

Strategic Analysis of Cloud Kitchen

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Abstract:- Cloud Kitchen is a business space accessible to create food, explicitly for orders or conveyance of the clients. Too known as virtual kitchen, shared kitchen, phantom kitchen, satellite kitchen. India is been food cherishing nation and Indian food reflects mix of different societies and customs. Achievement of Indian cafés was a result of development of working class clients with high extra cash, changing way of life and the accessibility of eateries in neighboring locality. Food industry is going through numerous developments and cafés are utilizing high innovation to advance their brands. One of the recent fads noticed is Cloud kitchen.) Increasing web entrance and strong calculated or conveyance framework is useful to customers. Current study examines about the idea of Cloud Kitchen in India. Basics for Cloud Kitchen starting arrangement. Different models by and by and challenges looked by the new area are clarified. Auxiliary information is utilized for the review, alluded from different sites, articles, research papers and diaries and so forth Neighborhood circles directed review of around 27000+ clients in 218 urban communities in India alluding to protests got about the food conveyance application is been examined in this paper.

An examination about cloud kitchens in India and furthermore the way in which they have changed as of late because of the new pandemic. Foundation: Cloud Kitchens are a developing troublesome model that a ton of youthful business people can take advantage of lately. Not a many individuals know about it albeit its use is expanding enormously. This paper would break down how this industry attempts to give a point by point knowledge into the latest things and industry impacts. This paper talks about the theoretical models of cloud kitchens and exhibits a significant connection between the IT and pandemic.

INTRODUCTION

India is been food loving country and Indian food reflects combination of various cultures and traditions. Success of Indian restaurants was because of growth of middle class customers with high disposable income, changing lifestyle and the availability of restaurants in nearby locality.

Food industry is going through many innovations and restaurants are using high technology to promote their brands. One of the new trends observed is Cloud kitchen. Increasing internet penetration and supportive logistic or delivery system is helpful to customers. Till few years pizza was only food ordered online. The development in food ordering apps has increased online food ordering and home delivery.

Increasing millennial population, use of smart phones, internet services and app based technology are promoting online food ordering.

Increasing number of restaurants and food junctions/outlets are increasing customer base using online portals for the growth of business.(intelligence, 2020) According to Deloitte convenience is important for millennial order food online or dines out at least once or more than once in a month.

MATERIALS & METHODS

This research is carried out through gathering the information by means of measureable data in a dedicated questionnaire for the consumers utilize online food delivery applications for consuming food.

There are 150 questionnaires are distributed among the customers of online food delivery application to identify the source branding this survey questionnaires are dispersed casually to the customers and only 120 completed questionnaires are taken for this research.

This research was carried out from October 2019 to November 2019 at the Multi-National Companies in Chennai. The Statistical Package for Social Sciences (SPSS 24 version) is used to examine the relationship between these variables using Pearson Correlation, Linear Regression and Graph board template to evaluate the dependent and independent variables with its association.

SURVEY OUTCOMES

The Market dynamics are in varied nature as the convenience and time saving is favorable to cloud kitchen they have an opportunity to startup multiple units by knowing the location of the city, this density Graph shows consumer preferences for ordering food based on their favorite restaurants with the web ads even though there is an association between this two variables.

It is observed that only few have opted restaurants by online ads, whereas values are higher with the combination of variables for online reviews in association with online food delivery apps and web ads.

This indicates that Cloud Kitchens are reliant on application belongs to food delivery through these applications are one of the operating cost by these junctures between these two variables as graph shows elevation partly denotes that the online applications. Applications like Swiggy, Zomato, Uber Eats, for conveyance, customer reviews, and approach has major role in

remaining role in the prompting creating an Identity with branding, the online food delivery through these applications are one of the operational coast by these junctures.

In f 1, the comparison between restaurant brand and online appa are showing significance and there is moderate association between these two variables as graph shows elevation partly denotes that the online applications are providing gbusiness to branded restrutants.

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This results shows cloud kitchens are dependent on online food delivery system and it is difficult to create a loyal customer base as the food delivered through the online application and web ads, as ,we identify these both platform are necessary to obtain the business and acts as a medium for branding restaurant to obtain the business and acts as a medium proved that the online reviews and web ads has major role in getting business through online food delivery.

83% of the customers get delivery of food before one hour, 16% customers get delivery of food after 1 hour and 1% gets delayed for longer duration.

When it comes to quality of food, 30% customers i.e. 2106 people get same taste of food as it in restaurant. 53% people say quality of food gets a bit changed. 17% people experienced that quality of food has a significant change compared to food served in the restaurant.

When ordered food online and billing experience were recorded 68% people found billing was accurate, 22% of people found difference in billing and 10% didn't bother to pay attention about the accuracy of billing.

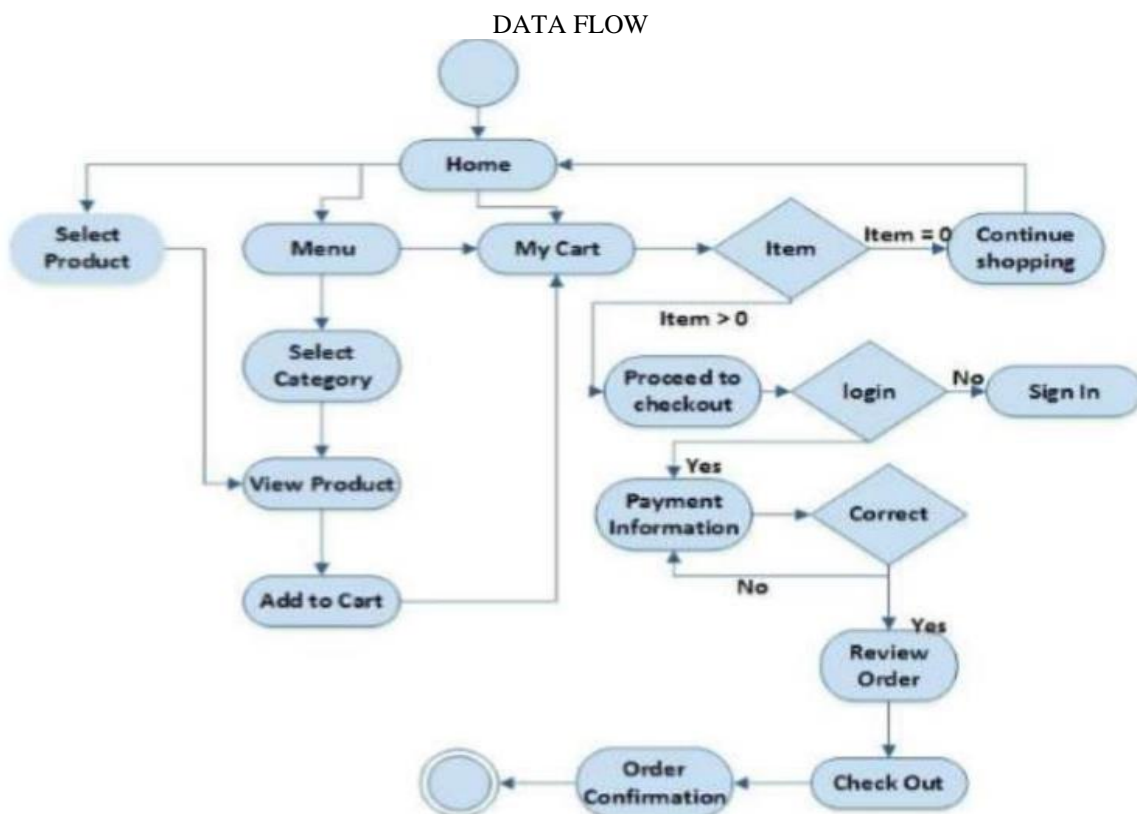
81% people order food online for convenience, 14% people take advantage of offers and discount and 5% people order to search better option than the earlier order.

With packaging of food delivery 59% people are satisfied with the packaging, 14% appreciate the packaging and 27% said they are not satisfied with packaging of the food delivered.

56% people had average experience with delivery person, 39% experienced good behavior of the delivery person while 5% say delivery person was rude and inflexible with them.

61% of the respondents said food items ordered were as per order nothing was missing. 34% respondents found some or other food item missing in the delivery order and 5% respondents didn't bother to check whether it is missing.

In future cloud kitchen can involve branding using these online applications for branding, it is also observed that some of these online food delivery apps are involved in starting their own cloud kitchen.



CONCLUSION

Major transformation is seen in restaurant industry, cloud kitchen is new invention for the industry and consumers. A segment which was neglected by traditional restaurants created market niche and is expanding the market to benefit the restaurant industry.

Compared to a start a new restaurant, essentials to start a cloud kitchen are very low and cost efficient reason is cloud kitchen need not be at prime location with good ambience and dining facility because location of cloud kitchen is not important for customers as they get food delivered at the door step. Operational cost to run cloud kitchen is comparatively very less as to a restaurant.

When it comes to pricing of the food dishes, cloud kitchen dishes are economical in some cases, which is affordable for working class people who order food on daily basis as an meal. Automation has been advantage for the cloud kitchen as orders are placed online and new technology has made it easier to locate customer through various maps and routes available on internet. Quality of food is the USP for the cloud kitchen and can attract customers on basis of quality and taste of food served.

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