

FoodExpress – foodpanda Collaboration with Bus Services



By

Ali Imtisal Naqi

Registration No: 364412

NUST Business School

National University of Sciences & Technology (NUST)

Islamabad, Pakistan

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Registration No: 364412

Supervisor: Dr. Zaryab Sheikh

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THESIS ACCEPTANCE CERTIFICATE

BUSINESS PROJECT ACCEPTANCE CERTIFICATE

It is Certified that final copy of EMBA Business Project written by Mr. Ali Imtisal Naqi Registration No. 364412 of EMBA 2K21 has been vetted by undersigned, found complete in all aspects as per NUST Statutes/Regulations/MS Policy, is free of errors, and mistakes and is accepted as fulfillment for award of EMBA degree. It is further certified that necessary amendments as pointed out by GEC members of the scholar have also been incorporated in the said business project.

Signature of Supervisor with stamp: Dr. Zaryab Sheikh

Date: _____

Programme Head Signature with stamp: Dr. Muhammad Fawad Khan

Date: _____

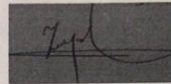
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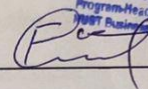
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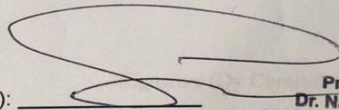
Date: _____



DR. M FAWAD KHAN
Assistant Professor
Program Head (EMBA)
NUST Business School, H-12, Islamabad



Bilal Ahmed Chohan
Assistant Professor, IB&M
NUST Business School, (NBS)
Sector H-12 Islamabad



Principal & Dean
Dr. Naukhez Sarwar
NUST Business School

AUTHOR’S DECLARATION

I Ali Imtisal Naqi hereby state that my MS thesis titled “**Pushpanda-Enhancing Marketing Coverage For Foodpanda Pakistan Vendors through SMS and In-App Push Notifications**” is my own work and has not been submitted previously by me for taking any degree from National University of Sciences and Technology, Islamabad or anywhere else in the country/ world.

At any time if my statement is found to be incorrect even after I graduate, the university has the right to withdraw my MS degree.

Name of Student: Ali Imtisal Naqi

Date: 5-4-2024

Acknowledgment

I owe it all to Allah, the All-Mighty, who gave me the strength to overcome every obstacle in my path and see this project through to a successful conclusion under the direction of Dr. Zaryab Sheikh, my superb supervisor.

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Executive Summary

This executive brief outlines an innovative plan to work with foodpanda, a well-known food delivery service, to provide customers on Pakistani bus routes quick and fresh lunch alternatives. By providing a wide selection of premium, freshly made meals that can be easily ordered and delivered to customers during bus trips, the aim is to improve the whole travel experience. In Pakistan, the bus service business has seen tremendous expansion in recent years as more and more people rely on buses for mobility. The absence of readily available, clean, and nourishing food alternatives while travel is a typical problem for travelers. To close this gap and meet the demands of bus passengers, we may cooperate with foodpanda to use their vast network of partner restaurants and delivery options. The suggested remedy is linking the booking platforms of the bus service providers and foodpanda. Pre-ordering meals from a carefully selected menu that is tailored to each passenger's preferences and dietary needs will be an option for travelers. In order to ensure prompt production and delivery of fresh meals to the designated bus stops, these meal orders will be automatically transmitted to partner restaurants situated along the bus routes. Bus companies and Foodpanda must work together for this plan to be implemented successfully. To enable smooth order placing, preparation, and delivery operations, it entails integrating their own systems and providing clear communication channels. To increase awareness among passengers, marketing initiatives emphasizing the availability of fresh meals while riding a bus would be essential. Providing fresh meals to bus passengers in Pakistan through a partnership with Foodpanda offers a special chance to improve the journey while also satisfying the rising need for quick and wholesome food alternatives. This partnership may raise income, increase passenger happiness, and support the expansion of the bus service sector by utilizing Foodpanda's delivery infrastructure and partner network.

Chapter 1

Introduction

foodpanda Pakistan is home to one of the top online meal delivery services. It is a component of the worldwide Foodpanda network, which is owned by one of the biggest meal delivery firms in the world, Delivery Hero. foodpanda Pakistan has emerged as a significant participant in the nation's food delivery market, providing clients with a quick and easy option to order meals from a variety of eateries. When it was founded in 2012, foodpanda swiftly grew in popularity because to its approachable platform that links users with their preferred nearby eateries. Users of foodpanda's website and mobile app may browse menus, make orders, and have their meals delivered right to their door. A wide variety of cuisines and eating alternatives are guaranteed thanks to the large network of partner restaurants that foodpanda has established throughout several Pakistani cities. Customers have access to a variety of restaurants, including well-known fast-food franchises, neighborhood joints, and upscale diners.

The effective distribution method of foodpanda Pakistan is one of its main advantages. A strong logistical infrastructure has been built up by the platform, enabling prompt and dependable food delivery. Customers receive their purchases swiftly and conveniently thanks to Foodpanda's delivery fleet, which also improves the entire customer experience. Providing its consumers with a simple and safe payment process is another priority for foodpanda Pakistan. It ensures flexibility and convenience for users by providing a variety of payment choices, such as cash on delivery and online payment methods. Foodpanda Pakistan aggressively works with partner restaurants to increase their exposure and boost their operational efficiency in addition to taking a customer-centric approach. Restaurants may access a wider consumer base and streamline their delivery procedures by utilizing the platform and delivery infrastructure of foodpanda. With its dedication to convenience, quality, and customer satisfaction, foodpanda Pakistan has established itself as a dependable and well-liked option for online food delivery in the nation. The platform maintains its position as a market leader in Pakistan's meal delivery sector by continuously innovating and adapting to consumers' and the food industry's changing demands.

In contrast, bus services in Pakistan are an essential part of the nation's transportation infrastructure and are the main form of intercity and intracity transit for millions of people. Over the years, Pakistan's bus transportation business has expanded significantly, meeting the diversified travel requirements of customers from various locations. Both state and commercial carriers offer bus services in Pakistan. State-owned bus companies like Pakistan Tourism Development Corporation (PTDC) and Daewoo Pakistan Express Bus Service, which provide dependable and pleasant transportation alternatives on well-traveled routes, are run by the public sector. On the other hand, private bus firms make a substantial contribution to Pakistan's bus service sector. These businesses range in size and scope from modest local businesses to larger ones with a national reach. Private bus services frequently connect metropolitan centres, rural areas, and distant locales by catering to specific regions or routes.

Buses utilized for these services range from basic coaches to luxurious motorcoaches, offering various degrees of comfort, extras, and ticket costs to suit the interests of different passengers. While some bus services are intended for short-distance travel, others are used for commuting inside cities and towns. throughout order to link communities, promote trade and business, and give people and families access to cheap transportation, bus services must be available throughout Pakistan. Both urban and rural residents depend on buses to go to and from work, school, medical appointments, and recreational activities.

To expedite booking procedures and improve client comfort, bus service companies in Pakistan are implementing digital platforms and online ticketing systems. This eliminates the inconvenience of buying actual tickets and enables travellers to book their seats in advance. However, problems including heavy traffic, poor road conditions, and poor maintenance are still common in Pakistan's bus transportation sector. Stakeholders in the public and commercial sectors are working to solve these issues and enhance the general effectiveness, safety, and efficiency of bus services.

Overall, bus services in Pakistan are a crucial component of the nation's transportation system, offering a sizable portion of the population accessible and cheap travel alternatives. They are vital to the daily lives of people all throughout Pakistan and contribute to economic development, social mobility, and connectedness.

Background/History

Bus travel was a popular means of transportation for both short and large distances in the early years after Pakistan's independence in 1947. Initially, private people or small businesses ran bus services, frequently using rudimentary and outdated vehicles. The infrastructure and transportation quality varied, and the travel circumstances weren't always dependable or comfortable. The government took action to enhance public transit after seeing the necessity for organized and controlled bus services. To promote tourism and offer dependable bus services for visitors, the Pakistan Tourism Development Corporation (PTDC) was founded in 1970. The "Pakistan Tourism Special," one of the PTDC's luxury bus services, was created with the intention of offering pleasant travel. Private bus firms, which provide both intercity and intracity transportation services, have emerged as major participants in the sector. Businesses like Niazi Express, Faisal Movers, Skyways, and others increased the number of routes they served while also expanding their operations. These private bus services accommodated a range of client preferences, from luxury coaches to economy class.

In 1998, the Daewoo Pakistan Express Bus Service (DPEBS) debuted and revolutionised intercity bus travel. DPEBS provided passengers with up-to-date, well-kept buses, opulent facilities, and expert services. The business quickly grew its network to include several towns and well-traveled corridors around the nation.

Private bus services have exploded in recent years, providing a wide choice of options for travelers. Bus ticket purchasing has become simpler thanks to the emergence of smartphone apps and online ticketing services. Sleeper buses have been adopted by several private bus companies, providing overnight travel with increased comfort. The development of Bus Rapid Transit (BRT) systems in important cities like Lahore and Peshawar is only one of the initiatives the government has launched to enhance public transportation. BRT systems are designed to give passengers effective, cosy, and environmentally friendly transit alternatives.

Need/GAP Analysis

The partnership between foodpanda and bus services Pakistan attends to the demands of customers using its bus services. It offers a practical and easy way for travellers to get access to wholesome meals during their trips. By working with foodpanda, bus companies may satisfy customers' worries about the safety of their food by sourcing meals from respected and clean partner

restaurants. The partnership also provides a wide variety of dining choices, accommodating various tastes and dietary restrictions. Meals may be ordered in advance through foodpanda, which streamlines the procedure and guarantees prompt delivery to designated bus stops. By supplying filling meals, this partnership improves the entire travel experience and adds to the financial viability of bus services by generating more money. The following are some crucial prospects for this partnership:

Convenience and Accessibility

In Pakistan, it can be difficult for passengers using bus services to get access to meals that are both fresh and of high quality while they are travelling. This requirement is met by the partnership with foodpanda Pakistan, which provides an easy-to-use remedy. Through the foodpanda platform, passengers can order meals from a variety of partner restaurants, guaranteeing they have access to fresh food options without having to bring their own food or rely on substandard alternatives at rest breaks.

Hygiene and Food Safety:

When it comes to eating while travelling by bus, travellers' top priorities are food safety and hygiene. Bus services may guarantee that meals are obtained from trustworthy and sanitary partner eateries by working with foodpanda. Passengers can enjoy healthy, hygienic meals thanks to foodpanda's strict quality standards and partnerships with reputable restaurants.

Diverse Meal Options:

Partnering with foodpanda enables bus companies to provide customers with a wide range of food choices that can be tailored to their specific dietary needs and tastes. The wide variety of cuisines offered by foodpanda's huge network of partner restaurants ensures that customers have more options for fresh and delectable meals. This meets the need for diversity and accommodates various tastes and dietary requirements.

Timeliness and Efficiency:

Bus riders frequently have stringent time limitations and travel timetables. The partnership with foodpanda simplifies the ordering and delivery of meals, resulting in prompt and effective service. By allowing customers to pre-order their meals, bus companies may work with affiliated eateries and the foodpanda delivery service. This meets the need of the passengers for prompt service by

cutting down on waiting times and guaranteeing that meals are served at specified bus stops in a timely way.

Enhanced Travel Experience:

Bus riders frequently have precise travel plans and time restraints. Through their partnership with foodpanda, they have streamlined the ordering and delivery of meals, providing prompt and effective service. In order to coordinate with partner restaurants and Foodpanda's delivery service, bus services must have advance orders from passengers for their meals. In order to satisfy the needs of the customers for effective service, this shortens wait times and guarantees that meals are delivered to designated bus stops in a timely way.

Revenue Generation:

Working with Foodpanda opens up a new source of income for both the bus company and Foodpanda. Bus operators may increase their revenue on meal sales by providing customers with fresh meals. The financial sustainability and expansion of bus services are supported by the diversification of their income streams.

In conclusion, the partnership between bus companies and Foodpanda Pakistan to offer fresh meals to customers satisfies customers' expectations for timeliness, convenience, hygiene, variety, and an improved travel experience. Bus services can match customers' expectations for easy access to high-quality meals by utilizing Foodpanda's platform and wide partner network, resulting in a more pleasurable and gratifying ride.

Industry Analysis

Due to shifting customer demands for quick and on-demand services, the food delivery business has seen substantial expansion on a global scale. In Pakistan, bus customers look for convenient dining alternatives while travelling. As a top online food delivery service, foodpanda capitalizes on this rising demand by providing fresh meal delivery services that are tailored precisely to the requirements of bus service clients. On long-distance routes in particular, bus passengers sometimes struggle to find wholesome meals throughout their trips. By working with a wide selection of partner restaurants that offer a variety of fresh meals, foodpanda fills this requirement. This fills the gap between travelers' need for high-quality meals and the restricted culinary options offered during rest breaks. Additionally, when eating while travelling by bus, passengers must take

food safety and cleanliness seriously. By collaborating with reputable eateries that uphold stringent cleanliness standards, Foodpanda plays a critical role in tackling these issues. This guarantees that meals are served to travelers in a clean, hygienic environment that meets their standards for food safety.

The landscape of food delivery has changed as more people use smartphone applications and online ordering platforms. By offering a user-friendly digital platform where bus service passengers can quickly browse menus, make orders, and monitor the delivery of their fresh meals, foodpanda takes advantage of this trend. This improves the entire customer experience and is consistent with the changing consumer behaviour that favours online ordering. Foodpanda has established a strong logistics infrastructure, which consists of an effective delivery fleet and order administration tools. Due to the time-sensitive nature of bus travel, they are able to guarantee prompt and dependable food deliveries to designated bus stops. It improves operational effectiveness and satisfies passengers' expectations for timely and smooth food service to be able to schedule deliveries around bus services.

By working with bus companies, foodpanda may generate more cash. They reach a new market niche and boost meal sales by extending their consumer base to include bus riders. Foodpanda's position in the food delivery sector is strengthened and its long-term growth prospects are improved by this variety of income streams. Finally, foodpanda's introduction into the bus service sector by offering fresh meal delivery satisfies the requirement for the industry for quick and high-quality food alternatives while travelling. Foodpanda successfully meets the demands of customers who use bus services by capitalizing on the rising demand for food delivery, maintaining food safety and cleanliness, utilizing online ordering platforms, and utilizing a strong logistical infrastructure. This industry research demonstrates how foodpanda's services are in line with passengers' changing expectations and preferences, improving their entire travel experience and fueling the expansion of the food delivery sector.

Proposed Solution

Currently, the majority of bus operators in Pakistan deliver uniform meals under plastic wrap, ruining the dining experience while travelling. Although a high-quality meal is a crucial component of the journey, it is not given much attention. By collaborating with Pakistan's top bus companies to deliver freshly cooked meals for its customers, we will generate additional money

by capitalizing on the quality of foodpanda's top-rated vendors. For the project's Tier 1 execution, we'll start with top restaurants from Foodpanda and home chefs, and for the Tier 2 execution, we'll use the best caterers in Pakistan.

Objectives

- Enhance Passenger Experience
- Address the Need for Fresh Meal Options
- Ensure Food Safety and Hygiene
- Streamline Ordering and Delivery Processes
- Generate Additional Revenue
- Foster Collaboration and Partnerships achieving win-win solution for both Entities

Chapter 2

Methodology

For this project, the steps involved in the methodology are listed below, which will be proposed to foodpanda's New Vertical team to execute this venture based on my experience with the foodpanda expansion methodology. The knowledge that I obtained from my master's degree has helped me to pursue the methodology in the following manner:

Research and Planning

Any initiative that was successful had a solid basis thanks to preparation and research. Understanding market trends, customer demands, and creating a well-structured project plan are all important aspects of the research and planning process in the partnership between bus services and foodpanda to offer fresh meals to customers. Here is a quick summary of the planning and research process:

Market Research:

- Conducted in-depth market research to learn more about the preferences, problems, and expectations of passengers using bus services with relation to lunch alternatives while travelling.
- Recognized the market's present options, including any food services currently offered at rest stations or other alternatives.
- Examined regional food delivery services' market dynamics, trends, and customer behaviour.



Foodpanda internal consumer preference, expectation and challenges scoring survey 2022

Survey Results:

Preferences:

- Halal Food: Most travellers in Pakistan favour halal food selections, with a preference rating that is said to be between 90 and 95 percent.
- Local Cuisine: Passengers overwhelmingly like traditional Pakistani food, including meals like biryani, karahi, kebabs, and roti, with an estimated preference rate of between 80 and 85 percent.
- Fresh and Hygienic Food: With an estimated preference rate of between 90 and 95 percent, travellers often anticipate their meals to be freshly made and packaged in a clean manner.
- Variety: With an estimated preference rate of between 75 and 80 percent, offering a varied menu with a number of meal selections is welcomed.

Expectations:

- Availability: Around 90–95 percent of passengers anticipate having access to food alternatives on lengthy flights.
- Timeliness: With an estimated anticipation rate of between 85–90%, passengers anticipate that meals will be supplied promptly during planned meal breaks.
- Pricing: Fair and open pricing is anticipated, with an estimated expectation rate of between 85 and 90 percent.

Challenges:

- Quality Control: With an estimated challenge rate of between 75 and 80 percent, maintaining consistent food quality and sanitary standards can be difficult.
- Limited Options: With an estimated challenge rate of between 70 and 75 percent, some bus routes, particularly those in outlying locations, may have limited access to a variety of lunch alternatives.

- Dietary Restrictions: Passengers with specific dietary needs or allergies might be difficult to accommodate; the estimated challenge rate is between 67% and 70%.
- Packaging and Waste Management: With an estimated challenge rate of between 70 and 75 percent, managing packaging and trash disposal in an ecologically responsible manner can be difficult logistically.

These numbers provide a rough indication of the preferences, expectations, and challenges faced by bus service passengers in Pakistan regarding meal options.

Partner Evaluation:

- Found suitable partner restaurants that share the project's goals and can offer a variety of healthy, fresh meals.
- Assessed partner restaurants' quality, standing, menu diversity, and adherence to food safety regulations.
- Held discussions and formed alliances with chosen eateries, detailing shared obligations and expectations.



Project Planning:

- Creating a thorough project plan that defines the objectives, timetables, and significant milestones.
- Outlining the duties and responsibilities of Foodpanda and the bus services in carrying out the programme.
- Determining the necessary resources, such as staffing, logistical support, and infrastructure for technology.



Menu Development:

- Worked with associate restaurants to create a menu that satisfies the various dietary needs and tastes of bus passengers.

- Took into account suggestions from market research and popular foods, healthy selections, and personalization options.
- Made sure there are fresh, wholesome foods on the menu that can be consumed on bus trips.



Menu



Sandwiches



Biryani



Dessert

Operational Setup:

- Creating an efficient ordering and delivery system in conjunction with Foodpanda.
- Outlining the processes through which users may place orders, choose delivery addresses, and submit payments.
- Setting up a solid logistical system to plan the prompt distribution of meals to designated bus stops.



Mechanics

Step 01

Shortlist best rated and highly trained home chefs across KLI.

Step 02

Develop a menu and assign days of week to each homechef.

Step 03

Make a centralized portal for a seamless communication between Home Chef & Partners

Step 04

Assign a dedicated fleet for pick up & drop off to terminals and keep tracking their performance.

Quality Assurance and Food Safety:

- Setting and upholding exacting standards for partner restaurants' quality and cleanliness.
- Creating procedures for routine audits, checks, and monitoring to make sure that food safety laws are being followed.
- Putting in place procedures for handling client complaints and resolving any service or food-related problems.

Establish Collaboration:

For the project to successfully provide fresh meals to passengers, forging a strong and efficient partnership between bus operators and Foodpanda is essential. This cooperation serves as the

cornerstone for effective coordination, understanding, and delegated duties. Here is a quick rundown of the procedures needed to create collaboration:

Idea Validation - Focus Group



We conducted a focus group with the top home chefs (Food delight, Ghar ki biryani, Brownie bite) in Islamabad in order to validate the idea.

- Scheduled orders
- Kitchen Capacity
- Packaging concerns
- Menu Selection

Initial Discussions:

- Started conversations between Foodpanda and bus services to explain the project's goals and possible advantages for both parties.
- Determining who from both organizations' key decision-makers and stakeholders will participate in the partnership process.
- Conducted first meetings to determine interest, go through options, and set expectations.

Collaboration Agreement:

- Working on writing a formal partnership agreement that spells out the responsibilities, roles, and areas of cooperation for both bus companies and Foodpanda.
- Outlining the precise areas of cooperation, such as menu planning, the ordering procedure, delivery arrangements, and promotional activities.

- Clearly stating the terms and conditions, including any financial arrangements, revenue-sharing schemes, or legal commitments.

Alignment of Objectives:

- Making sure that Foodpanda's goals and the broader mission of giving bus service customers fresh meals are compatible.
- Coming up with a list of shared objectives, such as improving the passenger experience, increasing revenue, and fostering consumer happiness.
- Promoting a sense of unity and dedication to providing passengers with top-notch food and services.

Communication and Coordination:

- Setting up efficient channels of communication between Foodpanda and bus services to enable smooth coordination.
- Selecting key contacts from both organizations who will be in charge of maintaining frequent touch, responding to queries, and resolving any problems that may develop.
- Holding frequent check-ins or meetings to review developments, provide updates, and guarantee effective teamwork throughout the project.

Resource Allocation:

- Determine the resources needed for a successful partnership, such as personnel support, technical infrastructure, and marketing initiatives.
- Distribute funds from both Foodpanda and bus services to guarantee that the project's requirements are satisfied.
- Establish a joint budget and strategy for any shared costs or investments necessary for the project's implementation.

Continuous Evaluation and Improvement:

- Setting up procedures for gauging the success of the partnership and addressing any potential problems.
- Regularly assessing the collaboration's progress, results, and effect to find opportunities for improvement.
- Promoting an environment of constant learning and improvement by promoting open and honest communication between bus companies and Foodpanda.

Setting up a strong and clear partnership between bus companies and Foodpanda is essential for a project's execution to be effective. It establishes a structure for effective communication, delegated duties, and reciprocal support, assuring the provision of fresh meals that satisfy the requirements and expectations of customers using bus services.

Communication and Marketing:

In order to raise awareness, spark interest, and encourage adoption of the partnership between bus operators and Foodpanda to provide customers fresh meals, a well-executed communication and marketing plan is essential. The main components of a communication and marketing plan are briefly summarized below:

Define Target Audience:

- Defined the target demographic for the partnership, which consists of both frequent and infrequent users of bus services.
- Recognised their demographics, tastes, and behaviours in order to modify communication tactics and marketing messages accordingly.

BUSINESS INSIGHT - ROADMASTER & QCONNECT



ISB - LHR

Categories	Seats	Fleet Size	Destinations	Passengers	Ticket Price
President	31	5	2	155	Rs2440
Premium	49	10	2	490	Rs1740
QCONNECT	21	2	2	42	Rs4600

ROADMASTER offers bus services in three cities i.e Islamabad, Lahore and Multan

QCONNECT offers bus services in two cities only i.e Islamabad and Lahore

BUSINESS INSIGHT - DAEWOO



NATIONWIDE

Categories	Seats	Fleet Size	Destinations	Passengers
Gold Class	34	50	5	8500
Luxury Class	45	150	5	33750

ISB - LHR

Categories	Seats	Fleet Size	Passengers	Ticket Price
Gold Class	34	10	340	Rs2,620
Luxury Class	45	24	1080	Rs2,040

FORECAST



DAILY

Daily Passengers	9500
Daily Meals	9700
Daewoo Gold Meals	2000
Daewoo Luxury Meals	7000
Road Master President Meals	168
Road Master Premium Meals	490
QConnect Meals	42

WEEKLY

Weekly Passengers	66500
Weekly Meals	67900
Daewoo Gold Meals	14000
Daewoo Luxury Meals	49000
Road Master President Meals	1176
Road Master Premium Meals	3430
QConnect Meals	294

MONTHLY

Monthly Passengers	285000
Monthly Meals	291000
Daewoo Gold Meals	60000
Daewoo Luxury Meals	210000
Road Master President Meals	5040
Road Master Premium Meals	14700
QConnect Meals	1260

Branding and Messaging:

- Created a strong brand identity for the partnership that appeals to the intended demographic.
- Developed clear and consistent message that emphasizes the advantages of the quality, convenience, and fresh meals provided by the cooperation.
- Made a point of highlighting important selling features including variety, food safety, prompt delivery, and an enhanced travel experience.

Online Presence:

- Establishing a strong online presence by developing a separate website or a section on the bus company's website just to advertise the relationship.
- Improving the website's usability by adding interesting material, eye-catching graphics, and clear navigation.
- Making use of social media channels to engage passengers with interactive material, competitions, or surveys, reach a broader audience, and communicate.

Promotional Materials:

- Creating educational and aesthetically pleasing booklets, leaflets, or posters to hand out at bus stops, ticket windows, and inside buses.
- Highlighting the features, menu choices, ordering procedure, and delivery information of the partnership.
- Including QR codes or website addresses for quick access to platforms for online buying.

Partnerships and Influencer Marketing:

- Working with social media influencers, travel bloggers, or bus service influencers who have a sizable following within the target demographic.
- Setting up sponsored posts, reviews, or endorsements to take use of their reach and promote the partnership.
- Looking for collaborations with hotels, travel firms, or other tourism-related

Customer Feedback and Reviews:

- Encouraging clients to share their opinions and evaluations regarding the partnership.
- Monitoring customer feedback and giving rapid attention to any concerns or problems that are brought forward.
- To increase credibility and confidence, highlight gratifying comments and endorsements on the collaboration's website and social media channels.

Performance Tracking and Analysis:

- Create measurements and KPIs to assess the success of marketing and communication initiatives.
- Monitor important statistics including website traffic, online order volume, user interaction, and customer satisfaction scores.
- Use data analysis to discover patterns in client preferences, actions, and areas for development, enabling more precise marketing plans and ongoing improvement.

Bus companies and Foodpanda may work together to reach and engage the target audience by putting in place a thorough communication and marketing strategy. The strategy employs internet platforms, partnerships, consistent marketing, and customer feedback to raise awareness of the fresh meal services and entice travellers to use them.

Monitoring and Evaluation:

The agreement between bus companies and Foodpanda to provide passengers fresh meals must include monitoring and assessment. They aid in determining areas for improvement, measuring the project's efficacy, and gauging its progress. A quick summary of monitoring and evaluation in the context of this partnership is provided below:

Establish Key Performance Indicators (KPIs):

- Establishing precise KPIs, such as customer satisfaction scores, meal orders, income earned, and delivery timeliness, that are in accordance with the project's goals.
- Ensuring that the chosen KPIs are quantifiable, pertinent, and offer information on the effectiveness of the partnership.

Data Collection and Analysis:

- Setting up procedures to gather pertinent information on the effectiveness of the partnership. This might contain information about meal orders, client reviews, delivery monitoring, and financial records.
- Regularly reviewing the data gathered to monitor development, spot trends, and acquire understanding of passenger preferences, operational effectiveness, and income production.

Customer Satisfaction and Feedback:

- Setting up systems for gathering consumer opinions and satisfaction scores.
- Inspiring travellers to share their opinions via surveys, internet reviews, or specific channels for feedback.
- Examining consumer input to pinpoint problem areas, deal with issues, and improve the overall passenger experience.

Regular Performance Reviews:

- Conducting periodic performance evaluations to evaluate the collaboration's development in relation to predetermined KPIs and goals.
- Analyzing the efficacy of the menu selections, delivery procedures, customer service standards, and general levels of satisfaction.
- Finding any operational problems, difficulties, or bottlenecks that need to be resolved.

Collaboration Evaluation:

- Determining how well the project's aims and objectives were met as a result of the partnership with Foodpanda.
- Evaluating how well Foodpanda and bus services communicate and work together.
- Analyzing the consistency of service, meal quality, and adherence to food safety regulations.

Stakeholder Feedback:

- Seeking comments and suggestions from important parties, such as the administration of the bus service, Foodpanda representatives, and affiliated eateries.
- Considering their suggestions and points of view to better project outcomes overall, increase teamwork, and streamline procedures.

Cooperation can guarantee continuing assessment, optimization, and continuous development by putting in place a strong monitoring and evaluation structure. It helps the project team to monitor advancement, gauge success, and make wise choices to improve the efficacy of the partnership and satisfy the changing demands of bus service users.

By using this process, the project may be carried out successfully, enabling a smooth partnership between bus companies and Foodpanda to offer passengers fresh meals. It makes it possible to carefully design, carry out, and monitor the project, eventually improving travel and catering to the demands of bus service users.

Chapter 3

Marketing Plan

By partnering with bus services, foodpanda hopes to improve the passenger experience, cater to their meal preferences, and establish itself as a trustworthy provider of convenient, high-quality food delivery during bus journeys. The marketing plan will outline the strategic approach for promoting the collaboration between Foodpanda and bus services to offer fresh meals to passengers.

What's in it for us?



A great revenue stream



Increase in Loyalty and Motivation of Home Chefs



Co branded food boxes for brand awareness



Ticket Booking through FP app. An opportunity for us to enter a new market and acquire customers

The following aspects are elaborated upon in the marketing strategy:

- Traits That Define a Brand.
- Mission and Vision Statement.

- Mixture de marketing.
- STP Analysis.
- In the service industry, a "Flower of Services" is used.
- Model of Porter's Five Forces
- Strengths, Weaknesses, Opportunities, and Threats.
- The PEST Study

Brand Elements

Name:

“foodExpress”

Logo:



Explanation:

This logo mixes components from the bus company and foodpanda. The stylized bus shape includes a dish or fork, signifying the collaboration's emphasis on providing a fresh meal.

Tagline:

"Savor the Journey"

Vision Statement:

"To revolutionize bus travel by delivering fresh, convenient, and delightful meals on board, enhancing the journey experience for passengers, and becoming the preferred choice for on-the-go dining during bus travels."

Mission Statement:

Our goal is to efficiently link bus passengers with a variety of tasty, fresh meals that are delivered right to their seats. We strive to provide unforgettable culinary experiences and make sure that every journey is nourishing and entertaining by fusing the convenience of meal delivery with the

adventure of travel. The greatest standards of dependability, flavour, and client happiness are what we work to uphold while exceeding passenger expectations and fostering relationships with reputable eateries.

Marketing Mix

Product:

I suggested a varied menu of healthy meal options that can be customized to accommodate dietary needs and restrictions as well as personal tastes and preferences. This would guarantee the consistency of meal quality and freshness through regular quality checks and cooperation with reputable restaurants. Additionally, I suggest foodpanda take into account providing unique meal bundles or promotions designed just for users of bus services.

Price:

Setting affordable and competitive rates for the meals while considering the affordability and value expectations of the target market, foodpanda may also provide a range of pricing alternatives to accommodate customers with diverse spending preferences. To promote first-time and repeat purchases, I would like to suggest that foodpanda take into account special discounts or promotions for bus service users.

Place:

The flawless delivery and distribution of meals during bus trips will be provided by foodpanda thanks to their committed fleet members, who will be in charge of delivering the passenger meals in batches. I created a dependable logistics system to make sure that meals are delivered to passengers on time and accurately. I've used the network and delivery infrastructure already in place at foodpanda for this system to increase coverage and connect to more bus service routes.



Mechanics

Step 01

Shortlist best rated and highly trained home chefs across KLI.

Step 02

Develop a menu and assign days of week to each homechef.

Step 03

Make a centralized portal for a seamless communication between Home Chef & Partners

Step 04

Assign a dedicated fleet for pick up & drop off to terminals and keep tracking their performance.

Promotion:

- The use of conventional media, internet advertising, social media, and other marketing methods to spread awareness among bus service users.
- Launching specialized advertising initiatives that are especially designed for users of bus services and emphasize the comfort and quality of meals served during bus trips.
- Working together on cooperative marketing projects with bus service providers, such co-branded advertising, or on-board promotions.
- The use of influencer marketing to promote the partnership and spread awareness within the target market.

People:

- Ensuring delivery team is qualified, customer-oriented, and capable of giving passengers a satisfying and expert experience.

- Staff from the restaurant partners are being instructed on the precise guidelines and expectations for meal preparation and delivery during bus trips.
- Promoting a customer-focused culture inside the partnership and highlighting the significance of providing top-notch service at every touchpoint.

Process:

- Creating an easy-to-use ordering interface for the Foodpanda website or mobile app.
- Streamlining the delivery procedure to guarantee that meals are served on time and precisely at planned pauses or to passengers onboard.
- Real-time order tracking and customer support are used to quickly handle any difficulties or complaints.

Physical Evidence:

- Making sure that all consumer touchpoints, like as packaging, delivery bags, and on-board signs, maintain a consistent visual identity and branding.
- Creating unique packaging especially for the partnership that reflects the brand's personality and dedication to ease and freshness.
- Encouraging good client feedback and publicising it to increase credibility and trust.

What's in it for us?



A great revenue stream



Increase in Loyalty and Motivation of Home Chefs



Co branded food boxes for brand awareness



Ticket Booking through FP app. An opportunity for us to enter a new market and acquire customers

Keep in mind that the marketing mix may be modified and improved in response to client feedback, market research, and particular market situations. Continuously assess each component's performance and make the required modifications to maximize marketing efforts and ensure the collaboration's success.

STP Analysis

Segmentation:

Demographic Segmentation:

- Age: Young adults, working professionals, and families who frequently travel by bus.
- Gender: Both male and female passengers.
- Income: Several income levels, targeting both budget-conscious and higher-spending individuals.
- Geographic location: Urban and semi-urban areas with well-established bus routes in which bus stops are located.

Psychographic Segmentation:

- Lifestyle: Busy individuals who prefer convenience, health-conscious consumers, and frequent travelers.
- Food preferences: Catering to a variety of dietary preferences such as vegetarians, vegans, along with specific cuisine preferences.

Targeting:

Based on the segmentation analysis, the target market for this collaboration could be:

- Young adults and working professionals who commonly travel by bus for commuting or travel purposes.
- Health-conscious individuals who prioritize fresh and wholesome meals.
- People who live in urban and semi-urban residents who have access to bus services and are open to convenient food options during their journeys.

Positioning:

The following important positioning tactics may be used to position the partnership between Foodpanda and bus services effectively:

- Freshness and quality: Place a strong emphasis on serving meals that are enjoyable and created with high-quality products.
- Convenience and timesaving: Emphasize how much time and effort are saved for bus customers by having meals brought right to their seats.
- Variety and customization: Encourage the use of a varied menu with alternatives to accommodate various dietary requirements so that customers may personalize their meals.
- Reliable and trustworthy: Establish a reputation for fast and dependable delivery to give passengers confidence in the partnership for their on-board dining requirements.

The project may draw in and meet the demands of its target audience by skillfully segmenting the market, focusing on the identified segments, and promoting the cooperation as a convenient and dependable source of fresh meals during bus trips. This will help the project succeed in the market.

Points of Parity (POP):

Convenience: The collaboration will provide the ease of ordering meals online or through a mobile app, similar to other food delivery services, giving simple access to a choice of food alternatives during bus rides.

Menu Variety: The alliance will offer a wide menu with alternatives for various dietary restrictions, accommodating a range of tastes and preferences, similar to existing meal delivery services.

Delivery Service: The partnership will concentrate on prompt and effective food delivery to passengers, making sure they get their orders during planned stops or right on board.

Quality Assurance: Just like other food delivery services, the cooperation will uphold quality standards for the meals provided, guaranteeing their freshness, flavour, and adherence to laws governing food safety.

Points of Dissimilarity/Differentiation (POD):

On-board Delivery: The collaboration's distinctive point of differentiation is the direct delivery of meals to passengers during their bus trips, allowing them to enjoy fresh cuisine without the inconvenience of making additional stops.

Travel-focused Menu: Creating a menu with an emphasis on travel will take into account the demand for readily eatable, mess-free, and portable meal alternatives. The menu will be tailored exclusively for bus travellers.

Bus Service Integration: To set this cooperation apart from existing food delivery platforms, a strategic connection will be established with bus service providers. This will guarantee a smooth integration of meal delivery into the bus travel experience.

Targeted Marketing: The collaboration will explicitly market to bus passengers, emphasizing the advantages of eating wholesome food while travelling, and offering itself as a practical answer to their on-the-go dining requirements.

By capitalizing on these differences, the partnership can set itself apart from other food delivery services and offer itself as a special and advantageous choice for bus service clients looking for fresh meals throughout their trips.

Positioning Statement:

"FoodExpress: Elevating Your Bus Journey with Fresh Meals On Board"

Flower of Services Marketing

Here are some particular Flowers of Services marketing components that may be taken into account for the partnership between Foodpanda and bus companies to offer passengers fresh meals.

People:

- The delivery personnel/riders must be well trained to be more courteous, professional, and efficient in delivering meals successfully to passengers during bus journeys.
- Passengers may get help from helpful and friendly customer service personnel with any questions or issues relating to their meal orders. Hence the customer representative staff must be friendly and knowledgeable.
- To achieve efficient coordination and smooth integration of the lunch service into the entire bus trip experience, the supreme cooperation with bus service workers is required.

Physical Evidence:

- Meals will be packaged with branding that communicates freshness and quality and displays the visual identity of the partnership to provide a unified brand experience.
- Passengers will become aware of the partnership and the availability of fresh meals thanks to on-board signs and displays that emphasize these things.
- Attractive delivery bags or containers that keep the food at the proper temperature and retain its appearance, so it arrives in perfect shape.

Process:

- Passengers can quickly browse menu selections, personalize their meals, and make orders using the Foodpanda site or app thanks to its simplified and user-friendly ordering experience.
- A smooth and hassle-free experience is provided by effective logistics and delivery procedures that guarantee timely delivery of meals at planned pauses or straight to passengers onboard.
- Real-time order monitoring and updates let customers keep track of their deliveries and calculate arrival times.

These components if incorporated into the partnership will improve the passengers' overall service experience. Customer happiness, brand image reinforcement, and differentiation from competing food delivery services will all be boosted by the collaboration's emphasis on well-trained staff, attractive physical evidence, and effective operations.

Five-Force Model of Porter:

The Porter's Five Forces analysis for the collaboration between foodpanda and bus services to provide fresh meals to passengers are as follows:

Bargaining Power of Suppliers:

The bargaining power of suppliers in this collaboration refers to the restaurants and food providers like homechefs, caterers etc. partnering with foodpanda. Factors that may affect their bargaining power include:

- The availability of alternative delivery systems and partnerships for the restaurants, which might influence their negotiating position.
- The distinctiveness and ubiquity of the establishments' menu items.
- Negotiation power based on order volume and possible consumer reach via the partnership.

Overall, suppliers may have only limited bargaining power because there are probably several restaurants that would be willing to work with one another.

Bargaining Power of Customers:

The bargaining power of customers, in this context, refers to the bus service passengers who are potential consumers of the foodpanda in this collaboration. Factors affecting their bargaining power include:

- Customers' price sensitivities and readiness to pay for the convenience of on-board food delivery.
- The availability of alternate lunch alternatives during bus trips.the significance of elements like flavour, freshness, and menu diversity in the choice-making process.

Customers' bargaining power is expected to be between moderate to strong because they have the choice to skip on-board food services entirely or select other meal options.

Threat of New Entrants:

The threat of new entrants refers to the possibility that more businesses will enter the market and provide comparable on-board food delivery services is referred to as the threat of new entrants.

Factors influencing the threat of new entrants include:

- Barriers to entry, such as forging alliances with bus companies and building a dependable delivery network.
- foodpanda's level of brand recognition and customer trust.
- The potential for economies of scale, and the availability of existing infrastructure all play a role in the threat posed by new entrants.

The danger posed by new participants may be mild given the difficulties they may have in forging comparable partnerships and contending with foodpanda's established network and reputation.

The threat of new entrants may be moderate, as there are potential challenges for new players to establish similar sort of collaborations and compete with the brand equity of foodpanda.

Threat of Substitutes:

The threat of substitutes refers to the alternative food options that bus service passengers might take into the consideration instead of the on-board meal delivery service. Factors affecting the threat of substitutes include:

- The proximity to eateries or food outlets at bus stops or rest areas.
- The availability of additional on-the-go meal options, such as pre-packaged snacks or quick-service restaurants along the bus route, as well as the ease and allure of bringing one's own food or snacks along for the ride.

Due to the variety of substitutes available to passengers for sating their hunger during bus trips, the threat of substitutes is most likely to range from moderate to high as passengers have various alternatives for satisfying their hunger during bus journeys.

Competitive Rivalry:

The competitive rivalry refers to the intensity of competition within the market for on-board food delivery services. Factors that may influence competitive rivalry include:

- The quantity and power of rivals providing comparable services in the same market.
- The capacity to recruit and keep restaurant partnerships and obtain exclusive agreements.

- The difference and distinctive value proposition of the cooperation between Foodpanda and bus services.

Due to the possibility of alternative meal delivery services or joint ventures focusing on bus service users, the level of competitive rivalry in this market is anticipated to be moderate to high as there may be other food delivery stakeholders or collaborations targeting bus service passengers.

The collaboration may analyze market dynamics, identify possible difficulties, and establish plans to build on strengths and reduce risks by taking into account these Porter's Five Forces. This will eventually help it succeed in the market.

SWOT Analysis

Strengths:

- **Strong Brand Recognition:** The cooperation has credibility and trust because foodpanda is a well-known and reputable meal delivery service.
- **Wide-ranging Restaurant Network:** foodpanda has a network of restaurant partners that already exist, giving customers of bus services access to a variety of meal alternatives.
- **Convenience and Time savings:** The partnership provides the comfort of on-board meal delivery, saving travellers' time and energy while they travel by bus.
- **Fresh and Delicious Meals:** By emphasizing the provision of these meals, the cooperation stands out from other food delivery choices and improves consumer satisfaction.
- **Strategic Partnership with Bus Services:** By partnering with bus services, the cooperation is able to seamlessly integrate and coordinate, resulting in a seamless delivery process.

Weaknesses:

- **Limited-Service Area:** The cooperation could only be available in places where Foodpanda and bus services already have established coverage, which might restrict the service's accessibility and reach.
- **Dependence on External Factors:** Unexpected events, such as delays in bus timetables, might prevent customers from receiving their meals on time.

- **Pricing Sensitivity:** Different passengers may have different price sensitivities, and it's possible that the cost of on-board food delivery will be seen as greater than alternative meal options offered at bus stops or rest areas.

Opportunities:

- **Market Expansion:** By tapping into a larger client base, the partnership may be able to expand its services to additional bus routes and geographic areas.
- **Promote health and wellness:** With the need for healthier food alternatives growing, the partnership may highlight its dedication to serving up wholesome meals that are tailored to the needs of picky patrons.
- **Partnerships with Bus Service Providers:** Building on existing relationships with bus service providers may result in exclusive deals and deeper integration of the food delivery service into the bus travel experience.

Threats:

- **Intense Competition:** With existing businesses and possible new entrants offering comparable services, the market for food delivery services is extremely competitive.
- **Accessibility of Alternatives:** The on-board meal delivery service is threatened by passengers' availability of alternatives, such as the ability to carry their own food or buy food from other vendors while travelling.
- **External variables:** The demand for bus travel and, subsequently, the demand for on-board meal delivery services can be impacted by external variables such as fuel prices, the state of the economy, or unanticipated occurrences.
- The partnership may build on its strengths, resolve its shortcomings, capture opportunities, and reduce risks to establish successful strategies and increase its chances of success in the market by taking these strengths, flaws, opportunities, and threats into account.

PEST Analysis

Political Factors:

- **Government Regulations:** The project must abide by rules governing food safety, licensing requirements, and any other rules imposed by the applicable government agencies.
- **Political Stability:** Political stability makes sure that there are no disruptions to the collaboration's capacity to conduct business.

Economic Factors:

- **Disposable Income:** The passengers' capacity and inclination to spend money on on-board dining services will be influenced by the economy and their disposable income.
- **Fuel costs:** Variations in fuel costs may have an effect on the overall cost of bus travel, which may in turn have an impact on passenger spending on extras like meals served on board.

Social Factors:

- **Changing Food Preferences:** To offer appropriate meal alternatives, the collaboration has to keep current with changing culinary trends, nutritional requirements, and cultural preferences of the target market.
- **Health and Wellness Consciousness:** The cooperation has the chance to provide wholesome and fresh meal alternatives that appeal to passengers who are health-conscious thanks to growing knowledge of and demand for better cuisine options.

Technological Factors:

- **Online Ordering and Delivery Platforms:** Thanks to technological improvements as well as the growing use of mobile applications and internet platforms, travellers can now easily order food and follow the progress of their deliveries.
- **Automation and Efficiency:** Using automation and technology to order and serve meals may increase speed, accuracy, and customer satisfaction.

These political, economic, social, and technical elements might be taken into account by the partnership in order to discover possibilities and problems in the surrounding environment. The partnership will be able to maximise its chances of success by appropriately adjusting its plans and operations in light of this research, guaranteeing alignment with the situation at hand.

Competitor Analysis

In the context of Foodpanda Pakistan's collaboration with bus services to provide fresh meals to passengers, here are examples of direct and indirect competitors:

Direct Competitors:

Cheetay: Cheetay is a well-known meal delivery service in Pakistan that links users with a variety of eateries. It immediately competes with Foodpanda in the food delivery market and could work with bus companies to offer meals on board.

Eat Mubarak: Another well-known food delivery business in Pakistan that provides meal delivery services from a variety of eateries. It can be viewed as Foodpanda's primary rival.

Careem & Uber

Indirect Competitors:

Local eateries and food establishments may compete with one another indirectly if they are close to bus stops or rest spots. Instead of selecting the option for on-board meal delivery, passengers may decide to purchase meals directly from these restaurants.

Convenience stores and snack shops may provide passengers with alternate food alternatives, such as pre-packaged meals or snacks, if they are situated close to bus stops or rest areas.

It's crucial to keep in mind that the competitive environment might change over time and that new rivals can enter the market. Regular market research and industry monitoring can assist you spot any new competitors and adjust your business plans accordingly.

Chapter 4

Human Resource Plan

Several important factors would need to be taken into account in the human resource plan for the partnership between Foodpanda and bus services to supply passengers with fresh meals. The following components should be in the plan:

Planning your workforce: calculating the necessary staffing for the project's many tasks, including order administration, food preparation, delivery coordination, and customer support. To maintain proper personnel levels, take into account elements like peak hours, bus timetables, and anticipated order quantities.

Roles and Job Descriptions: defining the duties and job descriptions for each person playing a part in the project. Jobs like those in delivery, the kitchen, customer service, and management may fall under this category. Clearly state the requirements, abilities, and expectations for each role.

Creating a recruiting strategy to draw in the best prospects for each position is the first step in hiring. This can entail posting job positions online, using job boards online, holding interviews, and, if necessary, running background checks. Investigate any possible chances for cross-recruitment by working with bus services.

Training and Development: Ensuring that all staff members receive thorough training, so they are aware of their obligations and the procedures involved in serving meals to bus service customers. Food handling and safety, customer service, order administration, and delivery procedures should all be included in training.

Creating a scheduling system that takes into account bus service timetables and guarantees enough coverage during peak hours. Think about things like the employee's availability, the required amount of rest, and compliance with labour laws and regulations.

Establishing performance management procedures in order to track and assess employee performance. To inspire and reward staff, this might include frequent performance evaluations, goal-setting discussions, feedback sessions, and recognition programmes.

Implementing tactics to boost employee engagement and foster a healthy work environment. Employee Retention. This could entail encouraging collaboration, providing employee perks,

planning team-building events, and establishing chances for professional development and progress.

Compliance with labour laws: ensuring adherence to all applicable labour rules and regulations, including those pertaining to minimum wage requirements, limitations on working hours, employee benefits, and health and safety obligations.

Communication Channels: Establishing efficient lines of communication will help the project team work together and share information more easily. Regular team meetings, online communication resources, and feedback systems are a few examples of this.

Contingency Planning: Creating or developing backup contingency plans to handle emergency events, unforeseen absences, or workforce shortages. This guarantees that activities may go on without interruption even in emergency situations.

A thorough human resource strategy will enable the cooperation to efficiently manage its employees, improve performance, and guarantee a good working environment, all of which will contribute to the project's successful execution.

The availability of the resources required for a company's upcoming activities is ensured by human resource planning. A framework that continuously combines the organization's overarching strategy with its human resources is needed to guarantee that business operations function smoothly. A well-developed HR system is actually essential to a company's growth and success, and its absence can have severe effects. HR is therefore essential to any company's success.

Operational Plan

The outline of an operational plan for the collaboration between Foodpanda and bus services to provide fresh meals to passengers is as follows:

Meal Preparation:

- Creating a menu of food choices that are appropriate for consumption while travelling, while taking into account cultural preferences, dietary constraints, and passenger preferences.
- Forming alliances with neighborhood eateries, caterers, or central kitchens to guarantee a consistent supply of wholesome food.

- Deciding how to prepare meals, including where to get ingredients, how to store food, how to prepare it, and how to package it to ensure food safety and quality.
- Putting into practice standard operating procedures (SOPs) for preparing meals, such as portion control, allergy management, and observance of hygienic and sanitary requirements.

Order Management:

- Setting up a separate new vertical interface on foodpanda App, online ordering platform to make ordering and paying for bus services is easier for customers. Moreover, built-in order with a bus ticket is another option to serve the meals in the form of batches to the passengers of respective bus.
- Creating a user-friendly interface that enables customers to explore the menu, choose their meals and indicate delivery preferences (such as bus queue, seat and time of day).
- Putting in place a productive order management system to monitor and handle orders, assuring correctness and prompt delivery.
- Integrating channels of contact to handle any questions or concerns passengers may have regarding their orders.

Delivery Coordination:

- Setting up a distribution network and planning the logistics for feeding buses at their predetermined stops or places.
- Working with bus companies to coordinate the timely transmission of correct information about bus timetables, routes, and stops.
- Setting up a real-time tracking system to keep track of bus locations and coordinate meal deliveries accordingly.
- Assigning delivery workers with the appropriate identification and communication tools to enable effective delivery and seamless coordination.

Quality Control:

- Implementing quality control procedures at each step of the operating process, from meal production through delivery.
- Executing routine audits and inspections to verify adherence to rules and standards for food safety.
- Putting in place temperature control procedures to keep food safe and fresh throughout delivery and transit.
- Creating systems for collecting consumer feedback and resolving complaints to resolve any quality-related concerns as soon as they arise.

Customer Service:

- Establishing a customer support staff to respond to questions, address problems, and assist travellers.
- Setting up channels of contact (such as chat, email, and the phone) to facilitate customer care.
- Educating customer service workers on how to properly manage unique requests, solve customer problems, and deliver exceptional service.

Continuous Improvement:

- Gathering and analyzing information on customer satisfaction, delivery performance, and operational effectiveness.
- Making adjustments to enhance operations by identifying areas for improvement and using the newfound knowledge.
- Regularly evaluating and revising SOPs to include industry standards and best practices.
- Promoting a culture of innovation and constant development to respond to changing consumer demands and market trends.

The collaboration can ensure effective and seamless operations and the successful delivery of fresh meals to bus service passengers by putting into place a solid operational strategy.

Financial Plan

The collaboration between foodpanda and bus services to provide fresh meals to passengers demands careful consideration of various financial aspects. Following are the key components to include in the financial plan:

ESTIMATED PROFIT/MONTH

ASSUMPTIONS	
Nationwide Passengers/Day	9500
Passengers we aim to target	60%
Total Daily Passengers	5700
Homechef Capacity/Day	300 units
No. of Homechef's required	19
Meal price charged to Bus Services/Batch	Rs66,000
Meal Price be paid to Homechef/Batch	Rs60,000
foodpanda's Revenue/Batch	Rs6,000
PROFIT/MONTH	
foodpanda's Daily Revenue	Rs114,000
Homechef's Daily Revenue	Rs1,140,000
Homechef's Monthly Revenue	Rs34,200,000
foodpanda's Monthly Revenue	Rs3,420,000
foodpanda's Logistics Monthly Cost	Rs600,000
Nationwide Rider Fleet	15
Rider's Monthly Salary	Rs40,000
foodpanda's Profit	Rs 2,820,000
foodpanda's Profit (Euros)	12,853 Euros



Forecasting the daily passenger's demand with respect to the different assortment and routes of Buses is done in the following manner:

FORECAST



DAILY

Daily Passengers	9500
Daily Meals	9700
Daewoo Gold Meals	2000
Daewoo Luxury Meals	7000
Road Master President Meals	168
Road Master Premium Meals	490
QConnect Meals	42

WEEKLY

Weekly Passengers	66500
Weekly Meals	67900
Daewoo Gold Meals	14000
Daewoo Luxury Meals	49000
Road Master President Meals	1176
Road Master Premium Meals	3430
QConnect Meals	294

MONTHLY

Monthly Passengers	285000
Monthly Meals	291000
Daewoo Gold Meals	60000
Daewoo Luxury Meals	210000
Road Master President Meals	5040
Road Master Premium Meals	14700
QConnect Meals	1260

Cost Analysis:

- Identify and evaluate the project's costs, including those for purchasing, preparing, and delivering meals, as well as for overhead expenditures (such as employee pay, rent, and utility bills).
- Carry out a thorough cost analysis to identify the variable and fixed expenses related to each phase of the operation.
- Take into account the price of any essential hardware or software, as well as the construction of an online buying platform.

Revenue Generation:

- Choose a price plan for the meals provided to travellers, taking into account the demand for the product, pricing strategies of competitors, and consumer willingness to pay.

- Calculate the anticipated revenue using the predicted sales volumes, the typical order value, and the pricing scheme.
- Look for additional revenue options outside meal sales, such as joint promotions or advertising campaigns with nearby businesses or bus companies.

Financial Projections:

- Produce financial estimates based on projected expenditures and earnings.
- Project the anticipated growth in sales over a certain time period while accounting for variables including market size, target market, and market trends.
- Use sensitivity analysis and numerous scenarios to evaluate the project's financial viability and profitability.

Funding and Investment:

- Determine if additional cash or investment is required to cover the project's start-up and ongoing operating costs.
- Look at possible finance options, such as loans, venture capital, or joint ventures with bus companies or other investors.
- To get the required cash, present a strong business case that demonstrates the possible return on investment.

Cash Flow Management:

- Produce financial estimates based on projected expenditures and earnings.
- Project the anticipated growth in sales over a certain time period while accounting for variables including market size, target market, and market trends.
- Use sensitivity analysis and numerous scenarios to evaluate the project's financial viability and profitability.

Financial Controls and Reporting:

- Determine if additional cash or investment is required to cover the project's start-up and ongoing operating costs.

- Look at possible finance options, such as loans, venture capital, or joint ventures with bus companies or other investors.
- To get the required cash, present a strong business case that demonstrates the possible return on investment.

Risk Management:

- Evaluate possible financial risks and create mitigation plans.
- Take into account risks including varying food prices, market competition, governmental policy shifts, and unforeseen economic conditions.
- Create backup plans and keep money set aside to deal with unanticipated financial difficulties.

To build a customized financial plan based on the unique requirements and conditions of the partnership, it is essential to speak with financial specialists, accountants, or financial consultants. They can offer further advice on financial planning, budgeting, and management strategies.

Chapter 5

Conclusion

To sum up, the partnership between foodpanda and bus companies to provide fresh meals to customers is an exciting step forward in the areas of convenience, creativity, and client happiness. This initiative intends to revolutionize the on-board eating experience for Pakistani bus service passengers by utilizing the assets of both organizations. Passengers may enjoy a variety of freshly cooked meals brought right to their seats thanks to the seamless integration of foodpanda's huge restaurant network and effective delivery capabilities with the broad reach of bus services. This partnership meets the changing demands and interests of contemporary travellers while also enhancing the entire travel experience. This initiative intends to exceed consumer expectations and establish itself as the go-to option for on-board food delivery by placing a premium on quality, variety, and convenience. This partnership stands out from its rivals due to its dedication to procuring fresh products, upholding strict food safety standards, and offering great customer service.

Additionally, the target audience will be well aware of and receptive to the strategic positioning, distinctive branding, and efficient marketing initiatives. The customer experience will be further enhanced by the use of digital platforms, user-friendly interfaces, and real-time tracking technologies, assuring a smooth and trouble-free procedure from order placing to delivery. This project is well-positioned for success because to a carefully prepared operational strategy, strong financial management, and continuous improvement techniques. The partnership between Foodpanda and bus services has the potential to alter the on-board dining environment and have a long-lasting effect on the industry if it remains flexible, adjusts to market realities, and continually provides great service.

This initiative essentially embodies the fusion of culinary delight and practicality, delivering pleasure and satisfaction to bus service users while also creating new opportunities for growth and innovation in the fields of food delivery and transportation services. It is a monumental undertaking that embraces the future of culinary and travel experiences, eventually boosting passenger travel and raising the bar for on-board hospitality.

Limitations:

Although the partnership between foodpanda and bus services to provide fresh meals to customers has enormous potential, it's vital to take several restrictions and potential difficulties into account:

Limited Menu Options: It can be difficult to provide a diversified menu with a variety of food alternatives, especially when taking into account things like limited cooking space, storage issues, and logistical difficulties. Careful menu planning and coordination with restaurant partners may be necessary to provide diversity and accommodate to various dietary preferences and constraints.

Delivery Logistics: It might be difficult to plan meal deliveries to buses at specified times or stops. Challenges might arise from things like bad traffic, unanticipated delays, and matching deliveries to bus schedules. Maintaining the standard and freshness of food while it is being transported can also be a logistical challenge.

Operational Efficiency: Effective coordination between Foodpanda, bus services, and restaurant partners is necessary to ensure effective operations and prompt food delivery to passengers. Communication hiccups or malfunctions can affect both customer happiness and service quality.

Market Competition: New entrants and established firms are contending for market share in Pakistan's highly competitive food delivery sector. A strong marketing plan, distinctiveness, and ongoing innovation are necessary to compete with other meal delivery platforms, as well as neighbourhood eateries and convenience shops, in order to draw in and keep clients.

Customer Adoption and Behavior: On-board food delivery may seem like a good idea, but whether customers would really use it or be prepared to pay more for the convenience is another matter. It may be necessary to use persuasive value propositions, educate the public about the advantages, and use effective marketing to persuade passengers to pick on-board meals over other available alternatives or pre-arranged meals.

Regulatory and Compliance Considerations: For the initiative to be successful, local laws and food safety rules must be followed. Maintaining the operation's integrity and preserving client confidence requires adherence to licensing rules, hygiene standards, and pertinent transportation laws.

Seasonal and Demand Fluctuations: Depending on variables including travel seasons, holidays, and passenger volumes, the demand for on-board meals may change. It can be difficult to manage inventory levels, workforce numbers, and maintain a high level of customer service when demand is always changing.

The partnership may reduce risks and increase the project's overall performance by recognising these limits and proactively addressing them through strategic planning, operational effectiveness, continuous improvement, and customer-centric methods.

Prospects:

Future prospects are bright for the partnership between foodpanda and bus operators to serve customers fresh meals. Here are some possible project results and opportunities:

Scalability



**One stop solution
for bus services**

**Pandamart B2B services
to be utilised (Chips,
Cupcakes, etc.)**

**Variety of menu
items to be offered**

**Co branding of
buses**

Market Expansion: There is potential for expansion outside of the initial partnership as the idea gathers traction and demonstrates its sustainability. Foodpanda can look at joint ventures with other bus companies, firms in the transportation industry, or even expand the service to include other forms of transportation like trains or aeroplanes. This would improve market reach and extend the client base.

Customer Loyalty and Retention: The project may encourage customer loyalty and retention by continually providing excellent food and service. Passengers who are happy with the experience are more likely to use the service again, promote it to others, and support long-term business success.

Brand Differentiation: The partnership enables foodpanda to stand out from rivals by providing a distinctive on-board eating experience. The project may build a distinctive brand identity in the market and turn into a top option for bus service users by consistently innovating and upgrading the service.

Technology Integration: Integration of technology can improve the project's chances for success in the future. The ordering process may be further streamlined, and the customer experience enhanced by integrating mobile applications, real-time tracking systems, and personalized purchase suggestions. By doing this, you may keep one step ahead of your rivals and satisfy changing client demands.

Data-Driven Decision Making: The project produces insightful data on operational insights, order trends, and consumer preferences. By utilizing analytics and business intelligence technologies, this data may be used to provide actionable insights for decision-making, such as menu optimization, customer targeting, and enhancements to operational effectiveness.

Collaborative Partnerships: Strategic alliances with nearby eateries, suppliers, or even rival food delivery services might improve the project's offers and broaden its appeal. In addition to boosting the entire value proposition, partnerships with bus service providers might result in synergistic opportunities like collaborative marketing campaigns or cross-promotions.

Sustainable Practices: Sustainability techniques, such as eco-friendly packaging, locally sourced food, and waste reduction programmes, can be included into the project to meet changing customer

demands and promote a positive brand image. This may draw clients who care about the environment and provide business an edge.

Diversification of Revenue Streams: The project can look towards expanding its current food delivery income streams. This could entail providing extra services like onboard entertainment, hand-picked travel itineraries, or collaborations with nearby companies for cross-promotions, generating new income streams and improving the overall client experience.

The partnership between foodpanda and bus services has the potential to become a sustainable and prosperous endeavor, revolutionizing the on-board dining experience and establishing new industry standards. This can be accomplished by capitalizing on these potential growth opportunities, continuously adapting to customer needs, and remaining agile in a dynamic market.

Critical Risk:

Despite the great prospects presented by the partnership between Foodpanda and bus operators to provide fresh meals to customers, it's critical to recognise and manage any possible dangers. The following are some serious dangers connected to this project:

Operational Difficulties: Customer happiness may be at risk due to operational challenges such maintaining meal quality, order accuracy, and timely delivery. If Foodpanda, restaurant partners, and bus services are not coordinated properly, there may be delays, wrong orders, or a threat to the safety of the food.

Logistical Problems: It might be difficult to manage the logistics of meal delivery to buses at planned stops or specified sites. Timely delivery may be hampered by traffic congestion, unanticipated delays, or schedule problems, which may affect customer satisfaction.

Customer Adoption and Demand: The project's success depends on getting customers to use the on-board food services and maintaining a steady demand for them. Passengers run the risk of preferring different lunch alternatives or of being unwilling to pay more for the convenience. To overcome these difficulties, market research and powerful marketing techniques are required.

Competitive Landscape: The Pakistani meal delivery market is extremely competitive, with a number of well-established firms and new entrants. Differentiation, powerful branding, and

ongoing innovation are necessary to compete for market share and customer attention. Failure to present the partnership versus rivals properly might have an influence on its success.

Regulatory Compliance: It is essential to follow local laws and food safety guidelines. Failure to adhere to licensing rules, cleanliness standards, or transportation laws may result in fines, legal issues, or harm to the collaboration's image.

Supplier and Partner Reliability: The project's success depends on the restaurant partners' dependability and consistency with regard to food quality, accessibility, and adherence to established criteria. Unreliable partners or suppliers may interfere with the supply chain, which might result in unhappy customers and service interruptions.

Economic Factors: The financial feasibility of the project may be impacted by changes in consumer purchasing habits, inflation, or economic swings. Economic factors may influence price sensitivity and consumer willingness to spend on on-board meals, which might have an impact on revenue generation and profitability.

Technological Challenges: Risks associated with system breakdowns, cybersecurity threats, or technical issues are introduced by relying on technological platforms for order administration, real-time tracking, and customer contact. Adequate safeguards must be in place to handle these risks and guarantee the platform's continuous operation.

Reputation and Brand Perception: Any unfavourable events, such as poor food quality, delivery problems, or client complaints, might harm the collaboration's image and brand impression. In order to reduce these risks, proactive customer care, prompt problem solving, and regular quality assurance are essential.

Through strong operational procedures, efficient risk management plans, ongoing monitoring, and a customer-centric perspective, it is crucial for the cooperation to proactively identify and mitigate these risks. The project can boost its chances of success and give bus service users a nice and trustworthy experience by addressing these major issues.