

Online Food Delivery and Courier Service

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Abstract— This case paper will discuss in detail about the business plan of Online Food Delivery and Courier Service which is a online, on-demand food delivery service.

Index Terms— food, delivery, order, restaurant

I. INTRODUCTION

Online Food Delivery and Courier Service is an online, on-demand food delivery service which aims to provide a platform for IIUM cafeteria to have their food be delivered to students right at their room/mahallah. For the delivery process, the service will allow anyone with a vehicle, either a car, motorcycle or bicycle to become the delivery person that will deliver the food from the restaurants to the students, and in exchange, the driver will receive a small cut from the profit of the food order. With this service, cafeteria will be able to deliver food straight to the student's room/mahallah without having to invest money creating their own delivery system and also reach a larger customer base beyond their restaurant's location. The drivers that delivers the food will be able to make a side income and the students will be able to enjoy various local foods without having to leave their room/mahallah.

II. PROJECT BACKGROUND

In today's world, the food delivery service is dominated by large franchise restaurant such as McDonald's, Pizza Hut and KFC. Because of this, the food choices in the food delivery service is mostly limited to junk food, with little to no offering of local food, as these large franchise restaurants do not serve local foods. The various IIUM cafeteria which do serve the local foods simply do not have the capital and management prowess to have their own food delivery system, compare to the huge franchise restaurants.

Moreover, the demand for food delivery service is on the rise because students are often too busy with their assignment or project to justify the time it takes to go to the cafeteria and also wait for the food to be prepared.

In addition, there are many unique cafeteria in IIUM that often offer a unique menu which are not available in other cafeteria. So for those who do want to try out that unique menu but don't live nearby the cafeteria, they have to spend a lot of time to get there. Often times, students simply cancel their desire to eat at those cafeteria due to the difficulty in

reaching there, which cause the cafeteria to lose potential customers.

III. PROBLEM STATEMENT

It has been found that people hoping to eat food from their favorite restaurant or food chain will often have to patronise to these places personally. But due to the hectic worklife of modern society, even indulging in their preferred food can be difficult. That is why fast food restaurants have not only cater to students needs with mass-produced food that is prepared and served rather quickly, they have also delivery their food with a short waiting time. Today, fast food have a huge slice of the market share, and other restaurateurs must devise ways to compete to with them.

However, most small, cafeteria simply cannot set-up their own food delivery service in order to compete with larger franchise restaurants because it requires a huge capital to be invested in and also require the managing expertise to ensure smooth operation for the service.

IV. METHODOLOGY

The business plan was created by using a Business Model Canvas and a Value Proposition Canvas

V. LITERATURE REVIEW

1) Foodpanda Malaysia

The Foodpanda group is a global mobile food delivery marketplace headquartered in Berlin, operating in 43 countries and territories. The service allows users to select from cafeteria and place orders via its mobile applications as well as its websites. The company has partnered with over 40,000 restaurants worldwide. Established in Malaysia in 2012, Foodpanda Malaysia is currently a successful startup company with over 1000 partner restaurants all over the nation.

2) GrubHub

GrubHub is an online and mobile food-ordering company that connects diners with cafeteria. The company has more than 50,000 restaurant partners in over 1,100 cities across the United States and the United Kingdom

A) Key Partners

1. Cafeteria/Cafeterias

Cafeteria acts as the supplier and preparer of the food. Their partnership will attract students due to their established names.

2. Drivers/Cyclists

Act as the main delivery person for the business. Drivers with a car will be used for restaurants close to the University, while cyclists will be used for cafeterias inside the campus.

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B) Key Activities

The key activities of the business will be receiving the food orders from the customer and notify the cafeteria of that order. The business will also be responsible in hiring the drivers/cyclists which will deliver the food. Finally the business will be responsible in processing the payment of the order.

C) Key Resources

The key resources for Online Food Delivery and Courier Service will be the driver who will be in charge of delivering the food to the student's. The app/website developer will be in charge of creating the app/website for the service which will be used by the cafeteria, the driver and the students themselves. The business will also need to partner with various cafeteria to offer various food on the platform.

D) Value Proposition

The value proposition of this service for the students is the variety of local food choices that are available for delivery. For those who want to eat at the comfort of their room/mahallah or simply don't have the time to travel to the cafeteria, no longer are they forced to eat junk food from big franchises restaurant such as McDonalds, Pizza Hut and KFC. For the drivers/cyclists, the service offer an opportunity for them to have a side income during their free time. For the cafeteria, the business can offer a food delivery service, which would require a tremendous amount of money and skill to set-up, in exchange for a small monthly fee.

E) Customer Relationship

The customer relationship for this business will be done through various social media website (e.g. Facebook, Twitter, Instagram). The social medias will be used to raise awareness about the service, post news about the service and also notify customer about a promotion. Moreover, the social medias can also be used to listen to customer's feedback, resolve an issue and overall maintain a good public relationship with the customer.

F) Channels

The primary channel of the business will be through its own website and mobile app. Cafeteria that wish to utilize the service should register their business on the website/mobile app and pay a monthly fee. The cafeteria will be able to take food orders from customer, assign delivery person to deliver them and accept payment right on the website/app.

Drivers/cyclist who wants become a food delivery person should also be register to the platform to use the service. Registered drivers/cyclist will receive a notification whenever a cafeteria wants a delivery person to deliver the food to the students.

G) Customer Segment

1) Students

The students are the most important aspect for this business as the more students use the food delivery platform to get their food, the more cafeteria will be interested to use the food delivery service to deliver their food to them.

2) Drivers/Cyclists

The drivers/cyclists is the essential part of this business as they will be responsible for delivering the food from the cafeteria to the student. There are many students who are interested in making a side income and the business can offer a easy, quick job for them to earn money.

3) Cafeteria

The cafeteria that is registered to the service will be the primary source of income for the business as they will be charged a small monthly fee to utilize the business's food delivery service and platform.

H) Cost Structure

The cost of developing and maintaining the website and the mobile app must be factored into the business cost structure as it is the primary channel for the business's customers.

The business also must take care of the amount of pay to the drivers/cyclists for their delivery work. The pay must be enticing enough for the drivers/cyclists to be willing to do the service.

I) Revenue Stream

The main source of revenue for the Online Food Delivery and Courier Service business will be coming from the cafeteria themselves which will be charged a small payment per month in order to use the food delivery service.

Product Key Feature

The main feature of the website/mobile app is the ability for the students to book a food from a cafeteria anywhere, regardless of their location.

Student who ordered food from cafeteria can also get estimated food arrival time and also track the food journey, which allows the student to adjust their time accordingly.

Students can also rate the cafeteria's food and also rate the drivers/cyclists for their quality of service which is helpful for cafeteria as they could assign the right person for the job and be confident of their delivery service quality.

The website/mobile app will also be able to notify any drivers/cyclist that are free when a cafeteria seeks a delivery person to handle the food delivery.

Strategy Canvas Description

The Online Food Delivery and Courier business closest competitors or businesses that run similar services are student transporters services and item courier services. Due to higher running costs and lack of polish in running their business, even their minimum price can be more than what students are willing to pay. Aside from that, competitor's waiting times and driver availability scores are also lower compared to this business due to the use of mobile app/website and a better value towards drivers/cyclists.

CONCLUSION

The Online Food Delivery and Courier business is a online, on demand food delivery service that aims to allow IIUM cafeteria to deliver their food to students while still avoiding the necessary investment and skills needed to create their own food delivery service. With this service, cafeteria will be able to compete with various huge franchise restaurants in the food delivery market. In addition, this service will also help diversify the food choice in the food delivery market by

offering more local foods into the mix, thus creating more food to choose from for the food students. Finally, this service will allow any willing drivers/cyclist to do the food delivering service and gain a small cut from the food order profits.

REFERENCES

[1] <https://en.wikipedia.org/wiki/Foodpanda>
[2] <https://en.wikipedia.org/wiki/Grubhub>

APPENDIX

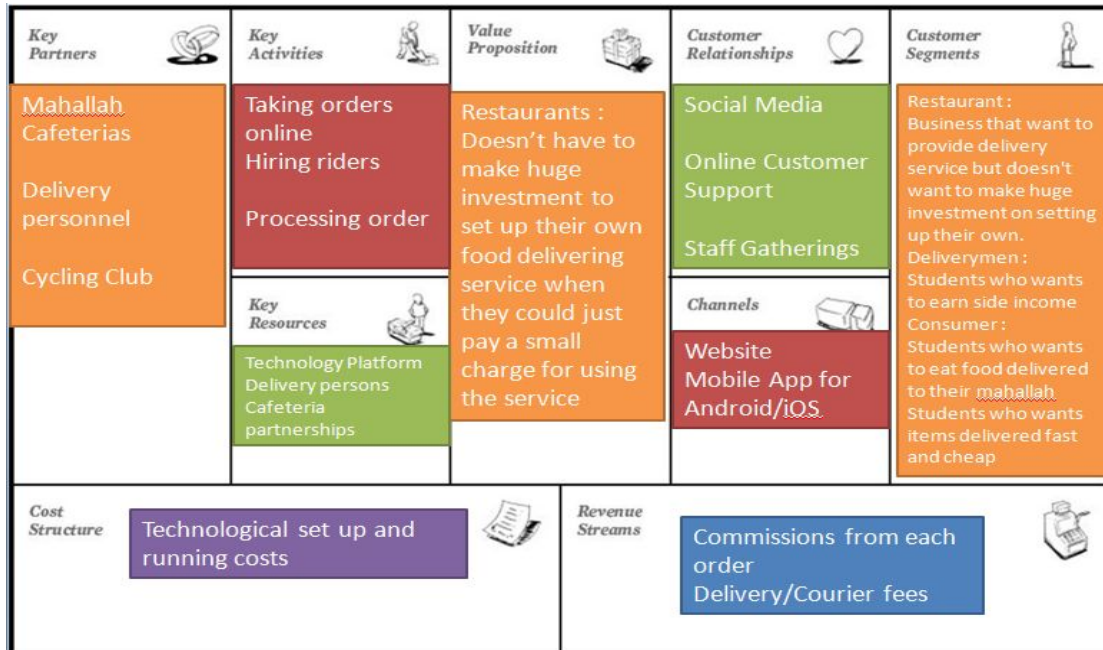


Figure 1: Business Model Canvas

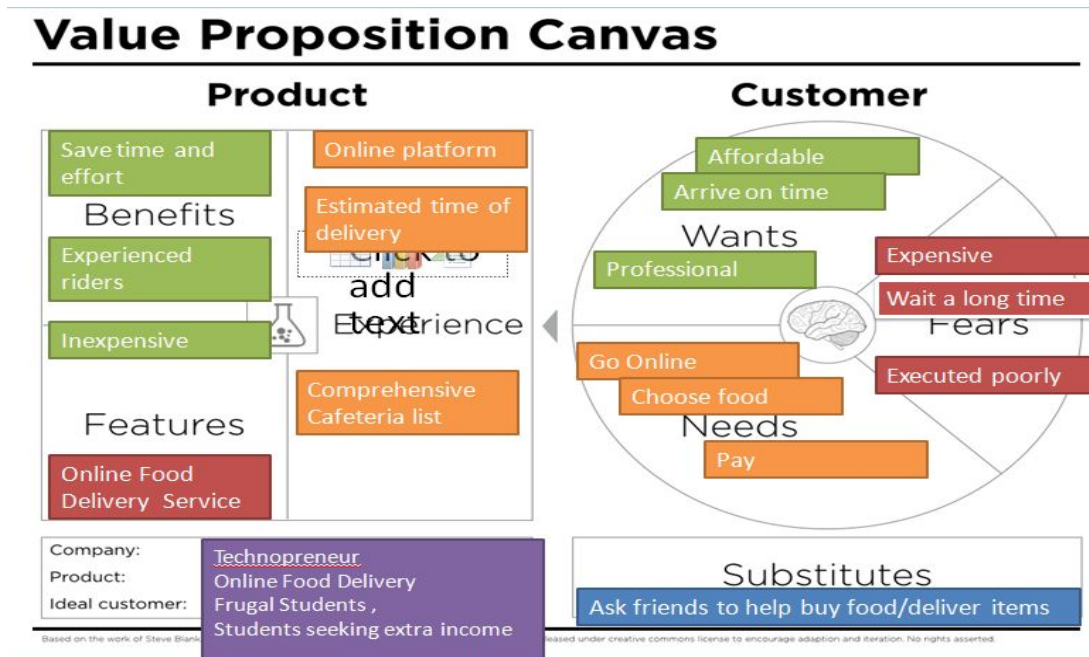


Figure 2: Value Proposition Design (Customer)