



# **NMO FINALS**

## **"REVITALIZING DAILY NEEDS: A STRATEGIC BLUEPRINT FOR GROWTH AND EXCELLENCE"**

**LEADERSHIP PRESENTATION**

# Business Objectives



## GOALS

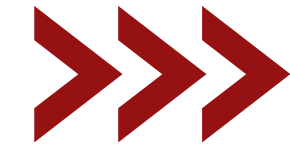
1. Enhance Customer Satisfaction
2. Optimize Operational Efficiency
3. Market Expansion
4. Product Diversification
5. Technology Enhancement
6. Cost-Benefit Analysis for Non-Dense Areas
7. Quality Control Implementation
8. Partnership Development
9. Competitive Positioning
10. Financial Sustainability



## DEPT OBJECTIVES



- **Marketing:**  
Drive customer acquisition and loyalty through targeted campaigns
- **Human Resources (HR):**  
Foster a positive work culture, reduce turnover rates and enhance employee skills
- **Finance:**  
Optimize financial sustainability, achieve increase in profitability, and implement cost-effective solutions
- **Information Technology (IT):**  
Enhance app features and improvement in delivery visibility,



## KPIs / KSFs



1. Expand customer base by 2025.
2. Introduce five new product lines
3. Reduce perishable product losses
4. Increase customer retention rates
5. Attain a 99% customer satisfaction rate based on feedback surveys.
6. Implement sustainable packaging for 80% of products by 2027.
7. Maintain a delivery partner turnover rate below 5% through employee engagement initiatives.

# SWOT ANALYSIS

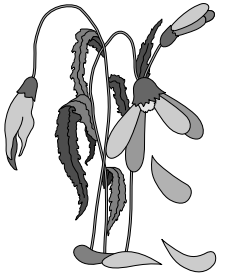


- App-Based Ordering System
- Hyper-Local Delivery Team
- Diverse Product Range
- BHIM UPI Integration

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- Delivery Challenges
- Quality Complaints
- Perishable Product Loss
- Service Gap in Non-Dense Areas
- Limited Product Range



- Market Expansion
- Diversification of Products
- Technology Enhancement
- Partnership with Local Suppliers

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- Competition
- Customer Churn
- Regulatory Changes
- Economic Downturn



Implement a comprehensive action plan, including quality control measures, technology enhancements, market expansion strategies, and partnerships, to mitigate weaknesses and capitalize on opportunities in a dynamic market landscape.

Identify and prioritize strategic initiatives to enhance customer satisfaction, operational efficiency, and market competitiveness based on the SWOT analysis.

# Vision Document: Daily Needs Delivery LLP (DND)

**VISION:** "To be the foremost and trusted provider of daily essential deliveries across India, committed to enriching lives through seamless, reliable, and innovative solutions."

**PURPOSE:** DND is driven by a profound commitment to addressing the fundamental needs of its customers by providing seamless, reliable, and innovative solutions.

**Big Idea:** Daily Needs Delivery LLP is to revolutionize and elevate the daily essential delivery experience for individuals and families across India.

## CORE VALUES

### Customer-Centricity

prioritize customer satisfaction, understanding their needs and exceeding expectations

### Reliability

Our commitment is to provide timely, accurate, and dependable daily essential deliveries.

### Innovation

We embrace technological advancements and creative solutions to enhance the customer experience

### Quality

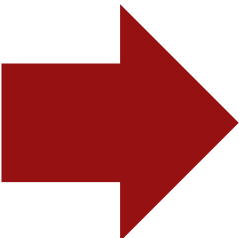
Upholding the highest standards of product quality, ensuring satisfaction with every delivery.

### Integrity:

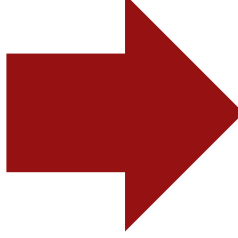
Conduct our business with transparency, honesty, and ethical practices

## STRATEGIES

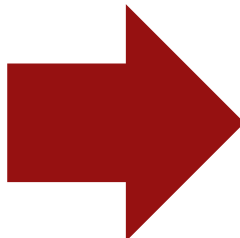
**Market Leadership**



**Product Excellence**



**Technological Innovation**



**Operational Excellence**

## TACTICS

Be the market leader in daily essential deliveries, expanding our reach to 15 major cities in India.

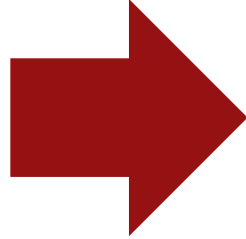
Diversify our product range to meet diverse customer needs, introducing at least five new essential products by 2028

Leverage cutting-edge technologies to enhance the mobile app's features, introducing real-time tracking, AI-driven recommendations, and an interactive user interface.

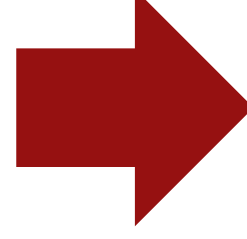
Optimize delivery processes, reducing perishable product losses to below 0.1%, and maintaining a reliable and motivated delivery partner team

**STRATEGIES**

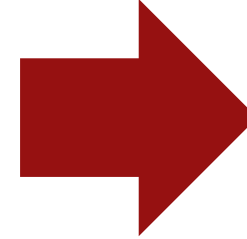
**Customer Engagement**



**Sustainability Initiatives**



**Employee Development**



**Financial Growth**

**TACTICS**

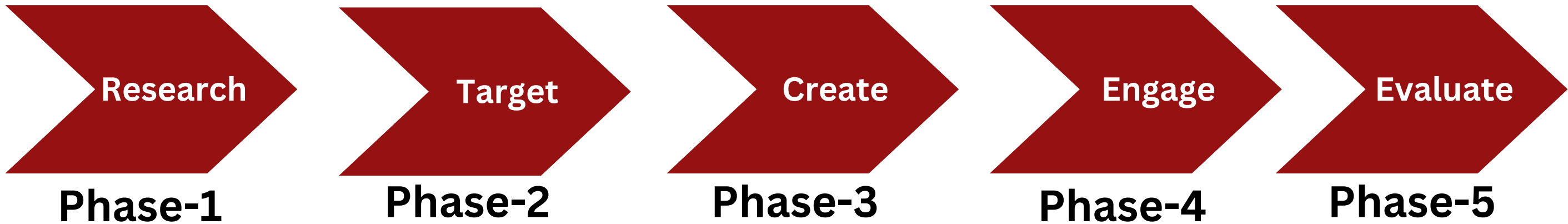
Implement personalized promotions, loyalty programs, and efficient customer feedback mechanisms to foster strong customer relationships




Introduce eco-friendly packaging solutions, explore sustainable sourcing options, and contribute to environmental conservation efforts.

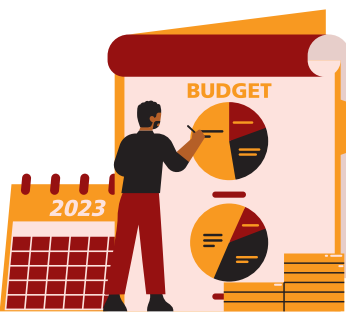
Cultivate a positive work culture, invest in ongoing training programs, and reduce turnover rates, ensuring a motivated and skilled workforce

Achieve sustainable financial growth by diversifying revenue streams, optimizing costs, and ensuring a healthy profit margin

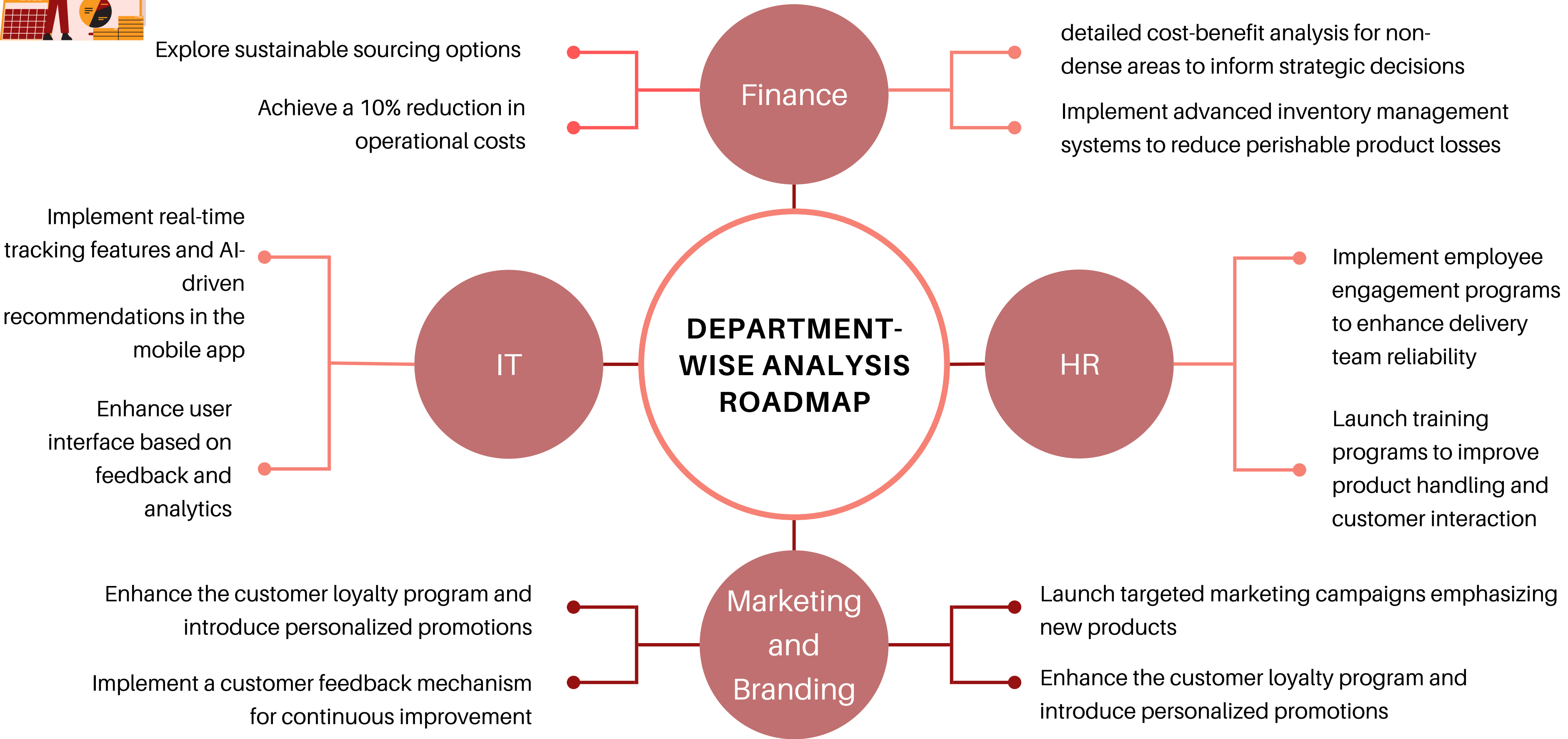
# Brand Extension Roadmap



 <b>Objectives</b>	<b>Improve Customer Acquisition and Engagement</b>	<b>Enhance Brand Loyalty and Retention</b>	<b>Increase App Downloads and User Ratings</b>	<b>Develop and Implement Marketing Plan for Next Financial Year</b>
 <b>Activities</b>	<ul style="list-style-type: none"> <li>• Market analysis to identify trends</li> <li>• Collaborate with product development</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a unique value proposition</li> <li>• Create engaging promotional materials</li> </ul>	<ul style="list-style-type: none"> <li>• multichannel marketing strategy</li> <li>• comprehensive sales strategy</li> </ul>	<ul style="list-style-type: none"> <li>• market analysis to identify trends and opportunities</li> <li>• product development to incorporate new offerings</li> </ul>
 <b>Deliverables</b>	<ul style="list-style-type: none"> <li>• Integrated marketing plan for the next financial year</li> <li>• Competitive analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Clearly defined value proposition statement</li> <li>• informative promotional materials</li> </ul>	<ul style="list-style-type: none"> <li>• Executed social media campaigns</li> <li>• Sales strategy with identified lead generation</li> </ul>	<ul style="list-style-type: none"> <li>• Market analysis report outlining key findings</li> <li>• KPI framework with targets for monitoring</li> </ul>



# Department-Wise Roadmap



A large, irregular splash of teal watercolor paint is centered on a white background. The splash has a textured, organic appearance with varying shades of teal and some darker spots. The words "THAN YOU" are written in a bold, black, sans-serif font across the middle of the splash.

**THAN YOU**