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Masters dissertation

Master's Culinary Leadership & Innovation

Class 2015-2017

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THE DEMOCRATISATION OF MEAL DELIVERY SERVICE IN FRANCE



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ABSTRACT

THE DEMOCRATISATION OF FOOD DELIVERY SERVICE IN FRANCE

The purpose of this study was to explore the meal delivery service in French market and the customer's opinion in the future meal delivery business.

In addition, I first did the research basically on the evolution of history and the existing of delivery business in France. Then, I examined the dining habits and behaviours during the weekday of French citizen and their opinions in the future delivery system, in order to analyse the future market shape. In this case, I based on the weekday as the working days. The participants could be students, employee and so on. The purposive sampling method was used to conduct surveys with structured questionnaires among citizens in France which including the foreigners who lived in France. A total of 78 participants returned valid responses for further analysis.

Base on the responses of the field study, we could found out that the delivery service actually placed in the 3rd categories of French citizen's habits. People usually cook at home or hit up the frozen food during the weekday, and most of the people, who have already used the meal delivery service, ordered only once a month. Moreover, we discovered that convenience life and saving time is critical for most of the people nowadays as well as the customer's opinion of the food delivery service today and in the future. At last, the research and the results of this study actually guided me to rethink the demand of French market and come out with a potential solution by reforming the food delivery service, in order to meet the human needs.

Keywords: *food delivery service, delivery start-ups, French market, future trend, opinions, evolution, satisfaction, dining habit, revolution, human needs.*



INTRODUCTION

In this 21 century, we knew that online food delivery service has been developed all around the world, United Kingdom, America, Asia, Europe etc., except for France. But after living in France and observing the French market for more than 4 years, first it was McDonald's, then it was Starbucks and doggy bags. Now, French people have begun to embrace yet another backbone of American cuisine: delivery food. I realized that the online food delivery service has gradually expanded in the high-speed and that food delivery start-ups have finally stepped in France recently.

There is a French expression “métro-boulot-dodo,”¹ which means “metro-work-sleep” So when French people come back from work, they do not necessarily have the faith or the mood to prepare to eat.

Through the research, we can note that French market has a big potential in delivery business which could extensively develop in future, but what are the customer’s opinion in the future delivery business? Are they optimistic? Would the delivery service continue develop rapidly in the future? In order to know deeper about food deliver service in France, I decided to write my thesis project based on this topic.

¹ Lawless, L. (2017). *Métro, boulot, dodo - French Expression Explained*. ThoughtCo. Retrieved 21 May 2017, from <https://www.thoughtco.com/metro-boulot-dodo-1371303>



Problematics:

- What are the customer's opinion about the future delivery business in France?
- Would the food delivery service continue developing in France in the future?

Hypotheses:

1. **Convenience and Time saving are nowadays the core of human needs.**
2. **People are satisfied mostly of Food Delivery Start-ups today.**
3. **Revolution of meal delivery service could be a potential future business in French market.**

This thesis is basically designed in 8 sections, which combined in following details.

- **Introduction + problematics + Hypothesis**
- **Literature Review: Research of the existing delivery service in French market**
- **Method: Design customer questionnaires**
- **Result: Present the results of the field study**
- **Discussion: Comparison of hypotheses and data**
- **Conclusion Answer the problematic & Discussion of personal reflexion**
- **Bibliography**
- **Annex**
 - *Survey Questionnaire- The Delivery service in French market (English version)*
 - *Opening questions - Summary of result in English version*



LITERATURE REVIEW

Research of the existing food delivery service in French market

Our study will begin with an analysis of existing delivery service in France regarding to the subject.

Here we will study in detail the evolution of food delivery system, the analysis of food delivery trend, and delivery start-ups existing etc.



The evolution of food delivery service business

At-Home Eating: The Race To Convenience



Figure 1 source: techcrunch.com

Food delivery service started from the Take-out and Take-home food concept. A concept of prepared meals to be eaten and the practice of buying prepared foods for consumption elsewhere date to early civilization. Take-out food is now common worldwide, with a number of different cuisines and dishes on offer.²

The term "take-out" describes both a style of eating and a growing list of prepared foods that consumers purchase from a restaurant or food truck and eat in another location. Delivery format, packaging, and types of food vary greatly, ranging from hamburgers to expensive gourmet fare, but all may be categorized as takeout because of this off-premise consumption.

According the research³, this dining option was introduced after World War II. The restaurant business was being sinking steadily that the operators can't raise prices any more but the operating costs have continued increasing such as pay. The take-home business has come as a solution to save the restaurant by removing waiters, dish washers, cutlery and crockery. Besides, customers can be served in a relatively short amount of time, compared to a traditional dining restaurant.

² "Restaurant Chains Open Up New Field," *New York Times*, July 5, 1952 (p. 18) Retrieved 5 November 2016

³ Ibid.



“The earliest print reference we find for Chinese food delivery is this ad from the *Kin-Chu Cafe*, Los Angeles, circa 1920s. The earliest reference for pizza delivery is *Casa D'Amore*, Los Angeles, circa 1950s.”⁴

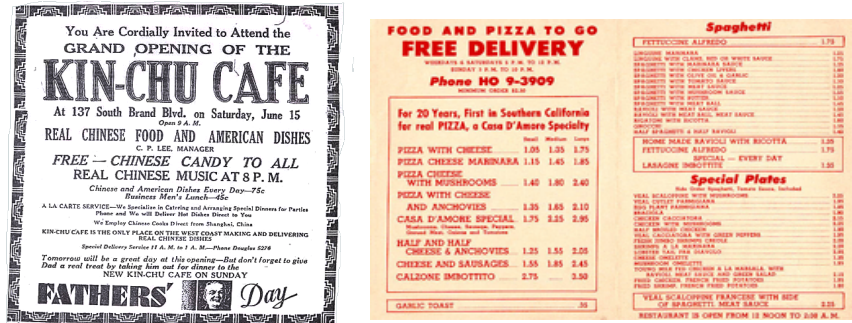


Figure 2 source: findlayfoods.com

Today, there were two types of online food delivery.⁵ The one was indicated on the article by the 1950s, pizza and Chinese food were readily available as a take-out food which we could consider as the most common form of traditional delivery model. The other one appeared in 2013, “new start-up delivery company”. Both allow consumers to compare menus, scan and post reviews, and place orders from a variety of restaurants with a single click. However, the traditional delivery system, merely take orders from customers and route them to restaurants, which manage the delivery service themselves. In contrast, the new-delivery system builds their own logistics networks, providing delivery service for restaurants, so they don’t need to have their own drivers. Along of the growth of technology, the delivery start-up brand that run globally such as *Deliveroo* and *Foodora*, allow consumers to compare offerings and order meals from a group of restaurants through a single website or application. This new delivery system would definitely continue capturing new regions and respond to new consumption patterns.

“Those who wish a ready-prepared hot Chinese dinner may call on several different establishments. Deliveries are made on fairly large orders...Most pizzerias have cardboard boxes large enough to hold even the hugest pizza so it may be carried home”¹

⁴ "Hillside Inn [Richmond Hill, NY], American & Chinese restaurant...Food Put up to Take Out." ---*Christian Science Monitor*, September 29, 1938 (p. 16) Retrieved 11 November 2016

⁵ Hirschberg, C., Rajko, A., Wrulich, M., & Schumacher, T. (2016). *The changing market for food delivery*. McKinsey & Company. Retrieved 1 November 2016, from <http://www.mckinsey.com/industries/high-tech/our-insights/the-changing-market-for-food-delivery#0>



The demand of human being in the E- century

Technology

The development of technology of ever-increasing complexity opens new vistas for human capabilities. Technology provides a safe, comfortable and well-nourished life for billions of human beings. It became a thing that human requirement and it would be difficult for humans to live in very cold or hot environments without technology. We use technology in different ways every day in our lives or our society, in order to fulfil specific tasks or interests. People have particular demands, today, with new technology and human intelligence, self-driving cars, wearable tech, payable phone or remote alerts from your home security system could be possible to invent. Everyone wants to have a new lifestyle with new innovative products and faster technologies.

Technology is everywhere, tangled in almost every part of our lives. It affects no matter how we shop, socialize, connect and play. Technology became an advanced communication tools between people. According to *OpinionWay* study⁶, one third of French (33%) spend more time shopping online than preparing meals, and they can even multiply the opportunities to do the online shopping through accessing the internet easily at any time and in anywhere.

- 23% of people don't miss the chance when they are in waiting room;
- 25% while waiting for an appointment;
- 19% in public transport;
- 18% virtual window shopping between two meetings
- 12% at the hairdresser.

The e-world is changing in a high speed and the Internet has become a central element of daily life

⁶ Pinay-Rabaroust, F. (2016). *Le Français passe plus de temps à faire ses courses en ligne qu'à cuisiner* | ATABULA. *Atabula.com*. Retrieved 24 November 2016, from <http://www.atabula.com/2016/05/27/consommation-france-courses-en-ligne/> - respond



which help people to increase production, save time and money in lives. For the reason that our lifestyle has become more convenience since then and the food delivery service sector has a great success in this E-century.

Convenience

According to the magazine Management, “In France, 50 minutes is the duration of the daily back and forward from home and work.”⁷ Especially in the big city, with the progressive economic, more and more populations moved in and the condition of traffic jam got increasingly. As a French expression “*Méto- Boulot- Dodo.*”⁸ *Méto* refers to a subway commute, *boulot* is an informal word for work, and *dodo* is baby talk for sleeping. When French people come back from work, they do not necessarily have the faith or the mood to prepare to eat.



Figure 3 source: lesechos.fr

⁷ Afp, S. (2015). *Les Français mettent en moyenne 50 minutes pour aller au travail et en revenir.* Lesechos.fr. Retrieved 13 June 2017, from https://www.lesechos.fr/02/11/2015/lesechos.fr/021447578229_les-francais-mettent-en-moyenne-50-minutes-pour-aller-au-travail-et-en-revenir.htm

⁸ Lawless, L. (2017). *Méto, boulot, dodo - French Expression Explained.* ThoughtCo. Retrieved 21 May 2017, from <https://www.thoughtco.com/metro-boulot-dodo-1371303>



Saving up time from must-do duties to focus on more productive or enjoyable activities (kids, hobbies, exercise etc.) has always been the key driver of human genius and technological progress. Today, we could have doubt that people change their behaviours and care about the value of their time and attention, which is a key currency of this 21st century. It comes out that



Figure 4 source: techcrunch.com

grocery shopping, meal planning and cooking are considered chores by most of the population. Thus, any service which offers to save timing from them will receive a lot of demand.

Food service landscape is changing. Consumer demand for takeaway food is growing alongside the prevailing casual dining trend. Consumers don't have enough time and they look for the convenience lifestyle, within the new crop of delivery options; the groceries service, the ready-to-go/ready-to-be-eaten food, the high quality of food delivery services that delivered in less than 30 minutes, became more attractive than the traditional grocery retailers, and eventually take market share from other ways of obtaining food.



The analysis of food delivery trend

Nowadays, the impact in technology in our lives is unmeasurable. The order-and-pay application and delivery service make dining in an easy way. According to *Technomic's* trend predictions shows that Millennials are more likely than other generations to choose delivery, which already represents about a fifth of their foodservice occasions. This is definitely a signal that delivery demand will continue to grow.⁹ And more evidence of the importance of this trend is the capital rushing into the on-demand delivery business and becoming democratization.

The evolution in cloud applications have impacted our daily lives more than we realize. With its greatness and the presence increasing in our lives, it becomes an advantage to implement mobile technology into business. Thus, some restaurants upgraded their mobile-ordering and payment services, and made partnerships with delivery start-ups, in order to keep up the demand of the market; but some restaurant didn't. "According to a 2015 report from French TV station BFM, only 6,000 out of the 150,000 restaurants across France currently offer delivery services."¹⁰ Some restaurant owners doubt whether delivery services can take over ingrained cultural standard.

However, on-demand delivery indeed poses a threat. The experience of ordering food via mobile apps, it increases loneliness, laziness, the distance between pleasure, friends and cultural heritage. In a sense, we're losing that kind of shared-meal response that people didn't realize so far. The new technologies have indeed significant effects on the way we think about and interact with our food.

*"THERE'S A REAL
 POTANTIEL MARKET FOR
 FRANCE GOING ON."
 - Boris Mittermüller, CEO
 and founder of Foodora in
 France*

⁹ Tristano, D. (2015). *The On-Demand Delivery Revolution*. *Technomic Blog*. Retrieved 10 November 2016, from <https://blogs.technomic.com/the-on-demand-delivery-revolution/>

¹⁰ Toor, A. (2016). *The French finally embrace delivery food*. *The Verge*. Retrieved 23 January 2017, from <https://www.theverge.com/2016/3/8/11171894/paris-food-delivery-apps-french-cuisine-foodora-deliveroo-uber-eats>



The delivery of meals at home in France became a highly huge market. According to an internal document by the German start-up incubator Rocket Internet¹¹, “Takeaway food delivery market should weigh 90 billion euros in Europe.” The food technology entrepreneurs massively landed in France for several months. The French market has finally begun to embrace another mainstay of American business: delivery food, Paris has been slower to embrace it than others cities, like New York and London. For the French people, they are deeply entrenched traditions culinary, a quick-and-easy meal of delivery service conflicts with what the French consider to be deep-seated traditions authentic dining. This is a sign that eating habits are changing in France, a country that has traditionally rejected food delivery.

Today, the first thought of customer upon hearing the word ‘takeaway delivery food’ is still primarily that of the chipper or the greasy spoon, since pizza, burger or Asian food are the most popular traditional delivery food throughout the world; but in fact, the demand for a broader choice is rising in the same time. More and more people become more aware of the food they eat and request high quality standards for their nutrition; as well as some delivery start-ups now mark themselves as a ‘healthy home delivery’ by delivering on time with the freshness, local and seasonal meals.

Those delivery companies have built a service for the human needs. And of course they do not only deliver fast and reliable, but all type of food that customers’ desire, including vegan cuisine, organic food, or pastry. For example, *Camille Thai*¹², a winner of healthiest takeaway and delivery restaurant in Ireland, which offers the quality Thai food by using the sustainable and local products. “For us the



Figure 5 source: camile.ie

¹¹ Rooney, B. (2015). *European food delivery start-ups are on a burn*. Informilo. Retrieved 1 November 2016, from <http://www.informilo.com/2015/06/europes-food-home-delivery-market-hots-up/>

¹² *About Camile. Camile Thai Takeaway and Delivery restaurants*. Retrieved 16 April 2017, from <https://www.camile.ie/about-camile/>



difference is that our food is made to order in the same type of kitchen used in a high quality restaurant. People now expect to be able to eat healthily wherever they choose to dine.” says David Greene of *Camille Thai*.

In additions. it seems particularly interesting to follow a multitude of enterprises throw themselves into adventure by offering the home-cooked meal, *Frichti as an example*,¹³ launched in 2015. It operates from its own large central kitchen with its own culinary team and chefs. It integrates the entire value chain from meal preparation to delivery in order to deliver a unique user experience and lower prices. Indeed, the average price is €10 for a menu including a starter, a dish, and a dessert. Deliverers will wait for the orders near the kitchen instead of going to a selected restaurant chosen by the client. Their advantage is the rapidity of delivery in not even 15 minutes.¹⁴



Figure 6 source: frichti.co



Figure 7 source: blueapron.com

The future is likely to see more and more segmentation with the offer of diet, sports or gluten intolerant. Many delivery start-ups also engage in delivering the ingredients or the food baskets for weekly or a meal, on the model of *QuiToque*, *Foodette* or *BlueApron* in America.¹⁵.

¹³ Pellegrin, C. (2016). *Frichti, the company that delivers home-cooked meals to your door - France 24*. France 24. Retrieved 2 June 2017, from <http://www.france24.com/en/20161021-business-frichti-food-delivery-tech-entrepreneur-vacher-ceta-eu-canada-wallonia>

¹⁴ Rodrigues, V. (2016). *Home cooking platform Menu Next Door raises €1.75M in seed funding*. Rude Baguette. Retrieved 1 June 2017, from <http://www.rudebaguette.com/2016/05/24/home-cooking-platform-menu-next-door-raises-e1-75m-in-seed-funding/>

¹⁵ Prouteau, J. (2016). *Qu'est ce que la FoodTech ? 6 catégories de startups FoodTech - DigitalFoodLab - Startups FoodTech*. DigitalFoodLab - Startups FoodTech. Retrieved 17 April 2017, from <http://www.digitalfoodlab.com/la-foodtech-6-categories-de-startups/>



Food delivery start-ups business in French market

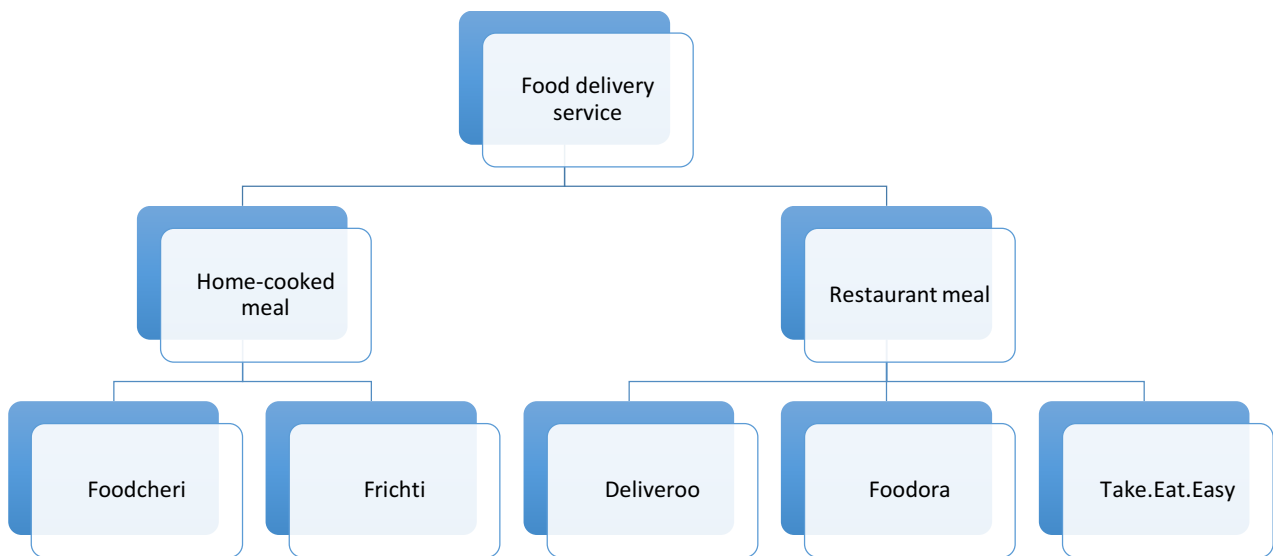


Figure 8 hierarchy of different type of food delivery business existing – CHEN, Szu-Pu

The main idea of creating this hierarchy graph above is to classify the different type of food delivery start-up business existed in France. I assorted from ‘service > product > existing start-ups.’ There are some famous international food delivery start-ups who deliver the restaurant food stepped into French market; there are also some food delivery French start-ups tried to occupy a niche market and expected to keep it preserved. *Foodcheri* and *Frichti*¹⁶ are the most popular start-ups in this home-cooked delivery sector, who deliver the daily fresh and delicious meals prepared by their own chef who works directly for the enterprise who delivers. Today due to my thesis topic, my research will be focus on the deliver restaurant food part to understand deeply the reality of delivery business trend in the French market, and responds the problematic.

¹⁶ Dubois, M. (2017). *Petits plats livrés à domicile : le match Foodcheri - Frichti*. *Capital.fr*. Retrieved 8 June 2017, from <http://www.capital.fr/entreprises-marches/petit-plat-livre-a-domicile-le-match-foodcheri-frichti-1226271>




connects customers with local food delivery in just 10 minutes.¹⁷ We can see that even the transportation company is retreading and getting serious about food deliver.

Following are more details about the three most successful food deliver companies who deliver the restaurant food in France in this two years.

 **Deliveroo**

Deliveroo is a British online food delivery company founded in 2013 by William Shu and Greg Orlowski that has operations in the UK, Netherlands, France, Germany, Belgium, Ireland, Spain, Italy, Dubai, Australia, Singapore & Hong Kong. It started to launch in Paris April 2015. This English start-up wanted to take on *Take Eat Easy* and hoped to become the leader of international market in the meals delivery service.

The name of '*Deliveroo*' took from the contraction of two words: "deliver and kangaroo" (Kangaroo became the mascot of the brand), just like the kangaroos are known to be incredibly protective of their baby. *Deliveroo* company would like to give customers the equally protective of the dining experience. Their concept is to propose a simple delivery service, efficient and fast of the popular restaurants in the city. Customers can order through its website or by mobile app and then self-employed bicycle will transport the orders from restaurants to both home or office. The average waits to receive one's meal is half an hour and the deliverers are geo located.

 **Take Eat Easy – closed on July 2016**

Original created by four childhood friends in Brussels in 2013. It debarked in Paris September 2014. *TAKE EAT EASY* start-up company has about 1 000 partners of restaurants all over France with a presence of four European countries: Belgium, France, Spain and England. The brand's name "*Take Eat Easy*", which is pretty much everything the people needs from a delivery service. It reinvents meals by allowing each client to choose their favorite restaurant and delivering to

¹⁷ Tepper, F. (2015). *Uber's New Update Gives Food Delivery As Much Attention As Transportation*. *TechCrunch*. Retrieved 19 January 2017, from <https://techcrunch.com/2015/08/17/ubers-new-update-gives-food-delivery-as-much-attention-as-transportation/>



the address of their choice. It selected the best restaurants, which don't generally offer this service. Through their online platform or mobile app, customers can order a selected restaurant of their city, the bicycle couriers then provide deliver service of their meals to home, office or even outdoors, in within three kilometres of the restaurant. Also, it provides the users to follow the path of their courier on the map via their mobile, while waiting of their meals.



Foodora GmbH is a Berlin online food delivery company founded in April 2014 which has developed an e-commerce platform that connected restaurants and customers' desire and a pre-ordered solution for a quicker delivery. Nowadays, its offer from over 6,500 selected restaurants in 10 countries worldwide, but it was the latest arrival in Paris 2015 compare to the two others start-ups.

The commitment of *Foodora* is to deliver in less than 30 minutes of the best meals of the city, all within an ecological approach: couriers deliver exclusively by bike! Using the *foodora's* mobile app, website or the corporate platform, customers can browse local restaurants nearby, place their order, track it as it's prepared, delivered and paid.¹⁸

It offers the service not only for individuals' customer, but also companies by giving a special offer. They can become *Foodora's* partners and allow their employees to order directly through a personalized platform. Thus, this system offers several advantages, such as the monthly invoicing etc. Moreover, in order to respond the expectations of consumers, *Foodora* keep on researching the quality and comprehensive service. They decided to launch new services

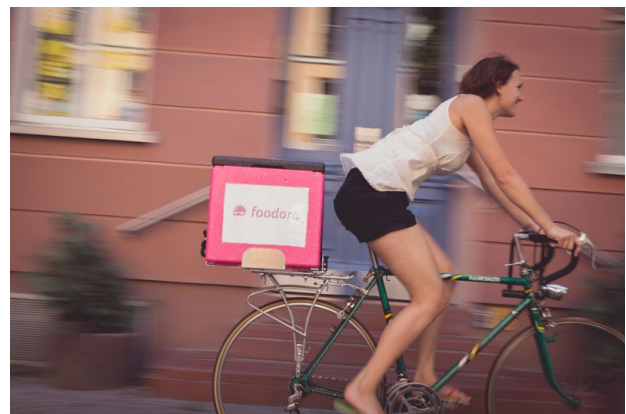


Figure 10 source: theverge.com

¹⁸ Bakowski, C. (2017). *Foodora lance sa fonction "retrait au restaurant"* - SFR News. [News.sfr.fr](http://news.sfr.fr). Retrieved 24 January 2017, from <https://news.sfr.fr/style-de-vie/cuisine/foodora-lance-sa-fonction-retrait-au-restaurant-1107130.html>



with the innovative offer.

- The breakfast offers: partner with some bakery shops, right now everyone can order a gourmet brunch or healthy breakfast.
- Partnerships with the best restaurants, like *Fauchon*, *The Bowls of Jean or Eric Kayser*, some particular quality establishment to delivered at home and office.
- *Foodora* is also the only service to offer an offering dedicated to businesses through its "corporate solution": a booking platform perfectly suited to business needs.

To conclude, the rise of digital technology is reshaping the market. All of delivery companies used the App-based services which allow clients to order and pay for meals ahead of time enable to save timing. They deliver all type of food from hot and cold, which could indicate the capable transportation and the maintain technique they have today; creamy puff pastries from pastry store, fresh croissants from bakery, or even a can of green bean from supermarket. Consumers accustomed to shopping online through apps or websites, with maximum convenience and transparency and they expect to have the same experience for dining.



The difficulties of food delivery start-ups

On the other hand, to success a food delivery company isn't that easy. In spite of large-scale fundraising, a service appreciated by users, an insolent growth, a good brand image, the reality of the old economy is still there. The Belgium's big start-up company *Take Eat Easy* mentioned in the previous section, unfortunately ceased trading from July 2016. The CEO of *Take Eat Easy*, Chloé Roose, highlighted two reasons: first, their revenue couldn't cover the costs of the company, because they increased the size of the team from 10 to 160 employees over the last 12 months in order to operate the 20 European cities that they have established. Second, it's impossible to find investors to conduct a third fundraiser, they haven't been able to raise additional capital to fuel the company until break-even.¹⁹ Moreover right after *Take Eat Easy*, according to the website *Snacking.fr*, *Tok Tok Tok*, an online delivery start-up created in 2011 which has been delivered in several big cities, also surrendered its weapons and their technology platform has bought by British *JustEat* company.²⁰

As a matter of fact, it is extremely expensive to launch a food delivery company: it is necessary to finance on the food development and ensure its production or quality control. Delivery via a dedicated fleet or service providers and finally an increasingly competitive marketing. This is why business-

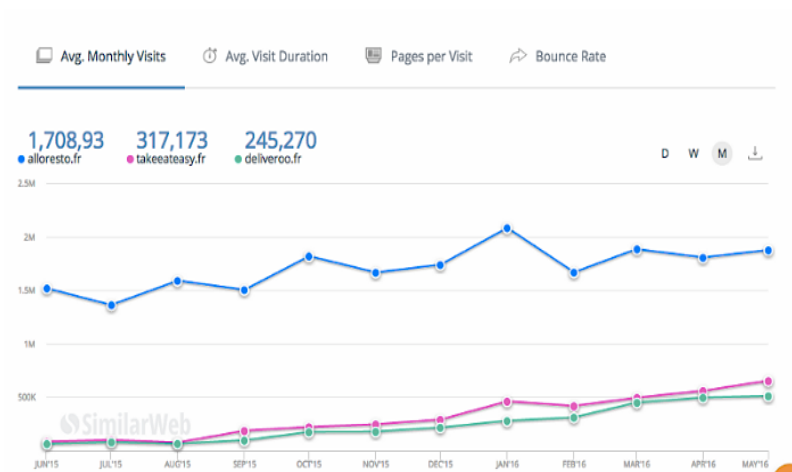


Figure 11 source: medium.com/@adrienroose

¹⁹ Roose, A. (2016). *From 0 to 1,000,000 to ?*. Medium. Retrieved 21 November 2016, from <https://medium.com/@adrienroose/from-0-to-1-000-000-to-ecb4e2f863c7#.47nww02w7>

²⁰ #Delivery: Rachat de Tok Tok Tok: un Français de moins sur le marché de la livraison food. (2016). Maddynews. Retrieved 13 November 2016, from <https://www.maddynews.com/finance/2016/09/07/delivery-just-eat-tok-tok-tok-fermeture/>



oriented into the execution and logistics department, which is much more than food. However, a real competitive race is underway between the *Foodora*, *Deliveroo* and other *AlloResto by JustEat* in the French market. As we could see the statistic above, *Alloresto* has the highest average of monthly visits on 2016, it seems to be the leader in food delivery service so far. Who will succeed in the future? Difficult to say as prices and services resemble: delivery fee and the partner restaurants are more or less trendy addresses (top scale burgers, Asian restaurants, salad bars etc.) This is such an intense competition. The winner will certainly be the one who find the best equation between recruiting delivery man and re-creating a new communication platform to attract the new clients.



METHOD

Design customer questionnaires

We will now discuss the method of designing the field study in order to understand in more detail of the meal delivery service, which including the targets, the tools used and the layout of relationships between hypotheses and questions.

The field study of this thesis was carried out through a questionnaire and analyse by using the quantitative method.



1. The Constitution targets

The field study was carried out through a questionnaire, which was prepared in 2 versions (French and English) and transmitted from the 1st of April and was closed on 30th of April. This has left a considerable period of a month to obtain the maximum responds.

The panel was constituted through 2 different methods:

- Upload on social networks (LinkedIn, Facebook ...)
- Send to the personal network

It was also important in collecting responses that there was a heterogeneous return with regard to the age of the respondents.

2. Target segment

To achieve the questionnaire, it appeared appropriate to target people with different profiles to get an overall view of the subject.

- The quantitative study targeted the French citizens and the foreigners who live in France.

We are looking through this questionnaire to examine the French market to try to understand their food habit behaviour in the quotidian. Here, the French citizens are the principal to be involved in this process. On the other hand, the percentage of the foreigners who came to France increase rapidly. Hence, the foreigners are the second target in this study²¹ in order to obtain a maximum of returns of people coming from different horizons.

3. Tools Used

The field study was carried out by using a questionnaire on "Google Form". The questionnaire was constructed as follows:

²¹ "France is the 3rd most attractive country for foreign students according to UNESCO. France Diplomatic: Ministry for Europe and Foreign Affairs. Retrieved 1 June 2017, from <http://www.diplomatie.gouv.fr/en/french-foreign-policy/economic-diplomacy-foreign-trade/facts-about-france/one-figure-one-fact/article/france-is-the-3rd-most-attractive>



- Filter question: Have you ever ordered home delivery service?
- 7 closed questions
- 2 open questions
- 3 questions concerning the identity of the respondent.

Google Form appeared to be a useful tool for completing the questionnaire because of its possibilities for constructing the questionnaire and rendering the results. In fact, the application proposes a wide choice of question types: open, closed, multiple choice, filters ...

In terms of the analysis of responses through the questionnaire, *Google Form* analyses directly the results into Excel's graph and table database. This report provides a clear and precise analysis of the results which could comprehend immediately.

The questionnaire allows each of these assumptions to be addressed. Here is the detail of the existing relationships between hypotheses and questions.

Hypothesis 1: Convenience and Time saving are nowadays the core of human needs.

- Question 1: In general, what is your eating habit for dinner during the weekday? (Please choose 2 principals)
 - o *A questionnaire was designed out to start from this question, which give us a general approach of the different life style and the eating habit of people by collating the identity of respondents. A family of 4 people, cook at home in general; A student who live alone, order delivery food or take-away restaurant food?*
- Question 2: During the weekday, how often do you order the online meal delivery service for dinner?
 - o *This question is based on frequency of ordering food delivery service, which let us have a farther idea of the people who have already done in their life.*
- Question 3: What are the mains reasons that you ordered meal delivery service? (Please choose 3 principals)
 - o *Understand the reasons among all, could let us define the core of human needs today.*
- Question 4: What is your meal budget per person when you order from home delivery services?



- *This question let us know the approximately expense per person during the weekday, which signified the workdays. This could also give us an opinion of the budget that people are willing to spend during their weekday.*

Hypothesis 2: People are satisfied mostly of food delivery start-ups today.

- Question 5: Which is the food delivery company you mainly order from?
 Deliveroo Foodora Alloresto by JustEat Others: _____
- Question 6: Above the question, what is your level of satisfaction of this meal delivery company?
 ☹️ 1 2 3 4 5 ☺️ Why?
- Question 9: Do you have any comments or suggestions about home delivery service?
 - *Explore the point view of the people in regard to their satisfaction of the service, the delivery food or the system application of the meal delivery companies existing in general.*

Hypothesis 3: Revolution of meal delivery service could be a potential future business in French market.

- Question 3: What are the mains reasons that you ordered meal delivery service? (Please choose 3 principals)
 Convenience Price Variety Food quality Time saving Explore Other
- Question 7: What are the reasons that you don't use home delivery services?
 Price too high Offer not suitable Prefer homecook meal Procedure too complicated Other reason _____
- Question 8: Do you have any comments or suggestions about home delivery service?
- Question 9: Would you be interested in a home delivery service by subscription which allow you to have a meal adapted to your budget delivered every day for your dinner? Why?
 - *To define the problems of this market more precisely and identify the sources, we used here exploratory research designs method to explore the reasons of ordering the meal delivery service or not, the suggestions of delivery companies and the point view of people about the future trend, in order to rebuild the new delivery service for the future.*



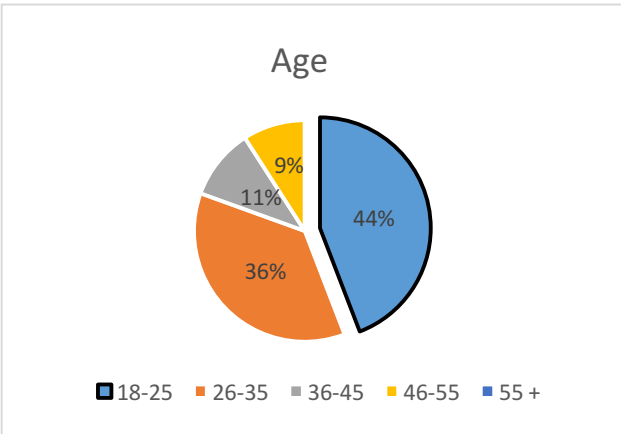
RESULTS

Present the results of the field
study

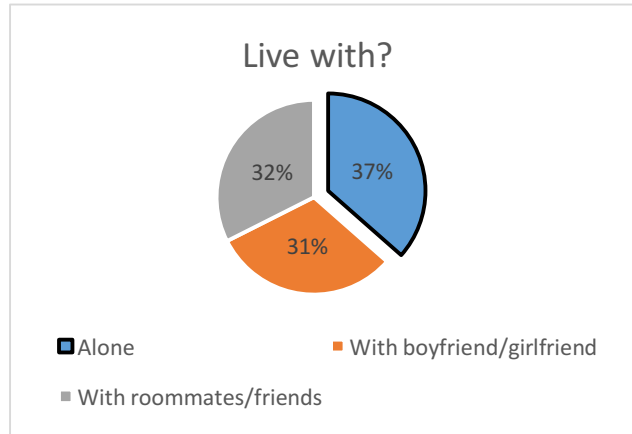
We will now focus on the actual returns of the study conducted in the field.



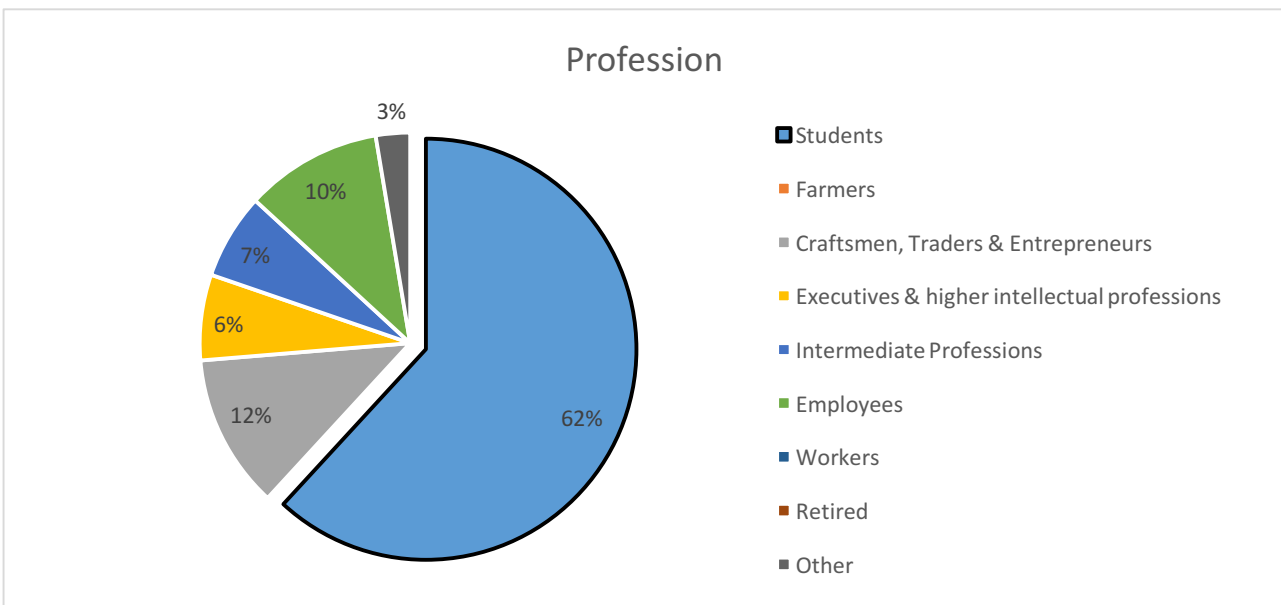
After a month of survey posted through social media, 29 participants answered through the English version of questionnaire and 49 participants answered through the French version. A total of **78 participants** returned valid responses for further analysis, which contained the **62 % of students, 12% of craftsmen, traders & Entrepreneurs, 10% of employees...etc.** Most of their ages are **between 18-35 years old.**



Graphic 1: 44% of respondents are between 18-25 years old.

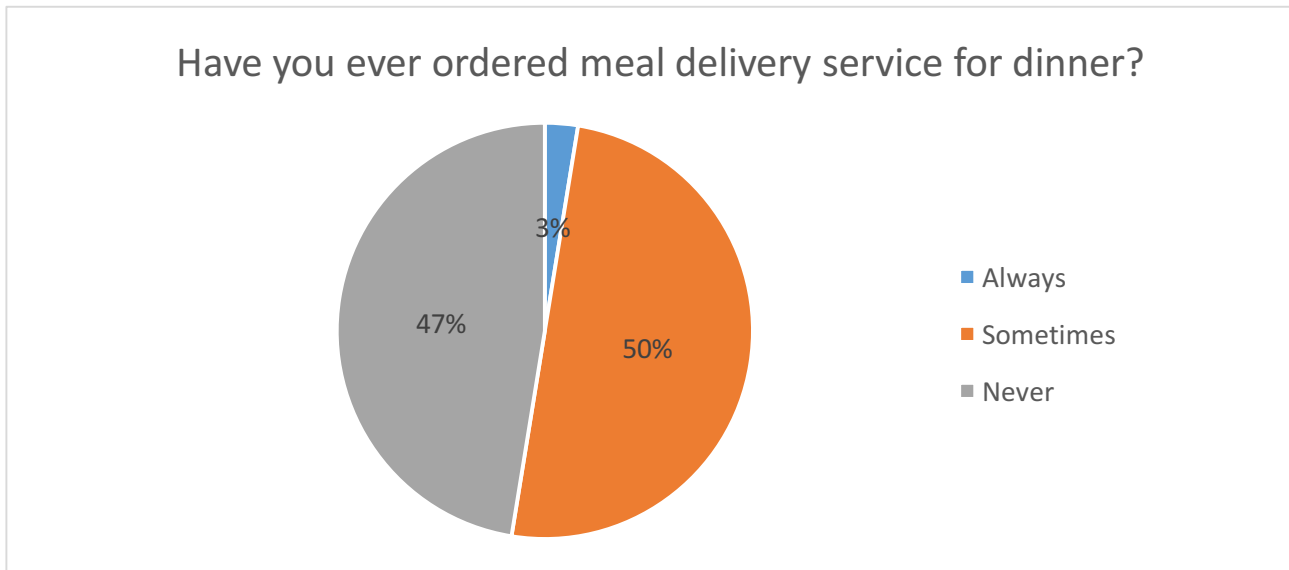


Graphic 2: 37% of respondents lived with roommates or friends.



Graphic 3: 62 % of respondents are students.



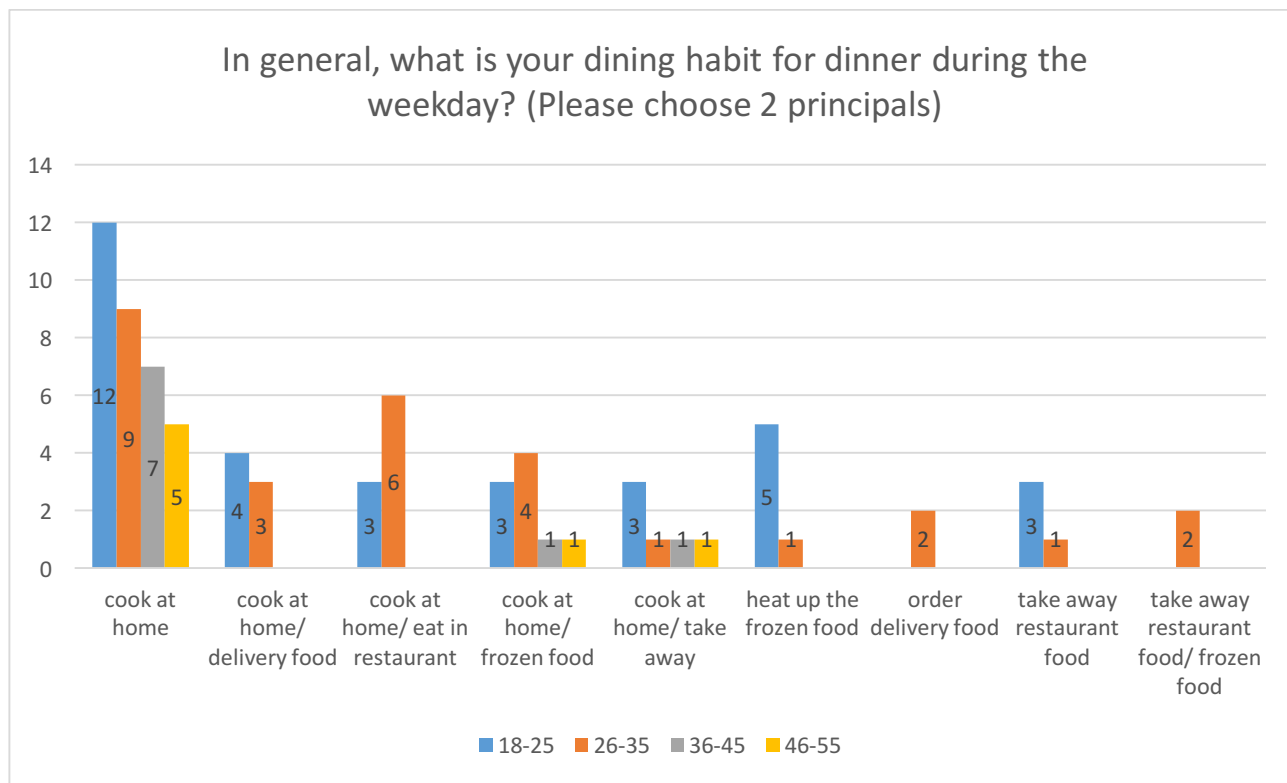


Have you ever ordered meal delivery service for dinner?	Value	Percentage
Always	2	3%
Sometimes	39	50%
Never	37	47%

Table 1: 50% of respondents have ordered sometimes the home delivery service.

This first question served to filter the following questions in order not to answer the questionnaire for people unrelated to the subject of the study. The people who have never ordered food delivery service has been settled up directly to answers the end of the questions which based on their reasons of not order and their opinion of future delivery service.





In general, what is your eating habit for dinner during the weekday?	Value				Percentage
	18-25	26-35	36-45	46-55	
Age	18-25	26-35	36-45	46-55	Total
Cook at home	12	9	7	5	42%
Cook at home / Order delivery food	4	3	0	0	9%
Cook at home / Eat in restaurant	3	6	0	0	12%
Cook at home / Heat up the frozen food	3	4	1	1	12%
Cook at home / Take away restaurant food	3	1	1	1	8%
Heat up the frozen food	5	1	0	0	8%
Order delivery food	0	2	0	0	3%
Take away restaurant food	3	1	0	0	5%
Take away restaurant food / Heat up frozen food	0	2	0	0	3%

Table 2: 42% of respondents cooked at home for dinner during the weekday.



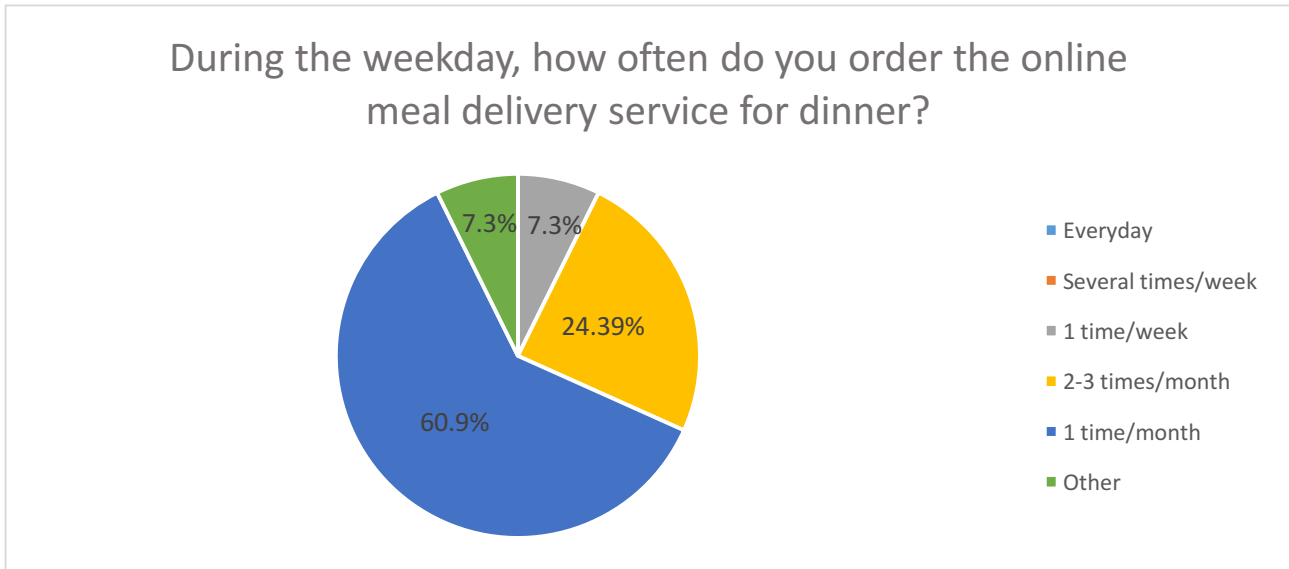
As we can see the Table 2, this question gives us an initial idea of different dining manners of different age of people. The respondents have 2 main choices of their dining habit for dinner during the weekday. Majority of respondents (42%) answered only one choice, cooked at home. In the same time, there are total 41% of respondents who answered two choices which including cook at home and others manners (order delivery food, eat in restaurant, heat up the frozen food and take away restaurant food.). Here, we discovered that no matter what ages they are, people prefer cook at home.

In the other hand by combining the result, heat up the frozen food placed on the 2nd manners of dining habit (20%). Therefore, we can conclude that in fact majority of the people prefers to eat dinner at home during the weekday after their whole day work.



Following are the result and the analysis of the more specify questions answered only from the respondents who have ordered the delivery service:

A total of 57.3% of people (the people who have sometime ordered the delivery service (50%)+ always (3%))



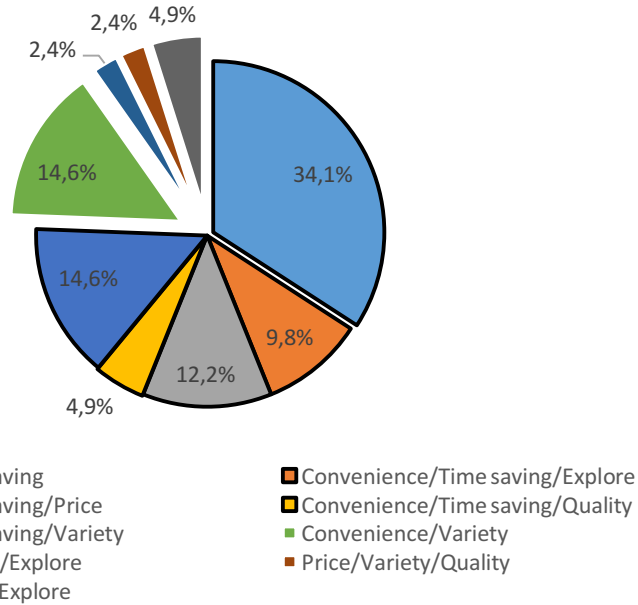
During the weekday, how often do you order the online meal delivery service for dinner?	Value	Percentage
Everyday	0	0%
Several times/week	0	0%
1 time/week	3	7.3%
2-3 times/month	10	24.39%
1 time/month	25	60.9%
Other	3	7.3%

Table 3: 64% of respondents ordered 1 time/month of the meal delivery service.

As we can see the Table 1, the result is similar between the people who have ordered sometime the delivery service (50%) and the people who have never done (47%). And on the other hand, by looking farther through Table 3, which was designed to better understanding of the people who have used the delivery service for dinner, there are 60% of respondents ordered only 1 time/month. Hence, we could conclude that even though the delivery service seems like a growing trend, but not everybody prefers to order from delivery service every day.



What are the mains reasons that you ordered meal delivery service? (Please choose 3 principals)



What are the mains reasons that you ordered meal delivery service? (Please choose 3 principals)	Value	Percentage
Convenience/Time saving	14	34,15%
Convenience/Time saving/Explore	4	9,76%
Convenience/Time saving/Price	5	12,20%
Convenience/Time saving/Quality	2	4,88%
Convenience/Time saving/Variety	6	14,63%
Convenience/Variety	6	14,63%
Convenience/Variety/Explore	1	2,44%
Price/Variety/Quality	1	2,44%
Variety/Time saving/Explore	2	4,88%

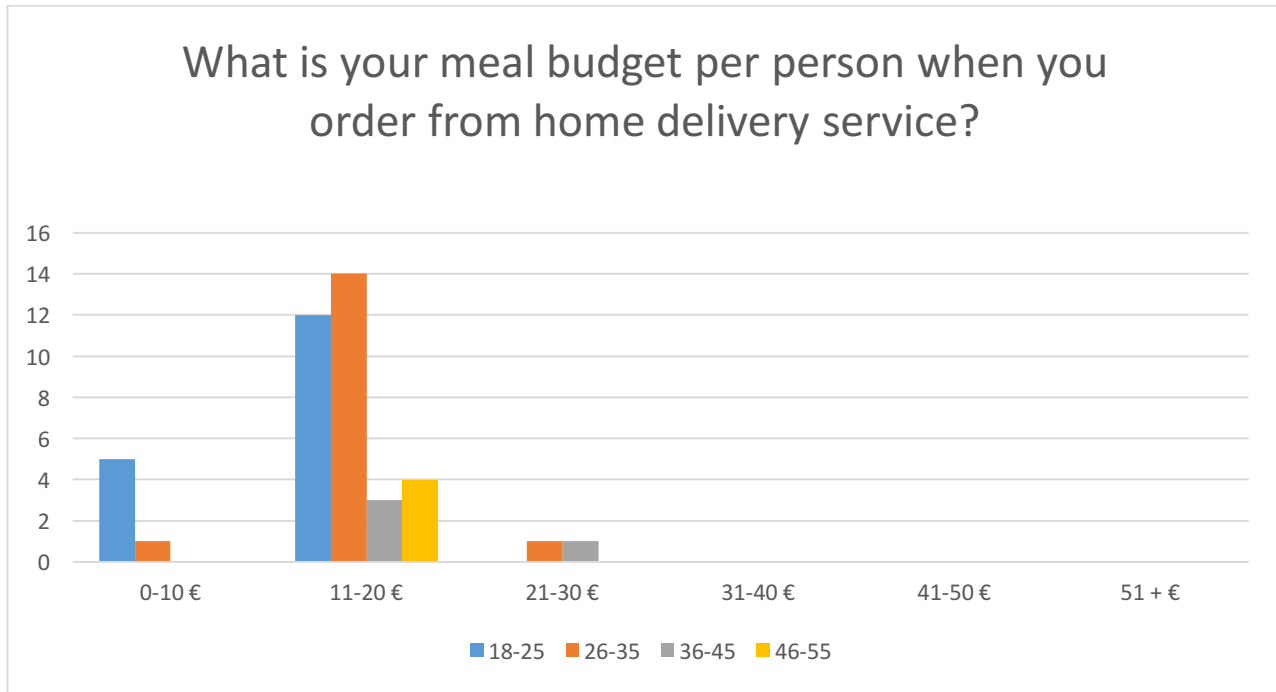
Table 4: 34.15% of respondents answered their mains reasons of ordering meal delivery service are Convenience/Time saving

According to the chart, 'Convenience and Time saving' (34.15%) are the major reasons that people chose the meal delivery service. We could see as well as the 5 groups of reasons were selected in



black outline, which include the reason of convenience and time saving (total of 75.62 %). We will discuss more detail in next sections.

Following is to explore more detail of the way of French citizens used on delivery service, their budget, their choice and their satisfaction.



What is your meal budget per person when you order from home delivery service?	Value				Percentage
	18-25	26-35	36-45	46-55	Total
Age					
0-10 €	5	1	0	0	14.63%
11-20 €	12	14	3	4	80.49%
21-30 €	0	1	1	0	4.88%
31-40 €	0	0	0	0	0%
41-50 €	0	0	0	0	0%
51+ €	0	0	0	0	0%

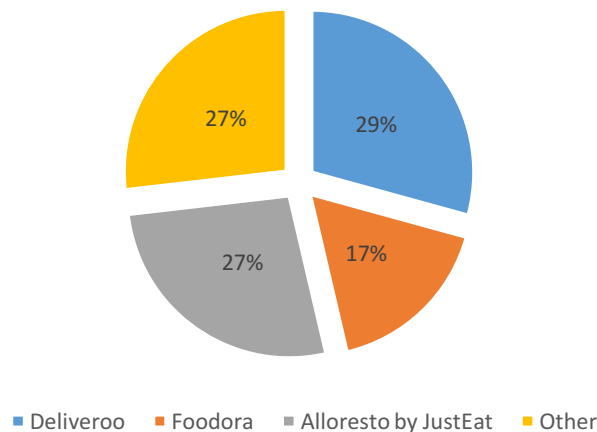
Table 5: 80.49% of respondents ordered the meal delivery service between 11-20 €.

By combining the groups of age, enable to analyse the different result of this question. According to the chart, 80.49% of respondents ordered delivery services between 11-20 euros. People actually don't really want to spend much money for dinner during the weekday. This could also



signify the accessible prices of delivery food. And regarding to the age, in fact there is no different on the expense budget between the different ages.

Which is the food delivery company you mainly order from?



Which is the food delivery company you mainly order from?	Value	Percentage
Deliveroo	12	29%
Foodora	7	17%
Alloresto by JustEat	11	27%
Others	11	27%

Table 6: 29% of respondents ordered delivery meal from Deliveroo.

There are lots of food delivery companies existed in France. For this question, I targeted 3 famous start-ups (*Deliveroo, Foodora, Alloresto*) principal.

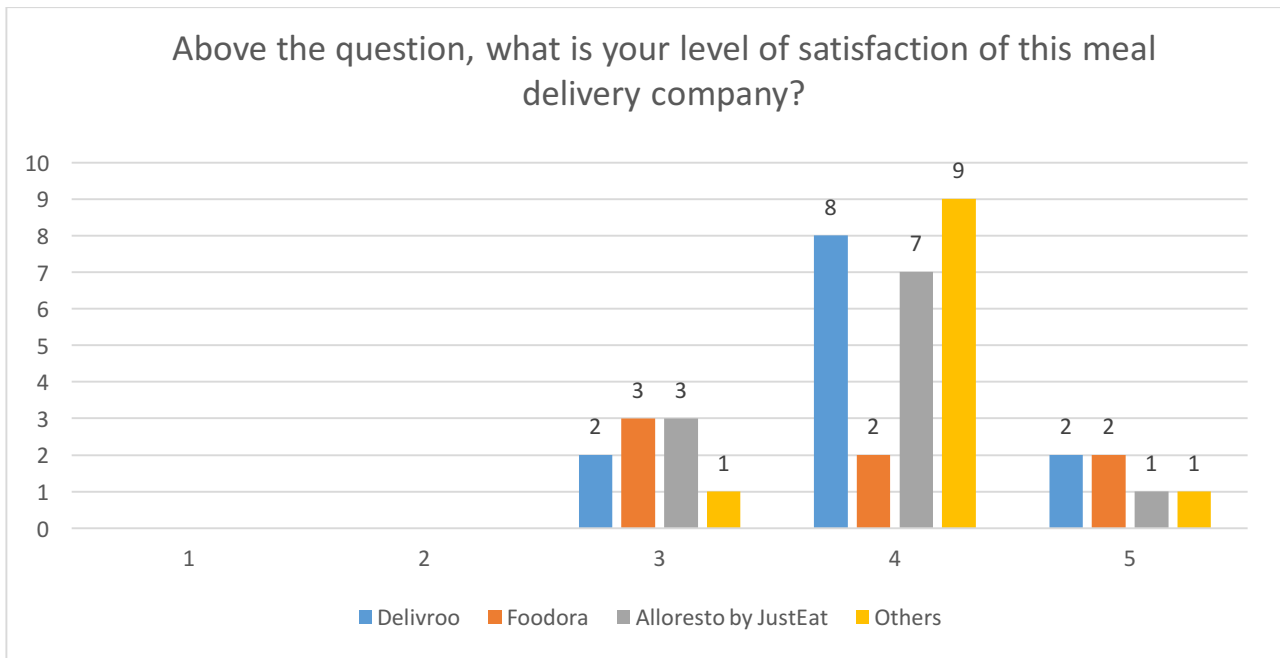
As a result, we can see that *Deliveroo* (29%) placed on the first list that people mainly ordered. But in the other hand, *Alloresto by JustEat* (27%) and the choice of Others (27%) are just behind *Deliveroo*. This noticed that people ordered meal delivery service not only from these three famous start-ups by application, but also the others ancient way to order delivery food. Below were the lists that they ordered from.

- **Order directly from the restaurants**, who have their own delivery service. Customers could order by phone call.



- **Pizza delivery**, an ancient common delivery service which a pizzeria or pizza chain delivers the pizza to the customers.

- **FoodCheri**, an online restaurant that offers the meal prepared by a Chef and delivered by bicycle.²²



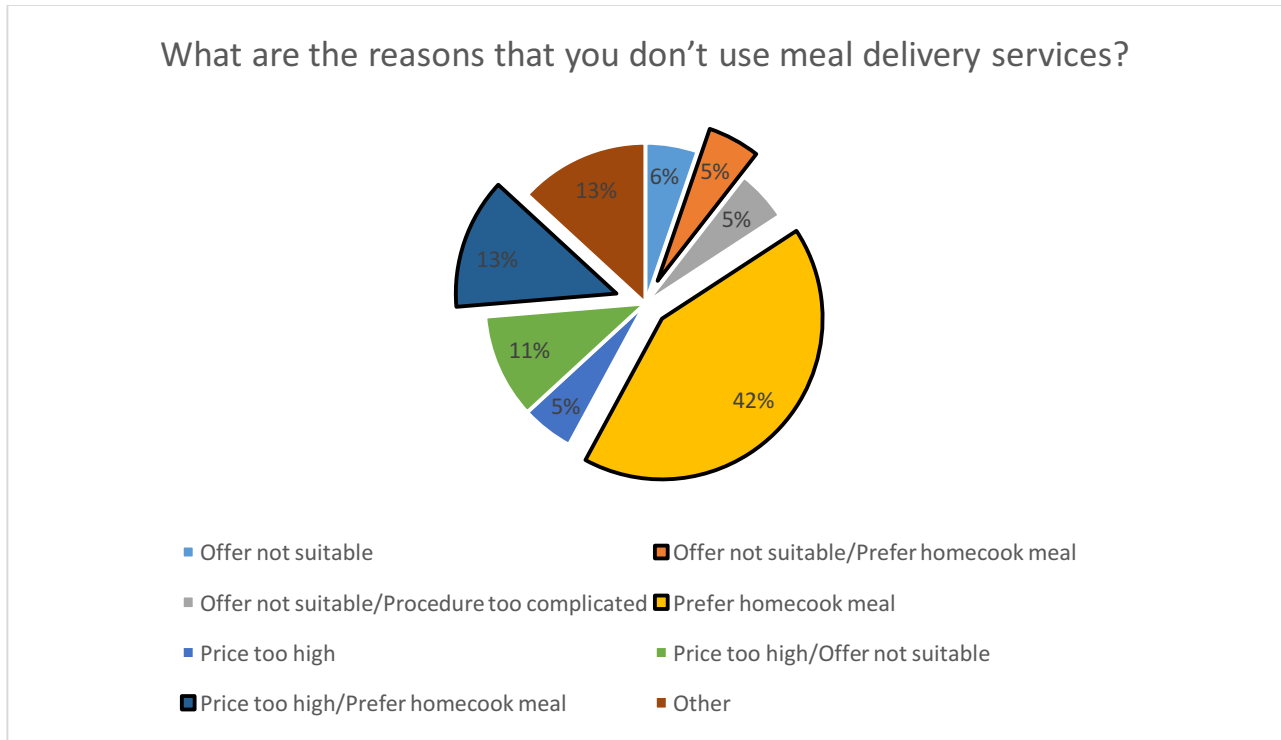
Above the question, what is your level of satisfaction of this meal delivery company?	Value				Percentage
	Delivroo	Foodora	Alloresto	Others	Total
1	0	0	0	0	0%
2	0	0	0	0	0%
3	2	3	3	1	21.95%
4	8	2	7	9	63.41%
5	2	2	1	1	14.63%

Table 7: 63.41% of respondents answered their level of satisfaction about the meal delivery service are level 4. (Satisfied= level 5; Unsatisfied= level 1)

²² FoodChéri lance un dîner 100% en ligne. (2015). Snacking.fr. Retrieved 13 May 2017, from <https://www.snacking.fr/news-2456-FoodCheri-lance-un-diner-100--en-ligne.php>



For the satisfaction part, majority of people satisfied in level 4 (63.41%) and there's no different no matter which meal delivery service or companies they chose. Most of the companies have respected the expectations of customers. Thus, we could suspect probably the delivery service today has a standard quality that people expect less, or people don't really require much for the dinner on the weekday.



What are the reasons that you don't use meal delivery services?	Value	Percentage
Offer not suitable	2	5%
Offer not suitable/Prefer homecook meal	2	5%
Offer not suitable/Procedure too complicated	2	5%
Prefer homecook meal	16	42%
Price too high	2	5%
Price too high/Offer not suitable	4	11%
Price too high/Prefer homecook meal	5	13%
Other	5	13%

Table 8: A total of 60% of respondents prefer homecook meal (5%+42%+13%)



This question designed to let the respondents have two choices maximum.

According the results, most of the people 'prefer homecook meal' (60%). And 'price too high' are placed in the second reasons of not using meal delivery services.

Regarding to the people chose the reasons 'Other', below are some of their reasons:

- I prefer diner in the restaurant.
- My French is not good so far.
- There is too much packaging.

⋮

Do you have any comments or suggestions about home delivery service?

Long answer text

This opening question was designed as an unrequested question.²³ Following are the comments returned by the respondents that classified into different categories and analysed into percentage.

Delivery timing & method

Comments	Value	Percentage
Sometimes it's slow...wish could be more quick	2	16.66%
A call before arrival		

Delivery zone

Comments	Value	Percentage
Delivery services like Foodora or others have not yet extended in the suburbs, it's a pity!	3	25%
Deliver more areas		
If we live outside of the city, it won't works.		

Delivery price

Comments	Value	Percentage
Decrease the minimum order price	1	8.33%

²³ Annex Page 4: Opening questions - Summary of result in English version



Delivery products

Comments	Value	Percentage
Better to have pictures of dishes	5	41.66%
Problem of food temperature and reheat problem		
I think the offer is quite variety. But they could use better quality and seasonal products.		
Variety of choices		
Make better sign for the soup		

Personal idea

Comments	Value	Percentage
I don't like the idea of home delivery service cuz usually it makes people become too lazy and too isolated. But of course there are some exceptions sometimes	1	8.33%

After divided into different categories, we could see that the major of comments mentioned about the 'delivery products (41.66%)' There were the good and bad comments, most of them were remarked about the food quality. In addition, the second major of comments mentioned about the 'delivery zone (25%)'. Some people would like to order the food delivery service, but they couldn't because they lived outside of the city. In order to please more customers, this problem should definitely be in a consideration of future delivery service.

Would you be interested in a home delivery service that deliver everyday by subscription(monthly or weekly), which allow you to have a quality meal or ingredients adapted to your budget, your desire then you won't need to go for a grocery shopping? Why? *

Long answer text

.....

This question was designed as a request question. A total of 78 respondents responded.

- *The responses negative: Value- 45; Percentage- 57.69%*
- *The responses positive: Value- 33; Percentage- 42.30%*

Following are the comments returned by the respondents that classified into different categories and analysed into percentage. The first section is all the responses returned negative; the second section is all the responses returned positive.



The negative responses

Flexibility of lifestyle

Comments	Value	Percentage
No, because I need flexibility.	3	6.66%
No, because home delivery for dinner is just once for a while when I am too lazy to cook and neither my family. It's more impulse rather than everyday needs.		
No, I don't want to have delivery food every night. Getting delivered is a small "pleasure" that must be casual for me.		

Preference home cook/Quality products

Comments	Value	Percentage
No. I prefer to cook by myself most of time .	7	15.55%
No, I prefer to cook because it's cheaper and healthier		
No, if I eat at home I'd prefer cook by myself		
No, because food shopping and cooking are the things i love the most		
No I know how to make quality food by myself		
No because I am afraid that the delivery food is not fresh and not clean		
No, I always buy organic food.		

Delivery Cost

Comments	Value	Percentage
No, it's too expensive and I don't speak French	4	8.88%
No it's too expansive		
No because it probably too expensive, not customizable and not available in rural area		
I'm not very interested in that, because the budget is limited.		

Subscription

Comments	Value	Percentage
No. Subscription is too restrictive	1	2.22%

No comments

Comments	Value	Percentage
No, actually everything is fine	30	66.66%
no, no comments		
Yes, but I think my family does not accept it.		



The positive responses

Flexibility of lifestyle

Comments	Value	Percentage
Yes, if I am the only one to eat. No, because there are children in the family.	6	18.18%
Sounds good but not every day. I like to cook or going out to restaurant		
Sometimes yes, but not every night		
I would like to try. And to see if I can choose my dishes at the last minute		
Yes, unless we are not obliged to order a delivery meal every night.		
Yes, to have a quality meal, if I have a party, I will prefer home delivery		

Quality products

Comments	Value	Percentage
Yes. I'm interested in deliver of ingredients, but not portrayed meal (or not too often). This should add diversity to my diet.	3	9.09%
If the ingredients are fresh and the delivery website is friendly (have bilingual website), then I might be interested in.		
If we know exactly what products are used, or if we can personalize our orders according to what we like or not, why not!		

Delivery Cost

Comments	Value	Percentage
I would be interested only if the budget is reasonable, if spending slightly higher on home delivery service than on grocery, it's actually appealing as I can save my time on preparing the meal.	6	18.18%
Yes, if the price is economic.		
Sure, if the price is reasonable and the food has good quality, it can be an		
Why not! It all depends on the price of subscription. But I would rather have the choice of cooking according to my schedule.		
Seems to be a good idea, but also depends on price and efficiency		
Yes it would be very convenient.		

Convenient lifestyle

Comments	Value	Percentage
Yes, that's convenient and interesting	5	15.15%
Yes that would be very convenient		
Yes, because it's very convenient and time saving		
It depends on the preparation of meals.		
Yes. It will save more my time.		

No comments

Comments	Value	Percentage
Why not!	12	36.36%
Yes! why not!		
yes cool it would be nice		
Yes, why not, it sounds interesting.		
yes		



Subscription

Comments	Value	Percentage
Yes if the subscription gives us access to several restaurants, in order to variety of meal each night.	1	3.03%

According to the answers of this opening question, there were 57.69% of negative response and 42.30% of responses positive. Over half of the people were not interested in receiving the delivery food everyday within a subscription system. As we could see the category of comments, 66.66% of responses 'No comments,' specifically. But 15.55% of respondents replied the most through 'Preference home cook/Quality products.' We could understand here that most of the people weren't comfortable with the delivery food and prefer cooking the fresh, quality food themselves at home during the weeknights; some people eat specific meal that delivery service hasn't had this offer yet.

Regarding to the responses positive, only 42.30% of people were interested in this new concept. 36.36% of responses 'No comments,' specifically. However, we could notice furthermore that 'Flexibility of lifestyle (18.18%)' and 'Delivery Cost (18.18%)' were the majority of the categories of comments. We can conclude that food quality, price, convenience and flexible lifestyle are the most important condition to consider in order to rebuild the food delivery service.



DISCUSSION

Comparison of hypotheses and data

We have now collected all the data related to our study. This data has revealed a lot of information about the delivery service in French market.

We will now compare these data to the initial hypotheses in order to establish whether these are justified or unjustified.



A. Hypothesis 1

Convenience and Time saving are nowadays the core of human needs.

According to the initial research, customers nowadays are turning more towards online food services options for the convenience its offers, the variety of options and affordable food choices. But after analysing the field study, we discovered that the meal delivery wasn't the majority choice of respondents, the top dining habit of people was actually 'cook at home (42%)' no matter what ages or what professions they are. Besides, by combining the results, 'heating up the frozen food (20%)' placed on the 2nd manners of dining habit. Therefore, we can conclude that majority of the people usually want to eat their dinner in a convenience lifestyle during the weekday rather than leaving the house to dine out every night. As we found out previously in the literature review sections, people change their behaviours and care about the value of their time, they look for the convenience and quick life style. They prefer to heat up easily the frozen food or cook something rapidly after their whole day work, enable to focus on more productive or enjoyable activities.

Furthermore, looking over the responses of the reasons of ordering the meal delivery service, 'Convenience and Time saving (75.62 %)' are the major choices, which could justify our hypothesis. People have no time and demand for takeaway convenience food is growing alongside the prevailing casual dining trend. Also, we can see as well as that 'Variety (39.02%)' was placed in the third position. With the advanced technology and the communication, more and more different type of catering worldwide partnered with the delivery start-ups, in order to stay competitive and reach more customers. Besides, with the facilitated transport today, the world is becoming more global. People travel, discover the worldwide food and are willing to try variety of foods.

B. Hypothesis 2

People are satisfied mostly of Food Delivery Start-ups today.

According to the field study, the respondents ordered from many different approaches of food delivery service, however, no matter which kinds of food delivery service or start-ups they chose, majority of customers were satisfied (63.41%) the delivery food. We could



visualize that most of the companies have respected the expectations of customers. On the other hand, we could presume first that the delivery service nowadays has a standard quality that people expected less when they decided to order home delivery service instead of cooking at home or dining out; secondly people probably have a standard vision of delivery food, like a burger should be a hot sandwich with the standard ingredients which consisting of one or more pan fried patties of ground meat, cheese, lettuce, tomato, onion and condiment sauce, that placed inside a sliced sweet bun; or finally people don't really require much for the weekday's dinner. After a whole day of working, they probably just want to eat rapidly and rest.

However, let's look furthermore on the first opening question, there were couple comments responded from the respondents that food delivery service should be concerned.

Delivery products

Comments	Value	Percentage
Better to have pictures of dishes	5	41.66%
Problem of food temperature and reheat problem		
I think the offer is quite variety. But they could use better quality and seasonal products.		
Variety of choices		
Make better sign for the soup		

41.66 % of people specified on the delivery products. First, people would like to have the pictures of dishes to visualize what they are going to eat. Nowadays, images, information and transparency of products are vital for human being. Secondly, food temperature apparently is one of the problem that hindered people. To receive delivery meal with a correct temperature, should be an important point to concern. Redesign the packaging of product, reform the utensils of transport to maintain the food temperature and also improve the delivery timing could definitely enhance the operations. Finally, to have a quality meal with seasonal products are such a major issue that people crave in this century. Consumers interest in healthful fare is higher than their desire to eat said fare. To offer a quality delivery meal is going to be a main impact in order to gain customer's expectation.

To conclude, even though most of the people were satisfied on the service of food delivery companies, but there are some points that have to be amended yet.



C. Hypothesis 3

Revolution of new delivery service could become a potential future business in French market.

After researching and analysing the field study, we could find out that there're some problems existed in food delivery service by analysing the comments and the response from the respondents.

According to the question, 'What are the reasons that you don't use meal delivery services?', people who have never used the meal delivery service answered the reasons 'Other' (13%), we will now discuss in the following.

- **"My French is not good so far."**

Regarding to this response, we discovered that food delivery company is not suitable for the foreigner. Language isn't available through whole part the online communication, neither through the site website nor the application. In fact, there are the language choices on the first page of site website, but when we move further into the choice of restaurant, it turns back in French. Following are the screen shot of examples.

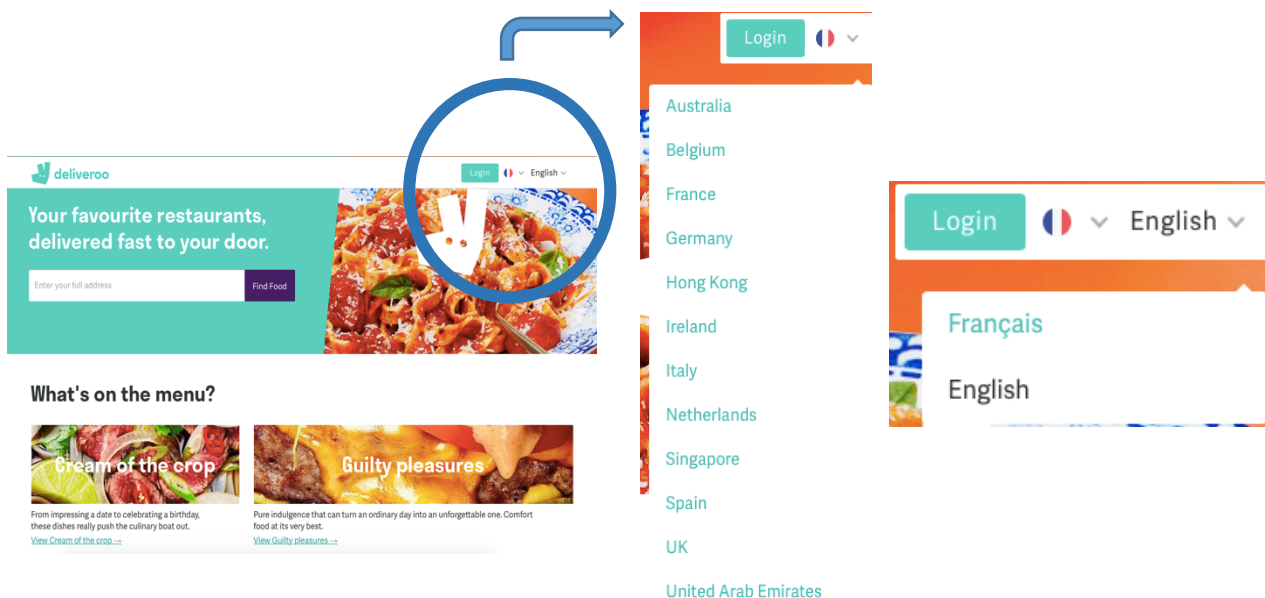


Figure 12 source: deliveroo.fr



The screenshot shows the Deliveroo app interface. At the top, there are filters: 'Everything (34)', 'Exclusivity (82)', 'Free Delivery (6)', 'French (34)', 'American (66)', 'Guilty Pleasures (65)', and 'Local Gems'. Below the filters, it says '64 restaurants tagged Local Gems can deliver to'. There are four restaurant cards: 'Jules et Shim' (Korean, €€), 'Blend - Argout' (American Burgers, €€), 'Filakia' (Greek, Sandwiches, European, €€), and 'King Marcel' (French, Burgers, €€). A blue circle highlights the 'King Marcel' card, with an arrow pointing to a larger view of its menu. The menu for King Marcel includes: 'Most Popular', 'Burgers', 'Burgers Végétariens', 'Formules', 'Salade', 'Accompagnements', 'Desserts', and 'Boissons'. The 'Most Popular' section lists three items: 'Le Marcel Cerdan' (€11.50), 'Le Marcel Michelin' (€11.50), and 'Le Marcel Jackson' (€11.50).

As mentioned on the previous method sections, the percentage of the foreigners who came to France increase rapidly. I believe that this is an important point to notice and there's room for improvement.

- **“There is too much packaging.”**

Consumers increasingly concerned about generating less waste are highly enthusiastic about zero packaging. Delivery companies often over-package, putting a pre-boxed item in a second box, and sometimes even a third one. This is exceedingly wasteful. There are numerous sustainable options that it could be redesign, such as using packaging materials made from corn starch, rather than the traditional styrofoam, which can be composted. Redesign the packaging of delivery food should definitely be more concerned.

To conclude all the points and combine the subjects mentioned on Hypothesis 2, delivery service is the future of restaurants, there is still a big potential business of meal delivery service in French market. It could be rebuilding and improving the certain shortcomings, which contain the service method, food quality, operational procedures and so on, enable to reach more customers and please more people of their demands.



PERSONAL REFLEXION & CONCLUSION

Answer the problematic
Discussion of personal reflexion

The comparison of the hypotheses with the data collected leads us to the end of our study on the subject in itself. We have now come to the end of this writing.

To conclude this study, we will now answer the problems presented in the introduction part and broaden the subject through personal reflexion.



Today, the restaurant industry is thriving, imagine how much more this could be if a food delivery service business opened in cities across the country? Being able to order online a homemade quality food, just like consuming in the restaurant to have delivered is a great convenience and one that people are willing to pay for. But on the other hand, the truth is the economic model of meal delivery service is hardly feasible, unless there is a strong margin on production that allows to finance the costly delivery chain. This is one of the reason a Belgium's start-up, *Take Eat Easy*, closed last year for good.

However, after the research and analysis, I believe that there's still a huge potential market in the future if we rebuild the delivery service, since the French distribution network is particularly dense and the prices of quality food are quite attractive unlike the others countries. Improving their service method, food quality, operational procedures including the deliver timing and the communication digital presence would definitely help the delivery companies and enable to reach more customers' demands.

Example of our target profile:

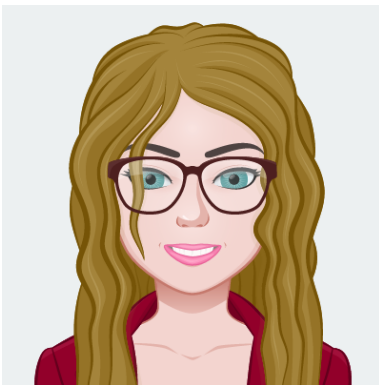


Figure 13 source:
avatarmaker.com

Beatriz, 22 years old, students in the University of Paris who lived alone. She loves to eat and passion about tasting the good product and healthy food. Every night, she came back home late because of the school project. She couldn't do the grocery shopping on time before its closedown. And she literally just wants to eat and rest after school, so she started to order the food delivery service by application. However, after a month of eating outside food, she started to feel unhealthy and the primary is that she has a tight budget just like most of the others students. Therefore, she decided to change her lifestyle by cooking herself. But the problem is she doesn't have time to do the grocery shopping...

Thinking further into new future deliver service in France, enable to solve her trouble. I collected all the results, including the last opening question, and came out with some new thoughts to rebuild the delivery service that could adapt the requests of the humans being. In order to



rebuild and to presume the new deliver system, identify the criteria, the problems and the opportunities are an important step. Following are the outline of key words that human needs that I categorized into 4 main points: **Time, Product, Price and Lifestyle.**

Convenient life + Time saving



Quality food + Variety choices + Customize food



Value for money; Adapt to the budget



Flexibility lifestyle



The concept of a new delivery service system is to combine the quality restaurant and the system of food delivery start-up. As I mentioned the key points of human needs above, most of the people don't want to spend too much money, eat the cheap outside food every night by ordering the food delivery companies or spend too much time to prepare food at home after a whole day of work. To solve the problem, each day we offer different type of meal with the fresh quality products made by our culinary teams and chefs and deliver on time and at the timing required by customers. Also, by adding a flexible manner and using the quality product came from our small producers with a reasonable price offer, I believe this could be a potential solution for human's lifestyle. We are going to discuss more further about the new food delivery concept.

○ **Convenient life + Time saving**

It's the end of the chore of grocery shopping. What we deliver is more than just a meal, it's time for what really matters. A key currency of today is that people change their behaviours and care about the value of their time and energy. Saving up time from must-do duties to focus on more productive activities is becoming an essential point that human being tried to do. There are lots of people work full-time and don't always have the time or



energy to make their own meals, or want a change from the local cafeteria or snack shop, but still want to eat well without exploding their budget. Hence, order our homemade quality meal online and receive meal in 15 minutes from our deliveryman while respecting the customer's schedule is considerable. Customers could plan their timetable ahead or order at the last minute.

○ **Quality food + Variety choices + Customize food**

Any good chef will say: "no good food without good products". But did they also say that it does not necessarily cost more? We will work directly with selected producers to buy the best at the right price. All the products are fresh and seasonal, there're definitely no tomatoes in winter or squash in summer enable to have a good taste but also the price.

Besides, cooking is to make pleasure to the customers. Our international chefs came from the Michelin star restaurant all over the world will cook for the clients just like they cook in their restaurant. Everything is homemade by our chefs instead of cooking themselves at home. Today customize product has become a true marketing trend. If the clients have special meal request, we will deliver what they desire. We would like to offer each customer a great experience with a tasty food through our delivery service.

○ **Value for money; Adapt to the budget**

We will offer a free subscription by partner with social media. Then, people could buy the number of credits that they wish to order ahead of time or at the last minute. There are 1 year of deadline which started from the day they bought the credit. *"The early bird catches the worm."* By using the revenue management, people could have a lowest price if they order a month in advance, no matter how many credits they buy. Concerning the delivery fee, we'll charge only 1.5 euros per delivery, enable to offer the lowest price in the market.

○ **Flexibility lifestyle**

According to the feedback of the last opening question from the respondents, people are interested in the delivery service by subscription, but don't want to have it every day. I realized that it's important for people to have a flexibility life in this hurried world. Following are the further detail of the idea.



- ✓ People just need to subscribe once for free by their Facebook social media or email through the website or application.
- ✓ 1 credit = 1 meal
 - People can buy the number of credits without in accordance with their desire and their schedule. For example: buy 1 credit, to order immediately tonight; buy 5 credits, use 5 meals in a row or 2 meals on the first week and 3 meals on the second week.
 - People have a flexible timing to do the order, a month in advance, a week in advance, 24h in advance to 12h maximum in advance if they would like to order in the last minute.

According to a study by *OpinionWay*, “33% of the French spend more time in grocery shopping online than preparing meal.”²⁴ It's always the same while doing grocery shopping: What should we prepare this week? What simple, healthy and fast recipes can be made? How to eat balance and vary without ruining the food? We all deserve to eat well and live well, without having to choose between spending hours to cook or eating outside food every day, a new delivery concept will allow people to stop eating two times the same thing. This mission is to revolutionize their plates by respecting the demand of customers; deliver the quality homemade meal to their door on the day they wish by paying beforehand or at last minute. This could be much cheaper than the restaurant, faster than home cooking and greater food as the restaurant.

²⁴ Pinay-Rabaroust, F. (2016). *Le Français passe plus de temps à faire ses courses en ligne qu'à cuisiner* | ATABULA. *Atabula.com*. Retrieved 24 November 2016, from <http://www.atabula.com/2016/05/27/consommation-france-courses-en-ligne/> - respond



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ANNEX

SURVEY QUESTIONNAIRE- THE DELIVERY SERVICE IN FRENCH MARKET (ENGLISH VERSION) 1
OPENING QUESTIONS - SUMMARY OF RESULT IN ENGLISH VERSION..... 4



Figure 14 source: Journaldelagence.com



Survey Questionnaire- The Delivery service in French market (English version)

Google Forms

I am a student from Master's degree in culinary leadership and innovation at Institute Paul Bocuse. As part of my final dissertation, I would like to investigate the meal delivery service in French market.

The answers to this questionnaire are anonymous and confidential.

I would like to thank you for your assistance in completing the questionnaire below.

Filter question:

Have you ever ordered meal delivery service for dinner?

Always Sometime Never

If you answered never to this question, please go directly to the question 8.

Questions:

1) In general, what is your dining habit for dinner during the weekday? (Please choose 2 principals)

- Cook at home
- Restaurant
- Take-away restaurant food
- Heat up the frozen food
- Order delivery food
- Other: _____

2) During the weekday, how often do you order the online meal delivery service for dinner?

- Everyday
- Several times a week
- Once a week



- 2 to 3 times a month
- Once a month
- Other: _____

3) What are the mains reasons that you ordered meal delivery service? (Please choose 3 principals)

- Convenience
- Price
- Variety
- Food quality
- Time saving
- Explore
- Other

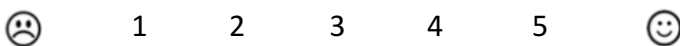
4) What is your meal budget per person when you order from home delivery services?

- 0-10 €
- 11-20 €
- 21-30 €
- 31-40 €
- 41-50 €
- 51+ €

5) Which is the food delivery company you mainly order from?

- Deliveroo
- Foodora
- Alloreto by JustEat
- Others: _____

6) Above the question, what is your level of satisfaction of this meal delivery company?



Why?

7) What are the reasons that you don't use meal delivery services?

- Price too high
- Offer not suitable
- Prefer homecook meal
- Procedure too complicated



Other reason _____

8) Do you have any comments or suggestions about home delivery service?

9) Would you be interested in a home delivery service by subscription which allow you to have a meal adapted to your budget delivered everyday for your dinner? Why?

YOUR IDENTITY

Your age? : 18-25 26-35 36-45 46-55 55 +

You live? Alone With boyfriend/girlfriend With roommates/friends Other:

Your profession? Student Farmer Craftsmen, traders and entrepreneurs Executives and higher intellectual professions Intermediate Professions Employee Worker Retired Other persons not in employment.

Thank you for your time in answering these questions.



Opening questions - Summary of result in English version

⋮

Do you have any comments or suggestions about home delivery service?

Long answer text

Response	Comments	Value	Percentage
N/A		66	84.61%
YES	Sometimes it's slow...wish could be more quick	12	15.38%
	Make better sign for the soup		
	I don't like the idea of home delivery service cuz usually it makes people become too lazy and too isolated. But of course there are some exceptions sometimes		
	Delivery services like Foodora or others have not yet extended in the suburbs, it's a pity!		
	A call before arrival		
	If we live outside of the city, it won't work.		
	Better to have pictures of dishes		
	Increase the salaries of deliverers		
	Deliver more areas		
	Decrease the minimum order price		
	Problem of food temperature and reheat problem		
	I think the offer is quite variety. But they could use better quality and seasonal products.		
Variety of choices			



Would you be interested in a home delivery service that deliver everyday by subscription(monthly or weekly), which allow you to have a quality meal or ingredients adapted to your budget, your desire then you won't need to go for a grocery shopping? Why? *

Long answer text

This question was designed as a request question. Here are the summary of comments returned by the respondents:

Response	Comments	Value	Percentage
Negative	No, because I need flexibility.	45	57.69%
	No. I prefer to cook by myself most of time .		
	No, expensive and I don't speak French		
	No because I am afraid that the delivery food is not fresh and not clean		
	No, I prefer to cook because it's cheaper and healthier		
	No, if I eat at home I'd prefer cook by myself		
	No, actually everything is fine		
	No, I always buy organic food.		
	No, because food shopping and cooking are the things i love the most		
	No, because home delivery for dinner is just once for a while when I am too lazy to cook and neither my family. It's more impulse rather than everyday needs.		
	No it's too expensive		
	I'm not very interested in that, because the budget is limited.		
	Yes, but I think my family does not accept it.		
	No, I don't want to have delivery food every night. Getting delivered is a small "pleasure" that must be casual for me.		
	No I know how to make quality food by myself		
No. Subscription is too restrictive			
No because it probably too expensive, not customizable and not available in rural area			
Positive	Yes! why not!	33	42.30%



I would be interested only if the budget is reasonable, if spending slightly higher on home delivery service than on grocery, it's actually appealing as I can save my time on preparing the meal.		
Yes, if the price is economic.		
Sure, if the price is reasonable and the food has good quality, it can be an option.		
Yes, that's convenient and interesting		
Yes. I'm interested in deliver of ingredients, but not portrayed meal (or not too often). This should add diversity to my diet.		
Yes that would be very convenient		
Sounds good but not every day. I like to cook or going out to restaurant sometimes		
If the ingredients are fresh and the delivery website is friendly (have bilingual website), then I might be interested in.		
Yes, because it's very convenient and time saving		
Sometimes yes, but not every night		
Why not! It all depends on the price of subscription. But I would rather have the choice of cooking according to my schedule.		
Why not!		
It depends on the preparation of meals.		
Yes, why not, it sounds interesting.		
Yes, if I am the only one to eat. No, because there are children in the family.		
Seems to be a good idea, but also depends on price and efficiency		
Yes it would be very convenient.		
Yes. It will save more my time.		
I would like to try. And to see if I can choose my dishes at the last minute		
Yes, unless we are not obliged to order a delivery meal every night.		
If we know exactly what products are used, or if we can personalize our orders according to what we like or not, why not!		
Yes, to have a quality meal, if I have a party, I will prefer home delivery		
Yes why not		



	Yes if the subscription gives us access to several restaurants, in order to variety of meal each night.		
	If we know exactly what products are used, or if we can personalize our orders according to what we like or not, why not		

