

CB2500 Interim Report 1

L01 Group 9

55245590 Kam Man Ching, Paul
56705191 Sung Kanghae, Attila
57153200 Tse Tsz Wong, Gooby
56945948 Nathan GREGORI
56724365 Tung Ka Pak, Alex
57144473 So Wing Fai, Derek

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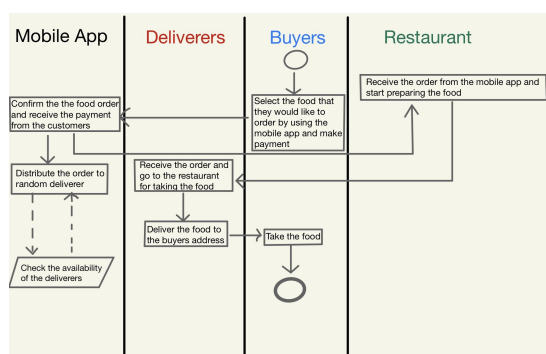
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Section 1:

Summarizing Products And Business Processes Implemented

Foodpanda is one of the most prominent platforms of sharing economy in today's society. The platform acts as a medium for food ordering and delivering services, where users order food from restaurants nearby and deliverymen deliver their orders. Foodpanda works under a step-by-step guide, the websites gather customer data, such as their address and preferences.

Food Panda's Business Process



Section 2:

Industrial Structure Analysis

Porter's 5 Forces model

1. Threat of new entrants - LOW

It is difficult for new entrants to compete with Foodpanda in Hong Kong as it is the biggest food delivery service in Hong Kong, holding 51% of the market share.

2. Threat of substitutes- HIGH

Deliveroo is cheaper 5-10 HKD than Foodpanda in delivery fee. So, the company has difficulties competing with competitors that offer lower prices.

3. Bargaining power of suppliers- LOW

Foodpanda is a food delivery service that charges only the delivery fee. The switching cost of buyers is meager that the company receives only the commission fee from the market.

4. Bargaining power of buyers/customers-High

Customers have a lower level of bargaining cost compared with Foodpanda as they can freely choose the food delivery companies while Foodpanda cannot.

5. Degree of rivalry-High

There is a high level of competition of delivery fee, service qualities against other food delivery companies such as Deliveroo and Uber Eats.

Section 3 : Competitive Advantages

First of all, Food Panda uses a bundle of different technologies :

- Geofencing (and partnership with Open Street MAP, Google mapping)
- Location intelligence
- AI, Big data and machine learning

These technologies make Food Panda stand out from its competitors in plenty of ways.

6) Facebook: Maintaining visibility and brand value requires regular updates and interactions.

7) Foodpanda has just added 'pandamart' and 'Pick-up' services to its app in a few countries.

8) Beat rival Deliveroo by lowering their delivery time for all food orders to 30 minutes.

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