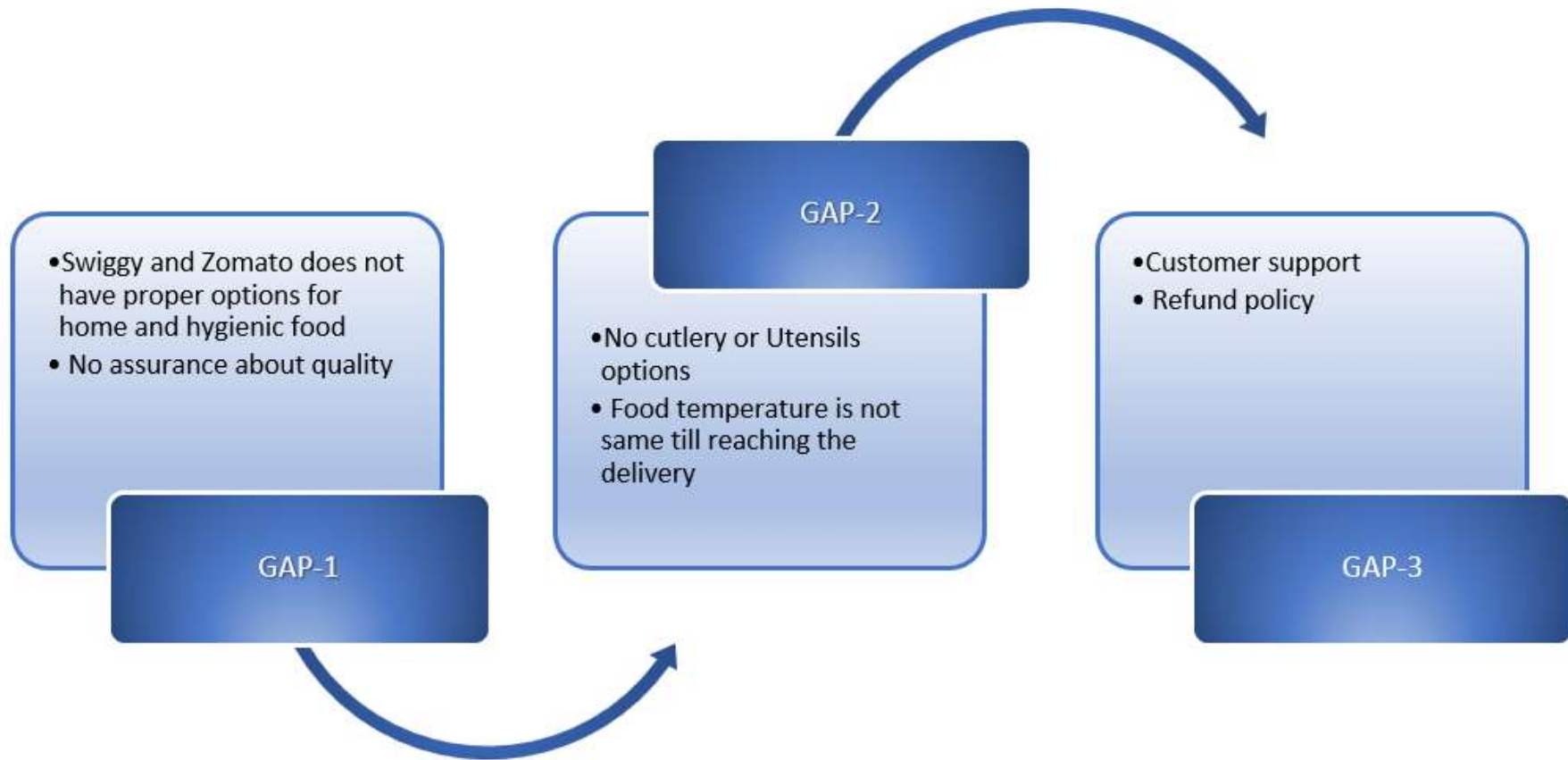


Business Model Canvas





We are **Eatery**, a new food delivery app on the market to help people fulfil their cravings — right from home-cooked, healthy food to be hygienic. Our new online food delivery app is designed to make it easy and convenient for customers to order mouth-watering dishes from their favourite restaurants. Users, with just a few taps, can browse through the app to check the wide range of menu options from nearby and far-away restaurants. One of our ultimate selling points (USPs) is that we deliver food to the customer at the same temperature it was while leaving the kitchen. Users can also customise their orders to their liking, add special instructions, and track their orders in real-time. For a convenient checkout experience, the Eatery app offers a variety of payment options, including UPI, bank cards and cash on delivery. Our app is available for download on both iOS and Android devices, and we are continuously working on improving the user experience and adding new features. As an environment conscious company, Eatery gives users the option to opt for cutlery or simply deny bundling them. We believe that our app can offer a range of healthy, homely, yummy and delicious food options for a wide range of foodies out there. Whether you are away from home and in the mood for ghar ka khaana, or want some burgers, pizzas and ice creams at your doorstep, we have got you covered. Try it today and enjoy the convenience of having your favourite meals without any hassle.

BUSINESS MODEL CANVAS


<p>Key Activities</p> <ul style="list-style-type: none"> • Search service • Voice search • Online food delivery • Partnership with suppliers • Hire delivery persons • Tie up with Restaurants • Agreement with suppliers • Financial support for drivers 	<p>Key Partners</p> <ul style="list-style-type: none"> • Restaurants • Home food suppliers • Local food Suppliers 	<p>Value Propositions</p> <ul style="list-style-type: none"> • Easy user interface • App the fills the customer to get food as they need • Secured payment gateway • Maintaining food temperature till customer delivery • Providing cutlery, utensils, plates and tissue • Quick delivery • Quality food • Refund & Cancellation policy • Evaluate restaurants • Food delivery mode with instructions • Financial support to delivery persons • Notifications for offerings • Supplier page with agreement defined & promotions for better returns • Driver accessories and maintenance. Day bonus to reach targets. 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • Customer support • Feedback • Social Media – What's app 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Food eatery Customers & Loyal customers • Different age groups of customers who like to order food online • People who want to go outside to have food • Eaters like to have home and hygienic food • Restaurants who does not deliver food • Restaurants & Drivers(Riders)
<p>Cost Structure</p> <ul style="list-style-type: none"> • Cost for application creation and maintenance • Payroll system for employees • Advertising and marketing cost • Fuel expenses 			<p>Revenue Streams</p> <ul style="list-style-type: none"> • Delivery charges • Commissions • Supplier promotions • Advertising • Subscriptions 	

Persona & User Journey Map

NAME: **Deepinder Goyal**

MARKET SIZE: 39 %

TYPE: **Rational**



Goals

- To have hygienic home food
- To get the order delivered faster
- To get food at affordable prices
- Multiple payment options to order/reorder quickly

Quote

Life is either a daring adventure or nothing at all.

Demographic

Male 27 years

Hyderabad

Married

Technical Architect

2500000

Skills

Skill 1: 25%

Skill 2: 50%

Skill 3: 75%

Skill 4: 100%

Motivations

- Party time
- No time to cook
- Tradition: Home cooked food
- To get food from anywhere at anytime
- Special offers and discounts

Background

Goyal is an Software professional in Hyderabad and want to be an entrepreneur .Goyal was an engineer by the time he was 23. He won the prestigious title of youngest entrepreneur in 2008. Today Goyal's organization holds 3 of the top 5 most downloaded iPhone apps. Recently we learned that Goyal always sticks tape over his built-in computer webcam and microphone.

Pain Points

- Low quality food
- Higher prices for less quantity
- No quick reorder options
- Late delivery
- Poor app connection and support

Top 4 Apps

Google, Instagram, Amazon, YouTube

Channels

Facebook, LinkedIn, Twitter

Browsers

Chrome, Firefox, Edge, Opera, Safari

Technology

Apple, Android, Windows, Apple

User Journey Map

