



COMPANY ANALYSIS HUB WARONG RIDER

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1.0 INTRODUCTION

1.1 Background of the study

According to the latest report of IMARC Group, titled "Online Food Delivery Market which is 2019 until 2024 Global Industry Trends, Share, Scale, Growth, Opportunities and Forecasts," the global online food delivery market reached a value of US\$84.6 billion in 2018. Online food delivery is a service that enables customers to purchase food online using a website or application. These platforms register and maintain accounts to make frequent ordering more convenient. Usually, customers first search for the desired restaurant or food store, select food from their menu, and then choose the option of delivery or pickup. Payments can be made online using credit cards, debit cards, digital wallets and online banking, and payments can also be made by cash on delivery (COD). As online food delivery systems reduce errors, labor costs, long queues and waiting times, their use is increasing globally.

Summary

- According to the platform type, the market has been divided into mobile applications and websites. Currently, mobile applications dominate the market and occupy the largest share. In recent years, due to the increase in the number of smartphone users worldwide, online food orders via mobile phones have increased dramatically.
- According to the business model, the market has been divided into an order-centric, logistics and full-service food delivery system. At present, the order-centric food distribution system occupies most of the market share.
- The market has been divided into two sections based on payment method, which include online and cash on delivery (COD). Among these, the online segment is the most commonly used payment method.
- The market has been divided into five regions: China, North America, Asia (excluding China), Europe, and the Rest of the World. China is currently the leading market, accounting for the vast majority of market share.
- The market's competitive landscape has also been investigated, with some of the key players including Just Eat, GrubHub, Delivery Hero, Deliveroo, Takeaway.com, Foodpanda, Ele.me, and Meituan Waimai.

1.2 Problem Statement

One of the Hub Warong Rider weakness is customer just can order things they need or halal food from nearby halal restaurants or sundry shop. Order are only available from halal restaurants or sundry shop that are in the zone of the order placed. This is a weak point as all the halal restaurants or sundry shop will not be available at all places. This will cause people who does not have halal restaurants or sundry shop nearby with their house will not be able to use the Hub Warong Rider services. Therefore, people might tend to go to the nearby halal restaurant or sundry shop instead of getting it ordered through the website.

Next, the other weakness for Hub Warong Rider is yet to cover more. Hub Warong Rider has not yet covered in all areas in a city. However, people who are in rural areas find it difficult to use the services of the Hub Warong Rider. This will cause the company to lose or even make a small profit.

In addition, the threat to this company is increased potential competitors. There seems to be an increased competitor in this market. This is a major threat to the Hub Warong Rider business. As we know, as day by day the world is getting technologically advanced, the number of online deliveries is getting higher and higher, which is a serious challenge to this company.

Changes in economic conditions also the threat for Hub Warong Rider. Any economic change would impact the company's future activities. Because of that, Hub Warong Rider should build resilience in order to overcome financial difficulties.

1.3 Purpose of The Study

- i. To study the problems that face by Hub Warong Rider in term of weakness and tread.
- ii. To study the strength and opportunity of Hub Warong Rider.
- iii. To make the good chances in economy as an outcome for the problems faced by Hub Warong Rider.

2.0 COMPANY INFORMATION

2.1 Background of the company

Warong Rider, a new delivery platform launched in November 2020, is trying to lend a helping hand to the small-scale players by charging relatively reasonable rates for their delivery services, thus creating a win-win situation for both consumers and traders. Warong Rider is an initiative by SME Corp Malaysia is an agency under the Ministry of Entrepreneur Development and Cooperatives through its Micro Connector Programme, and it is being implemented in partnership with the Federation of Hawkers and Petty Traders Associations of Malaysia to cater to the delivery needs of hawkers and petty businesses nationwide. The new platform charges RM2 for the first kilometre and 80 sen for each subsequent kilometre.

Currently, Warung Rider has more than 300 riders operating in Selangor and Kuala Lumpur. It has also started operating in Perak, Johor, Selangor and Melaka and is targeting 11,000 riders nationwide by the end of this year. Under its first phase, Warong Rider chief executive officer Mohd Nadzri Kamarulzaman said Warong Rider targets to have 20 riders in each Parliamentary constituency who will help to facilitate the delivery requirements of the local hawkers and traders, regardless of whether they are formal or informal. Besides food and beverages, Warong Rider also delivers parcels and documents. Its mobile application also allows its clients to purchase groceries and pharmaceutical products online.

Mohd Nadzri also said that the platform would also have a hotline that will operate 24/7, as well as a service hub. Apart from that, all its riders will be given a starter kit each containing a delivery bag, pocket bag and uniform worth RM250 each. Entrepreneur Development and Cooperatives Minister Datuk Seri Wan Junaidi Tuanku Jaafar was quoted as saying recently that 70 per cent of the cost of the starter kits will be borne by SME Corp Malaysia. The new delivery service is not only aimed at helping small businesses but also to offer job opportunities to youths in the B40 group who are affected by the Covid-19 pandemic. The sponsorship of the starter kits will help to reduce the costs of the youths who join the Warong Rider platform as riders. The minister also said that SME Corp Malaysia has allocated funds of up to RM875,000 under its Micro Connector Programme to help some 5,000 riders nationwide.