

# PROJECT REPORT ON ANALYZING THE MARKET POTENTIAL FOR NICHE FOOD DELIVERY SERVICES TARGETING PG ACCOMMODATOR SEGMENTS

**Aditya Kedlaya H<sup>1</sup>, Aishwarya Prasad B G<sup>2</sup>, Akshar R<sup>3</sup>, Aneesh S Poojary<sup>4</sup>,**

**Anirudh Santhosh K<sup>5</sup>, Dr. Umesh Chandra<sup>6</sup>**

Jain CMS Business School, Bengaluru<sup>1-5</sup>

Assistant Professor, Faculty of Management Studies, Jain CMS Business School, Bengaluru<sup>6</sup>

**Abstract:** The project focuses on examining the market potential for niche food delivery services tailored to the unique needs of Paying Guest (PG) Accommodators. These people represent a dynamic demographic that values convenience, affordability, and personalized experiences in food delivery. The study delves into their dietary preferences, lifestyle behaviors, and challenges, aiming to uncover actionable insights that businesses can leverage to cater to this underserved segment.

The niche food delivery market, marked by increasing demand for customized solutions such as health-conscious meals, dietary-specific options, and culturally relevant cuisines, presents an exciting opportunity for growth. This research evaluates both consumer preferences and the competitive landscape, providing a holistic understanding of the potential in this space.

## INTRODUCTION

Niche food delivery services are different from regular food delivery platforms because they focus on providing meals that meet the specific needs of a particular group of people. For PG accommodators, these services can offer several benefits. They allow students to customize their meals based on dietary preferences like vegan, keto, halal, or gluten-free options. Since PG accommodators come from different cultural backgrounds, these services can include regional cuisines to help them feel at home. Health is also important, so these services can offer balanced meals that support both physical and mental well-being, especially for students with busy academic schedules. Some providers may offer subscription-based meal plans, making food more affordable and predictable for students on a budget. Additionally, they can focus on eco-friendly practices, like using biodegradable packaging or locally sourced ingredients, to appeal to environmentally conscious students. These niche food delivery services aim to meet needs that large food platforms often overlook.

PG accommodators are a unique group with specific food requirements due to their busy and demanding lifestyles. They often have to manage coursework, research, internships, and sometimes part-time jobs, leaving them little time to cook. Since they come from diverse cultural and national backgrounds, their food preferences also vary widely. Being tech-savvy, PG accommodators prefer food delivery apps that are easy to use, provide smooth payment options, and offer features like real-time order tracking. Budget is another major concern, as students look for affordable meal plans, discounts, or loyalty rewards. However, they may still choose to spend on premium meals during special occasions or stressful periods. Food is also a way for students to connect with friends, so they may prefer services that allow group orders or shared meal plans. Understanding these factors helps niche food delivery businesses provide meals that are both practical and enjoyable for PG accommodators.

## PROBLEM

The primary objectives of this study are:

1. What are the primary food delivery preferences and pain points of PG accommodators?
2. How can niche services address unmet needs within this demographic?
3. What strategies can businesses adopt to ensure long-term success in this segment?

4. What partnerships (e.g., with universities or local food vendors) can enhance service delivery?
5. How can niche services achieve scalability without compromising on personalization?

### PROBLEM SOLUTION FIT

PG accommodators often struggle with food delivery because most services do not meet their specific needs. They face problems like high prices, lack of healthy food options, and limited choices for different diets such as vegan, keto, halal, or gluten-free. Many students also miss home-cooked meals that match their cultural tastes. Busy schedules make it hard for them to cook, and unpredictable meal costs add to their financial stress. Long delivery times and the absence of subscription-based meal plans make things even harder.

#### Solution:

Our niche food delivery service can solve these problems by offering:

1. **Customized Meals** – Giving students the option to choose meals based on their diet and preferences.
2. **Affordable Subscription Plans** – Providing daily, weekly, or monthly meal plans to help students manage their budget.
3. **Culturally Diverse Food Choices** – Including regional cuisines to give students a feeling of home.
4. **Fast and Reliable Delivery** – Using cloud kitchens and e-bikes to ensure quick and easy access to meals.
5. **Easy Online Ordering** – Offering a simple app with real-time tracking, scheduled orders, and multiple payment options.
6. **Partnerships with Universities and Local Vendors** – Working with colleges and food suppliers to improve service and reach more students.
7. **Personalization with Scalability** – Using smart technology and student feedback to improve meal options without losing the personal touch.

### VALUE PROPOSITION

#### 1. Healthy and Delicious Meals at Budget-Friendly Prices

##### Why It Matters:

- PG accommodators operate on constrained budgets due to academic commitments, limited earning capacity, and often high living expenses. They prioritize affordability while seeking flavorful and nutritious food options.
- Many students balance hectic schedules and long study hours, which makes healthy eating crucial for physical and mental well-being.

##### Expected Impact:

- Makes healthy meals accessible to PG accommodators without compromising on taste, fostering strong customer loyalty.

#### 2. Diverse Menu: North Indian, South Indian, Chinese, and Regional Delicacies

##### Why It Matters:

- PG accommodators often come from diverse geographic and cultural backgrounds, leading to varied food preferences. A diverse menu resonates with both domestic and international students, providing a taste of home and a break from monotony.
- Offering widely popular cuisines like Chinese and regional Indian delicacies allows the service to cater to students' comfort food cravings.

##### Expected Impact:

- Builds a strong emotional connection with students by addressing their comfort food cravings and cultural needs. Enhances the perceived value of the service.

### 3. Dietary Customizations (Vegan, Vegetarian, Gluten-Free, etc.)

#### Why It Matters:

- Many students have specific dietary restrictions due to health concerns, lifestyle choices, or ethical beliefs.
- Offering flexibility for customizations ensures inclusivity, making the service accessible to a larger audience.

#### Expected Impact:

- Positions the service as a forward-thinking and inclusive brand, appealing to health-conscious and ethical consumers.

### 4. Cloud Kitchen Model for Cost Efficiency and Scalability

#### Why It Matters:

- A cloud kitchen operates exclusively for delivery, eliminating the need for dine-in spaces and significantly reducing overhead costs.
- It allows businesses to focus on enhancing operational efficiency and adapting to fluctuating demand.

#### Expected Impact:

- Keeps operational costs low, enabling competitive pricing while ensuring scalability for future growth.

### 5. Peak-Hour Efficiency

#### Why It Matters:

- Peak hours, such as lunch and dinner times, witness the highest order volumes. Inefficiencies during these periods can lead to longer wait times, reduced customer satisfaction, and lost business.
- PG accommodators often rely on quick service due to tight schedules and academic commitments.

#### Expected Impact:

- Boosts customer satisfaction through faster delivery times, encouraging repeat business and positive reviews.

### 6. Sustainable Delivery Model Using E-Bikes

#### Why It Matters:

- PG accommodators, particularly younger and environmentally conscious consumers, value brands that adopt sustainable practices.
- Delivery emissions contribute significantly to environmental impact; adopting e-bikes aligns with global sustainability goals.

#### Expected Impact:

- Builds a strong reputation as an ethical and sustainable brand, attracting socially responsible students.

### 7. Nutritional Transparency to Build Consumer Trust

#### Why It Matters:

- PG accommodators often prioritize health and fitness, making it crucial to provide detailed nutritional information about meals.
- Transparency fosters trust, setting the brand apart from competitors that do not disclose such details.

**Expected Impact:**

- Encourages health-conscious students to choose the service, enhancing loyalty and satisfaction.

**TARGET CUSTOMER**

The PG accommodator segment represents a distinct market within the urban food delivery landscape. These individuals live in shared accommodations (PGs), often situated near educational institutions or employment hubs. They exhibit specific behaviors and preferences that create opportunities for niche food delivery services.

**DEMOGRAPHICS:**

- **Age Group:** 18–30 years.
- **Occupation:** Primarily students (undergraduates and postgraduates) and early-career professionals.
- **Location:** Urban and semi-urban areas concentrated around academic and business districts.

**PSYCHOGRAPHICS:**

- **Lifestyle:** Busy schedules with limited access to kitchen facilities, relying heavily on external food options.
- **Dietary Preferences:** A mix of traditional home-style meals and fast food, with a growing interest in health-conscious options.
- **Technology Usage:** Regular users of food delivery apps for convenience.

**BEHAVIORAL TRAITS:**

- **Ordering Patterns:** High frequency of orders, especially during late evenings or weekends.
- **Preferences:** Budget-friendly meals and combo offers with customizable options.
- **Cultural Diversity:** Varied tastes influenced by regional and cultural backgrounds.

**PAIN POINTS:**

- Limited availability of affordable, healthy, and hygienic food delivery services tailored to their needs.
- Lack of consistency in delivery speed and food quality from existing providers.
- Inadequate options for dietary customization or regional flavors.

**MINIMUM VIABLE PROTOTYPE (MVP)**

The MVP should focus on solving the specific challenges faced by PG residents while ensuring simplicity, scalability, and cost-efficiency in operations.

**CORE FEATURES:**

1. **Customizable Menus:**
  - Include staple meal options like dal, rice, chapati, and sabzi (vegetarian and non-vegetarian variations).
  - Provide customization for dietary preferences such as high-protein, vegan, or low-carb meals.
2. **Affordable Pricing:**
  - Budget-conscious meal plans.
  - Discounted subscription options for daily or weekly deliveries.
3. **User-Friendly App:**
  - Easy navigation, real-time order tracking, and multiple payment options (UPI, wallets, and COD).

- Student-focused interface offering ID verification for exclusive discounts.
- 4. **Regional and Cultural Flavor Profiles:**
  - Menus designed to cater to varied regional preferences (South Indian, North Indian, etc.).
  - Rotational menu options to keep offerings fresh and engaging.
- 5. **Flexible Delivery Timings:**
  - Late-night and early-morning delivery slots catering to students and professionals with irregular schedules.
- 6. **Eco-Friendly Approach:**
  - Sustainable packaging and waste management initiatives to appeal to environmentally conscious consumers.

#### **OPERATIONAL MODEL:**

- **Collaborations:** Partner with local cloud kitchens or regional caterers for meal preparation and delivery.
- **Delivery Network:** Utilize hyper-local delivery mechanisms to minimize logistics costs and improve delivery times.
- **Feedback System:** In-app feedback features for continuous quality improvement based on customer preferences.

#### **PILOT TESTING:**

- Launch in a university-dominated area or an employment hub with high PG densities.
- Monitor customer preferences, peak ordering times, and menu feedback to refine offerings.

The Paying Guest accommodator segment offers significant market potential for niche food delivery services. By focusing on affordability, customization, and convenience, the MVP can effectively address the unmet needs of this demographic. Continuous innovation and adaptability will ensure long-term growth and customer loyalty.

#### **1. ADVISORS**

Advisors play a critical role in guiding the founders through industry-specific challenges. Their experience and insights can help avoid pitfalls and seize opportunities.

##### **RECOMMENDED ADVISORS:**

1. **Food Industry Advisor:**
  - Provides insights on food preparation, sourcing, and maintaining quality standards.
  - Advises on pricing models and sustainability practices.
  - Ideal Profile: A former executive from a leading food delivery or restaurant chain.
2. **Consumer Behavior Specialist:**
  - Analyzes the behavior of PG accommodators and helps design services that resonate with their needs.
  - Ideal Profile: Academic or industry expert in consumer psychology and market research.
3. **Financial Advisor:**
  - Offers guidance on financial planning, fundraising, and profitability strategies.
  - Helps in devising effective pricing and budgeting models.
  - Ideal Profile: A chartered accountant or financial consultant with experience in startups.
4. **Legal Advisor:**
  - Ensures compliance with food safety regulations, labor laws, and contractual agreements.
  - Ideal Profile: A legal expert specializing in corporate and food industry regulations.

#### **2. PARTNERS**

Building strong partnerships is essential for scaling operations, reducing costs, and enhancing customer satisfaction. Partners bring specialized capabilities that complement the company's strengths.

**Key Partnerships:**

1. **Cloud Kitchens and Catering Services:**
  - Partner with cloud kitchens to prepare meals that align with the preferences of PG customers (e.g., home-style meals, regional cuisines).
  - Benefit: Cost-effective and scalable food preparation without investing in owned kitchen facilities.
2. **Logistics and Delivery Providers:**
  - Collaborate with local delivery networks or gig workforce platforms to ensure timely and reliable deliveries.
  - Benefit: Access to a flexible, low-cost delivery workforce.
3. **Technology Providers:**
  - Partner with app development firms to create and maintain a high-performing mobile and web platform.
  - Benefit: Reduced upfront development costs and access to state-of-the-art technology.
4. **University or Hostel Administrations:**
  - Partner with educational institutions and PG accommodations to promote the service directly to residents.
  - Benefit: Direct access to the target market and potential bulk order opportunities.
5. **Sustainability Partners:**
  - Collaborate with suppliers of eco-friendly packaging solutions to reinforce the brand's commitment to sustainability.
  - Benefit: Appeal to environmentally conscious customers while reducing environmental impact.

**EXECUTION STRATEGY:**

- **Cross-Functional Collaboration:** The founders must foster a culture of collaboration between functional teams (operations, marketing, and technology) to ensure seamless service delivery.
- **Regular Advisory Board Meetings:** Engage advisors for quarterly reviews to assess progress and incorporate their recommendations.
- **Monitoring Partner Performance:** Establish key performance indicators (KPIs) to evaluate the performance of partners and ensure service quality.

**MARKET STRATEGY****PRODUCT STRATEGY**

The product for this market should be designed to meet the specific needs and preferences of PG residents. The menu should offer a mix of home-style meals and quick snacks, catering to both vegetarians and non-vegetarians. Each meal should focus on affordability, variety, and nutritional value. For example, the service can include customizable meal combos where customers can pick dishes that match their dietary preferences, like low-calorie meals or high-protein options. Seasonal menus can add excitement, featuring local and regional cuisine.

Additionally, offering subscription plans for daily meals can ensure convenience for regular customers. These plans could include breakfast, lunch, and dinner packages with discounts for weekly or monthly subscriptions. Providing eco-friendly packaging and recyclable containers can appeal to environmentally conscious individuals living in PG accommodations. The focus must be on fresh, hygienic, and affordable food that satisfies their tastes and fits into their tight schedules.

**PRICE STRATEGY**

Pricing needs to be budget-friendly as PG residents, especially students, often have limited spending capacity. The cost per meal should range from ₹50 to ₹150, making it affordable compared to eating out at restaurants. Discounts on bulk orders and subscription packages should encourage customers to commit to the service for long-term benefits. For instance, offering ₹20 off for a weekly subscription or ₹100 off for a monthly subscription can be highly attractive.

Special deals for peak times, such as exam season or late-night study hours, can further boost customer interest. Flexibility in payment options like cash, UPI, and digital wallets ensures convenience. Dynamic pricing during festivals or holidays

can increase customer satisfaction and sales, as people tend to indulge more during these times. Overall, the pricing strategy must focus on affordability, value for money, and convenience.

## **DISTRIBUTION STRATEGY**

Efficient delivery is key to ensuring customer satisfaction. The distribution strategy should focus on creating a hyper-local delivery system that minimizes delivery times and ensures food quality. For example, the service can collaborate with cloud kitchens located close to PG accommodations to reduce travel distance and ensure faster service. A dedicated team of delivery personnel with access to real-time navigation tools can ensure timely deliveries.

In densely populated PG areas, the service can set up small pick-up points or mobile kitchens for easy access. Leveraging technology such as route optimization and live order tracking can provide transparency to customers, enhancing their trust in the service. Additionally, having flexible delivery timings, especially late-night services, caters to the unique lifestyle of PG residents. Scalability should also be considered, ensuring that operations can be expanded to other cities or regions based on demand.

## **PROMOTION STRATEGY**

Promotion should focus on reaching PG residents through platforms they frequently use, such as social media and student-focused communities. Engaging campaigns on Instagram, Facebook, and Youtube can highlight the affordability, quality, and convenience of the service. For example, featuring testimonials from satisfied customers can build trust and credibility.

Collaborations with universities and PG landlords can help directly reach potential customers. Sponsoring events like campus festivals or study marathons, with free meal vouchers, can create a buzz around the brand. Referral programs where customers earn points or discounts for referring their friends can promote word-of-mouth marketing. Seasonal promotions during festivals or exam times with discounts and combo deals will also capture their interest. Creativity and relatability are key to ensuring that promotional campaigns resonate with the PG demographic.

## **ENVIRONMENT ANALYSIS**

Understanding the external environment is crucial for designing an effective market strategy. The service operates in a competitive food delivery market dominated by large players like Zomato and Swiggy. However, the niche focus on PG residents gives it an edge over generic services. Economic factors like inflation and cost of ingredients may impact pricing, so partnerships with local suppliers are essential to control costs.

Technological advancements like AI-based recommendations and real-time order tracking enhance the customer experience. Social factors such as the increasing health-consciousness of young individuals mean that the menu should include balanced and nutritious meals. Environmental awareness also calls for sustainable practices, such as using biodegradable packaging. Legal considerations, such as compliance with food safety regulations, must be adhered to.

## **Location Strategy for Niche Food Delivery Services in Bengaluru**

Bengaluru, often referred to as the "Silicon Valley of India," is a hub for students, working professionals, and tech enthusiasts. Its diverse population and thriving educational and IT sectors make it an ideal location for launching niche food delivery services. Below is an in-depth analysis of the location strategy, focusing on areas with high potential for targeting PG accommodators and young professionals.

### **Preferred Locations**

#### **1. Areas with a High Concentration of PGs:**

- Bengaluru is home to numerous paying guest accommodations (PGs) that cater to students and young professionals. These areas are hotspots for food delivery services due to the high demand for convenient and affordable meal options.

- PG residents often rely on external food services due to limited cooking facilities and busy schedules, making them a prime target audience.
- 2. **Close Proximity to Educational Institutions and IT Parks:**
  - Educational institutions and IT parks are key drivers of Bengaluru's economy. Students and professionals in these areas often seek quick and reliable food delivery services, especially during peak hours.
  - Proximity to these hubs ensures faster delivery times and higher customer satisfaction.
- 3. **Good Accessibility for Delivery Services:**
  - Areas with well-connected roads and minimal traffic congestion are ideal for ensuring timely deliveries. Accessibility is a critical factor in maintaining operational efficiency and customer trust.

### Business Model Canvas: PG Food Services Business

Component	Details
<b>Key Partners</b>	- Local food suppliers and organic farms - PG owners and hostel management - Cloud kitchen service providers - Delivery partners (e-bike rental services) - Packaging vendors (eco-friendly materials) - Digital marketing agencies - Nutritionists and dieticians
<b>Key Activities</b>	- Meal preparation and customization - Order processing and delivery management - Online platform development and maintenance - Customer service and feedback management - Marketing and brand promotion - Sourcing and supplier management - Compliance with health and safety regulations
<b>Value Proposition</b>	- Healthy and affordable meal options tailored for PG accommodators - Dietary customization (vegetarian, vegan, high-protein, low-carb, etc.) - Subscription-based meal plans for convenience - Fast and efficient delivery using e-bikes - Transparent nutritional information for informed choices - Sustainable and eco-friendly packaging
<b>Customer Relationships</b>	- Personalized meal recommendations - Loyalty programs and referral benefits - 24/7 customer support via chat and calls - Social media engagement and influencer collaborations - Periodic surveys and feedback collection
<b>Customer Segments</b>	- PG accommodators (college students, working professionals) - Health-conscious individuals - Students with specific dietary needs or restrictions - Budget-conscious customers looking for affordable meal options
<b>Key Resources</b>	- Cloud kitchen infrastructure - Skilled chefs and kitchen staff - Mobile application and website for orders - Logistics and delivery fleet (e-bikes) - Funding and financial support - Supplier and vendor relationships - Compliance certifications (food safety, business registration)
<b>Channels</b>	- Mobile application and website - Social media platforms (Instagram, Facebook, WhatsApp) - Partnerships with PGs and hostels - Word-of-mouth and student networks - Food aggregator platforms (Zomato, Swiggy, etc.)
<b>Cost Structure</b>	- Kitchen setup and rent - Ingredient procurement - Staff salaries and training - Technology development and maintenance - Marketing and advertising expenses - Logistics and delivery operations - Compliance and legal fees
<b>Revenue Streams</b>	- Subscription-based meal plans - One-time meal purchases - Custom meal orders (diet-specific) - Corporate tie-ups with PGs and hostels - Advertising and brand collaborations

### VALUE CHAINS

The value chain refers to the series of activities that add value to the service and enhance customer satisfaction.



**PRIMARY ACTIVITIES:**

1. **Inbound Logistics:**
  - Partner with local suppliers for fresh ingredients.
  - Adopt a Just-in-Time inventory model to minimize waste and keep costs low.
2. **Operations:**
  - Efficient food preparation using cloud kitchens.
  - Strict quality control for consistent taste and hygiene.
3. **Outbound Logistics:**
  - Hyper-local delivery network for timely service.
  - Flexible delivery timings, including late-night options.
4. **Marketing and Sales:**
  - Digital advertising on Instagram and Facebook targeting students and young professionals.
  - Partnerships with PG landlords and universities for direct access to target customers.
5. **Customer Service:**
  - In-app feedback system for customers to rate meals and suggest improvements.
  - Dedicated customer support team to handle queries and complaints promptly.

**SUPPORT ACTIVITIES:**

- **Technology:** Use AI and data analytics for personalized recommendations and efficient delivery.
- **Human Resources:** Regular training for delivery and kitchen staff to maintain high standards.
- **Procurement:** Source eco-friendly packaging materials to align with sustainability goals.

**COMPETITIVE ADVANTAGE****KEY DIFFERENTIATORS:**

1. **Focus on PG Residents:**
  - Unlike generic food delivery services, this business specifically targets PG accommodators and professionals, addressing their unique needs.
2. **Affordable and Customizable Meals:**
  - Offering meals priced between ₹50–₹150 ensures affordability for budget-conscious customers.
  - Customizable meal plans cater to dietary preferences, including vegetarian, vegan, and health-conscious options.
3. **Timely and Flexible Delivery:**
  - Late-night and pre-scheduled delivery services meet the lifestyle demands of PG residents.
4. **Eco-Friendly Practices:**
  - Using sustainable packaging and minimizing food waste appeals to environmentally conscious customers.

**TECHNOLOGICAL EDGE:**

- Personalized recommendations powered by AI make the app more user-friendly and engaging.
- Real-time tracking provides transparency and enhances trust among customers.

By highlighting these strengths and addressing customer pain points, the business can create a loyal customer base and sustain long-term growth.

**MINIMUM VIABLE PRODUCT (MVP)**

For PG food delivery services, the MVP should be tailored to solving the major pain points effectively.

**KEY FEATURES OF THE MVP:**

1. **Affordable Meals:**

- Offer budget-friendly options ranging from ₹50 to ₹150 per meal.
- Include basic combos like rice and curry, chapati with vegetables, or sandwiches with drinks.
- 2. **Customizable Menus:**
  - Provide choices for vegetarian, vegan, and non-vegetarian meals.
  - Allow customization based on dietary restrictions such as low-carb or high-protein options.
- 3. **Flexible Delivery Timings:**
  - Implement delivery slots catering to late-night orders and peak mealtimes.
  - Ensure orders can be scheduled in advance to suit the customer's routine.
- 4. **User-Friendly Ordering Platform:**
  - Develop a simple mobile app with features like:
    - Real-time order tracking.
    - Multiple payment options (UPI, wallets, cards).
    - Student ID verification for exclusive discounts.
- 5. **Subscription Plans:**
  - Offer weekly and monthly meal packages at discounted rates to encourage customer loyalty.
  - Example: A weekly plan for ₹600 covering two meals per day.
- 6. **Eco-Friendly Packaging:**
  - Use recyclable and biodegradable materials for meal containers, appealing to environmentally conscious users.

#### **BENEFITS OF MVP:**

- **Quick Deployment:** Launching the MVP requires less time and investment compared to a fully developed service.
- **Customer Validation:** Real-world feedback helps refine features based on user preferences.
- **Scalability:** A successful MVP can serve as a foundation for future growth, allowing more features to be added.

#### **ETHICS IN FOOD DELIVERY SERVICES**

Ethical practices are essential for building trust and credibility with customers, employees, and the community. In Bangalore, where diverse cultures and busy lifestyles shape the food delivery market, ethics are even more significant.

1. **Customer Transparency:**
  - Clearly state pricing, delivery charges, and meal ingredients on the app to avoid misleading customers.
  - Share nutritional information and allergy warnings for all menu items to ensure informed choices.
2. **Employee Welfare:**
  - Pay delivery personnel and kitchen staff fair wages and provide benefits like insurance and safety gear for riders.
  - Offer opportunities for skill development, such as training chefs in advanced culinary techniques.
3. **Respect for Diversity:**
  - Bangalore's PG population includes people from different regions and cultures. Offering regional cuisines and customizable menus shows sensitivity to their preferences.
4. **Social Responsibility:**
  - Partner with local charities to donate surplus food and support hunger relief initiatives in Bangalore's underserved areas.
  - Sponsor events or organize workshops in universities to educate young residents about healthy eating habits.
5. **Fair Competition:**
  - Compete honestly without spreading false claims about competitors or engaging in unethical marketing tactics.

#### **SUSTAINABILITY**

Sustainability ensures the service not only meets customer needs but also minimizes its environmental impact in a growing city like Bangalore.

1. **Eco-Friendly Packaging:**
  - Use biodegradable and compostable containers for meals to reduce plastic waste. Partner with vendors specializing in sustainable materials in Bangalore.
2. **Waste Management:**
  - Collaborate with waste management companies to recycle food waste and packaging. Introducing composting practices within kitchens can further reduce waste.
3. **Energy Efficiency:**
  - Optimize delivery routes using AI-based tools to save fuel and reduce emissions. In Bangalore's busy traffic conditions, efficient planning is crucial for sustainability.
  - Equip cloud kitchens with energy-saving appliances to cut electricity usage.
4. **Local Sourcing:**
  - Work with nearby farms and organic suppliers in Karnataka to source fresh produce and reduce the carbon footprint of transportation.
  - Highlight local ingredients in meal preparations to support regional agriculture and add unique flavors to menus.
5. **Promoting Awareness:**
  - Educate customers on reducing food waste and reusing packaging through social media campaigns and events. Incentives like discounts for returning containers can encourage sustainable habits.
6. **Community Engagement:**
  - Sponsor programs to clean public spaces or plant trees in Bangalore's PG-dense neighborhoods, showcasing a commitment to the environment.

## CONCLUSION

Looking at the market potential for niche food delivery services that focus on PG (Paying Guest) accommodators, we can see a great chance to meet the specific needs of this group. PG residents, including students and young professionals, often face challenges like limited cooking options, busy schedules, and tight budgets. This makes a food delivery service tailored to their requirements highly valuable. Using a design thinking approach, the service can begin by understanding the pain points of PG residents, such as the need for affordable meals, flexible delivery timings, and healthy options. By introducing a Minimum Viable Product (MVP) with simple features like customizable meal plans, timely delivery, and eco-friendly packaging, the business can test its ideas on a smaller scale and gather feedback to improve further.

Protecting unique aspects of the business, such as app features, special recipes, or innovative delivery systems, through intellectual property rights is essential to safeguard the brand. Following local legal requirements, like obtaining food safety certifications and ensuring data privacy for app users, ensures smooth operations and trustworthiness. Ethical practices, such as transparent pricing, fair treatment of employees, and reducing food waste, will enhance the company's reputation. Sustainability is also critical in today's world, and the business can use recyclable packaging, source ingredients locally, and adopt eco-friendly practices to appeal to environmentally conscious customers.

Testing the service with a prototype in a specific area can highlight areas for improvement before a full launch. Feedback from real customers helps refine operations, such as meal quality, delivery times, and app usability. Publishing a research paper about the market study can share insights with others and attract attention, while applying for patents and registering the start-up officially can protect the business's innovations and open up access to funding and support.

In conclusion, creating a niche food delivery service for PG residents has significant potential. By focusing on affordability, convenience, and sustainability, the business can meet the exact needs of this group. Combining customer feedback, ethical operations, and legal compliance creates a strong foundation for success. With the right strategy and continuous improvement, the service can become a trusted solution in the food delivery market while contributing positively to both society and the environment.

## REFERENCES

- [1]. 13 Target Market Examples for Food: Who Are You Selling to? | AMPLIFY XL. (2022, June 6). Retrieved from [amplifyxl.com website: https://amplifyxl.com/target-market-examples-for-food/](https://amplifyxl.com/target-market-examples-for-food/)
- [2]. Ahuja, K., Chandra, V., Lord, V., & Peens, C. (2021, September 22). Ordering in: The rapid evolution of food delivery. Retrieved from McKinsey & Company website: <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/ordering-in-the-rapid-evolution-of-food-delivery>

- [3]. Dangarwala, U., & Rao, K. (2018). *A Literature Review: Niche Marketing In India*. 6(1), 751. Retrieved from <https://ijcrt.org/papers/IJCRT1802791.pdf>
- [4]. Food Delivery Service Market Size, Share - Forecast To 2033. (2025). Retrieved March 31, 2025, from Businessresearchinsights.com website: <https://www.businessresearchinsights.com/market-reports/food-delivery-service-market-118676>
- [5]. FSSAI. (n.d.). Retrieved from [fssai.gov.in](https://fssai.gov.in) website: <https://fssai.gov.in/cms/food-safety-and-standards-regulations.php>
- [6]. Garson, R. (2024, August 12). Council Post: The Food Service Industry's Sustainable Revolution: Transitioning From Single-Use To Environmental Responsibility. *Forbes*. Retrieved from <https://www.forbes.com/councils/forbesbusinesscouncil/2023/06/27/the-food-service-industrys-sustainable-revolution-transitioning-from-single-use-to-environmental-responsibility/>
- [7]. Gupta, V., & Duggal, S. (2020). How the consumer's attitude and behavioural intentions are influenced: A case of online food delivery applications in India. *International Journal of Culture, Tourism and Hospitality Research, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/ijcthr-01-2020-0013>
- [8]. <https://www.technavio.com>, T. (n.d.). Food Delivery Market in India Research Report Size , Growth, Trends, Opportunity Analysis, Industry Forecast -2026. Retrieved from [www.technavio.com](https://www.technavio.com/report/food-delivery-market-industry-in-india-analysis) website: <https://www.technavio.com/report/food-delivery-market-industry-in-india-analysis>
- [9]. Liedtka, J. (2018, September). Why Design Thinking Works. Retrieved from Harvard Business Review website: <https://hbr.org/2018/09/why-design-thinking-works>
- [10]. *Patent Office Procedures*. (n.d.). Retrieved from <https://ipindia.gov.in/writereaddata/images/pdf/oatent-office-procedures.pdf>
- [11]. Pill, S. (2022, August 3). 30 Best Bangalore Delivery Startups & Businesses - Revolutionising The Delivery industry - Startup Pill. Retrieved March 31, 2025, from Startup Pill website: <https://startuppill.com/30-best-bangalore-delivery-startups-businesses-revolutionising-the-delivery-industry/>
- [12]. PTI. (2024, July 3). Food services market in India to reach Rs 10 lakh crore by 2030: Report. Retrieved from The Economic Times website: <https://economictimes.indiatimes.com/industry/cons-products/food/food-services-market-in-india-to-reach-rs-10-lakh-cr-by-2030-report/articleshow/111462916.cms>
- [13]. Startup India Scheme. (n.d.). Retrieved from [www.startupindia.gov.in](https://www.startupindia.gov.in) website: <https://www.startupindia.gov.in/content/sih/en/startup-scheme.html>
- [14]. Food Delivery Market Size | Global Analysis [2025-2033]. (2025). Retrieved from Businessresearchinsights.com website: <https://www.businessresearchinsights.com/market-reports/food-delivery-market-117429>
- [15]. HenrySheykin. (2016a). Delivery Service Financial Model Excel Template. Retrieved March 27, 2025, from eFinancialModels website: <https://www.efinancialmodels.com/downloads/delivery-service-financial-model-excel-template-239154/>
- [16]. HenrySheykin. (2016b). Food Delivery Financial Model Excel Template. Retrieved March 27, 2025, from eFinancialModels website: <https://www.efinancialmodels.com/downloads/food-delivery-business-plan-financial-model-excel-template-197986/>
- [17]. How to Choose Your Customer Niche: Delivery Business Guide (2025). (2021, April 20). Retrieved March 27, 2025, from Upper Route Planner website: <https://www.upperinc.com/blog/how-to-choose-customer-niche-in-delivery-business/>
- [18]. <https://www.technavio.com>, T. (n.d.). Food Delivery Market in India Research Report Size , Growth, Trends, Opportunity Analysis, Industry Forecast -2026. Retrieved May 24, 2023, from [www.technavio.com](https://www.technavio.com) website: <https://www.technavio.com/report/food-delivery-market-industry-in-india-analysis>