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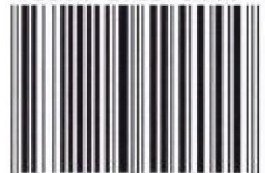
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AN OVERVIEW OF FOOD DELIVERY BUSINESS

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INTRODUCTION

The food delivery business has become a trend or phenomenon not only in Malaysia but also around the world. This food delivery trend is taking place in line with the technological advances of the millennials or generation Y, who are very proficient and live with technological prowess. In particular, Malaysian citizens should learn to accept this as a new norm, especially during the COVID -19 pandemic.

Based on an article from the Wikipedia portal (Wikipedia), food delivery is provided by a restaurant, store, or independent food delivery company to offer their products or services to customers. Customers can choose to use the delivery platform through websites, mobile applications, or food delivery companies. It can be entrees, sides, drinks, desserts, or grocery items and these are usually transported using boxes or bags. The person who delivers the product or services is typically using either a car or a motorcycle. Similarly, in terms of the payment method, the customers can opt to pay online via their bank accounts or credit card, and also to pay cash on delivery. It also depends on what the customer bought and the situation of when they want to purchase the items.

In 2017, the battlefields of food delivery business began in Malaysia when it was booming with the emergence of so many food delivery companies, such as the Foodpanda, GrabFood, Deliver Cat, Dahmakan, Uber Eats, etc. (The Ec Insider portal, 2018). As reported by Google and Temasek, it was indicated that more than 90% of South-East Asians are connected to the internet, and with the smartphone, online food delivery in the region would blow over US\$8 billion (RM24 billion) in the year 2025. Particularly in Malaysia, as reported by www.statista.com, the revenue in the Online Food Delivery segment is projected to reach US\$211million in 2020. Moreover, revenue is expected to show an annual growth rate (Compound Annual Growth Rate (CAGR) 2020-2024) of 18.0%, resulting in a projected market volume of US\$410 million by 2024. According to GrabFood Malaysia, this trend will continue to grow in 2020 and beyond (The Star, 2020)

Besides, few companies have collaborated with the food delivery business due to the COVID-19 pandemic. Consequently, it has made the majority of the restaurants shut down their businesses temporarily. With the implementation of the Movement Control Order (MCO), most businesses turn out to be more instrumentally digital in connecting sellers to buyers. In this way, the products and services can reach the customer faster. Hence, payment can be made quickly, effectively, and efficiently (The NST, 2020). At the same time, the company can reduce the cost, which is generally cheaper than usual. Therefore, both sides, either seller or buyer, gain benefit from this new era of purchasing.

TYPES OF FOOD DELIVERY BUSINESS

There are two types of food delivery providers. It can be categorized as either restaurant-to-consumer delivery or platform-to-consumer delivery operations (Statista, 2020). Restaurant-to-consumer delivery providers make the food and deliver it, as in KFC, McDonald's, and Pizza Hut. The order can be made directly through the restaurant's online platform or via a third-party platform. Restaurants can use existing staff for self-delivery, such as the use of waiters in some small restaurants or they may use specialized delivery teams who are specifically employed and trained for this role. Alternatively, restaurants can employ crowdsourcing logistics, a network of delivery people (riders) who are independent contractors, a model that provides an efficient, low-cost approach to food delivery (Sun, 2019). Meanwhile, platform-to-consumer delivery providers basically provide online delivery services from partner restaurants which do not necessarily offer delivery services themselves. Online food delivery platforms can either be responsible for recruiting and training professional delivery people, or they may also pass to crowdsourcing logistics, using delivery people who are not necessarily employed by the online food delivery platforms.

Acumen Research and Consulting (2019) reported that restaurant-to-consumer delivery accounted for a market share of 94.7% in 2017 as specific restaurants have started offering in-house delivery. The industry is expected to grow significantly when it has projected the Malaysia Online Food Delivery market to grow at a noteworthy CAGR of around 19.2% during the period from 2018 to 2026. In Malaysia, there is a significant number of food delivery providers operating in recent years. It includes the two best food delivery apps: GrabFood and Foodpanda, Dietmonsta who provides healthy food for weight loss, Epic Fit Meals.co for those who prefer keto meals, Savor of Life for vegetarian, and even for pets and babies which are Petchef and Squeeze Me Baby.

CONCLUSION

In conclusion, four aspects are conveyed in this paper. (1) Technological developments allow information related to fluctuations of goods obtained at a faster and more accurate rate. (2) Travel to manage businesses can be carried out in a short period of time via land transportation. (3) The difference in the price of intangible goods between one market to another gives the user many options to choose and purchase an item. Finally, (4) Technology helps business management from sellers to consumers. Undeniably, the food delivery business is a rapidly developing business and has a high potential to expand. It has not only become a new attraction or trend in Malaysia, but also around the world. The silver lining of COVID-19 is visible where many unemployed and retrenched workers are looking for alternatives to enter into this field. Regardless of rank, age, gender, and various backgrounds, anyone has the same opportunity to venture into this food delivery business. The challenge of running this business is still there especially in an unprecedented situation, but it has become a new norm for Malaysians to accept prevailing changes. However, as a concerned Malaysian, we must work together to support individuals who are involved in the food delivery business by not underrating or downgrading their jobs. Without them, indeed, the Malaysian economy will not be healthy or robust again. In fact, with a venture into this business, it has facilitated assistance for the food delivery workers in the context of improving their socioeconomic conditions.

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