



# UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN  
MANAGEMENT (BM243)

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

CASE STUDY REPORT



## foodpanda

CUSTOMER SERVICE SUPPORT  
FOODPANDA MALAYSIA

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## **EXECUTIVE SUMMARY**

Foodpanda, a market leader in online food delivery for emerging markets. E-commerce moves fast, especially when it's on a motorbike in the form of a hot soup getting colder by the minute. Whatever the country, Foodpanda's customers are hungry and anxiously watching the clock. The online food ordering business is witnessing exponential growth. The organised food delivery is valued at \$15 billion in Malaysia . Foodpanda entered the Malaysian market owing to its tremendous growth potential. The food retail market in Malaysia is expected to reach \$894.98 billion by 2020 Also, the food industry market in Malaysia is expected to touch \$1 trillion by 2020 and a significant portion of the market shall be occupied by the online food delivery services..

# **1. INTRODUCTION**

Foodpanda is a global online food delivery marketplace headquartered in Berlin, Germany and operating in more than 40 countries across four continents. The service allows users to select from local restaurants and place orders via the website or mobile application. Users of Foodpanda order cuisines from more than 25,000 restaurants worldwide. Foodpanda is the fastest growing Rocket Internet in terms of country expansion.

## **1.1 Background Of The Study**

Generally nowadays, all of the main restaurants in Kuala Lumpur provide food delivery services so that they can facilitate their customers whenever possible. Even though a large proportion of population wants to spend their free time to go out to different exotic restaurants with their friends and families however on some occasions they also prefer to have the prepared food delivered at their home. The weather conditions and home get-together may also cause people to use the home delivery services of their favorite restaurants when they are unable to go out. There is no doubt that this service has increased the demand of customers for restaurants that are making use of the food delivery services.

According to studies, it was the period of World War II when this service was started because most of the homes and kitchen appliances of a large population was destroyed and they did not have any place or food to cook, The role of Women Volunteer Service was prominent as this time that was also previously involved in delivery food to serviceman.

With the passage of time, a lot of changes and improvement was made to make this service more attractive than ever. Most of the famous restaurants introduced their toll free numbers so that customers could call on these numbers without incurring any

charges. On the other hand, with the passage of time, the idea of free food delivery services was also introduced which was appreciated by the customers. In this way, people could not only call the restaurants for free but also get hold of the food that they require without incurring any cost of transaction. This shows that food delivery services play a crucial role in the food and restaurant industry and due to the high level of competition, this has proved to be a major factor that affects the demand of people.