**HungryNaki**

**Despite being a first mover in online food delivery, what are the reasons HungryNaki shut down its operations in several areas?**

HungryNaki is the first mover in online food delivery providers in Bangladesh. HungryNaki ran their operation in Chittagong, Sylhet, and Narayangonj, leading to the involvement of 1000 restaurants and serving 750-900 orders daily. But recently, HungryNaki stopped its operation in several areas. They are now continuing their operation in 13 Dhaka and Chittagong city areas. There are several reasons for halting their operation in some areas.

**Zones with no profit:** The places they have stopped their operation are because of profit. They were not getting enough customers, and the number of food orders was not that much. They have seen that they were not able to generate any profit. HungryNaki saw that in those areas, their operational cost is still running. For that reason, HungryNaki has suspended business in all other divisional cities and city corporations, including Gazipur and Narayanganj.

**Customer acquisition was very costly:** To bring new customers into their company was very costly for HungryNaki. They have taken a different strategy to get the customer's attention. For example, HungryNaki did promotional campaigns like "Rewards are good with Standard Chartered Bank", "Hungry for Coldplay", "Cashback with bKash", etc. They also tried to enhance customer satisfaction and build hype among the customers by providing discount offers. Thus, they faced difficulty as once customers get used to discounting offers, they will not buy anything unless they get any offers. For that reason, customer acquisition was costly for them.

**The market is not sustainable:** The online food market is not sustainable in Bangladesh. It is still in Dhaka and Chattogram-centric. HungryNaki faced different difficulties in running their business outside Dhaka and Chattogram. Like the shortage of riders, it was a big challenge for HungryNaki. They could not get good riders to deliver the food or sometimes, the number of riders is insufficient. Another thing, this market still depends on discounts and cashback offers. That means existing customers still depend on discounts and cashback offers.

**If you were a marketer of HungryNaki, what would you do to overcome the problems, and what strategies would you take to expand its market?**

To obtain a comprehensive understanding of the market, consumers, and their demands and interests, I would work with research and development if I were the marketer for HungryNaki in the beginning. As a result, I develop a new marketing plan for HungryNaki.

* The best way to conduct online marketing these days is through social media, so I'll create interest-based ads, post them there, and boost them for Bangladesh. Later, I'll work with well-known influencers who are active on Facebook, YouTube, and Instagram because most people in Bangladesh use these apps. Because we can generate interest in a particular product or service in Bangladesh using celebrities or influencers.
* Make the menu more interesting with area based as an example, the people from Chittagong for them putting "Mezbani Khanas" at first and later others.
* I Will put a review option for every food and restaurant. So anyone can get a positive review with that without visiting that restaurant.
* We all know the great impact of SEO and will take advantage of SEO, so whenever anyone searches it on google for online food, HungryNaki will be shown at first.
* Will give points or extra commission to those employees who delivered food within 30 minutes so they can feel interested in doing their job more attentively than before.
* With all these, I may expand the market because when HungryNaki started their business, there were no competitors; even now, if they focus on these points, they might get a better result than before.