Online Breakfast Delivery Aggregation Business Landscape in Bangalore- A First Move Advantage Narration of First Time Entrepreneurs

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Abstract
Rapidly growing order-and-pay apps, third-party online ordering and delivery services make fine dining from home easier than ever and, in some cases, "dining out" a thing of the past. App-only services that deliver food from different restaurants food trucks and joints have transformed the way food delivery was once viewed and interpreted (**Economics Week**). There was 40 percent growth in online food delivery market in India at Rs350 crore during 2014. It accounted for 17 percent of the online services market, as per the data of Internet and Mobile Association of India (IAMAI).This has resulted in massive inflow of investments into online food delivery services.(**India Business Insight**)The sudden burst and evolvement of food delivered online in the last 5 years in Bangalore has been able to satiate the hunger pangs, offer myriad cuisines to the discreet noveau foodies, and to some, food door delivered. Booming online ordering and home delivery services are helping to drive the growth of India's restaurant industry. This primary source study provides information of young entrepreneurs venturing in to the business of online food aggregation in the breakfast landscape in Bangalore. But the idea of tapping the breakfast market is still nascent and the paper narrates how this can be a first move advantage for online food aggregation. The study creates a landscape concept to capitalize on the breakfast online delivery market, hitherto untapped in south India.
Keywords: Food, Online, business, aggregation, landscape first move advantage

Introduction
"Not just an app, it's about tasty & healthy food!"
India's e-commerce market is growing quickly. In 2013 it was valued at US$13bn and by 2020 it is predicted to be worth US$70bn, according to local online retailer Flipkart. However, online grocery is in its very early days in India. According to Euro monitor, packaged food sales made through the Internet were worth just US$2.8m in 2014. By contrast, the data shows China saw Internet packaged food sales reach $7.26bn last year (Abdulla, Hannah)

What makes a food ordering app wonderful from all aspects? Not the app alone can sweep the customer into wow factor.. Because frankly customer can't eat the app, it's the entire customer service to dwell upon, the complete package of excellent app, great food and awesome customer service! The challenge is to capture the early breakfast market and make it available and accessible available to everyone who asks for it. Young entrepreneurs find the working-lunch market lucrative for many reasons. The first is a highly concentrated customer base of time-pressed working professionals trapped in concrete-and-steel business complexes.(mint,2015). But the catch is breakfast market is not yet tapped in the food aggregation. This is most important meal of the day and should be eaten but is always taken lightly as city working class find it tough to take time out for breakfast preparation. Online ordering and home delivery means a very convenient way to start a day without much hassles and when it's a family where kids get got to be at school by 8am. Breakfast delivery makes lives easier for both parents and kids.

Opportunity
Food delivery startups are helping small and mid-sized restaurants across the country expand their business online, reduce their marketing budgets and focus on lean hiring. Many such restaurants are now focusing on opening new kitchens rather than full-fledged outlets to be able to me et the growing online demand and save on high rental costs as well. Leon Grill, a fast-food restaurant launched just a year ago, gets more than 55% of its orders from the online platform. According to research firms, online food aggregation business has a wide untapped market to cater to. (Khan, Sobia; Maheshwari, Richa). Depending on who you ask, the amount of risk capital that was poured into Indian startups in 2015 is estimated at between $5 and $10 billion. Thousands of starry-eyed entrepreneurs have built seemingly bulletproof business plans plans to try to attract seed and angel funding.(Sachitanand, Rahul; Goyal, Malini; Singh, Rajiv)

The Breakfast Landscape
Corporate:
It's a very broad term and usually used in synonymous with IT employee, but what we mean by corporate are

those people who live in every part of Bangalore, married or unmarried, has time constraints in picking up an early morning bite! Mohan Kumar, partner at Norwest Venture Partners, says, "The hectic lifestyle of customers in big metros forces them to order food and groceries online. They are mostly migrants unfamiliar with the city and have long and unpredictable work hours.(Anand, J; Mishra, Digbijay)SO why not give them a relief instead letting them wait for the breakfast till they reach their companies to have it, with the busy traffic, it will take lot of time to do that!

Individual layouts:

The busiest of areas in Bangalore are layouts! They pack the diversity of Bangalore so does the working population with families! So here we are, making sure they get some nutritious breakfast to their homes directly early in the morning!

Paying Guest / Hostels

From past 15 years, paying guest business comes third in Bangalore after IT and Real estate after the IT revolution in India!, So keeping in mind the extent of numbers alone who stay at the PG and get worked up, we surely make their life easier if we get the pack of breakfast at their doorstep! Apart from being the startup hub, has a large number of working professionals who are always looking for a quick bite on-the-go. Also, as a market, it's a very mature and receptive environment for new concepts. The market is willing to experiment with different kinds of cuisines and types of food.(Chandra, R)

The Brick and Mortar Restaurant

Dining space of either QSR or fine dine can be replicated along with the online commercials. On reflection, the data for India is not a surprise. Among bricks-and-mortar stores, mom-and-pop outlets still dominate the country's physical retail sector, with modern, organized chains only accounting for roughly 2% of the market.(Abdulla, Hannah)

The Value Proposition

The value proposition is what our customer will love. It will be delivered by all the aspects of our business model put together. Because we are not just offering breakfast as our product here, it's the entire service which answers the untapped segment of IT employees & school kids and time constraint parents in Bangalore and slowly pans India.

The breakup of the Process:

1)   Menu

The variety in the menu will be very interesting and will be changed everyday keeping few specials over for middle of the week. Nutritional menu usually helps customer to keep a check on their diet and also helps if they are diabetic.

2)   Health tips

The very important factor of every breakfast is to ensure you get right information about what you eating. And certain tips provided by the app during the order will help customer to refrain from certain types of food.

3) Scheduled Ordering: The process of breakfast ordering in this app is all about previous night order or pre-order booking, because every evening, next day menu will be posted onto the app and customers can order and also schedule it to the time bracketed delivery option so that the breakfast is reached on time for the parents or to the employees who have office early.

4) **Flexible payment:** online payment or storing money in wallet or cash on delivery at a convenience.

5) **Promotions/ Coupons** – This option is available for new customer to attract and to make them download the app for better discounts and also we can have a referral system to promote the app at certain discounted rates

6) **Delivery / Logistics** – In house delivery team will be maintained and operated from the central office using high end tracking systems.

MARKETING AND SALES, THE IMPLEMENTATION PROCESS:

A: - Go to Market Strategy (Grabbing their attention):-

Currently, many of businesses are single-city operations or at the juncture of expanding to new cities. The level of scale an internet-first restaurant can achieve will ultimately determine if its model is successful. "Fundamentally, we need to look at which company will provide quality food and at an affordable price. These are the two levers on which you need to change your model or evolve it to meet these objectives for a customer to be happy (Advani, Shonali)The go to market strategy for the delivery model has been elaborated under the following points.

Product Strategy:- Breakfast dishes packaged with recycled paper and styled with the brand logo and colors to ensure an eye catchy package, shall captivate the attention of Adults and Children alike. The details of the calories contained in the food they are about to consume, is not only going to be informative but is going to create awareness within the consumer and make them conscious of the effects of a type of food they have ordered. This leads to a consumer, looking up, to take notice of information that, otherwise is usually ignored. The effort to serve a great breakfast whilst, creating brand awareness, health awareness and a fair bit of education for the end customer on the very package, the dish comes in, is going to create a unique offering that does not exist in the market yet. This educative business endeavor is the unique selling proposition of the product that is being offered.

Channel Strategy:- Focus on Hygiene, and a no compromise approach to a health conscious menu is the forte of the business, which shall be maintain at any given point of time A centralized kitchen where the food is prepared shall be the epicenter of the business from where, the consumables are transported to 'Satellite' kitchens, on a container vehicle, that are strategically located in the city to cater to the orders, area wise. Every Satellite kitchen shall have a team of five delivery men with a two wheeler, retrofitted with an insulated carry box, who shall deliver them to the customer, based on the order received. Shown below is the diagrammatic representation of the model.

Orders received from the website/Smartphone applications and phone lines, shall channel the orders to the respective satellite kitchens from where the initiation of the delivery process shall take place, via a as a dispatch system , to the riders on their two wheelers who will deliver the order (within a pre-determined and committed to period of time). Based on the number of order in an area, the rider shall carry the deliverables and complete them and head back to the satellite kitchen achieving the promised delivery timeline and quality of food at the time of delivery. A relentless approach to try and achieve timely delivery shall help the business achieve its motto of a Nutritious and well delivered breakfast.

Marketing strategy:- For this business to garner momentum, it is imperative that the product and the service promised, both acquire merit. Empowering the workforce, with the knowledge of the intricacies of customer service, timely delivery and the hygienic integrity of the food they will be handling, on a daily basis, will ensure that there is a standard of quality. Service with high possibility of customization, delivered to people. These They may, or may not, require direct contact of the service provider with the recipient.(Rahman, Zillur) This is the key to attaining customer loyalty. If a customer is convinced of the quality, they will not hesitate to embrace the service to make it a significant part of their everyday lives.

To get a good start, awareness programs to introduce potential customers to the brand will involve promotion of the brand on social media with links to the website supplied on relevant posts. Paper promotions like pamphlet distribution and setting up stalls to gain customer attention shall give us a good access into the customer' consumer behavior. Offering referral discounts to customers shall help drive the volumes of the customer database.

A reward system for existing customers shall only encourage existing and potential customers to place more orders. Introducing the food menu to the customers at a 10% increased price and cutting it down by offering discounts like sign up bonus shall indulge the customers to make a purchase, convincing them on a psychological level that they are getting a good deal, indeed. Having the leverage to play around with a margin of Rs5 to Rs10, can be a great way to garner attention.

Progression

Once the desired volume of customers is achieved, the Smartphone application shall be introduced to the customers further convincing them that they now, not only are getting a great deal on price with the added bonus of timely delivery, but they now have the option to place an order just by touching their screen. Adopting this method of marketing shall et loyal customers actively referring the business and its services to friends and relatives, leading to a significant and quite possibly an exponential increase of customer numbers in the database.

Offering a menu that changes every day shall give the customer a variety and the ultimate goal is to

empower the customer with choices, ranging from discounts based on their purchase habits, festive discounts, discounts and rewards based on individual order volumes. By following all the strategies above, we are subliminally engage our active customers to order more and more and make the service an integral part of their lives. The scopes of further improvements in the marketing strategy once the desired numbers of customers are achieved include diversifying into larger areas of Bangalore, ultimately moving to mysore,manipal,etc.

Aggregation Experience

Just like how a person confides in a friend and depends on them for favors, the goal and the penultimate mission of the business is to be the customer's best friend, who can be a real dependable resource for when they need it the most. To change the customer s consumer's outlook at the way they see hotel food is what the effort of the business shall be. Giving the customer a very good looking package styled with nutritional facts and fun facts about a certain ingredient will make for a fun reception of the product giving the business uniqueness that is not to be found anywhere in the market. Well established players like fresh menu who swear by the health conscious food that they offer, do not include any sort of information on their package. Transparency in information leads to customer confidence. Empowering the customer to order confidently, conveniently and giving them a reward based model to indulge in and enjoy will make for a very well planned customer experience model.

Technical Landscape

To achieve the promise of an informative, convenient and customer centric approach to business, the technical requirements of the business have been further sub classified as follows:-

1:- **Website**:-The website shall contain the telephone number and menu that informs the user of the total amount of calories contained in the food menu. Adding suggestive features to the menu (For example, dieting customers who are passionate about losing weight, can Click on the section that says, 'Low Carbohydrate package' to uncover Moong Dal dosas with a vegetable curry) Such a suggestive menu shall be real dependable for a busy person who simply does not have time to research about the nutritional value of foods.

Segregations and sub classifications of the menu based on price/Nutritional content/Ethnicity (North Indian/South/East/ West) shall give the customer an absolute blockbuster of an application to help them think about their food intake and get them to start thinking about it, in case they have not begun to.

2:- **Smartphone App (iPhone and android)**:- "This is a tech-enabled food business and not a technology business (Advani, Shonali).Contains all the informative and suggestive features of the website, giving the user the same comprehensive selection features that are there on the website. And certain tips provided by the app during the order will help customer to refrain from certain types of food.

3:- **Supply chain management solution**: - With an aim to make the supply chain and logistics segment of the business the USP of the business, the little details matter more. Focus on inventory, order management and Invoices plays a vital role in the administration of technology. The last mile fulfillment options identified can be applied to pinpoint the necessary steps for further consolidation and online channel. We can gain insights into current fulfillment concepts to be used in different contexts(Hübner, Alexander; Kuhn, Heinrich) .The plan is to have multiple breakfast kitchens, which acts as our finishing school, to act only as a prep-up space and assemblage.

Inventory management:- Management of the resources of the central kitchen like provisions and produce and the systematic management of the packaged food in the satellite kitchens can be actively managed with the help of CRM tools.

Point of sale:- Payment gateways and portals that enable the client to make purchases using plastic money or online fund transfers

Dispatch and Order tracking:- For the on-demand economy to flourish, there is a need for a strong third-party fulfillment partner with a very different fleet and very different technology enabled platform,"(Fok, Evelyn) The use of GPS on the delivery bike shall let the administrator know where a vehicle is at any given point of time. An active dispatching of customers' orders with respect to Geographical Location and distance is key to achieving timely deliveries.

Conclusion

The breakfast landscape ensures that aggregation in this meal time is preferably completed and delivered between 6am-8am, with food being certified by nutrition experts, details of which will be mentioned on the breakfast boxes. Customers choice of pre-ordering the breakfast on the previous night helps to track real time deliverables, in addition to optimize the time and quality intervention. With an easy to use, seamless app and website, delivery convenience is achieved, as the time of delivery of the meal has the least traffic traction . In a nutshell, the first move advantage is achieved as this format has not been attempted or analyzed by the existing online food aggregators.

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