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Zapp Fresh

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Zapp fresh is an Online platform offering multi-category meat and seafood products. It is started in 2015. The company was founded by Deepanshu Manchanda and Shruthi Gochhwal. They have expanded their delivery services to reach more areas, allowing a larger customer base to enjoy their fresh and high-quality groceries. Also increased their product offerings, providing a wider range of options to choose from. ZappFresh has gained a strong reputation for their reliable and efficient service, which has contributed to their growth and popularity among customers. It offers products such as fish cuts, fish steaks, whole fishes, fish fillets, prawns, mutton boneless, mutton keema, chicken thighs, chicken wings, boneless chicken, chicken keema and also offers ready-to-eat products like chicken kebabs, mutton kebabs, chicken fingers, chicken wings, prawn cheese balls, cutlets, fish sticks, etc.

As Zappfresh expanded, it broadened its product offerings to include a diverse range of meats, seafood, and groceries. The company's geographic reach extended to major cities across India. Technological advancements, like an enhanced mobile app with order tracking, further improved the customer experience. Apart from this the initial struggle or challenge faced by the company were to educate consumers about the benefits of online meat delivery. In an era where traditional meat purchasing methods prevailed, many consumers were unfamiliar with the concept, resulting in hesitation to make online meat purchases. To address this, it has launched comprehensive awareness campaigns. Building a robust supply chain was another formidable challenge. Zappfresh recognized the importance of sourcing high-quality meat from local farms and ensuring its safe and fresh delivery to customers. Through meticulous planning and strategic partnerships with trusted suppliers, Zappfresh successfully established a supply chain that guaranteed the quality of its products. To navigate the complexities of the meat industry, Zappfresh conducted a thorough analysis, examining key factors such as supply chain intricacies, competition, and consumer preferences. Armed with valuable insights, the company tailored its offerings to effectively meet market demands. This analytical approach enabled it not only to understand the industry but also to stay ahead of the curve and anticipate changes in consumer behaviour and preferences.

The company has done Rs 70 crore revenue in FY23, this essentially means the revenue from operations in FY23 remained flat from Rs 56 crore collections in FY22. The reason for the marginal growth was the company's priority towards sustainable growth in the last two fiscal years. Procurement of materials was the largest cost centre for Zappfresh in FY23. It accounted for 40-50% of the overall expenditure while employee benefit and advertisement costs formed 10% each to the overall cost. The company also managed to control expenses during the previous fiscal year and grew its profit as compared to FY22.

Online meat delivery services will strengthen partnerships with local farms to ensure a steady supply of fresh, high-quality meat. These collaborations not only support local economies but also align with sustainability goals. DTC models, where meat producers sell directly to consumers through their online platforms, will gain traction. This approach provides producers with control over branding, pricing, and customer relationships, potentially reducing costs and increasing profits. Hyperlocal delivery and micro-fulfilment centers will play a crucial role in minimizing delivery times and costs. These strategies involve delivering orders from nearby locations and setting up smaller distribution hubs closer to consumers, ensuring fresh and safe online meat delivery.

Zappfresh envisions extending its footprint to new cities across India, with ongoing evaluations in Chennai, Chandigarh, Jaipur, Mumbai and Kolkata. A final decision on expansion is slated for 2024, reflecting the company's strategic approach to entering diverse meat markets. And also set to diversify its product portfolio, exploring a broader range of meat products, seafood, and other grocery items. Consideration is also given to incorporating ready-to-eat meals into the menu, demonstrating a commitment to catering to evolving consumer preferences. The company remains committed to enhancing customer experiences through ongoing investments in

technology. A new mobile app is in development, promising increased ease of use and additional features such as order tracking and real-time notifications. Zappfresh recognizes the importance of a robust supply chain and plans to invest in technologies to track and manage inventory effectively. Heightened consumer awareness about environmental impact will drive online meat delivery companies to prioritize sustainability. This could involve eco-friendly packaging, sourcing from sustainable farms, and implementing waste reduction strategies. The prevalence of subscription models and loyalty programs is expected to rise. These initiatives will incentivize regular purchases with discounts, exclusive products, and early access to new offerings, enhancing customer engagement.

Zappfresh's journey to becoming a market leader in the online meat delivery industry is a testament to its adaptability and foresight. The company successfully navigated initial challenges by various strategies. Its story serves as an inspiration for businesses, highlighting the importance of strategic thinking, flexibility, and a customer-centric approach in achieving sustained success in a competitive market.



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