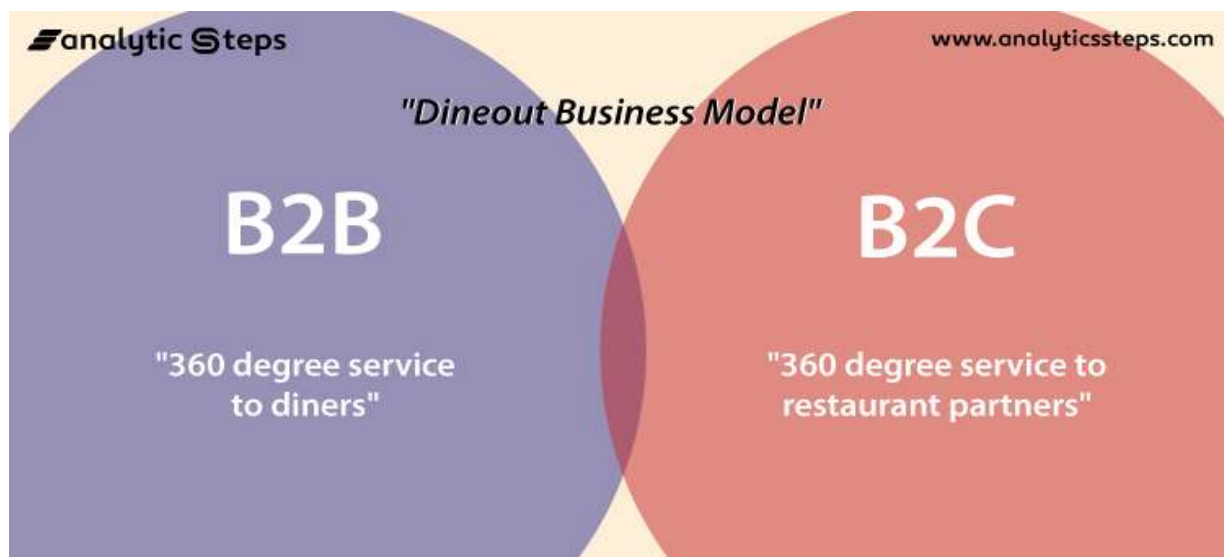
The concept of Dineout originated when its co-founders Ankit Mehrotra and Sahil Jain engaged in a discussion regarding the dining options they have. Amidst their conversation the duo came to the realization that their friends troop generally visited the same restaurant each time, tending to stick to their comfort zones to avoid disappointment. So they decided to launch a website which could inform people about the best dine-outs in their neighborhood.

“When we started in 2012, it was of the most difficult times to start in the table reservations space. Everyone wasn’t as savvy with the online world as they are now and nobody would look at reserving tables online, especially in India,”

Despite the wave of challenges and difficulties witnessed by the platform initially, it had been able to achieve a great degree of success. Within merely two years of its establishment, the platform had been able to achieve over two lakh registered users.

An aspect that sets this platform apart from the other platforms in this industry is the strong connection it holds with the dinners, which makes the payments both easier as well as beneficial on the part of both the platform and its users. In Dineout's second year of business, the platform gets acquired by **Times Internet** in a 10 million dollars deal. The deal with TimesCity allows users to enjoy a variety of other features and benefits apart from discovering restaurants.

The Business Model of Dineout



Dineout's Business Model

The platform facilitates its users with various **B2B** and **B2C** services. The firm holds a basic and smooth business model. The primary purpose of the firm is serving its customers by aiding them in booking tables in restaurants and hotels. It has collaborated with various restaurants and pubs in order to aid its consumers in discovering the most suitable offers. They also offer discounts regarding their promotions and in case of rise in the downloads.

“We are one of the oldest foodtech players in India, and over the years, we have actually gone through a lot of changes and evolution. We have been able to position the business very successfully across two distinct verticals – B2C and B2B. On the B2C side, we offer 360-degree service to diners for their dining out needs, and on the B2B side, we are able to offer 360-degree service to our restaurant partners, helping them improve their services,”

Dineout Revenue Model

The platform charges an annual subscription rate from their restaurant partners and also from the customers. Revenue is also gained through each transaction executed on the platform, although it varies according to every restaurant and the cities where they are set up.

We have multiple revenue models in place. We have a few products for which we charge an annual subscription price from our restaurant partners as well as our consumers. We also have a performance-driven transactional model where we make money on every transaction done through the platform which varies as per restaurant and city. Our organization structure backs up the growth strategy. We have a dedicated team and their function heads for each revenue stream. Also, we have decentralized operations across all the cities we are in. This helps in faster decision making and helps us scale up.

Dineout Recent Developments

As confirmed by Economic Times, during the initial days of the COVID19, Dineout set up a special project named Project Thali, aiming to cease hunger and malnutrition and for making food accessible for the ones encountering struggles in surviving amidst the lockdown.

Project Thali' is a community-driven initiative which has been set up with the purpose of combining volunteers, NGOs as well as the government and ensuring that everyone, including the vulnerable communities, receive access to food and nourishment.

As confirmed by moneycontrol, Dineout has recovered 60 percent of its business compared to pre-COVID times and it plans to reach 100 percent recovery by the year end.

The use of digital payments via Dineout pay at partnered restaurants has also risen to 80 percent as an increased number of users have been opting for adopting digital means to settle bills.

Dineout has recently expanded its services and has also set up contactless 'Takeaway' on its app. This feature will allow users to pre-order food and opt for safe self pick-up via their favorite restaurants to enhance safety efforts for their diners.

“Dineout’s Contactless Dining abilities help restaurateurs avoid extraneous contact points inside the restaurants, while still providing their diners a flawless and safe dining experience. Takeaway is going to emerge as a key revenue line along with home deliveries for most restaurants and food tech players would adjust to this new normal. The quality of food, service and hygiene will be paramount and use of technology to ensure cleanliness, social distancing and as a tool to save costs for the restaurants is becoming supreme,”

Recently in the month of October, as reported by ET Brand Equity, Dineout has combined its 'Dineout Plus' facility with its premium membership programme 'Gourmet Passport.' The platform will also be offering its members with Dineout Pay cashback perks as well as early access to a handpicked collection of food-related events such as wine tastings.

Dineout Funding and Acquisitions

In the year of its establishment, Dineout raised **Rs 60 lakh** from high net worth individuals.

Till now Dineout has acquired 2 companies. Its most recent acquisition was announced on 9th August, 2019 when it acquired **Binge Digital** at an undisclosed price. The firm also acquired **Torqus Systems** on back in November 28, 2018.

Conclusion

As Dineout has recently begun steadily venturing its reach across international markets, from Asia, Africa, UAE, Bahrain, Kuwait, Kenya, Saudi Arabia to East Africa and spreading its wings in Tier || and Tier ||| cities in the Indian nation this year, the platform shows great promise for further growth and expansion in the future and in paving its way towards becoming one of the leading food platforms globally.

Chapter - 4

CUSTOMER ANALYSIS

A two phase study was done to understand the Consumer behaviour & Customer segmentation (restaurant owners) for Dine out restaurants.

The study was done only in Gurgaon with food joints owners and its staff members and also survey was floated amongst Consumers. We identified various variables which affect Consumer behaviour and preference; collected the data and analysed the stratified samples.

After the analysis; we mapped our questionnaires to each of their specific outcomes. The decision making process done by Consumers and the segmentation analysis done by restaurant owners gave us insightful results.

This study would definitely help the existing & new restaurant owners in deciding their product offerings & pricing strategy by understanding their potential customers' behaviour thereby resulting in improved performance in terms of financial gains.

Strategy to influence processes

➤ Alternative Evaluation

- Providing combos to the consumers.
- Differentiation based on taste ambience, multiple cuisines and attractive menu cards.
- Providing discounts, schemes and communicating the same to loyal customer by targeted mails.

➤ Outlet selection

- By delivering the quality food in time.
- By taking feedback through questionnaire and responding towards them by suitable actions.
- Maximum visibility on internet and digital media by promoting good reviews and ranking.

Decision making process and factors influences

- 91% people are accomplished by friends/family or Colleagues to food joints.
- 51% selection is based on social media reviews.
- Other parameters like Ambience, location, budget affects decision.
- People prefer Italian over Chinese and South Indian.

CHAPTER - 5

WHAT WE HAVE DONE

ACTIVITIES PERFORMED:-

At first, Collection of data of various restaurant of a specific place as assigned by the corporate guidance. After collecting the data we had to call the restaurant and give them a sales pitch of the service that are being thought by the corporate. Telling to them all the benefits that they are going to get after joining the corporate. Also giving a sales pitch to customers to purchase the subscription package which would provide them various restaurants of a specific place as assigned by the corporate guide. After collection of data we had to call the restaurant and give them a sales pitch of the services that are being provided by the corporate. Afterwards, We have to tell the benefits after the going to be registered . Also giving a sales pitch to the customers to purchase the subscription packages which would provide them various benefits.

Subscription Plan

Basis Plan (Rs.1099)

- ✓ Get plan access for 3 months
- ✓ You can uses 90 uses
- ✓ Discount
- ✓ Pocket friendly plan

Standard plan (Rs.1599)

- ✓ Get plan access for 6 month
- ✓ You can use 180 uses
- ✓ Discount

- ✓ Eco friendly membership plan

Ultimate plan (Rs.2999)

- ✓ Get plan access for 12 months
- ✓ You can use 360 uses
- ✓ Discount
- ✓ Golden membership plan

LEARNED:-

Got experience of concept of selling, Business to Business & Business to Customers Marketing. I learned a lot about the, How Digital Marketing work on Resturant baisis.

Challenges faces during Internship

- ❖ Interaction between customer is very much challenging.
- ❖ Communication with them is very difficult.
- ❖ Languages problem.
- ❖ Trust problem.

FINDINGS

Factors affecting dining out behavior in people

Among eight variables tested for significance in decision of dining out for the target population, only two variables were significant: Qualifications and Personal Income.

Personal Income

For people of Delhi, personal income determines the choice of dining out mostly. Our analysis shows it to be the most influence behavior trait which brings high frequency of visits to restaurants. The study further reveals, people with high income (above PKR. 30,000) have shown a significant behavior preference

towards dining out. 24% of our research population lies in the socio-income bracket. Lower income bracket population does not dine out much as higher income bracket do. In other words, high income population has strong Preference towards dining out, on the other hand, lower incomes tend to be more flexible in their decision.

Qualification

Qualification is the second important influential factor which influences a person's decision in dining out. People who have qualified their Master and Post-graduation tend to have more affinity towards dining out. On the other hand, people below master do not show any specific preference for dining out. These are a diverse population with preferences for both dining out and dining at home. This implies, high educated population of Delhi prefers to dine out more frequently and they show a strong affinity towards dining in restaurants. 30% of our research population is composed of this Segment of people.

Other influential behaviors

Friends and colleagues are the most preferred choices for people of Delhi to go out and dine with. It was preferred 46.8% of the times. Secondly, Family at 35% preference and less than 13% people preferred to dine out alone.

Dine - out preferences and behavior study

Majority of people in Delhi, dine out on occasion when a guest arrives.

Almost 48.6% respondents marked it be their primary reason for dining out.

Secondly, at 40.8%, Holidays and special occasions are factors which became reason for dining out. Family plans are the third most important factor influencing dine out behavior of population of Delhi.

Preferred time for Dine out

Evening is the most preferred time of dine out for people of Delhi followed by afternoon and then, morning. Only 14.2% of sample population dined at morning.

CONCLUSION

The found two significant factors which are significant in population of Delhi who prefer to dine out. First, personal income. Higher income population have a strong preference for dining in restaurants whereas low income population of Delhi does not show a single preference rather they prefer dine out as much as they prefer dining in their homes. Secondly, qualifications. High qualified, above masters tend to have a strong preference for dining out on the other hand, people qualified below does not show such affinity towards dining out.

We think income brings the buying power to people which then becomes the primary driver behind dining out. Whereas, a more qualified person may be busy in his job and prefers to dine out. We also conclude, for a qualified person, having higher personal income dining out is a relief form his busy job, which creates more likelihood of preferences for dining in restaurants.

Further, people of Delhi prefer to dine out with their Friends more than their family. The prefer occasion is guest arrival rather, planned dine out. Evening is the most preferred time to dine out however, morning being least preferred.

Following are the factors which are most look forth by people of Delhi when selecting a restaurant to dine out:

1. Food quality
2. Food Taste
3. Distance to the restaurant
4. Cleanliness in the restaurant
5. Neat staff
6. Good seating space
7. Speed

BIBLIOGRAPHY

In preparation of this report, the following sources have been considered:-

1. www.Dealsquard.com
2. Google
3. Tolfer
4. Company 360