Pushpanda-Enhancing Marketing Coverage for Foodpanda Pakistan Vendors through SMS and In-App Push Notifications

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THESIS ACCEPTANCE CERTIFICATE

BUSINESS PROJECT ACCEPTANCE CERTIFICATE

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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.

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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 Mr. Khan Burhan Khan, my superb supervisor.

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Executive Summary

The undertaking centers around enhancing showcasing inclusion for foodpanda Pakistan merchants through the essential utilization of SMS and in-application message pop-ups. In the present clamoring food conveyance scene, associating with clients in significant ways is urgent for merchants endeavoring to flourish in the midst of fierce opposition. Through broad discussions and perceptions, we've dug profound into the difficulties and yearnings of Foodpanda's sellers across Pakistan. Our process started by drenching ourselves in their reality, figuring out their assorted necessities, and knowing the subtleties that characterize their organizations. Furnished with experiences gathered from our communications, we've made a complex methodology custom fitted to reverberate with sellers of changed foundations and desires. Our division approach empowers us to perceive the novel qualities of sellers, enabling us to foster advertising methodologies that talk straightforwardly to their souls. Making dazzling substance is at the center of our undertaking. We've meticulously organized messages that catch the substance of every merchant's contributions, mixing them with the glow and flavor that characterizes Pakistani food. From divine portrayals to alluring offers, each word is fastidiously decided to bring out desires and spike activity. In a joint effort with foodpanda's specialized wizards, we're flawlessly coordinating SMS and in-application message pop-ups into the merchant interface. Our sights are set on changing promoting inclusion for sellers as well as rethinking the actual texture of client merchant connections. Together, we'll graph new regions, investigate new flavors, and make encounters that wait long after the last chomp. All things considered, our process is something beyond a journey for showcasing greatness. It's a festival of culture, local area, and association. Through the unassuming demonstration of sharing a feast, we're not simply merchants and clients; we're narrators, winding around stories of flavor and companionship that rise above lines and limits.

Chapter 1

1.1. Introduction

Foodpanda, established in 2012 by Ralf Wenzel, Benjamin Bauer, and Felix Plog, arose as one of the trailblazers in the worldwide food conveyance industry. The organization's creative stage upset the manner in which individuals request food, giving a helpful web-based commercial center interfacing clients with an immense organization of cafés and restaurants. At first sent off in Singapore, foodpanda immediately extended its impression across Asia, Europe, and then some, laying out a presence in north of 40 nations around the world. The stage's consistent client experience, various culinary contributions, and solid conveyance administrations collected broad approval, impelling Foodpanda to the very front of the blossoming food conveyance market. In 2016, foodpanda went through a critical change when it was obtained by Conveyance Legend, a main worldwide conveyance network working across different landmasses. This procurement denoted another section in Foodpanda's development, giving admittance to upgraded assets, ability, and mechanical capacities to additionally hoist its administration contributions and grow its scope.

Foodpanda Pakistan is home to one of the top web-based feast conveyance administrations. It is a part of the overall Foodpanda organization, which is possessed by one of the greatest feast conveyance firms on the planet, Conveyance Legend. foodpanda Pakistan has arisen as a huge member in the country's food conveyance market, giving clients a speedy and simple choice to arrange dinners from different restaurants. At the point when it was established in 2012, foodpanda quickly filled in fame on the grounds that to congenial stage joins clients with their favored close by restaurants. Clients of foodpanda's site and versatile application might peruse menus, make orders, and have their feasts conveyed right to their entryway. A wide assortment of cooking styles and eating options are ensured thanks to the enormous organization of accomplice cafés that foodpanda has laid out all through a few Pakistani urban communities. Clients approach various eateries, including notable cheap food establishments, neighborhood joints, and upscale cafes.

The powerful dispersion strategy for foodpanda Pakistan is one of its primary benefits. A solid strategic foundation has been developed by the stage, empowering immediate and trustworthy food conveyance. Clients accept their buys quickly and advantageously because of

Foodpanda's conveyance armada, which additionally further develops the whole client experience. Giving its shoppers a basic and safe installment process is one more need for foodpanda Pakistan. It guarantees adaptability and comfort for clients by giving an assortment of installment decisions, like money down and online installment strategies. foodpanda Pakistan forcefully works with accomplice eateries to build their openness and lift their functional effectiveness as well as adopting a client driven strategy. Eateries might get to a more extensive shopper base and smooth out their conveyance strategies by using the stage and conveyance framework of foodpanda. With its devotion to comfort, quality, and consumer loyalty, foodpanda Pakistan has set up a good foundation for itself as a trustworthy and popular choice for online food conveyance in the country. The stage keeps up with its situation as a market chief in Pakistan's feast conveyance area by constantly developing and adjusting to customers' and the food business' evolving requests.

In the clamoring scene of Pakistan's food conveyance industry, where culinary variety meets computerized comfort, Foodpanda remains as a guide of development, associating a huge number of hungry clients with an immense range of gastronomic pleasures. However, inside this unique environment, merchants face a considerable test: how to transcend the bedlam of choices and enthrall the insightful palates of shoppers in the midst of wild contest and moving business sector patterns. Perceiving the vital job of powerful showcasing in driving perceivability, commitment, and at last, business achievement, our task sets out on an extraordinary excursion to reform promoting inclusion for Foodpanda Pakistan sellers. At its heart lies a profound comprehension of the many-sided embroidery of difficulties and open doors that characterize the seller experience, established in sympathy, understanding, and a common obligation to culinary greatness. Our undertaking starts by drenching ourselves in the dynamic mosaic of Pakistan's culinary scene, participating in genuine discussions with sellers across clamoring metropolitan business sectors and curious neighborhood restaurants the same. Through these personal discoursed, we uncover a gold mine of experiences, enlightening the desires, dissatisfactions, and undiscovered expected that lie at the convergence of custom and development. Equipped with this close comprehension, we set off on a mission to make an essential system that reclassifies the limits of showcasing commitment, tackling the extraordinary force of SMS and in-application message pop-ups to manufacture further associations among merchants and their valued customers. Drawing upon the rich embroidery of Pakistani culture, cooking, and local area, we weave a story that rises above simple exchanges, welcoming clients on an excursion of culinary disclosure and pleasure.

Vital to our methodology is a constant obligation to personalization, fitting each message, each deal, to resound with the novel preferences and inclinations of individual clients. Through consistent coordination with Foodpanda's state of the art stage, we engage sellers to convey opportune, applicable interchanges that enthrall consideration, rouse activity, and develop enduring dependability. Yet, our process doesn't end with the snap of a button or the swipe of a screen. It is an excursion of ceaseless development, filled by information driven experiences, ongoing input, and an immovable devotion to greatness. As we explore the consistently moving flows of shopper conduct and market elements, we stay enduring in our obligation to help, teach, and engage merchants to flourish in an undeniably serious scene. Together, we set out on a journey of disclosure, development, and coordinated effort, graphing new regions, investigating new boondocks, and rethinking the actual pith of culinary promoting in Pakistan. It is an excursion powered by enthusiasm, driven by reason, and secured in the immortal customs of friendliness, local area, and shared insight. As we set forth on this elating odyssey, we stretch out a solicitation to all partners to go along with us in molding the fate of food conveyance promoting in Pakistan, one message, one second, at a time.

1.2. Background/History

Foodpanda's foundation is based upon a hearty innovative system that flawlessly coordinates different partners, including clients, cafés, conveyance riders, and backing groups. At the center of its tasks is an easy to use portable application and site interface that enables clients to peruse menus, place requests, and track conveyances effortlessly. For sellers, foodpanda offers a thorough set-up of devices and administrations intended to streamline their presence on the stage and expand their perceivability among clients. This incorporates admittance to a committed merchant entrance where cafés can oversee menus, update estimating, and screen request volumes progressively. Notwithstanding its computerized stage, foodpanda utilizes a multi-channel showcasing system to improve brand mindfulness, drive client commitment, and advance seller contributions. This incorporates designated publicizing efforts across different on the web and disconnected channels, vital associations with powerhouses and brands, and limited time exercises during key occasions and occasions.

Perceiving the essential job of viable correspondence in cultivating client dedication and driving deals, foodpanda has embraced the force of SMS and in-application pop-up messages as key parts of its showcasing arms stockpile. These channels empower foodpanda to convey convenient, customized messages straightforwardly to clients' cell phones, catching their

consideration and alluring them to investigate seller contributions. Through SMS and message pop-ups, foodpanda can tell clients about restrictive advancements, restricted time offers, new menu things, and other applicable updates from their #1 eateries. By utilizing information examination and client division strategies, Foodpanda guarantees that messages are custom-made to individual inclinations, expanding their pertinence and viability.

The upgraded showcasing inclusion given by SMS and in-application message pop-ups addresses a huge shelter for dynamic merchants on the foodpanda stage. By stretching out their span and perceivability to an exceptionally connected with crowd of portable clients, merchants can intensify their promoting endeavors, drive people strolling through, and at last, support deals and income. Generally, foodpanda's process is one of association and local area. It's tied in with uniting individuals, each request in turn, and making minutes that wait long after the last chomp. So here's to Foodpanda - a definitive intermediary of food and satisfaction, the boss of culinary dreams, and the carrier of delectable greetings. Cheers to a lot more long stretches of shared dinners, shared recollections, and shared delight.

1.2. Purpose and Scope of the Project

The reason for this undertaking is to improve advertising inclusion for Foodpanda Pakistan sellers through the essential execution of SMS and In-Application Message pop-up crusades. By utilizing these advanced correspondence channels actually, the task expects to lift seller perceivability, draw in clients proactively, and drive business development inside the serious food conveyance market of Pakistan.

- **Purpose:**

The venture looks to expand the perceivability of Foodpanda merchants by sending designated showcasing efforts that contact a more extensive crowd of possible clients. By enhancing seller presence through SMS and In-Application Pop-up messages, the venture expects to cultivate brand mindfulness and acknowledgment among shoppers. Through customized informing and ideal advancements, the venture attempts to upgrade client commitment and connection with Foodpanda merchants. By conveying significant substance straightforwardly to clients' cell phones, the venture intends to invigorate interest, empower rehash requests, and encourage a feeling of dependability to taking part sellers. By working with powerful promoting inclusion, the task means to drive business development and maintainability for Foodpanda merchants in Pakistan. By gaining by the force of advanced correspondence channels, merchants can grow

their client base, increment deals income, and accomplish long haul practicality in the serious food conveyance scene.

- **Scope:**

The undertaking will mainly focus on the essential turn of events and execution of SMS and In-Application Message pop-up crusades customized to the requirements and inclinations of Foodpanda sellers and their ideal interest group. The undertaking will include the production of convincing showcasing content, including limited time offers, new menu declarations, and exceptional advancements, modified to reverberate with the assorted preferences and inclinations of customers.This task will envelop the consistent joining of SMS and pop-up message innovations into the Foodpanda stage, guaranteeing consistence with security guidelines and industry best practices for information insurance and client assent.

1.3. Industry Analysis

In the dynamic landscape of the food delivery industry in Pakistan, where flavors converge and culinary delights abound, understanding the broader industry trends and dynamics is essential for navigating the complex terrain of competition and customer expectations.

- **Overview of the Food Delivery Industry in Pakistan**

The food delivery industry in Pakistan has experienced rapid growth and transformation in recent years, driven by changing consumer lifestyles, urbanization, and technological advancements. Here's an overview of key aspects of the food delivery landscape in Pakistan:

- **Market Size and Growth:**

The food delivery market in Pakistan has witnessed significant expansion, fueled by increasing disposable incomes, urbanization, and the growing trend of eating out or ordering in. According to industry reports, the food delivery market in Pakistan is valued at millions of dollars and is projected to continue growing at a robust rate in the coming years.

- **Key Players:**

Several food delivery platforms operate in Pakistan, offering a wide range of culinary options to consumers. Some of the prominent players include Foodpanda, Careem NOW, Eat Mubarak, Cheetay.pk, and others. foodpanda, a subsidiary of Delivery Hero, is one of the leading food delivery platforms in Pakistan, with a strong presence in major cities and a diverse selection of partner restaurants.

- **Consumer Behavior and Preferences:**

Pakistani consumers are increasingly embracing the convenience and variety offered by food delivery platforms. Busy lifestyles, traffic congestion, and the desire for hassle-free dining experiences contribute to the popularity of food delivery services. Consumers exhibit diverse preferences for cuisines, ranging from traditional Pakistani dishes to international fare such as Chinese, Italian, and Middle Eastern cuisine. Food delivery platforms cater to this diversity by partnering with a wide array of restaurants and eateries.

1.4. Technological Innovation:

Technological innovation plays a crucial role in shaping the food delivery landscape in Pakistan. Mobile apps and online platforms have revolutionized the way consumers discover, order, and track food deliveries. Features such as real-time tracking, secure payment options, and personalized recommendations enhance the user experience and contribute to customer satisfaction and loyalty.

1.5. Challenges and Opportunities:

Despite the growth opportunities, the food delivery industry in Pakistan faces several challenges, including logistical hurdles, quality control issues, and regulatory constraints. Competition among food delivery platforms is intense, with players vying for market share through aggressive marketing campaigns, discounts, and promotional offers. However, the industry also presents significant opportunities for innovation, collaboration, and market expansion. Partnerships with local vendors, adoption of emerging technologies, and a focus on customer-centric solutions can drive growth and differentiation in the competitive landscape.

1.6. Future Outlook:

The future of the food delivery industry in Pakistan looks promising, driven by evolving consumer preferences, technological advancements, and the growing popularity of online commerce. As the market matures, food delivery platforms are likely to focus on enhancing operational efficiency, expanding service offerings, and delivering seamless customer experiences to maintain competitiveness and sustain growth in the long term. Overall, the food delivery industry in Pakistan is a dynamic and evolving ecosystem, offering opportunities for innovation, entrepreneurship, and culinary exploration. With the right strategies and investments, players in the industry can capitalize on emerging trends and meet the evolving needs of Pakistani consumers in an increasingly digital and interconnected world.

1.7. Market Trends and Dynamics:

Several key trends and dynamics shape the food delivery industry in Pakistan, influencing consumer behavior, vendor strategies, and market dynamics:

- **Digital Adoption:**

The rapid proliferation of smartphones and internet connectivity has spurred the adoption of digital platforms for food ordering and delivery, providing consumers with greater choice, convenience, and transparency in their dining experiences.

- **Shift in Consumer Preferences:**

Today's consumers value convenience, variety, and affordability, driving demand for diverse culinary offerings, fast delivery times, and competitive pricing. They seek personalized experiences and expect seamless interactions across multiple touchpoints.

- **Emergence of Cloud Kitchens:**

The rise of cloud kitchens, also known as virtual kitchens or ghost kitchens, represents a significant trend in the food delivery landscape. These delivery-only establishments optimize operational efficiency, reduce overhead costs, and cater to the growing demand for delivery-centric dining experiences.

- **Focus on Sustainability and Health:**

Increasing awareness of environmental sustainability and health-conscious dining choices has influenced consumer preferences, leading to a rise in demand for organic, locally sourced ingredients, and eco-friendly packaging solutions.

1.8. Marketing Coverage Enhancement Strategy

For the Marketing Coverage Enhancement Strategy specific to Foodpanda Pakistan vendors through SMS and In-App Push Notifications, following are the constructs that we need to keep in mind:

1. **Importance of Marketing Coverage for Foodpanda Vendors:**

Marketing coverage plays a pivotal role in the success and sustainability of Foodpanda vendors within the competitive landscape of the food delivery industry in Pakistan. Effective marketing coverage enables vendors to enhance their visibility, attract new customers, and foster loyalty among existing clientele. In an era characterized by digital connectivity and heightened

consumer expectations, maintaining a strong presence across various marketing channels is imperative for vendors to remain competitive and thrive.

A comprehensive marketing coverage strategy empowers Foodpanda vendors to showcase their unique offerings, promotions, and specials to a wider audience, thereby maximizing opportunities for customer engagement and revenue generation. By leveraging targeted marketing initiatives, vendors can effectively communicate their value proposition, differentiate themselves from competitors, and cultivate lasting relationships with customers. Furthermore, robust marketing coverage serves as a catalyst for brand recognition, trust-building, and long-term business growth, positioning vendors for sustained success in the dynamic food delivery market.

2. Benefits of SMS and In-App Push Notifications:

SMS and In-App Push Notifications represent powerful communication tools that enable Foodpanda vendors to engage customers directly and drive meaningful interactions. These channels offer numerous benefits, including:

Instant Reach:

SMS and In-App Push Notifications allow vendors to deliver timely messages and promotions directly to customers' mobile devices, ensuring instant visibility and engagement.

Personalization:

By tailoring messages to individual preferences and behaviors, vendors can create personalized experiences that resonate with customers and foster a sense of connection and loyalty.

Cost-Effectiveness:

Compared to traditional advertising channels, SMS and In-App Push Notifications offer a cost-effective means of reaching customers, minimizing marketing spend while maximizing impact and ROI.

High Engagement Rates:

Studies have shown that SMS and push notifications boast high open and click-through rates, making them effective tools for driving customer response, inquiries, and conversions.

3. Objectives of the Marketing Coverage Enhancement Strategy:

The Marketing Coverage Enhancement Strategy for Foodpanda vendors through SMS and In-App Push Notifications aims to achieve the following objectives:

Increase Visibility:
Enhance the visibility of Foodpanda vendors by deploying targeted SMS and push notification campaigns that reach a broader audience of potential customers.

Drive Customer Engagement:
Foster meaningful customer engagement through personalized messaging, promotions, and incentives delivered via SMS and In-App Push Notifications.

Maximize Revenue Opportunities:
Create opportunities for revenue generation by promoting special offers, discounts, and menu highlights to customers, encouraging repeat orders and increased order values.

Build Brand Loyalty:
Cultivate brand loyalty and affinity among customers by delivering consistent, value-driven messaging that resonates with their preferences, tastes, and lifestyle choices.

Optimize Marketing ROI:
Monitor and analyze the performance of SMS and push notification campaigns, leveraging data-driven insights to optimize targeting, messaging, and campaign execution for maximum return on investment.

Compliance and Privacy:
Ensure compliance with regulatory requirements and privacy standards governing SMS and push notification marketing, safeguarding customer trust and respecting their preferences regarding marketing communications.

By aligning marketing efforts with these objectives, Foodpanda vendors can enhance their marketing coverage, strengthen customer relationships, and drive sustainable business growth in the competitive food delivery market of Pakistan.

PUSH PANDA Packages

Bronze Package

Rs. 15000
1000 SMS

Silver Package

Rs. 25000
1500 SMS
1500 In-app Push

Gold Package

Rs. 45000
2500 SMS
2500 In-app Push

Platinum Package

Rs. 80000
5000 SMS
5000 In-app Push

Chapter 2

2.1. Needs Assessment and Vendor Engagement

In the bustling world of food delivery, where every bite counts and every order matters, the need for effective marketing coverage is more crucial than ever. As Foodpanda Pakistan vendors navigate the labyrinth of customer preferences and market dynamics, they face a myriad of challenges and opportunities on their quest to tantalize taste buds and capture hearts.

In our journey to understand the needs and aspirations of Foodpanda vendors, we embarked on a voyage of discovery, engaging in heartfelt conversations and deep reflections. What emerged from these interactions was a tapestry of hopes, fears, and dreams - a mosaic of experiences that illuminated the path ahead. The need for enhanced marketing coverage quickly rose to the surface, like a beacon of light in a sea of uncertainty. Vendors expressed a desire to amplify their presence, reach new audiences, and forge deeper connections with customers. They yearned for a platform that would not just showcase their offerings but celebrate their stories, their flavors, and their traditions.

2.2. Analyzing the Gap:

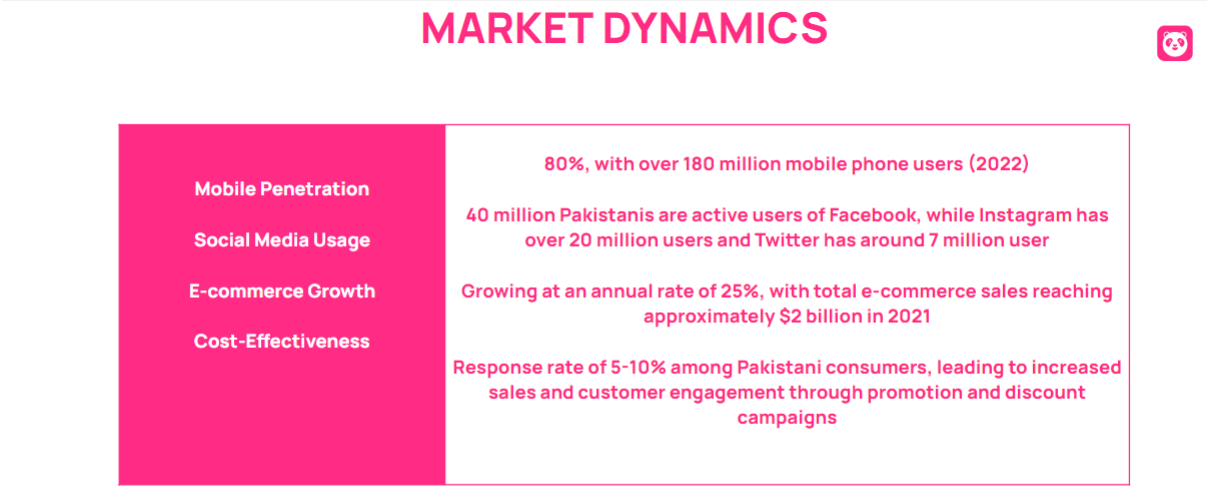
As we delved deeper into the fabric of Foodpanda's ecosystem, we uncovered a gap - a void waiting to be filled, an opportunity waiting to be seized. Despite the myriad marketing channels at their disposal, vendors found themselves grappling with a sense of invisibility, a feeling of being lost in a sea of competitors. Traditional marketing tactics, while effective to some extent, lacked the personal touch and immediacy needed to capture customers' attention in a crowded marketplace. Print ads grew stale, billboards faded into the background, and digital banners lost their luster in the endless scroll of social media feeds. It became clear that vendors needed a new approach - a fresh perspective that embraced the power of human connection and digital innovation. They needed a platform that would not just speak to customers but engage them, inspire them, and ignite their passion for culinary adventure.

2.3. Bridging the Gap:

And so, our journey began - a journey fueled by empathy, insight, and a shared commitment to culinary excellence. Armed with the knowledge gleaned from our conversations and reflections, we set out to bridge the gap between vendors and customers, between aspiration and reality. Enter SMS and in-app push notifications - the unsung heroes of modern marketing.

These humble tools, often overlooked in the cacophony of digital noise, held the key to unlocking a world of possibilities for Foodpanda vendors. With their power to deliver timely, personalized messages directly to customers' fingertips, they offered a lifeline in a sea of uncertainty.

By harnessing the potential of SMS and push notifications, we sought to close the gap between vendors and customers, to bridge the divide between aspiration and achievement. Through targeted messaging, compelling content, and strategic timing, we aimed to elevate marketing coverage to new heights, to transform transactions into experiences, and to turn customers into champions of the culinary arts.



2.4. Methodology for Assessing Vendor Needs and Preferences:

In the report, the methodology section outlines how Foodpanda systematically gathers insights from vendors regarding their needs and preferences. This involves detailing the specific research methods employed, such as surveys, interviews, or focus groups. The report may describe the development of survey questions or interview protocols designed to capture vendors' perspectives on marketing coverage, communication channels, and challenges they face. Additionally, it discusses the sampling strategy, indicating how vendors were selected or recruited to participate in the assessment process. This could include random sampling, stratified sampling based on vendor demographics or performance metrics, or purposive sampling targeting vendors with diverse backgrounds and experiences.

The methodology section also addresses data collection procedures, including the administration of surveys, conduct of interviews, and facilitation of focus groups. It elaborates on data management and analysis techniques used to derive meaningful insights from the collected data, such as thematic analysis, coding, or quantitative analysis of survey responses.

2.5. Insights from Vendor Engagement Sessions:

This section of the report delves into the outcomes of vendor engagement sessions conducted by Foodpanda. It highlights the key themes, feedback, and suggestions shared by vendors during these sessions. The report may include excerpts or summaries of discussions, anecdotes illustrating vendors' perspectives, and any consensus or divergent viewpoints expressed by participants. Insights gathered from vendor engagement sessions are analyzed and synthesized to identify recurring patterns, priorities, and areas for improvement. The report may outline specific recommendations or action items derived from vendor feedback, addressing topics such as communication channels, marketing strategies, operational support, and technology enhancements.

Importantly, the report underscores the value of vendor engagement as a collaborative process aimed at strengthening partnerships, enhancing transparency, and aligning Foodpanda's services with vendors' needs and expectations.

2.6. Understanding Vendor Challenges and Aspirations:

This section provides a nuanced understanding of the challenges, aspirations, and motivations driving Foodpanda vendors. It highlights the diverse experiences and perspectives of vendors operating within the food delivery ecosystem, acknowledging the unique contexts and constraints they face. The report delves into common challenges encountered by vendors, such as limited visibility in a crowded marketplace, operational constraints, or resource limitations. It explores vendors' aspirations for growth, profitability, and customer satisfaction, as well as their expectations from Foodpanda as a partner and platform provider. Through qualitative insights and anecdotes, the report humanizes vendors' experiences, illustrating the day-to-day realities of running a food delivery business in Pakistan. It emphasizes Foodpanda's commitment to addressing vendors' needs, fostering mutual trust and collaboration, and driving

collective success in the dynamic and competitive food delivery market. By following the flow of the report and providing detailed explanations within each section, Foodpanda can effectively communicate its efforts to assess vendor needs, engage stakeholders, and align its services with vendors' priorities and aspirations.

2.7. Technology Evaluation and Integration

In the technology evaluation and integration phase, foodpanda assesses various SMS and In-App Push Notification technologies to determine the most suitable solutions for enhancing marketing coverage for its vendors. This process involves a comprehensive analysis of available technologies, their features, compatibility with Foodpanda's platform, and ability to meet the specific needs of vendors and customers. Once the technologies are selected, they are seamlessly integrated into Foodpanda's existing platform to enable efficient communication and engagement with vendors and customers.

1. Overview of SMS and In-App Push Notification Technologies:

Foodpanda evaluates different SMS and In-App Push Notification technologies to understand their capabilities, functionalities, and potential impact on enhancing marketing coverage. This includes examining features such as message customization, scheduling, targeting options, and analytics capabilities. SMS technologies may include bulk SMS providers, SMS APIs, or SMS marketing platforms, while In-App Push Notification technologies may involve push notification services integrated with Foodpanda's mobile application. The overview provides insights into how these technologies work, their advantages, limitations, and considerations for implementation within Foodpanda's ecosystem. It explores industry trends, best practices, and case studies to inform decision-making and ensure alignment with Foodpanda's strategic objectives.

2. Integration Process with Foodpanda's Platform:

The integration process involves seamlessly integrating the selected SMS and In-App Push Notification technologies with Foodpanda's existing platform and infrastructure. This requires collaboration between technology teams, vendors, and third-party service providers to ensure smooth implementation and compatibility with Foodpanda's systems. Integration efforts focus on establishing communication channels between Foodpanda's backend systems and the selected technologies, enabling data exchange, message delivery, and tracking of campaign

performance. This may involve API integration, custom development, or configuration of third-party plugins and extensions.

Throughout the integration process, rigorous testing and quality assurance measures are implemented to validate functionality, security, and reliability. This includes testing message delivery, user experience, and performance under varying load conditions to ensure optimal system performance and user satisfaction.

3. Selection Criteria for Technology Solutions:

Foodpanda employs a set of criteria to evaluate and select SMS and In-App Push Notification technologies that best align with its business objectives and vendor requirements. Selection criteria may include:

- **Scalability:**

The ability of the technology to scale and accommodate the growing needs of Foodpanda's vendor network and customer base.

- **Customization:**

The degree to which technology allows for customization of messages, targeting options, and user preferences to deliver personalized experiences.

- **Reliability:**

The reliability and uptime of the technology platform, including redundancy measures, failover mechanisms, and disaster recovery protocols.

- **Integration Flexibility:**

The ease of integration with Foodpanda's existing systems, APIs, and third-party applications, minimizing disruption and complexity during implementation.

- **Security and Compliance:**

The adherence to industry standards and best practices for data security, encryption, and compliance with privacy regulations such as GDPR and CCPA.

- **Analytics and Reporting:**

The availability of robust analytics and reporting features to track campaign performance, measure engagement metrics, and derive actionable insights for optimization.By evaluating technology solutions against these criteria, Foodpanda can make informed decisions and select

technologies that empower vendors, enhance marketing coverage, and drive business growth in the dynamic food delivery market of Pakistan.

2.8. Content Strategy and Creation:

In the Content Strategy and Creation phase, Foodpanda develops a comprehensive approach to crafting compelling messages for SMS and push notifications. This involves creating content that resonates with the target audience, drives engagement, and ultimately leads to desired actions such as placing orders or exploring promotions. The content strategy emphasizes personalization, relevance, and creativity to enhance the effectiveness of marketing campaigns and maximize customer response rates.

1. Crafting Compelling Messages for SMS and Push Notifications:

Foodpanda focuses on crafting concise, engaging, and action-oriented messages for SMS and push notifications that capture recipients' attention and motivate them to take desired actions. This includes leveraging persuasive language, compelling visuals, and clear calls-to-action to drive customer engagement and conversions. The content of SMS and push notifications is tailored to the specific context, timing, and preferences of recipients, delivering relevant information such as exclusive offers, limited-time promotions, new menu items, or order status updates. Messages are designed to be informative, enticing, and value-driven, prompting recipients to click through and explore further.

2. Personalization and Relevance in Content Creation:

Foodpanda recognizes the importance of personalization and relevance in content creation to foster meaningful connections with customers. Personalization involves addressing recipients by name, referencing past orders or preferences, and tailoring messages to reflect their unique interests and behaviors.

By segmenting the audience based on demographic information, ordering history, and engagement patterns, Foodpanda delivers targeted content that resonates with recipients' preferences and tastes. This ensures that messages are perceived as relevant and valuable, increasing the likelihood of customer response and engagement.

3. Successful Marketing Content:

Foodpanda draws inspiration from successful marketing content and campaigns to inform its own content strategy and creation process. This includes analyzing case studies, industry benchmarks, and best practices from both within and outside the food delivery sector. Examples of successful marketing content may include attention-grabbing subject lines, compelling visuals, enticing offers, and innovative storytelling techniques. Foodpanda identifies key elements of effective content, such as authenticity, humor, urgency, and social proof, and incorporates these elements into its own messaging strategies. By studying successful examples of marketing content, Foodpanda gains insights into customer preferences, market trends, and creative approaches to content creation. This enables the development of content that resonates with the target audience, drives engagement, and ultimately contributes to the success of marketing campaigns.

2.9. Compliance and Privacy Considerations:

In the Compliance and Privacy Considerations phase, Foodpanda prioritizes adherence to regulatory frameworks, privacy guidelines, and data protection measures governing SMS and push notification marketing. By ensuring compliance and implementing robust privacy practices, Foodpanda aims to build trust with customers, safeguard their personal information, and mitigate risks associated with data privacy and security breaches.

1. Regulatory Framework for SMS and Push Notification Marketing:

Foodpanda conducts a comprehensive review of regulatory frameworks and legal requirements pertaining to SMS and push notification marketing in Pakistan. This includes understanding legislation such as the Pakistan Electronic Transaction Ordinance, the Pakistan Telecommunication Authority Act, and other relevant regulations governing electronic communications and data privacy.

Foodpanda ensures that its SMS and push notification marketing practices comply with applicable laws, regulations, and industry standards. This involves obtaining explicit consent from recipients before sending marketing messages, providing opt-out mechanisms for recipients to unsubscribe from communications, and maintaining accurate records of consent and communication preferences.

2. Privacy Guidelines and Data Protection Measures:

Foodpanda prioritizes the protection of customer privacy and sensitive information by implementing robust data protection measures and adherence to privacy guidelines. This includes:

- Implementing secure data storage and transmission protocols to safeguard customer information from unauthorized access, disclosure, or misuse.
- Encrypting sensitive data, such as customer contact details and communication preferences, to prevent unauthorized interception or tampering.
- Implementing access controls and authentication mechanisms to restrict access to customer data to authorized personnel only.
- Regularly monitoring and auditing data handling practices to identify and address potential vulnerabilities or breaches proactively.

3. Best Practices for Ensuring Compliance and Trust:

By prioritizing compliance and privacy considerations in its SMS and push notification marketing practices, Foodpanda demonstrates its commitment to protecting customer privacy, maintaining regulatory compliance, and fostering trust and confidence among its customer base. This approach not only enhances customer satisfaction and loyalty but also mitigates legal and reputational risks associated with non-compliance and data privacy breaches.Foodpanda adopts best practices and industry standards for ensuring compliance and building trust with customers. This includes:

- Providing clear and transparent privacy policies and terms of service outlining how customer data is collected, used, and protected.
- Educating customers about their rights and options regarding data privacy and communication preferences, including how to opt-out of marketing communications.
- Offering mechanisms for customers to access, review, and update their personal information and communication preferences.
- Conducting regular training and awareness programs for employees to promote a culture of privacy and data protection throughout the organization.
- Engaging with regulatory authorities and industry stakeholders to stay informed about emerging trends, developments, and best practices in data privacy and compliance.

Chapter 3

3.1. Campaign Management and Execution

In the Campaign Management and Execution phase, Foodpanda develops, implements, and monitors targeted marketing campaigns to enhance vendor visibility and customer engagement through SMS and In-App Push Notifications. This phase involves strategic planning, creative design, precise segmentation, meticulous execution, and continuous monitoring of campaign performance to optimize results and drive desired outcomes.

3.2. Designing Targeted Marketing Campaigns:

Foodpanda's approach to designing targeted marketing campaigns is informed by data-driven insights, customer preferences, and strategic objectives. Leveraging sophisticated analytics tools and customer data repositories, Foodpanda identifies opportunities for engagement and tailors campaign strategies accordingly. For instance, if data suggests a surge in demand for certain cuisines during specific times of the day, Foodpanda can design campaigns promoting relevant vendors or menu items during those peak hours. The creative content development process involves collaboration between marketing, design, and content teams to craft compelling messages, visuals, and calls-to-action that resonate with the target audience. By aligning campaign objectives with customer needs and preferences, Foodpanda ensures that its messaging is relevant, persuasive, and actionable.

- Understanding Customer Insights.
- Defining Campaign Objectives
- Creative Content Development
- Channel Selection and Optimization
- Testing and Iteration

3.3. Segmentation Strategies for Customer Engagement:

Foodpanda employs sophisticated segmentation strategies to segment its diverse customer base into meaningful cohorts based on various criteria such as demographics, behavior, and purchase history. Through demographic segmentation, Foodpanda can target specific customer segments based on factors like age, location, or order frequency, delivering personalized messages tailored to their preferences and habits. Behavioral segmentation enables Foodpanda

to target customers based on their interactions with the platform, such as frequent orders, high-value purchases, or engagement with specific cuisine types. By understanding customer behaviors and preferences, Foodpanda can tailor its messaging to offer relevant incentives, promotions, and recommendations, enhancing the overall customer experience and driving engagement.

- Segmenting customers based on demographic factors such as age, gender, location, and order history to deliver targeted messages and promotions.
- Analyzing customer behaviors such as order frequency, average order value, and preferred cuisines to identify high-value segments and customize messaging accordingly.
- Segmenting customers based on loyalty status, reward points, or membership tiers to offer exclusive benefits, incentives, and personalized experiences.
- Targeting customers at different stages of the customer journey, such as new customers, active customers, and lapsed customers, with tailored messages and offers to drive engagement and retention.

3.4. Campaign Monitoring and Performance Analysis:

Foodpanda's way of dealing with crusade checking and execution investigation is described by ongoing following, information-driven experiences, and iterative streamlining. Through vigorous examination devices and dashboards, Foodpanda screens key execution pointers (KPIs, for example, conveyance rates, open rates, navigate rates, and transformation rates, giving perceivability into crusade viability and client commitment measurements. Information examination assumes a focal part in assessing effort execution, distinguishing patterns, and uncovering noteworthy bits of knowledge that illuminate future mission systems and enhancements. For instance, by dissecting effort information, Foodpanda might find designs demonstrating higher commitment rates among specific client portions or explicit informing strategies that resound all the more actually with the crowd. Iterative streamlining includes making information-driven changes by crusade components, for example, focusing on models, informing content, timing, and imaginative resources in light of execution experiences and criticism. By constantly refining its methodology and exploring different avenues regarding

various procedures, Foodpanda expects to amplify crusade adequacy, drive client commitment, and accomplish wanted business results.

- Monitoring campaign performance in real-time to track key metrics such as delivery rates, open rates, click-through rates, and conversion rates across different segments and channels.
- Analyzing campaign data to derive actionable insights, identify trends, and understand customer behavior patterns that inform future campaign strategies and optimizations.
- Evaluating campaign performance against predefined KPIs and benchmarks to assess effectiveness, ROI, and alignment with business objectives.
- Iteratively optimizing campaigns based on performance insights and feedback, making adjustments to targeting, messaging, and creative elements to maximize engagement and conversion rates.
- Through diligent campaign management and execution, Foodpanda aims to drive customer engagement, increase vendor visibility, and ultimately drive business growth in the competitive food delivery market of Pakistan.

3.5. Training and Support for Vendors:

In the Training and Support phase, Foodpanda focuses on empowering vendors to effectively utilize SMS and push notification marketing tools to enhance their visibility and engagement with customers. This involves providing comprehensive training programs, ongoing support services, and access to resources and tools aimed at facilitating vendor adoption and success in leveraging these marketing channels.

Training programs for vendor adoption of SMS and push notification marketing are essential components of Foodpanda's strategy to empower vendors and enhance their visibility and engagement with customers. These programs are designed to educate vendors on how to effectively utilize SMS and push notification marketing tools available on the Foodpanda platform.

3.6. Training programs:

1. Onboarding Workshops:

Foodpanda conducts interactive workshops during the onboarding process for new vendors. These workshops aim to familiarize vendors with the features and functionalities of SMS and push notification marketing tools. Topics covered include campaign creation, audience segmentation, message customization, and performance tracking. Vendors learn how to navigate the marketing dashboard, create compelling messages, and utilize targeting options to reach specific customer segments.

2. **Best Practices Seminars:**

Foodpanda organizes periodic seminars and webinars focused on best practices in SMS and push notification marketing. These sessions showcase successful case studies, industry trends, and creative strategies employed by vendors to drive engagement and conversions. Vendors gain insights into effective messaging techniques, campaign optimization strategies, and ways to leverage data analytics for better results.

3. **Hands-On Training Sessions:**

Useful instructional meetings furnish merchants with active involvement in making and overseeing SMS and pop-up message crusades. Coaches guide merchants through the most common way of setting up crusades, choosing interest groups, creating convincing messages, and planning conveyance times. Merchants have the valuable chance to work on involving the stage in a strong climate and get quick criticism and help from coaches.

These meetings construct certainty and capability among merchants, enabling them to use SMS and message pop-ups actually to advance their contributions and drive client commitment.

The goal of these preparation programs is to outfit sellers with the information, abilities, and certainty expected to use SMS and pop-up messages showcasing as incredible assets for advancing their organizations and interfacing with clients. By putting resources into thorough preparation drives, Foodpanda plans to encourage a local area of educated and engaged sellers equipped for expanding their span and effect in the serious food conveyance market.

Authentic information might show the adequacy of preparing programs in driving merchant reception and usage of SMS and message pop-up advertising apparatuses. Measurements, for example, the number of sellers taking part in instructional meetings, the recurrence of mission creation via prepared merchants, and enhancements in key execution markers (e.g., request

volume, client commitment) following preparation drives can act as signs of program achievement.

4. **Support Services for Technical Assistance and Troubleshooting:**

Support administrations for specialized help and investigating are basic parts of Foodpanda's seller strengthening technique, guaranteeing merchants get the essential help to resolve specialized issues and advance their utilization of SMS and pop-up message showcasing apparatuses. These administrations are intended to give convenient help and direction, assisting merchants with defeating difficulties and boosting the adequacy of their advertising endeavors. Here is an outline of help administrations for specialized help and investigation:

5. **Technical Helpdesk:**

Foodpanda works with a devoted specialized helpdesk or backing group entrusted with helping sellers with specialized inquiries and stage-related issues. Sellers can connect with the helpdesk using different correspondence channels like telephone, email, or live visits. The helpdesk group is prepared to investigate normal specialized issues, give direction on stage usefulness, and resolve programming bugs or errors. Sellers get quick reactions and customized help to guarantee a smooth and consistent experience while utilizing SMS and message pop-ups showcasing highlights.

6. **Knowledge Base and FAQs:**

Foodpanda keeps a web-based information base and storehouse of habitually gotten clarification on some things (FAQs) open to merchants every minute of every day. The information base contains extensive assets, guides, instructional exercises, and investigating articles covering a great many subjects connected with SMS and message pop-up showcasing. Sellers can look through the information base to track down replies to normal inquiries, investigate issues freely, and learn best practices at their speed.

FAQs address oftentimes experienced specialized issues, stage functionalities, and suggested arrangements, furnishing merchants with fast and advantageous admittance to pertinent data.

7. **Live Support Sessions:**

Foodpanda arranges live help meetings or available times where merchants can cooperate straightforwardly with help experts continuously. During these meetings, merchants can clarify some pressing issues, look for explanations, and get quick help with crusade arrangement, investigation, and improvement. Support experts offer customized direction, share best

practices, and address sellers' particular worries to assist them with beating difficulties and accomplishing their promoting targets.

Live help meetings encourage joint effort and information division between merchants, establishing a strong local area climate where sellers can gain from one another's encounters and mastery.

By offering thorough help administrations for specialized help and investigating, Foodpanda exhibits its obligation to merchant achievement and consumer loyalty. These administrations enable sellers to explore specialized difficulties, advance their utilization of SMS and pop-up message advertising devices, and accomplish significant outcomes in the serious food conveyance market. Authentic information might demonstrate the volume and sorts of help demands from sellers, normal goal times, and fulfillment appraisals following help associations. These measurements assist with surveying the viability of help administrations in tending to seller needs and guaranteeing a positive client experience.

3.7. Resources and Tools for Vendor Empowerment:

Assets and devices for merchant strengthening assume an urgent part in Foodpanda's technique to help sellers in really utilizing SMS and pop-up message showcasing devices to improve their perceivability and commitment with clients. These assets and devices are intended to give merchants the information, abilities, and assets expected to prevail in the serious food conveyance market. Here is a definite clarification of assets and instruments for seller strengthening:

3.8. Marketing Guides and Templates:

Foodpanda gives far-reaching advertising guides, playbooks, and layouts to help merchants in making compelling SMS and pop-up message crusades. These assets frame best practices, tips, and methodologies for making convincing messages, streamlining focusing on, and driving client commitment. Sellers can get to pre-planned layouts for crusade messages, special offers, and occasional advancements, saving time and exertion in satisfied creation. The aides cover different parts of mission arranging, execution, and streamlining, engaging merchants to make significant showcasing efforts lined up with their business objectives.

3.9. Analytics Dashboards:

Foodpanda offers merchants admittance to investigation dashboards and announcing apparatuses that give experiences in crusade execution, crowd commitment measurements, and patterns over the long haul. Sellers can follow key execution pointers (KPIs, for example, conveyance rates, open rates, navigate rates, and change rates to quantify the adequacy of their advertising endeavors. Examination dashboards empower merchants to distinguish regions for development, improve focus on methodologies, and pursue information-driven choices to upgrade crusade execution.

By investigating effort information and execution measurements, merchants gain significant bits of knowledge about client conduct, inclinations, and patterns, empowering them to refine their showcasing systems and drive improved results.

3.10. Educational Webinars and Workshops:

Foodpanda coordinates instructive online classes, studios, and online courses covering progressed themes in SMS and pop-up message promoting. These meetings furnish sellers with chances to gain from industry specialists, advertising experts, and fruitful merchants who share their encounters and skills.

The themes covered incorporate high-level mission systems, imaginative strategies, stage refreshes, and arising patterns in computerized promoting.

Merchants gain important experiences, pragmatic tips, and significant methodologies to upgrade their showcasing abilities, drive client commitment, and accomplish their business targets.

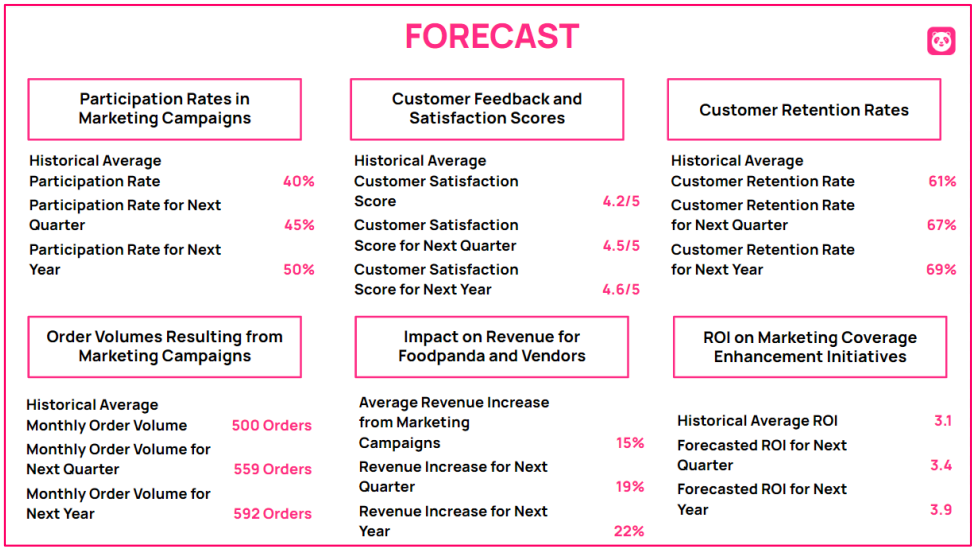
3.11. Vendor Community Forums:

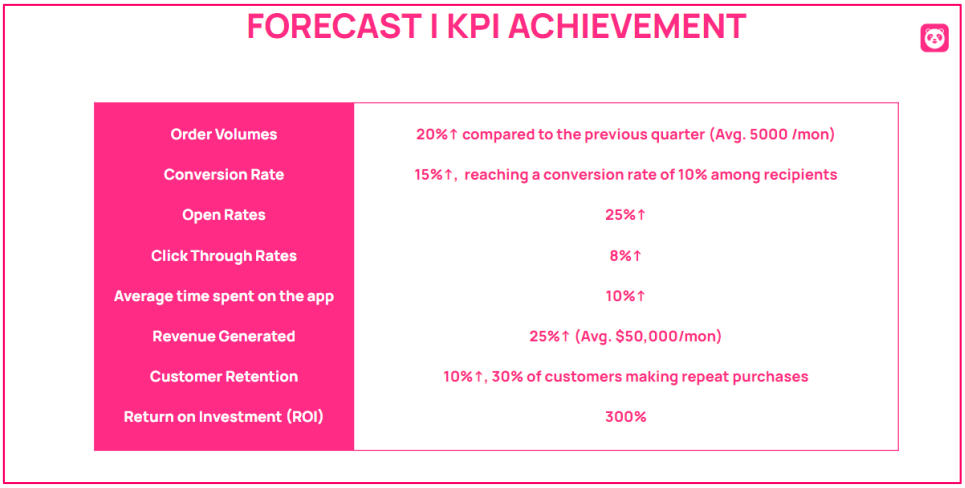
Foodpanda works with sellers at local area gatherings and online conversation bunches where merchants can interface, team up, and share bits of knowledge and best practices. These discussions act as stages for sellers to get clarification on some pressing issues, look for exhortation, and trade thoughts with peers confronting comparable difficulties and open doors. Merchants can gain from one another's encounters, share examples of overcoming adversity, and examine procedures for defeating normal obstructions in SMS and message pop-up showcasing. Local area discussions encourage a feeling of brotherhood and cooperation among

merchants, creating a steady environment where sellers can learn, develop, and succeed together.

By furnishing sellers with assets and apparatuses for strengthening, Foodpanda means to outfit merchants with the information, abilities, and backing expected to flourish in the cutthroat food conveyance market. These assets empower merchants to make convincing showcasing efforts, break down execution measurements, and settle on informed choices to drive client commitment and make business progress.

Authentic information might mirror the use of seller assets and devices, commitment levels with instructive materials, and upgrades in merchant capability and trust in using SMS and message pop-up showcasing channels. Checking these measurements permits Foodpanda to survey the viability of its merchant strengthening drives and make information-driven acclimations to advance seller backing and preparing programs.





Chapter 4

4.1. Evaluation and Continuous Improvement

The Assessment and Ceaseless Improvement stage is a basic part of Foodpanda's showcasing system, pointed toward evaluating the viability of SMS and message pop-up crusades and distinguishing potential open doors for improvement. This stage includes methodical assessment, investigation of key execution markers (KPIs), and iterative upgrades to streamline crusade results and drive long-haul achievement. Here is a point-by-point clarification of the Assessment and Constant Improvement process:

4.2. Performance Evaluation:

Foodpanda conducts exhaustive assessments of SMS and pop-up message missions to quantify their exhibition against predefined targets and KPIs. Execution measurements, for example, conveyance rates, open rates, navigate rates, transformation rates, and profit from venture (return for capital invested) are examined to check the adequacy of missions in connecting with clients and driving wanted activities. Information from examination dashboards, client input, and merchant bits of knowledge are used to evaluate crusade execution comprehensively and distinguish regions for development.

4.3. Campaign Analysis:

Crusade information is broken down to acquire experiences into client conduct, inclinations, and patterns. Examples and patterns in crusade execution are recognized to comprehend what reverberates with clients and what regions need refinement. A profound plunge into investigation reveals factors impacting effort viability, like informing content, timing, focusing on procedures, and crowd division.

4.4. Identifying Success Factors and Challenges:

Fruitful mission components and methodologies are recognized given their effect on key measurements and client reaction. Difficulties and areas of underperformance are distinguished, including factors adding to low commitment, high withdrawal rates, or low change rates. The main driver examination leads to figuring out the hidden purposes for progress and difficulties, empowering designated enhancements.

4.5. Iterative Optimization:

Experiences accumulated from execution assessments and crusade investigation illuminate iterative streamlining endeavors. Changes are made to crusade components, for example, informing content, imaginative resources, focusing on standards, conveyance timing, and recurrence given information-driven bits of knowledge. A/B testing and trial and error are led to test speculations, approve presumptions, and improve crusade execution.

Persistent checking and refinement guarantee that missions stay significant, powerful, and lined up with developing client inclinations and market elements.

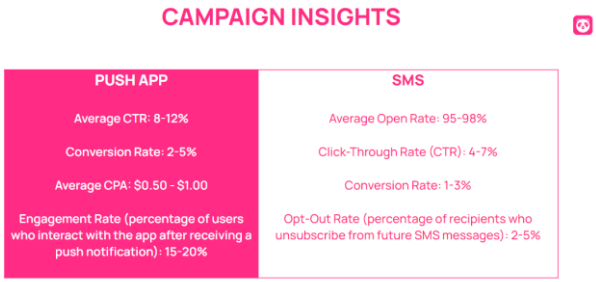
4.6. Feedback Loops and Collaboration:

The coordinated effort between showcasing groups, sellers, and specialized help works with criticism circles and information sharing. Sellers give significant experiences into client inclinations, market patterns, and functional difficulties, which illuminate advancement endeavors. Cross-utilitarian joint effort empowers the arrangement of systems, sharing of best practices, and utilization of aggregate skills to drive persistent improvement.

4.7. Performance Reviews and Reporting:

Ordinary execution audits and revealing systems are laid out to follow progress, convey experiences, and offer learnings across the association. Straightforward revealing empowers partners to figure out crusade results, recognize patterns after some time, and settle on informed conclusions about asset assignment and procedure refinement. Key discoveries and proposals are reported, giving a premise for future preparation and navigation.

By focusing on assessment and constant improvement, Foodpanda cultivates a culture of development, information-driven navigation, and dexterity in answering changing business sector elements. Through iterative advancement and progressing refinement, Foodpanda endeavors to augment the effect of its SMS and pop-up message crusades, drive client commitment, and accomplish supported development in the serious food conveyance market.



4.8. Metrics for Evaluating Marketing Coverage Effectiveness:

Imagine Foodpanda as a chef in a busy kitchen, always checking how well their dishes are turning out. Here are the key metrics they look at:

- **Delivery Rates:**

This is like making sure the dishes reach the tables without any spills or mess-ups. Foodpanda wants to know if their messages are getting through to customers.

- **Open Rates:**

Just like seeing if people are lifting the lids on their meals, Foodpanda checks to see how many people are actually opening their messages. It helps them know if customers are paying attention.

- **Click-Through Rates:**

This is like seeing if customers take a bite of the dish after smelling it. Foodpanda wants to know how many people are clicking on the messages to learn more or place an order.

- **Conversion Rates:**

Think of this as seeing how many people finish their plates and ask for seconds. Foodpanda wants to know how many people actually end up placing an order after seeing the message.

These metrics help Foodpanda understand if their marketing messages are hitting the spot or if they need to tweak the recipe.

4.9. Feedback Mechanisms for Vendor and Customer Input:

Foodpanda knows that the best feedback comes straight from the diners. They've set up a few ways for vendors and customers to share their thoughts:

- **Customer Reviews and Ratings:**

Just like leaving a review after a tasty meal, customers can share their feedback on Foodpanda's app or website. It helps Foodpanda know what customers love and where they can improve.

- **Vendor Surveys:**

Foodpanda checks in with their vendors to see how they're finding the experience. Vendors can share what's working well and what could be better. It helps Foodpanda understand how they can support their vendors better.

- **Support Channels:**

If someone has a question or needs help, Foodpanda's support team is always there to lend a hand. Vendors and customers can reach out via phone, email, or live chat to get the assistance they need. By listening to what vendors and customers have to say, Foodpanda can keep improving their service and making sure everyone has a great experience.

- **Iterative Process for Enhancing Marketing Strategies:**

Think of Foodpanda as a chef who never stops experimenting with new recipes. Here's how they keep refining their marketing strategies:

- **Testing New Ideas:**

Foodpanda tries out new ingredients (or ideas) to see how customers respond. They might change up the messaging, timing, or target audience to see what works best.

- **Learning from Results:**

After sending out a batch of messages, Foodpanda takes a good look at the feedback. They see what worked well and what didn't, then use that knowledge to make adjustments for next time.

- **Making Constant Improvements:**

Foodpanda knows that even the best recipes can always use a little tweaking. They're always on the lookout for ways to make their messages more engaging and effective.

- **Staying Flexible:**

In the fast-paced world of food delivery, things can change in an instant. Foodpanda stays nimble and ready to adapt their strategies based on new trends, customer preferences, and market conditions.

KLI INSIGHTS

KARACHI	LAHORE	ISLAMABAD
Diverse market with high smartphone penetration	Vibrant culture and urban lifestyle	More educated and affluent population
Push App CTRs 10-15%	Push App CTRs 8-9%	Push App CTRs 12-15%
Tech-savvy population/high mobile usage	Dynamic population	Relatively smaller but more tech-savvy population
SMS Open Rates of 95-98%	SMS Open rates of 90-95%	SMS open rates around 95-98%
SMS CTRs 5-8%	SMS CTRs of 4-7%	SMS CTRs of 6-9%

Chapter 5

5.1. Case Studies and Success Stories

Foodpanda's marketing coverage enhancement strategies have made a difference for vendors and customers alike. Here are a few highlights:

- **Chef's Special:**

In a bustling neighborhood in Lahore, a small family-owned restaurant struggled to attract customers amidst fierce competition. With Foodpanda's guidance, they revamped their marketing strategy by using SMS and push notifications to promote their daily specials and exclusive discounts. Within weeks, the restaurant saw a significant increase in orders and foot traffic, leading to a boost in revenue and customer loyalty.

- **Grocery Galore:**

A local grocery store in Karachi faced challenges in reaching new customers beyond its immediate vicinity. By leveraging Foodpanda's targeted marketing campaigns, the store began sending out personalized SMS alerts and push notifications to nearby residents, highlighting weekly deals and seasonal promotions. The response was overwhelming, with a surge in online orders and an expansion of the store's customer base beyond traditional boundaries.

- **Sweet Success:**

5.2. Showcase of Successful Marketing Campaigns:

A store dessert shop in Islamabad needed to make a whiz around its distinctive treats and specialty cakes. With Foodpanda's help, they created eye-getting SMS messages and message pop-ups including mouth-watering pictures of their heavenly sweets. The outcome? A spike in orders for custom cakes and a developing web-based entertainment followed, situating the shop as a go-to objective for sweet guilty pleasures in the city.

These contextual investigations outline how Foodpanda's advertising inclusion improvement procedures have assisted merchants across Pakistan with enhancing their range, driving deals, and developing more grounded associations with clients. By utilizing creative promoting

strategies and customized informing, merchants have had the option to feature their remarkable contributions and hang out in a jam-packed commercial center. These examples of overcoming adversity act as motivation for different merchants hoping to lift their web-based presence and flourish in the powerful scene of food conveyance.

Here is a brief look into the feature of fruitful showcasing efforts, tributes from taking part Foodpanda sellers, and the effect of upgraded promoting inclusion on business development, including live models:

- **Daily Deals Delight Campaign:**

Foodpanda launched a targeted SMS campaign promoting daily deals from participating vendors across Pakistan.

Example: "Get 50% off on all pizzas from Pizza Palace today! Order now with Foodpanda and enjoy piping hot pizzas delivered to your doorstep."

- **Weekend Specials Push Notifications:**

Foodpanda sent out push notifications to users highlighting weekend specials and exclusive discounts from selected vendors.

Example: "Indulge in mouth-watering biryanis and kebabs from Spice World this weekend! Order now and enjoy a 20% discount on all orders above Rs. 500."

`5.3. Testimonials from Participating Foodpanda Vendors:

- **Pizza Paradise - Testimonial from Pizza Palace:**

Foodpanda's marketing campaigns have been a game-changer for their business. They have seen a significant increase in orders and foot traffic, especially during promotional periods. Our targeted messaging helps us reach new customers and keep our loyal patrons coming back for more.

- **Bakery Bliss- Testimonial from Sweet Treats Bakery:**

Partnering with Foodpanda has been a rewarding experience for this bakery. Our marketing coverage has helped them to showcase our delicious treats to a wider audience, resulting in a noticeable uptick in online orders and customer engagement. They are very grateful for the exposure and support.

5.4. Impact of Enhanced Marketing Coverage on Business Growth:

- **Spice World Restaurant:**

Before cooperating with Foodpanda to promote inclusion, Flavor World attempted to draw in clients from its nearby area.In the wake of carrying out designated SMS and pop-up message crusades, Flavor World encountered a 30% increment in week after week arranges and a prominent extension of its client base. The upgraded showcasing inclusion supported income as well as raised Flavor World's image mindfulness and notoriety in the nearby local area.

- **Fresh Mart Grocery Store:**

New Shop, a local supermarket has seen a 25% flood in web-based orders following Foodpanda's execution of SMS cautions and message pop-ups featuring week-by-week specials and restricted time offers. The expanded perceivability and commitment brought about higher client standards for dependability and consistent development in by and large deals volume for New Shop.

These live models show the unmistakable effect of improved promoting inclusion on the business development and outcome of Foodpanda's accomplice merchants across different areas of the food business in Pakistan. Through designated crusades and vital informing, sellers have had the option to contact new crowds, drive deals, and encourage more grounded associations with their clients, making them ready for supported development and success in the cutthroat commercial center.

5.5. Conclusion and Recommendations

The conclusion and further recommendations are areas filled in as the last section of the task, summing up key discoveries, and experiences, and proposing significant suggestions for future drives. In finishing up the venture on improving showcasing inclusion for Foodpanda Pakistan sellers through SMS and In-Application Pop-up message, a few key points arise including the execution of SMS and message pop-up showcasing systems has exhibited critical potential in improving merchant permeability, client commitment, and business development inside the Foodpanda environment. Contextual investigations and tributes from partaking merchants highlight the unmistakable advantages of designated advertising efforts, including expanded request volumes, further developed memorability, and extended market reach.

Examination of execution measurements, for example, conveyance rates, open rates, and change rates features the adequacy of SMS and pop-up messages in catching client consideration, directing people to merchant stages, and empowering buy conduct.

In light of the discoveries and bits of knowledge acquired from the task, the accompanying proposals are proposed for additional upgrading showcasing inclusion and driving feasible developmentCarry out cutting-edge division procedures and customized informing to tailor promoting correspondences given client inclinations, ways of behaving, and socioeconomics.

Investigate chances to coordinate SMS and pop-up message showcasing with other advanced channels, for example, email advertising, online entertainment, and in-application advancements, to make firm and omnichannel client encounters. Put resources into hearty investigation instruments and information-driven experiences to track and gauge the effect of showcasing efforts, distinguish drifts, and uncover noteworthy bits of knowledge for improvement and refinement. Give continuous preparation, assets, and support to enable merchants with the information and abilities expected to augment the advantages of SMS and message pop-up advertising apparatuses.

Keep up to date with administrative necessities and industry best practices connected with information security, assent the executives, and buyer insurance to guarantee consistency and construct entrust with clients. Carry out vigorous criticism instruments to request input from clients in regard to their inclinations, encounters, and fulfillment levels while promoting correspondences, items, and administrations

5.6. Future Directions for Research and Implementation:

Investigating arising advances such as man-made reasoning and AI, to additional upgrades focusing on personalization. Coordinating client-produced content and social confirmation components in promoting efforts to fabricate validity and realness. Considering social subtleties and nearby inclinations in informing and content creation. Leading long-haul studies to assess the supported effect of showcasing endeavors on merchant execution and consumer loyalty. Planning the client excursion to comprehend touchpoints and dynamic cycles more readily, illuminating future promoting techniques. All in all, the outcome of SMS and In-Application Pop-up message promoting exhibits the potential for supported development and client commitment in the food conveyance industry. Through development and key

preparation, Foodpanda can additionally upgrade its advertising inclusion and convey outstanding worth to sellers and clients.

Appendices

Sample SMS and Push Notification Templates

SMS Templates:

Special Offer: "Hungry? Order now from Foodpanda and get 20% off on your favorite dishes at Pizza Palace! Use code FP20. Order now!"

New Menu Item: "Exciting news! Spice World just added mouth-watering biryanis to their menu. Order now and indulge in the flavors of Pakistan!"

Limited-Time Deal: "Don't miss out! Enjoy 30% off on all desserts at Sweet Treats Bakery today. Treat yourself now!"

Reminder: "It's dinner time! Order now from Fresh Mart and have fresh ingredients delivered to your doorstep in no time. Click here to order!"

Exclusive Discount: "Exclusive offer for you! Get Rs. 100 off on your next order at Burger Kingdom. Order now and satisfy your cravings!"

Push Notification Templates:

Flash Sale: "🎉 Flash Sale Alert! Enjoy 50% off on select items at Fresh Mart. Hurry, limited time offer! Tap to order now!"

New Arrivals: "✨ New Arrivals Alert! Check out the latest additions to the menu at Pizza Palace. Tap to explore and order your favorites!"

Weekend Special: "🍔 Weekend Special! Indulge in delicious burgers from Burger Kingdom. Order now and make your weekend extra special!"

Personalized Recommendation: "Hey [Customer Name], craving some sushi? Satisfy your cravings with fresh sushi rolls from Sushi Master. Order now!"

Order Update: "Your order is on its way! Track your delivery status and get ready to enjoy your favorite dishes from Spice World. Tap for updates!"

These sample templates can be customized and tailored to fit specific promotions, events, and customer preferences. By using engaging language, enticing offers, and clear calls-to-action, Foodpanda can effectively drive customer engagement and increase order volumes through SMS and push notification marketing campaigns.

Vendor Engagement Survey Questionnaire

Vendor Information:

Vendor Name:

Type of Business (Restaurant, Grocery Store, Bakery, etc.):

Location (City/Region):

Vendor Experience with Foodpanda:

How long have you been partnered with Foodpanda?

On a scale of 1 to 5, how satisfied are you with your overall experience as a Foodpanda vendor?

(1 - Very Dissatisfied, 5 - Very Satisfied)

What do you consider the most valuable aspect of being a Foodpanda vendor?

Marketing Coverage Enhancement:

Have you participated in any marketing coverage enhancement initiatives offered by Foodpanda? (Yes/No)

If yes, please describe your experience with the marketing coverage enhancement strategies (e.g., SMS campaigns, push notifications, promotional offers, etc.).

Impact on Business Growth:

Have you noticed any changes in your business performance since implementing marketing coverage enhancement strategies?

Increased order volumes

Improved brand visibility

Enhanced customer engagement

Other (please specify)

If yes, please describe the specific impacts you have observed.

Feedback and Suggestions:

How would you rate the effectiveness of the marketing coverage enhancement strategies in reaching and engaging customers?

Very Effective

Somewhat Effective

Not Effective

What suggestions do you have for improving the effectiveness of marketing coverage initiatives?

Vendor Support and Resources:

How would you rate the level of support and resources provided by Foodpanda to help you utilize marketing coverage enhancement tools?

Excellent

Good

Fair

Poor

Are there any additional resources or support you would like to see offered by Foodpanda?

Future Participation:

Would you be interested in participating in future marketing coverage enhancement initiatives offered by Foodpanda? (Yes/No)

If no, please explain your reasons for not wanting to participate.

Additional Comments:

Please share any additional comments or feedback regarding your experience as a Foodpanda vendor and your thoughts on marketing coverage enhancement initiatives.

Thank you for taking the time to complete this survey. Your feedback is valuable in helping us improve our services and support for Foodpanda vendors.