



Grocery Delivery for you



Now greener than ever

College Name : Masters' Union

Team Name : Phoenix

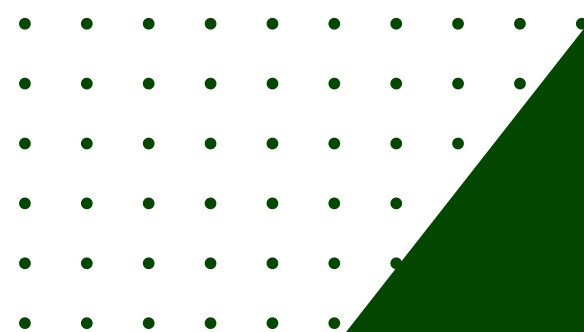
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# What is Dunzo ?

Dunzo Daily is the grocery delivery business of Dunzo. With Dunzo Daily, you can get all your grocery items delivered to your doorstep in under 19 mins! From shopping for daily groceries to fresh Fruits & Vegetables, Meat & more, Dunzo is the only online grocery delivery app you'll ever need. Dunzo also delivers groceries, medicines, etc from other stores in your city via their marketplace option and has a separate service to pick up and deliver packages within the same city. For the scope of this assignment, we will only be looking at the Dunzo Daily grocery delivery business.

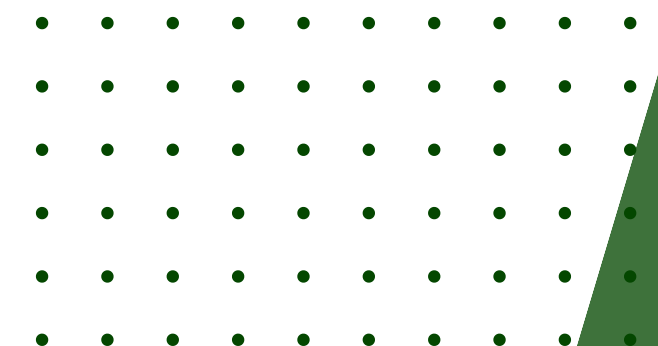
## Vision

Living in the city, we never have enough time to do all the things we want to do. Dunzo can change the way you move things, and how you shop and lets you access your city like never before. We're an app that connects you to the nearest delivery partner who can make purchases, pick up items from any store or restaurant in the city and bring them to you.

**Valuation : \$750 Million**

**Save the  
excuses and time.**

The better way to get things done,  
**just Dunzo it!**



# Background

As the world moves towards a sustainable future, the responsibility of conducting business sustainably lies on brands like Dunzo. For eCommerce businesses when their users shop online, whether, for food, clothes, shoes, or any other goods, there are a bunch of things that lead to CO2 emissions. All touchpoints including but not limited to sourcing products, warehousing, packaging & delivery play a part in this. Dunzo is looking to come up with ways to reduce its carbon footprint as a company as well as that of its users. For this problem, assume that Dunzo is taking all measures on the sourcing, warehousing, and packaging front and the focus needs to be exclusively on consumer-facing solutions.

## Problem Statement

- Devise some product strategies/features or campaigns that will help Dunzo and its users reduce their carbon footprint and move towards a sustainable future.
- Research User Behaviour to ensure their experience isn't compromised in the process

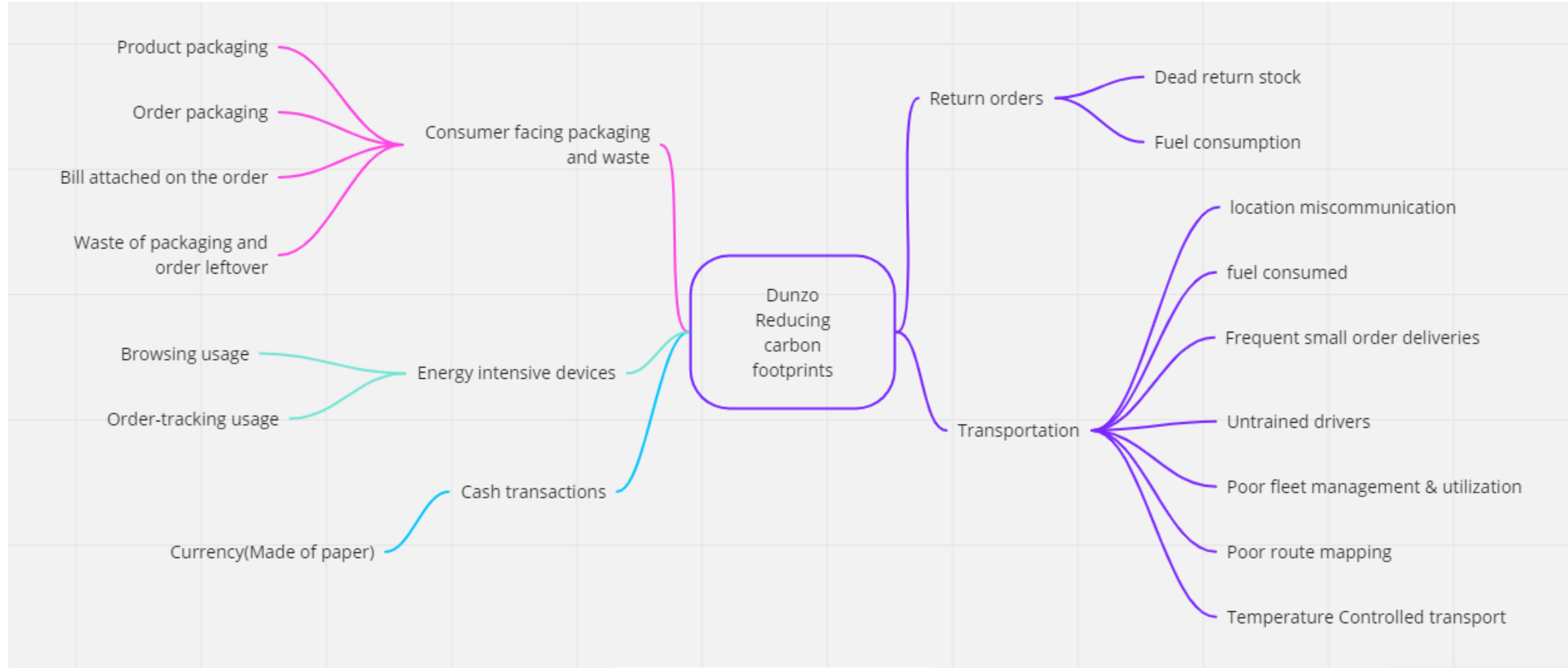
## Competitors



## Assumptions

- Dunzo has already implemented all strategies in sourcing, warehousing & packaging sectors.
- Dunzo cannot change the existing product packaging as they are external products
- Strategies should not disturb existing implementations

# Breaking Down the Problem





# Why should we solve this problem ?

- The last-mile emissions of the six largest global delivery and e-commerce companies alone amount to approximately 4.5 megatonnes of CO2.
- The last mile CO2 emissions in India are at least half of all overall emissions, from e-commerce deliveries.
- Governments are planning to implement policies for e-commerce to direct them toward sustainability.
- Users also are getting conscious towards environment.

## User Personas



**Rishi Dhawan**

IT Employee, TCS

### Demographic details

30 year old, Living in Gurgaon

### Psychographic details

Uses Dunzo, to order groceries daily.

### Pain Points

Feels concerned about the environment. Thinks of ways in which he can save any carbon footprint.



**Utkarsh Jain**

Dunzo delivery partner

### Demographic details

25 year old, Living in Bangalore

### Psychographic details

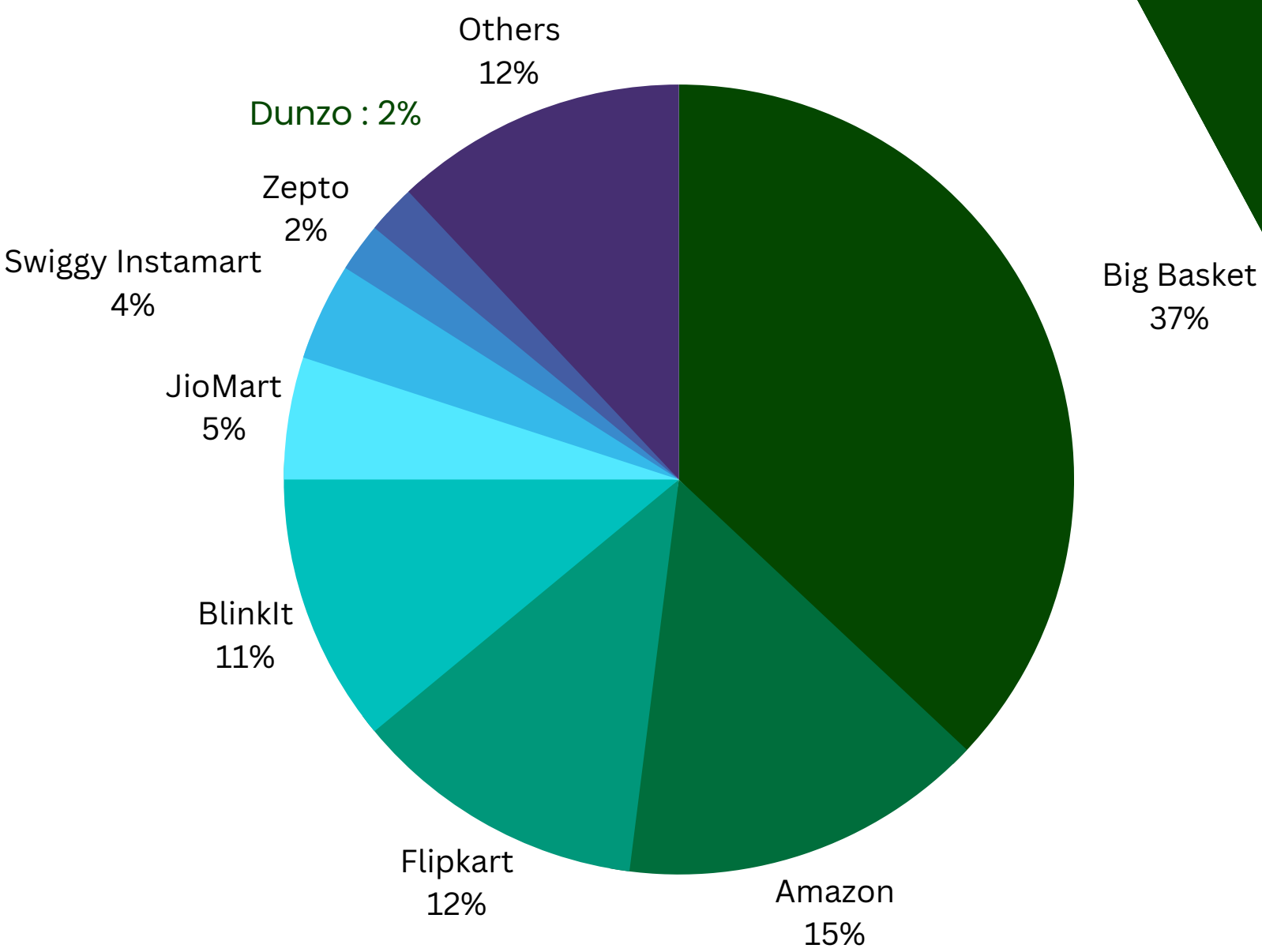
Uses Dunzo, to deliver orders within 5 kms

### Pain Points

Feels that he is actively contributing to air pollution by doing grocery deliveries. He believes he cannot solve this issue unless Dunzo interferes.

# Competitor Analysis

	Dunzo	Big Basket	Blinkit
Delivery time	19 mins	20 mins	10 mins
Orders/month	8 million	15 million	12 Million
Inclination towards sustainability	Low	Low	Low



Market Share by company ( 2022)

# Approach to get to the findings

- User Interviews
- Delivery partner interviews
- Market research
- Breaking down all aspects of Dunzo which are customer-facing
- Understanding the pain points of each aspect.
- Analysing the carbon footprint impact of each aspect

Up Next –> Features/ Strategies/  
Campaigns

to reduce carbon  
footprints



# 1. Monthly Grocery Feature

This feature will help users, create and save a list of monthly groceries. Each month, users can make minor changes to the list and order the monthly grocery. It also provides recommendations based on your previous orders to make sure you don't miss any item in your list. To promote this feature, Dunzo can give discounts on such bulk orders.

## Benefits for delivery partner

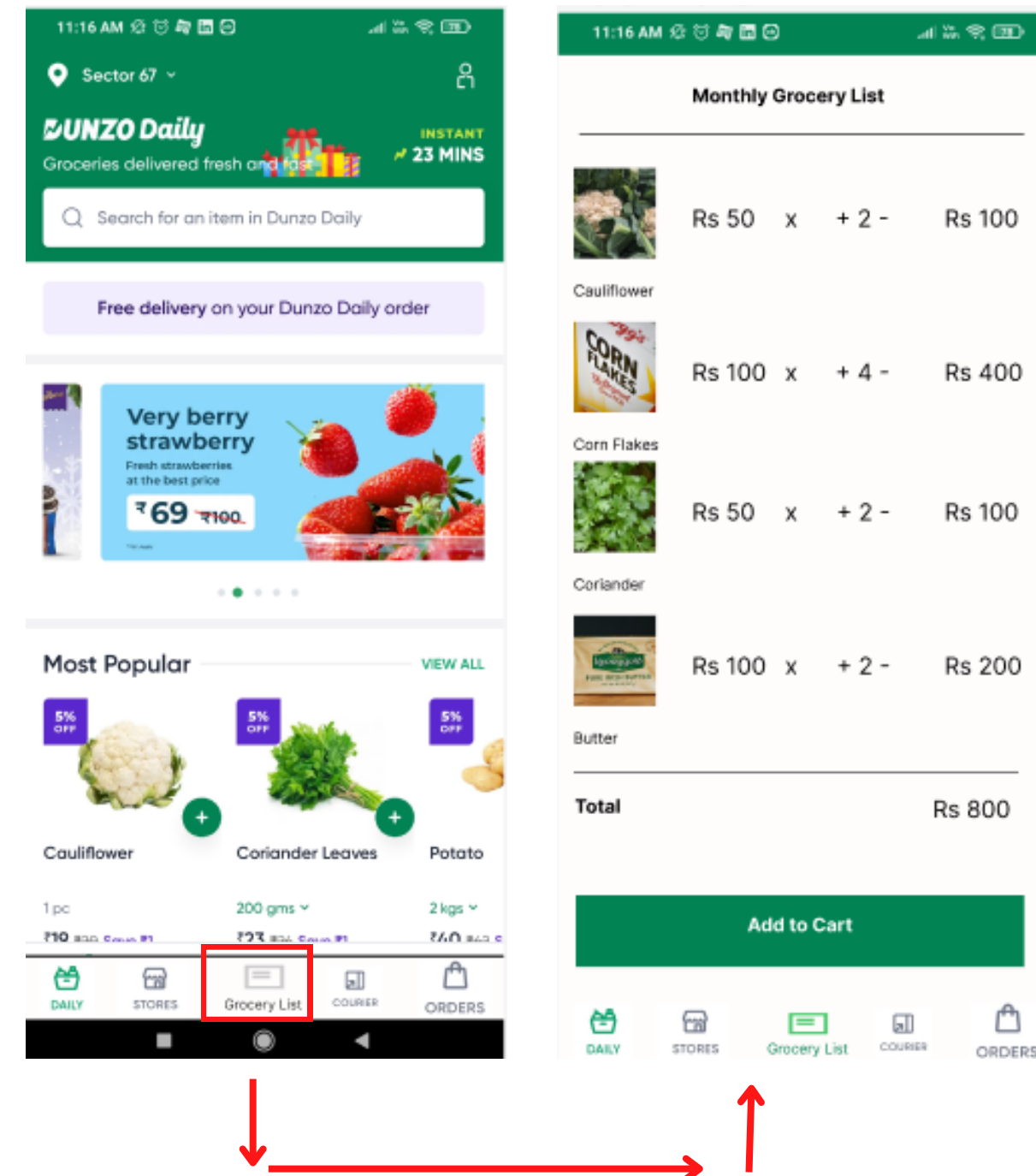
- Lesser trips, lesser efforts

## Benefits for user

- Reduce efforts by ordering monthly groceries once a month rather than ordering small orders each day.
- Save money

## Environmental Impact

- Less frequent deliveries reduce carbon emissions.
- Reduction in packaging
- Reduction in browsing on the app leads to reduced energy usage for mobile devices.





## 2. Switching to e-bikes

E-bikes are the future of e-commerce last-mile delivery. They contribute to zero carbon emissions. The only waste products with e-bikes are batteries which can be recycled or reused.

### Benefits for delivery partner

Automatic transmission bikes. Easy driving

### Benefits for user

- Reduction in delivery charges
- Contribution towards a greener world.

### Environmental Impact

- Massive reduction in CO2 emissions

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## 3. Reduce Cash transactions

Incentivize users to pay online by offering discounts on online modes of payment. This will reduce cash payments substantially leading to a reduction in printing currency.

### Benefits for delivery partner

No cash and change to handle.

### Benefits for user

- Discounts on online payment.
- No change to be handled.

### Environmental Impact

- Less printed currency
- Less paper used, less trees cut.

# 4. Voice alert on delivery boy's arrival

Often users, keep looking at the screen tracking their order which consumes a lot of energy on the device. In order to reduce this, as and when the delivery boy reaches the delivery location. An automatic voice alert will be sent to the user. So, he need not continuously look at the phone.

## Benefits for delivery partner

- Need not call the user each & every time.

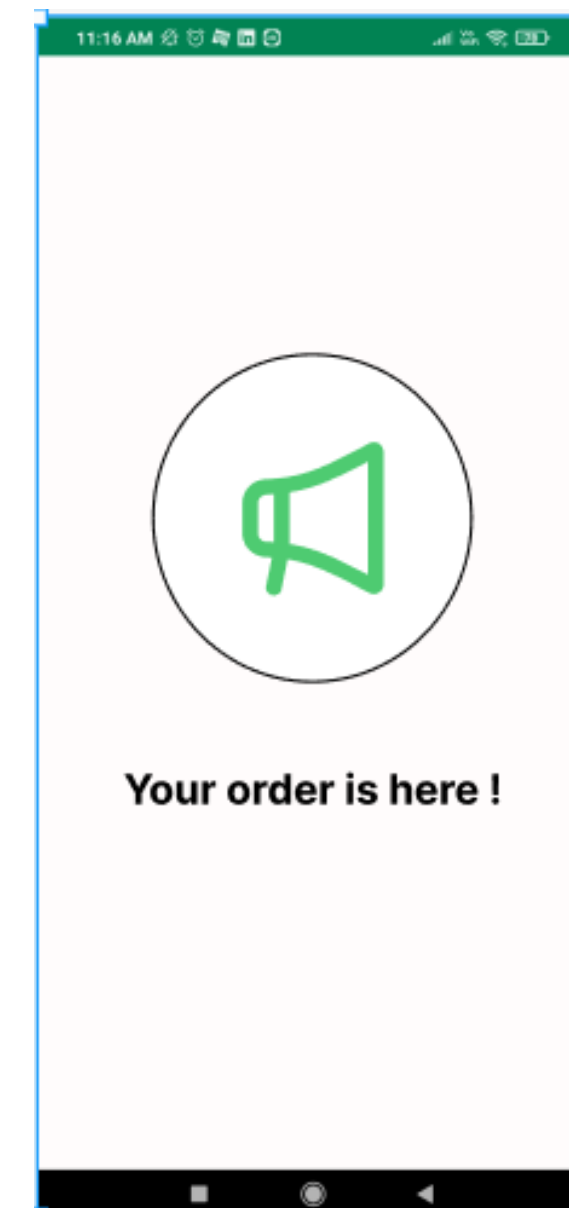
## Benefits for user

- Need not track the delivery partner continuously.
- Save device energy.

## Environmental Impact

- Less energy consumption

Whenever your order arrives, such a screen will pop on your lock screen and you will hear "Your order is here "



# 5. Separate operations for waste management

A lot of packaging waste is just dumped and does not find its way to a recycling station. Here, waste includes product packaging, order packaging, bills on the order, and leftovers. Returned orders, vegetable waste. Currently, the government does not have any proper waste disposal system in place. Dunzo can tie up with private waste management companies to streamline waste management. Users will get incentives when they hand over previous orders' waste to our delivery partner. The delivery partner will deposit the waste at our dark stores and from there it will be taken for recycling.

## Benefits for Dunzo

- Save money on packaging, as old packaging will be recycled and delivered to Dunzo

## Benefits for user

- Save money by giving back waste

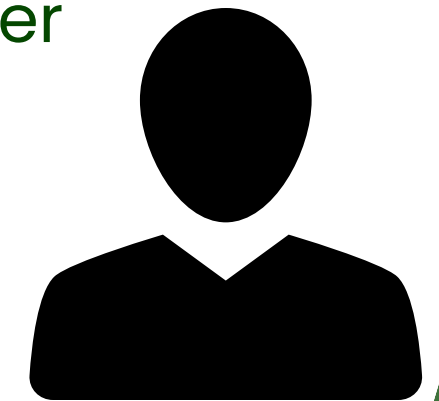
## Environmental Impact

- Less packaging, less paper, less trees cut.



Delivery partner

Delivery partner will deliver the current order and collect waste for the previous order



Customer

# Environmental Impact Calculation (per month)

## 1. Monthly Grocery Feature

# of orders: **8 million**

Reduction in # of orders due to feature: **2.5 million**

Co2 Emission per order: **285 g**

Total Co2 emission saved :  $2.5 \text{ M} * 285 \text{ g} = \mathbf{0.712 \text{ million Kg}}$

## 2. Switching to e-bikes

# of orders: **8 million**

% reduction in Co2 emission due to e-bikes: **80**

Co2 Emission per order: **285 g**

Total Co2 emission saved :  $8 \text{ M} * 0.8 * 285 \text{ g} = \mathbf{1.8 \text{ million Kg}}$

## 3. Reduce Cash transactions

# of COD orders: **4.5 million**

Co2 Emission per order: **2.3 g**

Total Co2 emission saved :  $4.5 \text{ M} * 2.3 \text{ g} = \mathbf{10,000 \text{ Kg}}$

## 4. Voice alert on delivery boy's arrival

# of orders: **8 million**

Co2 Emission per second: **2.8 g**

# of seconds saved per order: **60**

Total Co2 emission saved :  $8 \text{ M} * 60 * 2.8 \text{ g} = \mathbf{1.34 \text{ million Kg}}$

## 5. Separate operations for waste management

# of orders: **8 million**

Co2 Emission per order: **4.8 g**

Total Co2 emission saved:  $8 \text{ M} * 4.8 \text{ g} = \mathbf{38,000 \text{ Kg}}$



# Feature Prioritization

Feature	Effort	Environmental Impact ( Co2 emission saved in Kg/month)	Score( Impact /effort)	Priority
Monthly Grocery Feature	0.5	0.712 M	1.4 M	1
Switching to e- bikes	4.5	1.8 M	400,000	3
Reduce Cash transactions	2	10,000	5000	5
Voice alert on delivery boy's arrival	2	1.34 M	0.67 M	2
Separate operations for waste management	4	38,000	9500	4

# Success Metrics

Category	Metrics
North Star Metric	<ul style="list-style-type: none"><li>• % decrease in equivalent Co2 emissions per order</li></ul>
Awareness	<ul style="list-style-type: none"><li>• % of active dunzo users who have clicked on the monthly grocery tab</li><li>• % of active users who have asked delivery partners about waste collection</li></ul>
Adoption	<ul style="list-style-type: none"><li>• # of users who have created a monthly grocery list</li><li>• # of users who have at least ordered a monthly grocery once.</li><li>• % of the delivery fleet converted to e-bikes</li><li>• % decrease in # of cash transactions</li><li>• # of users giving waste to delivery partners</li><li>• % reduction in device usage during order-tracking</li></ul>
Engagement	<ul style="list-style-type: none"><li>• % of MAU who have at least ordered 1 monthly grocery</li><li>• % of MAU who have at least given back waste once</li></ul>
Retention	<ul style="list-style-type: none"><li>• % of active users who order monthly groceries in the succeeding month</li><li>• % of active users who gave back waste in succeeding month</li></ul>
User Happiness	<ul style="list-style-type: none"><li>• Customer Satisfaction Score</li><li>• Net Promoter Score</li></ul>

# References

- Last mile delivery
- Last mile delivery in India
- Carbon footprint of a paper
- Carbon footprint from mobile usage
- Competitors
- Dunzo active users, orders

**Thank You**