

Online Food Industry (A Study Case: Talabat)

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ABSTRACT

Online food ordering has taken a huge place in the e-commerce sector, one of the essential parts of our daily lives. nowadays it is becoming the new way for the current generation especially with the new technology and the easy online access, people can easily order their food from any restaurant through a web page or an app.

Creating a whole new market with a brand-new opportunity for entrepreneurs and for restaurants to reach the customers not only through actual restaurants where people go for food and services but to the comfort of their homes.

Talabat is one of the biggest online food delivery company in the Middle East with more than 4000 different restaurants available for customers, as it grows and expands to 7 countries it faces a variety of problems that weakens the company's share in the market allowing new entrants to have a competitive advantage and for talabat to lose customers. We'll discuss some of this problem in the following report.

Keywords: Talabat, e-commerce, online food delivery, restaurants, web business, customers.

Introduction

Can you imagine ordering your food only with one click? Talabat is an online food website which presents restaurants search and food delivery services, it gives the customer a choice for a great food to eat, the name of the business drives from the Arabic language which means "Orders" in English, Talabat has set foot on 7 countries including Kuwait, the business also provide more than 4,300 different cuisines, the customer can search for their favorite restaurants only with one click, it is very easy to order through Talabat also the customers can pay either by credit card or cash, the number of people who access the app has grown spectacularly since they first started, as any business Talabat is facing several difficulties but they are trying to take the suitable procedures to overcome these problems, so in order for Talabat to succeed in the industry they need to maintain a close contact with the customers so that they would submit their feedback on a continually and in regular basis so that Talabat could implement a suitable strategies in light of the feedback.

Talabat

Background

Talabat began as a small website that deliver food from a couple of known restaurants that have no delivery system in place. But the website had small publicity and advertising plan, but it got the attention of the person who made it what it is today Mohammad Jaffar. He developed the marketing department and talabat became widely known and used. And by that it launched the way for talabat success story, after the website came talabat application that is downloaded in closely every person in Kuwait.

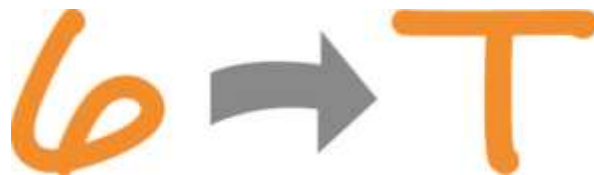
Talabat has achieved a huge success and it became very popular locally, the business won the Best E-business Award repeatedly in 2008 and 2009 with a special recognition from His Highness the Amir of Kuwait, it was co-founded by Abdulaziz B. Al Loughani (CEO) and Khaled Al Otaibi in 2004.

All the successes that have been achieved by Talabat, the company is still facing some internal weakness and external threats, there are lots of online food e-commerce nowadays, and Talabat has wide range of competitors, their top competitor is Foodonlick led by Gokhan Akan.

In 2015 talabat wa saccuired by Germen e-commerce Rocket Internet.

The business made different changes such as re-branding from 6alabat.com to Talabat.com, it was a huge shift from a hybrid form of Arabic and English spelling to a pure English spelling.

The business pursued its regional growth in Bahrain, UAE and Oman in 2012, Qatar in 2013 and lastly Jordan in 2017.



"@6alabat Going T." FIVE ONE EIGHT, 24 Dec. 2012, ansam518.com/2012/12/6alabat-going-t/.

Methodology

The Methodology presented in this research contains literature review, and some search information on the internet, in this paper the reader will understand Talabat strategy and how the company perform.

Findings and Conclusion

Talabat is a well-known business and these kinds of businesses have to face humongous challenges while operating at this level, these challenges include: social, cultural, economic, environmental, legal, and other infrastructure issues, the website is available in two languages both Arabic and English to reach a wider range of audience. Talabats have a strong application that includes a lot of qualities that are different from other competitors like having menus with high-res pictures, restaurant promotions and offers, having a history of purchase will lead to recommendation based o purchases, choosing time of orders to be deliverd, live support chat, account for each customer, reordering past orders finaly rate and reviews. unfortunately Talabat is facing a massive problem which is sometimes they receive complaints from a large number of customers who are receiving a spoiled, cold, bad tasting or otherwise unacceptable food or beverages from the restaurants, if this happens repeatedly to the customers without any apologies and future improvements the customers will shift their loyalty as they will be disappointed in Talabatk and they will stop ordering food through Talabat. And after the big success of talabat in the small period of time huge competitor rushed in this new market in Kuwait and the GCC countries to challenge talabt, making every shortcoming leads to the competitor's advantage on talabat. Although talabat is a small part of Kuwait community it helped in growth and innovation in the restaurant industry, changing how customers act in ordering food making it the go to way for every delivery needed, creating a huge market that is growing by the day and helping the economy in employing and profits.

Recommendations

In order for Talabat to overcome the multiple problems stated above, the business should follow the following recommendations as a part of its operational and business strategy:

- 1.Talabat should consider in developing a strict rating system for the customer to rate the food, the restaurant, the driver who deliver the food, and their ordering experience so that Talabat can take in consideration each of their customers opinion and their suggestions to become a better business.
- 2.Talabat should have a loyalty rewards system for loyal and contestants' customers of Talabat, they should be rewarded through points to be used in the next purchase from Talabat, such a system would encourage customers to order more through Talabat to collect loyalty points.
- 3.For Talabat to avoid food spillage and spoilage, they should use a special delivery bag. Moreover, food delivery cars must be equipped with refrigerators and ovens so that it will allow temperature maintenance of the food and beverages, in this way customers will get food and beverages at the right temperature.

4. spealized orders upon range of delivery and kind of carriage weather it is beverages or food, have a range of cars for close by areas and motorcycle for crowded areas for faster delivery.

References

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