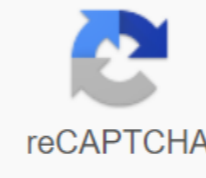




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## Swiggy business model pdf

Update: September 07, 2020 Company: Swiggy CEO: Sriharsha Majety, Nandan Reddy, and Rahul Jainimi Year Based: 2014 Headquarters: Bangalore, India For all the gourmets that else you could ask for than with your favorite food from your favorite restaurant, delivered within 30 minutes, wherever you were! And in this fast-paced world, who would even prefer to go to a restaurant, wait in traffic, and then wait for another restaurant before the food is served? A squad of 3 friends, Nandan Reddy, Rahul Jainimi and Sriharsha Majeti, may have known all too well these problems faced by every food lover. So what did they do? They came up with their amazing all-new Swiggy app! An on-demand food ordering and delivery platform where you can order your favorite food from your favorite restaurant (s) and get it delivered within 30 minutes - all just with a tap! You can also track your order to know how long it will take to get delivered. These three entrepreneurs have noticed a huge gap in India's online food ordering and delivery industry. The next thing they did was to take the opportunity with an open embrace and they filled the gap by running Swiggy. Want to know more about this great company? Keep reading and dive deep into the Swiggy canvas business model and know how to make money and Swiggy revenue model. The business model canvas Swiggy Business Model canvas Swiggy The business model canvas Swiggy is based on a hyperlocal on-demand food delivery business operation. Working as a bridge between restaurants and customers, Swiggy uses an innovative technology platform that works as a single point of contact. Their app allows city gourmets to order food from nearby restaurants and deliver it at their doorstep. A wide list of restaurants and their menus with prices are on display in the app to choose from and order. In addition to accumulating restaurants, Swiggy also has its own fleet of delivery partners. They pick up orders from partner restaurants and deliver them on request in less than 30 minutes. Because Swiggy works as a dual partnership model, it also benefits restaurants that can receive more orders from customers using their own Swiggy app. Once the order is placed, they will find out the details of the order, prepare the order and deliver it to Swiggy drivers. Therefore, restaurants should not use their own delivery staff, saving costs and effort. All Swiggy drivers in the immediate vicinity receive a broadcast signal on their own Swiggy drive app when the order is placed. Once they accept the order, they deliver it right on the customer's doorstep. Image Source: Swiggy iOS App Store 1. Swiggy's client segments of Swiggy's client segments include those who don't want to go out to restaurants and diners to buy food. People who want to order food online and want to get delivered on their doorstep are the main customers of Swiggy. After its recent expansion of the business, people who want to buy and get other products delivered from nearby grocery stores and stores, pharmacies, electronics, flower shops and gift shops in the city also Swiggy customers. A few examples of stores currently available on the Swiggy platform are Sodhi Super Marche, Garg Dastak, Best Basket and V.M Retail. 2. Swiggy Value Offers Swiggy's Main Value Offer is a non-limiting policy and an effective online payment system. Swiggy does not have a minimum order requirement for delivery, so it often receives orders made up of less than 100 rs. This is the reason for scaling Swiggy to 14 million orders per month. Easy access to customers in the Swiggy app is the core value proposition offered to restaurant partners on the platform. In addition, partner restaurants that join Swiggy's Access can save up to 25% of their operating costs. Swiggy Stores deliver groceries, flowers, medicines and other things on their customers' doorstep within an hour. Swiggy Go - It offers instant choice and drop services used by customers to send packages, lunch boxes for their children, documents to the office, and parcels anywhere in the city. Customers can also use Swiggy Go to give up laundry or get forgotten keys. Image source: Swiggy iOS App store Swiggy provides 8 different payment methods for its customers to pay conveniently for Swiggy orders. They can be classified in 3 ways: Digital Wallets-Paytm - Pay through your Paytm account and enjoy lots of great deals and food deals. PhonePe - Get the ultimate convenience by paying through PhonePe, the simplest digital wallet for online payments. Freecharge - Swiggy has also included Freecharge as a way of online payments to make it easier for its customers effectively. Mobikwik - Now you can collect SuperCash through Mobikwik offers. So, be prepared to take advantage of the amazing benefits on many services. Credit cards and debit cards - through the net bank facility Swiggy, you can use any debit and credit card. In addition, you can also take advantage of the big offers on them, and you can even save your card details for your future payments. Sodexo Food, Ticket Restaurants Food and zeta Food Card - Are These Food Cards? Well done! Use them on Swiggy for your food orders. Other LazyPay - Pay now or pay later for meals. LazyPay is here at Swiggy for you to cope with your lazy mood payments! Cash-On-Delivery - Old Gold, Right? Pay your Swiggy orders in cash if it is more convenient for you. The value proposition is its competence to deliver. The fleet has grown to 45,000. It has over 20,000 active restaurant partners on its platform. It operates in 8 cities and has even launched a central kitchen base for various restaurants. Swiggy has more than downloads. 3. Swiggy Swiggy's customer relationships have a positive relationship with customers. It provides 24/7 active customer support to help customers anytime, anywhere. It uses Chat Customer Support services. It also has active pages on social networks where it reacts promptly. To stay in touch with his clients and partners, he has developed excellent systems for evaluation, review and feedback. 4. Swiggy The Swiggy channels are mobile app, websites and digital marketing. Its mobile app is available on both Android and iOS. In 2019, Swiggy has launched Swiggy Stores and Swiggy Go to go beyond food delivery. 5. The key resources of Swiggy As it has partnerships with local restaurants and shops, its main resources are local partners. To name a few, Biryani Blues, Keventers, Bombay Kery, Wok Paper Scissors, and Yogisthaan are best-selling restaurants at Swiggy. Other key resources are delivery providers and own human resources for managing administrative and technical operations. Technology is another resource that it uses to run its applications. Swiggy's key activities include: Building partnerships with diners and retail stores The supply providers and suppliers (full-time/part-time/freelancers) Acquire customers and manage their orders The Management of Delivery and Payment Management System Upting System and create IT infrastructure Handling requests and challenges customers and partners Swiggy's key partners Are: Restaurants and Shops - Restaurants that want to have food delivery services to provide customers with on-demand food. In addition to diners, Swiggy's key partners are stores (such as pharmacies, groceries, etc.) that want to offer their own products and services as a Swiggy partner. Grocery stores such as Sodhi Super Marche, Garg Dastak and Best Basket are just a few of Swiggy's partners. While currently on research talks with many online pharmaceutical players like MedPlus, Medlife, PharmEasy, and Mira are partnering with them. Instagram - Swiggy recently partnered with Instagram to allow businesses to share an Instagram food order sticker on their stories with customers. Users can click on stickers to place similar orders using the Swiggy website. Image source: Swiggy iOS App Store Business App Swiggy for restaurant owners Delivery providers - These are delivery providers. They can be full-time or freelancers who want and earn extra money. For the first 4 km, Swiggy pays delivery boys Rs. 4 per km. Then it pays 6 rubles per km after they have traveled 4 km. In addition, they are paid an extra Rs. 20 in unseasonal weather as rainy days. In addition, incentives are based on productive work. Image source: Swiggy com Swiggy's App 8 Delivery Partner. Cost structure have to bear the costs and costs of their day-to-day functions. The main sources of costs are the cost of wages for their employees and delivery partners. It also includes the incentives and perks that Swiggy offers to restaurants. For example, the provision of the commission is about 2-3%. Application development costs and website costs and maintenance costs Administrative, advertising and marketing costs In terms of promotional offerings and perks, customer base installation and maintenance costs Returns, reimbursement, and various costs 9. Swiggy Now's Revenue Streams, comes the most important question: How does Swiggy make money? To get the final answer, we need to analyze Swiggy's revenue model. As it expands its business strategy and activity day by day, Swiggy's revenue streams also increase significantly. There are basically 6 revenue streams now through which Swiggy makes money: 1. Delivery fees First type of revenue stream Swiggy received from its customers. The nominal delivery fee of 20 to 40 rubles is charged to customers on orders below the threshold of 250 rubles. Swiggy raises charges during high order requirements or unusual weather conditions. Commissions Swiggy acquires another large part of the revenue stream from commissions. It collects commissions from restaurants to generate sales leads and deliver their food through Swiggy's fleet. Restaurants must pay between 15% and 25% for each order placed on the Swiggy. 3 website. Advertising Swiggy receives advertising revenue as follows: Banner Promotions - Swiggy promotes and displays advertising of various restaurants in its application. Restaurants associated with different regions get more visibility through the promotion of banners and pay the price for the displayed page. Priority list of restaurants - Swiggy charges restaurants premium rates to give them priority on the list of available restaurants. The restaurant has to pay high if it wants to be displayed higher on the list. 4. Swiggy Access Ani is a completely new idea based on the concept of cloud cuisine. Swiggy has come up with its own Swiggy Access facility. It provides ready-to-use kitchen space to its restaurant partners in areas where they do not work. In order to bring food closer to its customers, Swiggy allows restaurants to create their kitchens in new locations and let the food delivered to them at the fastest speed. Expecting about 25% of revenue over 2 years, Swiggy is expanding its cloud kitchen model to include 30 restaurants on board with 36 kitchens in four new cities. 5. Swiggy Super Swiggy has launched a membership program called Swiggy Super for customers. This program offers unlimited free shipping on all above ₹99. After subscribing to this program, customers do not have to pay a price spike during excessive overuse Go Another revenue stream for Swiggy is concierge service Swiggy Go, which was launched in 2019 to offer instant choice and drop service. Through Swiggy Go, the company earns by helping customers send, select and send anything to different places and from different locations throughout the city. 7 Income Swiggy's partner generates income by collaborating with various financial institutions such as Citibank, HSBC and ICICI Bank. This partnership income is a new but successful revenue stream where both parties benefit. It also allows customers to receive multiple credit card offers from these financial companies. How does Swiggy make money? Final Words Swiggy has undoubtedly become a leading online food ordering and delivery company. Changed the whole landscape of how India eats, its innovative business model has made the life of every foodie easier, tastier and more fun. With its fast deliveries, real-time order tracking and no restrictions on the number of orders, Swiggy is not far from taking a huge chunk of India's food technology market. This was demonstrated as part of Swiggy's business model. 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