A

SUMMER INTERNSHIP PROJECT REPORT

ON

Subscription Modeling of QSR/ cloud kitchen and traditional restaurant business: with reference to "DEAL SQUARD"

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Under the guidance of

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&

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CERTIFICATE

Certified that the project works with the title Subscription Modeling of QSR/Cloud Kitchen and traditional restaurant business. Undertaken by Mohammed Raza, was conducted under my guidance and supervision. He has designed the research, collected the data, analyzed the result, interpreted the findings and observation and prepared the report.

Mr. Kamesh Chivukula

(Name of the Faculty Guide)

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DECLARATION

I hereby declare that the project report with the title **"Subscription Modeling of QSR/ cloud kitchen and traditional restaurant business: with reference to DEALSQUARD** ", being submitted to BIITM in partial fulfillment of the requirement for award of the degree of post graduate in management, is an original piece of research work carried out by me. It has not been published/ awarded elsewhere, nor has it been submitted in full or part for any other degree or diploma.

Date:

Mohammed Raza

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ACKNOWLEDGEMENT

It is quite true without any objection that this work could not have been completed without moral, tolerance and material assistance from a substantial number of people, either directly or indirectly participating in making sure that the work is successfully completed. For that fact it is impossible to thank all those whose assistance enabled me to produce this work, although the below mentioned some can represent the rest.

 Firstly, I would like to express my immense gratitude towards the organization Deal Squard which has given me a great opportunity to apply all my theoretical knowledge practically.

I wish to express my sincere appreciation to my corporate guide Ms. **Mona   (** Manager, Deal squard India) for his outstanding guidance, encouragement and commitment. My appreciation for also enlightening me regarding all information, various data, suggestions, tactics about sales and marketing.

I am also thankful to my faculty guide Prof. **Kamesh Chivukula** , BIITM who guided me regarding the topic to analyze more and interpret the data. He also gave me support to prepare this project.

Mohammed Raza

(Name of the student)

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EXECUTIVE SUMMARY

The title of the SIP is **"Subscription Modeling of QSR/ cloud kitchen and traditional restaurant business: with reference to Dealsquard.**

The internship was aimed towards the expansion of a dining out platform "Deal Squard" in Mumbai. The main objectives of the internship were –

- Identifying the restaurants and target audience.

- Where to find the restaurants and target audience.

- How to approach them in the most effective manner.

Every individual was provided one city to work upon and understand the consumer behavior and dining out patterns of individuals. The internship also aims at gaining through understanding of DealSquard product differentiation from competitors and exciting features in DealSquard app. The initial stage of the internship deals with collection of data of restaurants providing dining out services in Mumbai and places nearby. The next phase involves preparing a pitch for the restaurants to tie-up with the company. And last phase involves in selling of subscription packages among people who usually visits restaurants among family and friends. Also a questionnaire was prepared to identify the demand of product in market place. The questionnaire included:-

- How many customers are visiting the restaurant using the dining out platforms?
- What percentage of discount do restaurant provide?
- What is the cost of registration?

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MAJOR FINDINGS

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 Dealsquard made me the happiest person. If in future given an opportunity, I would really want to start my career in that organization.

- ➢ **Business Opportunity**
- ➢ **Strategy**
- ➢ **Brand**
- ➢ **Build Relations**
- ➢ **Marketing and Advertising**

CONCLUSION

As there is a huge growth in the restaurant market now a days, due to the new policies of work from home people always find the easiest way to spend much time with their family. Dining out has become a major activity adopted by people now a days. This is one of the highest emerging concept in the market because of its excellent features. People use to wait in queues to dine in their favorite restaurants but things have changed now one app changed the whole scenario of the hotel industry as it helps in reserving tables, paying bills and availing great discounts. At last it was an amazing experience working with this company and to know the market structure and its growth.

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CHAPTER- 1

- **INTRODUCTION**

- **SCOPE**

- **OBJECTIVES OF THE STUDY**

- **LIMITATIONS**

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Introduction

Nowadays it has become common for fine dining restaurants to offer tab le reservations to their clients. In fact, this service has become an integral part of a restaurant's operation, because of its multiple benefits. Even though there are still types of restaurants that prefer the modality of first-come, first served, the majority of fine dining and casual restaurants organize their operation through table reservations.

 As it has become part of restaurants'service to offer reservations, clients are tending more and more towards making use of this offer, and for some people, it has become mandatory to make a table reservation before going out to a restaurant since there are also benefits for the client in this type of service.

 Offering table reservations may be a good tool to increase demand for certain restaurants. As clients know that there is a limited capacity of seats, they will always prefer to make a table reservation instead of arriving at the restaurant and facing a long waiting line. This tool helps the restaurant to keep a high demand of its customers on busy nights, and even better, to increase traffic on slow nights, when customers make reservations because they don't know how crowded the restaurant will be. A client will always benefit from being able to make a table reservation at the restaurant to which he wishes to go.

 Nowadays, the majority of people prefer to go out knowing that they have a reservation, instead of incurring the risk of not getting a table at the desired place. Traditionally, restaurants have managed their

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reservation systems with a reservation book, which means they received the reservations via telephone calls and wrote them down in a book. Nowadays, as a consequence of the massive use of the Internet and its benefits, experts have seen the opportunity and great added value of creating online reservation systems, and already many restaurants have replaced the traditional format with these new systems.

An important advantage of online reservation systems is the flexibility they offer when making a reservation. When reservations are managed in the traditional way, patrons will only be able to call a restaurant to make a reservation during operational hours. On the contrary, when reservations are managed through an online reservation system, customers will be able to make their reservation at any time and from any place they choose. In general, people will have a better experience.

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Scope of the business

India's internet user base is expected to touch 900 million by 2025, up from 622 million now, a study by Kantar and the Internet and Mobile Association of India said recently. While a growing user base holds significant promise for the e-retail market, consumers will also seek time offline. This applies to the eating out market too, where the consumer will interact with the brand online on some occasions and offline on the other. This omnichannel consumer expects a uniform, seamless and personalized experience across brand touch points. At the same time, this consumer is also seeking convenient solutions in keeping with his or her needs, choices, and occasions.

Be it contactless ordering using QR codes or digital menu cards or UPI payments or digitally enabled take-outs, providing multiple ways for consumers to order, pay for, and get their meals on time while ensuring a uniform and seamless experience across platforms is a way of life now. 2022 could see this trend gather pace as technology moves to the next level. For instance, self-ordering kiosks leveraging augmented reality or virtual reality could provide an immersive experience, allowing customers to order food themselves thereby skipping long queues at the front counter. Some players are experimenting with AI and robotics to elevate the consumer experience at their restaurants.

Safety and hygiene

The importance of maintaining hygiene standards in restaurants cannot be stated enough. In Covid times, safety and hygiene standards are of utmost importance, as consumers consciously seek out places that are safe to eat.

Personalization

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In the restaurant business, nurturing customers across brand touch points is the best way to drive repeat business. In the age of personalization, this is a key ingredient to dish up a comprehensive and seamless consumer experience, capturing valuable data and insights across the customer journey. This could be via drive-thru, mobile apps, kiosks, or tablets. To give customers fantastic, personalized experiences, brands need to know them across channels and be able to use data to give them offers that are relevant, organize menu items based on purchase history and ensure delivery at the right time and location. This is where customer relationship management (CRM) helps.

Nutritious menu options

Eating at a restaurant doesn't have to sabotage a healthy diet. In fact, restaurant chains such as ours have been reinforcing our commitment to nutritious and wholesome food for a while now. Consumers too are choosing brands that provide nutritious menu options. I see this trend gaining ground in 2022 as health is no longer a second priority for people in general. It is top on their priority list.

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OBJECTIVES

The project was undertaken for two main objectives.

Objective- 1

- To tie-up with maximum number of restaurants across the given region.

Objective -2

- To convince maximum amount of people to buy the subscription.

To attain these objectives many other sub objectives was there to attain which is:

- Analysing the market.
- To know the customer preference for the brands.
- To know the brand preference.
- Analyzing the benefits they are getting using the other brands.
- To analyze the frequency of visits of marketing representative of various companies.
- Thus it attempt to find ways to increase market share, to increase customer satisfaction and thus increase the business prospects.

SCOPE OF THE STUDY

- How people are reacting to other brands after tie-up with the existing brand.
- What are the kinds of questions asked and how to respond to it Accordingly.

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LIMITATIONS OF THE STUDY.

- Due to lack of brand awareness many restaurant weren't agreeing to tie-up.
- Also many people weren't agreeing to invest on the subscription plan.
- As it was a new app and the feature of the app was not so commendable.
- The market acquisitions of the competitor brands were high and there were too much reservations through those app so they didn't want to mess up with it, by adding any other further.

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LEARNINGS

Abundant of learnings 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.

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.

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CHAPTER-2

- COMPANY PROFILE
&
- 3C Report

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COMPANY PROFILE

Started in 2021, Deal Squard is India's dining out platform, that enables users to reserve tables, avail great deals and pay bills at over N numbers of restaurants across India. It helps restaurants solve various kinds of operational and business challenges and help them to grow their business.It helps people to reserve their seat in their favorite restaurants and avail maximum discounts using the subsciption.It is available across Playstore, ios and web portal {dealsquard.com}.

Deal Squard food discovery engine allows users to decide on their next food destination based on filters like current location, neighbourhoods, cuisine type, and occasion on its website and mobile app.

The company's subscription programme, DealSquard Pay, is a paid dining membership program designed to help users explore a curated collection of restaurants, letting them enjoy double-up 1-for-1 deals and bill discounts when they dine at selected merchant partners. As of 2022, there are around 100+ partner restaurants, cafes, and bars across India. Deal Squard works on a subscription model base to its customers which include monthly, quarterly and yearly subscription packages. The company is growing rapidly across india as it doesn't charge any specific amount from the restaurants which makes it unique among other competitors in the market. Also it promote various restaurants in their website.

Consider this: Over 45 million Indians satiated their food cravings by dining out at their favourite restaurants in 2021, In a year marred by the second wave of the pandemic, this number is significant. And given growing aspirations, higher disposable incomes and increased tech-savviness of consumers, the

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restaurant industry could touch new heights in terms of eating out in 2022. As it is emerging as a new player it is growing rapidly with around 100+ restaurants and 200+ active users.
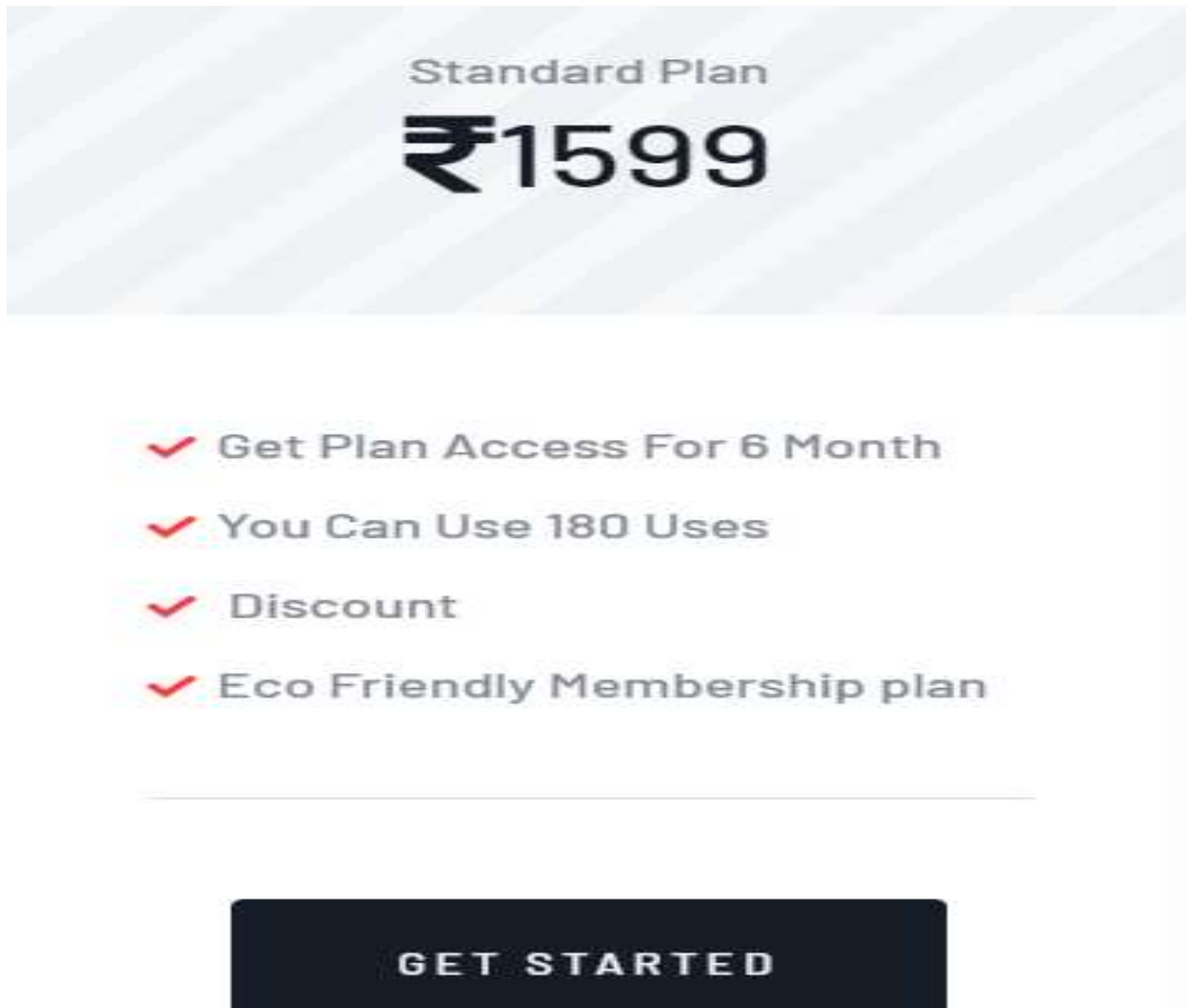

BASIC MEMBERSHIP PLAN

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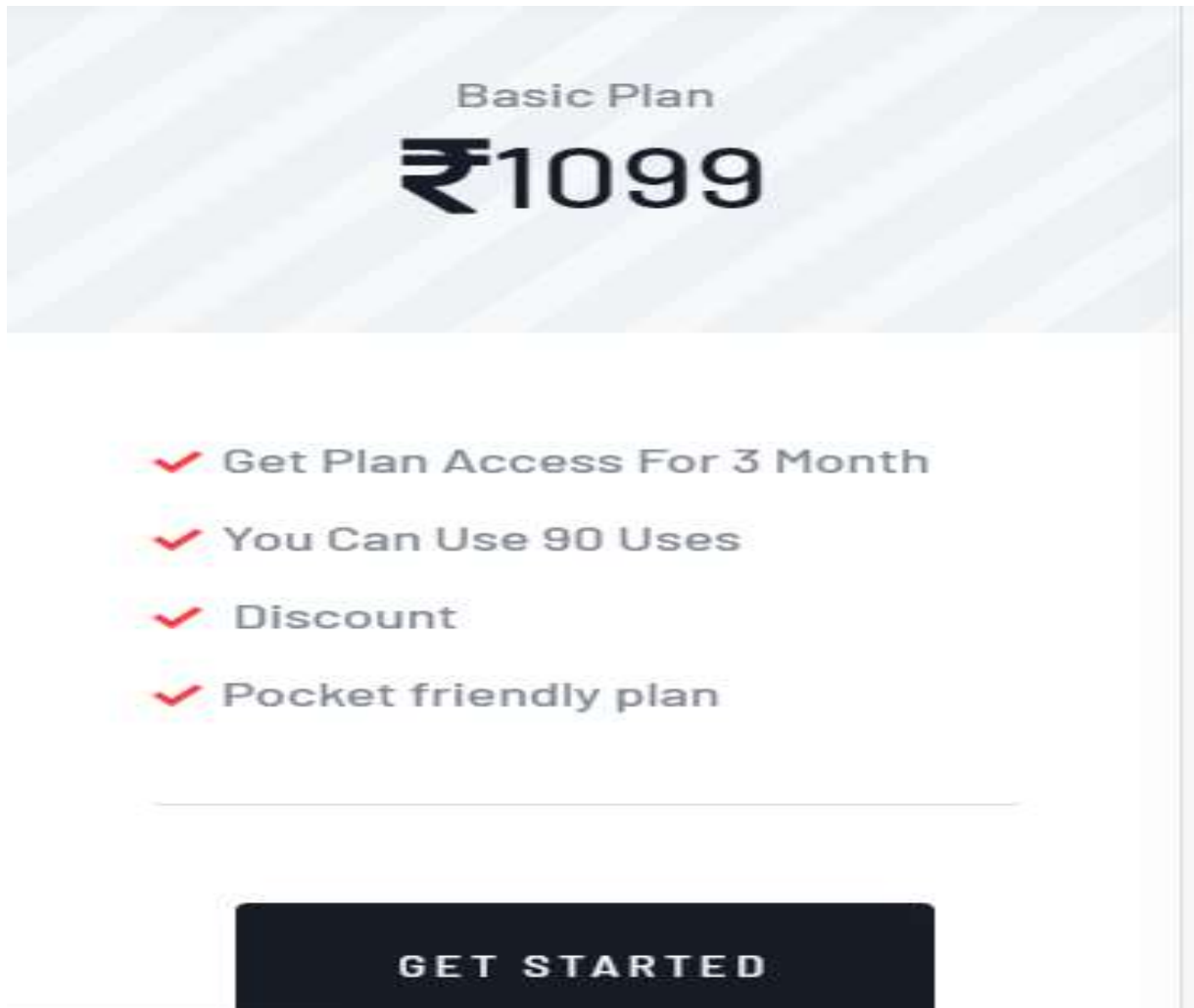
- This plan includes 3 month of active membership and is pocket friendly.
- You can avail discount up to 30% in the restaurants listed in the application.
- You can use the voucher for 90 times.

STANDARD MEMBERSHIP PLAN

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Standard Plan
₹1599

✔ Get Plan Access For 6 Month

✔ You Can Use 180 Uses

✔ Discount

✔ Eco Friendly Membership plan

GET STARTED

- This plan includes 6 months of active subscription and it is an eco-friendly plan.
- You can avail discount up to 30% in various restaurants as listed on the application.
- You can use the discount voucher up to 180 times.

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ULTIMATE MEMBERSHIP PLAN

- This plan includes 12 months of active subscription.
- You can avail discount up to 30% in various restaurants as listed on the application.
- You can use the discount voucher up to 360 times.

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COMPETITORS

DINEOUT.CO.IN

Dineout is India's largest dining out and restaurant tech solutions platform in B2C and B2B front with InResto & Torqus, processing more than 100M diners and $800M worth of transactions for its partner restaurants across its network of 50,000 restaurants in 20 cities, providing a collective savings of more than $100M on restaurant bills annually.

 If you're a foodie, we've got unmatched savings and a seamless, cashless experience for you. The features include restaurant discovery, table reservations, widest range of offers and cashback earnings using the payments feature of the app – Dineout Pay.

Our premium subscription service – Dineout Passport unites the food connoisseurs and finest restaurants offering min 25% off at 2000+ restaurants. On the restaurant tech offerings, Dineout offers a complete front and back of the house technology solution to restaurateurs with inResto and Torqus, so they can focus on their core business rather than worrying about the technology stack.

MEMBERSHIP PLAN OF DINEOUT.

It has only one membership plan for the duration of 3 months and will be available across 20 cities.

Maximum discount of 25% will be available on the total amount.

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EAZYDINER

EazyDiner has been created by a team that is extremely passionate about food, wine and all things fine. As a collective group of Chefs and Hoteliers who have worked in some of the best hotels and restaurants around the world, we were always on the lookout for new dining experiences and exciting cuisines. It is this love and passion for eating and exploring that brought us together to create **EazyDiner.**

EazyDiner has all the answers for the most enjoyable, authentic and friction-free table booking experience. With an instant confirmation of less than 18 seconds, you can now book over 10,000 restaurants in Delhi NCR, Mumbai, Bengaluru, Pune, Chennai, Kolkata, Goa, Ahmedabad, Jaipur, Hyderabad, Chandigarh and over 150 cities in India & Dubai on our swanky website or mobile app.

With every meal you book through EazyDiner, there comes a phenomenal deal ranging from free alcoholic drinks to up to 50% off on your total bill. With no membership fees or reservations charge, what is best is that these eye-popping deals are not for just one person, but are applicable on the entire table! Now, this is what I call a real deal!

EazyDiner is evolving each day to become your daily dining app by providing pre-paid discounted meals and vouchers, including upto 50% off at Chaayos, Burger King and many others! If we had our way, these prepaid meals would be the only gifts our families would be giving us!

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DISCOUNT VOUCHERS

As we can see clearly that this company doesn't work on subscription model. We get certain discount based on the payment through specific bank cards.

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ZOMATO

Zomato (NSE: ZOMATO) was launched in 2010, The company's technology platform connects customers, restaurant partners and delivery partners, serving their multiple needs. Customers use its platform to search and discover restaurants, read and write customer generated reviews and view and upload photos, order food delivery, book a table and make payments while dining-out at restaurants. On the other hand, the company provide restaurant partners with industry-specific marketing tools which enable them to engage and acquire customers to grow their business while also providing a reliable and efficient last mile delivery service. The company also operate a one-stop procurement solution, Hyperpure, which supplies high quality ingredients and kitchen products to restaurant partners. The company also provide its delivery partners with transparent and flexible earning opportunities.

Customers use its dining-out offerings to search and discover restaurants, read and write customer generated reviews and view and upload photos, book a table and make payments while dining-out at restaurants. The company believe Zomato is a preferred destination for dining-out search and restaurant discovery in India.

As of December 31, 2020, the company had 350,174 Active Restaurant Listings on its platform and in Fiscal 2020, 157.0 million units of CGC was generated on its platform, which makes it the largest food-focused restaurant listing and reviews platform in terms of customer base, in India, as of December 31, 2020, according to RedSeer. Zomato is also the largest online table reservations platform in India according to RedSeer, with 12.2 million Covers booked through its platform in Fiscal 2020.

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The company currently monetize its dining-out offering through advertisement sales through which restaurant partners pay it for enhanced visibility on its platform. In Fiscal 2020, 8,064 restaurant partners paid for its advertising sales product in India. The company currently do not monetize table reservations or dining-out payments.

Zomato Gold Membership: Exclusive Deals and Offers.

- **Get Complimentary Dishes and Drinks:**

You can leverage the complementary dishes and drinks in the **Zomato gold membership** at all its partner restaurants. Each restaurant provides a tag featuring the dishes and drinks partner. You are eligible for the second-most expensive offering of the restaurant as a complementary dish. For drinks, you get the same drink as complimentary that you've ordered.

- **Perfect for Seamless Diners:**

The different packs of Zomato gold are ideal for varying needs of professional diners who want to lock a deal in minimalist investments. The starter pack allows three-time dining at the partnered restaurant, the medium pack allows ten times dining, and the unlimited pack is valid for one year. These packs are rated at affordable prices of INR 300, INR 700, and INR 1800.

- **Perfect Gift Cards:**

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Zomato gift cards are perfect for festivities, birthdays, and anniversaries gifts. No more fuss in choosing the materialistic gifts when you can go for a high-quality fine dining experience. This is not only limited to your family, friends as you can gift the Zomato corporate card to your colleagues. Thus, with **Zomato membership,** you're never short on the gifting options.

- **Serves Wide Audience:**

After a quick look at the **Zomato gold membership offers**, it is evident that whether you want to spend INR 200 or INR 1800, you're always on the upside of the deal. There are no limits on dining and excellent customer service from free subscriptions for three months to yearly plans.

- **For Those Who Don't Want To Carry Cash:**

Many of us don't like carrying cash. When it comes to top-notch restaurants, cards are other options, but what about the students and early corporate bees? **Zomato gold app** offers direct payments from your gold plan to the restaurants. You have to pay through the app and show it to the server, and it's done!

- **Affordable Online Food Orders:**

Zomato gold membership benefits are extended to online food orders as well. All Zomato gold members are eligible for a one-free dish in their order. It excludes the combos and special dishes. All you need to do is place an order greater

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than INR 300 to avail of its benefits. The maximum discounts so allowed are up to INR 300 only.

- **Additional Benefits:**

The benefits don't end at 1+1 dishes and 2+2 orders. All Zomato Pro members are eligible for invitations to exclusive events at partner restaurants. Thus, no food walks, menu tasting sessions, wine-tasting sessions, new restaurant launching, and special chef-cook sessions are complete without Zomato gold members.

COMPARISON OF DEAL SQUARD AND DINEOUT

DEAL SQUARD	DINEOUT
200 + Active users on the app and web portal.	45 Million + users on web portal with an average of 8.5 k per hour.
50+ restaurants listed on the portal.	10000+ restaurants listed on the portal.
Currently available across delhi and rapidly growing across the country.	Currently available across 20 cities in India
Basic subscription starts from Rs.1099 and ultimate subscription of Rs. 2999	Has only one subscription package of Rs. 799 for 3 months.
Maximum discount of 30% on Total bill.	Maximum discount of 20% on Total bill.

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COMPARISON OF DEALSQUARD AND EAZYDINER

DEALSQUARD	EAZYDINER
200 + Active users on the app and web portal.	2 Million active users in india and Dubai
50+ restaurants listed on the portal.	10000 restaurants listed on the web portal all across India and Dubai.
Currently available across delhi and rapidly growing across the country.	150+ cities across India and Dubai and increasing.
Basic subscription starts from Rs.1099 and ultimate subscription of Rs. 2999	Doesn't have any subscription pack you can get discount using specific bank cards.
Maximum discount of 30% on Total bill.	Depends upon the offer bank provides.

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COMPARISON OF DEALSQUARD AND ZOMATO

DEALSQUARD	ZOMATO
200 + Active users on the app and web portal.	32.1 Million users on the Application
50+ restaurants listed on the portal.	55000 Restaurants listed on the Application
Currently available across delhi and rapidly growing across the country.	Currently available across 63 Cities across India
Basic subscription starts from Rs.1099 and ultimate subscription of Rs. 2999	Zomato Gold Membership includes subscription packs from INR 300, INR 700 and INR 1800.
Maximum discount of 30% on Total bill.	Maximum discount of 15% on Total bill.

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COMPETITOR ANALYSIS.

COMPETITORS:-

Any person or entity which is a rival against another. In business, a company in the same industry or a similar industry which offers a similar product or service. The presence of one or more competitors can reduce the prices of goods and services as the companies attempt to gain a larger market share. Competition also requires companies to become more efficient in order to reduce costs.

WHY COMPETITORS ANALYSIS IS IMPORTANT?

- To study the market.
- To predict and forecast organization's demand and supply,
- To formulate strategy.
- To increase the market share.
- To study the market trend and pattern.
- To develop strategy for organizational growth.
- When the organization is planning for the diversification and expansion plan.
- To study forthcoming trends in the industry.

Understanding the current strategy strengths and weaknesses of a competitor can suggest opportunities and threats that will merit a response.

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SWOT ANALYSIS OF DEALSQUARD

STRENGTHS:-

- Highly rated online.
- Brand loyalty.
- Brand presence.
- Wide range of restaurants available.
- No registration charges for restaurants.
- Maximum discount coupon.
- Spectacular marketing.
- Evergreen market
- Slowly becoming profitable.
- Asset – light business model.

Weakness

- App security issues
- Customer feedback
- No brand awareness
- Existing competitors
- Access to funding
- High subscription rates

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OPPURTUNITIES

- Increase reviews.
- Social media campaigns
- Reach wider audience
- Increase customer experience
- Expand locations
- Reduce prices
- Introduce new restaurants
- Advancement in AI
- Acquisitions

Threats

- Lack of trust coming from customers.
- Lack of differentiation.
- Economic downturn.
- Competition taking customers.

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MARKETING MIX OF DEAL SQUARD

Marketing Mix of Deal Squard analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Deal Squard marketing strategy. The article elaborates the pricing, advertising & distribution strategies used by the company.

Let us start the Deal Squard Marketing Mix:

Product:

The product in this is the subscription pack which the customer buys to avail discount in various restaurants listed in the app. Usually there are three subscription plan starting from which is the basic subscription plan which is valid for three months and can use the voucher for 90 times and can avail discounts up to 30%.

Next is the standard plan of which is valid for 6 months and can use the voucher for 180 times and can avail discounts up to 30%.

Next is the ultimate plan which is valid for 12 months and can use the voucher for 360 times and can avail discount up to 30%.

Price

The price is quite high as compared with other sustaining brands in the market. The basic plan starts from Rs. 1099 and the standard plan starts with Rs.1599 and the ultimate plan starts with Rs. 2999. In comparison with the competitor brands it has the highest subscription plan along with the highest benefits.

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PLACE

The market reach has been up to Delhi right now but is expanding rapidly across different cities across the country. Initially it started from Delhi and now they have a tie-up with almost 50+ restaurants across Delhi and are rapidly increasing in other states too. As the company is in talks with many restaurants across different cities in India and soon they will be launching there.

PROMOTION

Deal Squard usually use social media marketing techniques and word to word marketing using phone calls, email and walk-ins. Social media marketing includes quirky posts of various offers and various restaurants that are listed in the web portal. Just by using this marketing technique, the app gained around 200+ users and 50+ restaurants listed within Delhi.

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PROMOTION

DEFINITION:-

Promotion is persuasive communication. It is a highly visible element in the marketing mix. It tells the target customer product, price, and place. It tells also known as marketing communication. Promotion consist of activities that facility exchanges with target customers through persuasive communication to stimulate demand.

FUNCTION OF PROMOTION:-

Promotion is a tool to influence target customer and to face competition. It performs four functions:-

➢ Information
➢ Persuasion
➢ Reminding
➢ Reinforcing

PROMOTION MIX

The promotion mix is the combination of advertising, public relations; sales promotion, personal selling and direct marketing tools that help achieve marketing objectives.

ADVERTISING:-

Advertising in any paid form of non-personal communication by an identified sponsor to promote product. For advertising enhancement uses following mediums.

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➤ Print media
➤ News paper
➤ Magazines
➤ Boucher's
➤ Calendars
➤ Outdoor media
➤ Hoardings
➤ Billboard
➤ Wall painting
➤ Posters

PUBLIC RELATION:

It refers to programs designed to promote or protect company image and products. Publicity is any unpaid form of communication through media about an organization, its policies and products

PERSONAL SELLING:- Personal selling is personal communication with customers to persuade them to buy products. It permits interaction and relationship building. Salespersons provide feedback about the market, competitors and customers.

DIRECT MARKETING: It is persuasion by manufacturer to specific customers.

The tools of direct marketing are:-

➤ Face to face selling
➤ Mail
➤ Catalogue marketing
➤ Telephone
➤ E-mail.

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CHAPTER -3

METHODOLOGY

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METHODOLOGY

Research Objectives:-

- Identifying the target audience: -
  The main objective of this internship is to identify the target audience for the launch of the new online dining out platform app Dealsquard. Mostly the target audience which I found out includes restaurants, food and beverage companies, hotel chains etc. These target audience generally tend to have a tie-up to provide services through the apps.

- Where to find the target audience : -
  The next objective is to know where we will get our target audience. Usually we can get the list of the restaurants providing dining out services at a specific place and after finding the data note down the contacts of the restaurants.

- How to approach them in the most effective way: -

  The next main task is to know how we can reach to our target audience in the most effective way so that we can get our responses and at the same time people can get to know about our app and its features. For this a small proposal pitch was prepared which includes the features of the application and benefits of using the application. Also a link of the website portal was sent to their email including the company profile.

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CHAPTER-4

SUGGESTION AND CONCLUSION

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SUGGESTIONS

- In case of WI's, marketing activities with promo code and emphasis on combo offers will be effective.

- The application and the website should be redesigned using AI.

- Marketing activities in PG's and colleges will be effective in catching the attention of students and working individual.

- Marketing activities in apartments and residential areas will be effective in catching the attention of students and working individual.

- Marketing needs to be extensive as there is lot of scope of people who can use the app.

- Adding a unique feature to the application can also be a major driving feature.

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CONCLUSION

Over 45 million Indians satiated their food cravings by dining out at their favourite restaurants in 2021, with Delhi again emerging as the country's Dining Capital, according to a report. An average bill of Rs 2,670 was paid in 2021 as compared to Rs 1,907 in 2020, according to the report by India's largest dining out and restaurant tech platform Dineout.

About 45 million Indians saved Rs 1,360 crores while booking 8,588 tables per hour using Dineout in 2021, as per the Dineout Trends Report 2021.

Delhi bagged the title of "Dining Capital of India" for the third time in a row accounting for 32 per cent of the total diners in India followed by Bengaluru at 18 per cent.

Owing to the higher disposable income thanks to our WFH (work from home) lifestyles, luxury dining across India has increased by as much as 120 per cent and fine dining by 105 per cent, and the average number of diners per booking has also risen, said the report. As much as India is a land of foodies, it boasts a significant number of drink enthusiasts.

These data reveals the rapid growth of dining out platforms in India. This indicates that this kind of apps will be very much fruitful for the expansion and establishment of the companies. Since Dealsquard is currently serving in Delhi but seeing the interest of customers in the app it is trying to expand its market to all over India gradually.

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CHAPTER-5
BIBLIOGRAPHY

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