

Food delivery app Foodi prioritizing customer service, partnership with restaurants

- A Monitor Special

Date: 16 March, 2025



Dhaka : Foodi-a comparatively new food delivery platform-has been launched to address the gap in the market for a food delivery app that truly prioritizes both customer satisfaction and partnership with restaurants. Foodi's goal is to create a seamless experience for both customers and restaurant partners-one that feels more intuitive, rewarding, and community-driven.

Md Shahnewas Mannan, Chief Executive Officer of Foodi, said this while talking to The Bangladesh Monitor at his office in the capital recently.

It stands out through its focus on personalized recommendations, faster delivery times, and lower service fees. The platform empowers local restaurants by offering better revenue-sharing terms and advanced data insights to help them grow, according to him.

Flower delivery, live order tracking, live chatting, calling both riders and customer service, 24/7 service, and widespread coverage are the exceptional features Foodi offers to customers that differentiate it from other food delivery services, the CEO added.

While established players like Foodpanda, Uber Eats, and Hungrynaki have built strong market presence over the years, Foodi differentiates itself through a few key areas: competitive pricing, faster delivery times, and a more personalized customer experience, he further claimed.

Foodi is focusing heavily on partnering with local restaurants to offer exclusive deals and a wider variety of options that cater to local tastes. Additionally, the streamlined app interface and customer support aim to make the ordering experience as smooth as possible. It is all about providing value and convenience to the customer in ways that set Foodi apart, said Mannan.

The closure of platforms like Uber Eats and Hungrynaki reflects the challenges in the food delivery market; it also creates an opportunity to learn from their experiences and build a more resilient model.

So Foodi has focused on several key factors to have a competitive edge: operational efficiency, local market insight, a tech and data-driven approach, and sustainable unit economics, said the CEO while discussing Foodi's approaches to overcome the challenges of the food delivery industry.

"Ultimately, we believe that understanding the local market, building strategic partnerships, and maintaining a lean operational structure will enable Foodi to navigate challenges and thrive in the long run," he further informed.

The food delivery industry will likely see major advancements in automation (like drone and robot deliveries), faster delivery times through AI-driven logistics, and greater personalization using machine learning.

Ghost kitchens will expand, and sustainability will become a key focus with eco-friendly packaging and reduced waste. Integration with smart home devices and voice assistants could also streamline ordering, predicted the CEO.

"Foodi, sustainability is at the core of our operations. We are actively working to reduce our carbon footprint and promote more eco-friendly practices in the food delivery space through several key initiatives: eco-friendly packaging, optimized delivery routes, electric vehicle adoption, and food waste reduction," the CEO said.