

## Multidisciplinary case study

### **A Case study: *Just Eat, on-line take-away food company rebranding***

Learning objective: To develop cross-cultural abilities by analysing a case study

#### **Introduction:**

*Just Eat re-launches brand with new company vision: to create the world's greatest food community* is a real case study selected by teachers working on the Unity in Diversity Erasmus + project. It is directly taken from the Just Eat's official website. Its aim is to develop language skills for advanced learners of English who plan to start a career in the hospitality industry. The reference text provided specifically addresses issues to be tackled up from a multidisciplinary point of view. This case study enables learners to practice their writing, speaking and listening skills. It may be used for a lot of different purposes: exam paper, exam preparation, peer to peer learning, seminars and group work.

**Explanation of tasks:** The tasks are specifically designed to encourage the students' sense and awareness and test their problem solving skills.

**Warm up activities 1-2** are matching exercises based on vocabulary

**Warm – up 3** is a multiple choice exercises

**Task 1** is a gap fill about an on-line service

**Task 2** is a reading and comprehension exercise with questions about SMART goals and SWOT analysis

**Task 3** includes a series of questions based on the comprehension of the case study.

**Task 4** is a writing task where the student is asked to discuss current social media marketing trends and techniques.

**Task 5** is a comprehension exercise based on the watching of a video about “Expo 2013” and it also asks the students to retrieve information on future expo events.

**Task 6** is a reading and comprehension task based on a text dealing with HACCP.

**Task 7** is a creative task where the student ( as a customer care clerk ) is asked to reply to a negative online review.

#### **Background information:**

Modern living often leaves little time for cooking at home, especially during the week. Restaurant and delivery take-out services offer a welcome alternative to working people and parents who want to relax at home but are hard pressed to make their own meals. Take away food offers a completely different experience – at home, one has no need to worry about finding a baby sitter or driving back home after a drink

Quick service, casual and even fine-dining restaurants are all capitalizing on the benefits and possibilities of take-out and delivery services. Take-out can increase restaurant business without significantly raising operation costs or forcing firms to expand their facilities. For restaurants, it means indeed fewer front of house employees, an increase in the number of meals one can sell and also in the number of customers that will get to know the restaurant.

The Internet played an important role in take away food business development. This was made possible by the increasing use of smartphones and apps which allow to interact with products ‘on the go’ through geo-localisation, to get potential customers in the local search door. Mobile apps are however used on smartphones and tablets also from home for the very reason they connect with the local offer.

A relevant study<sup>1</sup> points out how restaurants (here broadly meant) are consistently the top local and mobile search category according to considerable query log data from multiple sources.

The study found that 95 percent of smartphone users conduct restaurant searches. It also found that 90 percent of these users “convert within the day,” meaning they go out to eat. Perhaps, it is even more striking that 64 percent of users were found to convert either “immediately” or “within one hour.”

Single restaurants do not have their own app. They rather rely on online food order and delivery services acting as mediators between each independent take-out food outlet and customers. Restaurants pay a commission for the offered service. Restaurants do not extra charge the customer for the commission they pay but rather offer the same price as from a direct order to guarantee the same quality.

The world leading food order and delivery service is nowadays Just Eat. A company founded by Jesper Buch, in Denmark, in 2000, which rapidly spread in many other countries achieving revenues for 58.000£ in 2015 with an annual growth of 58%<sup>2</sup>.

Despite Just Eat is the largest player in the market and represents a benchmark, it recently had to launch a renovation and rebranding program to affirm its leadership. This both allowed to exploit

1 Retrieved “How to Play in the Exploding Mobile Ads Universe”, Bill Dinan, SMX East Conference 2012, <http://marketingland.com/study-50-percent-of-mobile-queries-in-travel-restaurants-autos-result-in-a-purchase-18404> retrieved 29/10/2016

2 retrieved <http://je-ict-live-corpsite-assets-eu-west-1.s3.amazonaws.com/wp-content/uploads/2016/03/JUST-EAT-ARA-201516.pdf> accessed 29/10/2016

new tendencies - takeaway orders are still made over the telephone, with the remainder placed online; forecasts estimate that phone orders will shrink to fewer than four in 10<sup>3</sup> – and to *fight* emerging competitors, at the forefront Uber Eat<sup>4</sup> and Amazon Fresh<sup>5</sup>.

3 Retrieved <http://www.telegraph.co.uk/business/2016/05/21/the-boss-of-online-takeaway-orders-firm-just-eat-talks-about-the/> accessed 29/10/2016

4 Retrieved <http://www.telegraph.co.uk/business/2016/05/21/the-boss-of-online-takeaway-orders-firm-just-eat-talks-about-the/> accessed 29/10/2016

5 Retrieved

<https://www.gg2.net/business/internationalbusiness/Uber+launches+global+assault+on+food+delivery+market/10860>

accessed 29/10/2016